



CAN Active Insights Comes to New Brunswick: One Platform, Every Corner of the Province

**RECREATION
LOISIRS NB**



Across New Brunswick, recreation and community leaders are planning for a province defined by contrast: growing urban centres, tight-knit regional hubs, and small communities and local service districts spread across the map.

Let's Get Moving New Brunswick, the province's ambitious new physical activity strategy, brings municipalities, schools, health authorities, and recreation providers together around a shared vision: a healthier, more active province, from Moncton and Saint John to Fredericton, Edmundston, Miramichi, and the smallest local service districts. CAN Active Insights, the national data platform built by the sector, for the sector, gives that shared vision something practical to work with.

Let's Get Moving New Brunswick!

PHYSICAL ACTIVITY STRATEGY



New Brunswick
Government

Vision and Call to Action

New Brunswickers live, work, learn, and play in environments that encourage being active and moving in ways that matter as part of daily life.

There are many benefits to being active. By moving a little more every day, we are making our bodies and brains healthier, connecting with others and supporting the economy. While many people in New Brunswick do engage in movement and physical activity, New Brunswick still ranks as one of the most inactive provinces in the country therefore not reaping the full array of benefits.

To get more people to move in ways that work for them and promote a culture of movement, physical activity must become a part of daily life.

We acknowledge that physical activity is a broad concept, open to interpretation and can take various forms from person to person. It can look like a gym workout for some, however for most it includes any form of movement that fits into our daily routines, whether it's walking to work, engaging in recreational activities, or simply dancing with loved ones in the kitchen. Creating environments that support and encourage physical activity is essential to making it accessible, inclusive and enjoyable for everyone.

Let's Get Moving New Brunswick!

This strategy was developed with input from various stakeholders across the province, including an advisory group, an interdepartmental government steering committee, public engagement sessions, and contributions from organizations and community groups. Additionally, it draws inspiration from the national approach outlined in *A Common Vision for Increasing Physical Activity and reducing sedentary living in Canada: LET'S GET MOVING*.

Our province is fortunate to have numerous organizations, researchers, community resources and champions dedicated to promoting physical activity. With their continued support and leadership, it is an exciting time to tackle the challenges ahead and explore creative solutions to enhance physical activity opportunities for all New Brunswickers.

Realizing the vision will require the collaboration of many. This strategy marks the beginning of the collaborative journey. Let's embrace movement and being more active every day for a healthier and more vibrant province.

For Recreation NB | Loisirs N.-B., that's a welcome addition to the toolkit its members already rely on. "Our members have always understood the value recreation brings to their communities. What CAN Active Insights gives them is a new way to show that value, plan around it, and build on it," said Chris Gallant, Executive Director of Recreation NB | Loisirs N.-B. "Whether it's a full-time recreation department in one of our communities or a volunteer committee running a rural facility, everyone can draw on the same platform to inform their next move."



New Tools, Built for How Municipalities Actually Plan

CAN Active Insights isn't a single dataset; it's a series of connected tools. How a municipality uses them depends on the question it's trying to answer, whether that's a growing city deciding where to build next or a regional hub working out who its facilities really serve.



A Complete Picture of What's Already There

The platform's infrastructure database is a full environmental scan of parks, recreation, and sport facilities, built to anchor a recreation master plan or a multi-year capital plan. For example, in a growing city like Moncton, that means seeing the whole facility landscape in one place instead of piecing it together department by department. For a smaller community, it means starting a capital planning conversation without having to build a facility inventory from scratch. Once that inventory exists, the next question is: who's it actually reaching?

A Complete Picture of What's Already There

Community profiling layers that combine demographic and sociographic data residents in and around a given space or facility provide valuable insight into who is, and who's not, being served. In practice, this could mean the recreation team in Fredericton can design programs that better reflect the needs of its neighbourhoods, or help regional service commissions and operators of regional facilities understand whether they are reaching the full mix of communities they serve. Comparing infrastructure with population and usage data also makes it easier to identify access and equity gaps, helping ensure future investments are directed where they can have the greatest impact. The same lens can be applied to how people move through and use these spaces once they are built.



Seeing How People Actually Use a Space

New Brunswick's geography makes this kind of detail especially valuable. The province runs on a hub-and-spoke model, where regional centres anchor services for the rural communities and local service districts around them. Understanding how residents actually move between them shapes everything from programming hours to regional cost-sharing. Movement data adds detail that manual counts alone could never provide: where visitors are travelling from and how far, activity hours and dwell time, peak and off-peak times, and how usage shifts across seasons. As an example, a regional arena drawing in residents from several communities outside Miramichi can turn an assumption about who the facility serves into a known quantity. The same data can measure the tourism reach of an event or festival, showing an organizer how far beyond the local area an event actually draws, which is useful for a community building its tourism or destination strategy. All that activity adds up to something council can put a number on.



Quantifying What Recreation Delivers

Impact data quantifies the return of a program or facility across four areas: social, health, economy, and environment. It gives municipalities a way to put numbers behind something recreation professionals have always known intuitively, and this evidence can be brought into conversations with local, provincial, and federal funding partners. That matters in New Brunswick, where recreation investment is weighed against roads, water systems, and every other municipal priority; the case for a new facility or program lands differently when it comes with evidence instead of instinct.

New Brunswick municipalities already have several funding avenues to draw on, including, but not limited to, the Active Communities Grant Program, the Inclusive Community Recreation Infrastructure Fund, and the Trail Infrastructure Fund. CAN Active Insights gives municipalities credible, comparable data to bring to those conversations, regardless of audience.

A Platform Built by the Sector, For the Sector

CAN Active Insights was built and developed through a partnership agreement between the Canadian Parks and Recreation Association (CPRA), the Canadian Fitness and Lifestyle Research Institute (CFLRI), and the Sport Information Resource Centre (SIRC). As more provinces and communities engage with the platform, its usage and evidence base increases.

“The more communities that use CAN Active Insights, the more valuable it becomes for all of them,” said Martin Sampson, CEO of CPRA. “A recreation leader in New Brunswick can look at what’s working in a comparable community anywhere else in the country, and communities elsewhere can learn just as much from New Brunswick. That’s the kind of shared evidence base this sector has never had before, and it’s great to see New Brunswick putting it to use.”

The value of CAN Active Insights isn’t only in the data itself – it’s in what municipalities can do with it: spot service gaps, prioritize renewal, strengthen the case for the next investment, and build on the evidence base other communities are adding to every day.

Getting Started

For a province working toward the goals set out in Let’s Get Moving, CAN Active Insights offers a practical head start, one built for cities, regional hubs, and small communities alike.

To learn more about CAN Active Insights, visit www.canactiveinsights.ca or contact info@cpra.ca

