



# Getting Your Community “in motion”

A Physical Activity Health Promotion Strategy

*in motion*<sup>TM</sup>

*Physical Activity - do it for life!*

## Purpose of this Document: Executive Summary

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**The question is no longer whether physical activity is important, but how to mobilize large percentages of populations to become active enough to receive health benefits.**

After examining population health data and existing needs assessment surveys, and analyzing current research, the Saskatoon Health Region identified the need for a comprehensive community-wide strategy to improve health through physical activity. Convinced of the substantial and well documented health benefits of a physically active lifestyle, plus the potential for substantial health cost savings in the long term, the Saskatoon Health Region decided to take action and formed a partnership with the University of Saskatchewan, City of Saskatoon and ParticipACTION Canada. In 1999 the Saskatoon Health Region approved multi-year funding, plus the allocation of professional staff time, to undertake the health promotion strategy – ***in motion!***

***In motion*** is a comprehensive approach that uses public awareness, education and motivation strategies in combination with target audience strategies and constant evaluation to reach all corners of the community.

The evaluation and research, that has been such an important element to the strategy, has provided documentation to demonstrate the success of ***in motion***:

- After only two years of implementation, there was a 13% increase in the number of residents active enough for health benefits (36% to 49%)
- Currently (2006), more than one-third (38%) of Saskatoon and region adult residents are considered sufficiently active to receive health benefits, which has continually increased from 2004 (37%), 2002 (34%), and 2000 (20%).
- After only five years of the public awareness campaign, the majority (76%) of residents were aware of ***in motion***.
- Highlights of success achieved in target areas include:
  - Children and Youth: 100% of all schools designated ***in motion***
  - Workplace: 160 ***in motion*** workplaces representing 18% of the working population
  - Older Adults: over 32 ***in motion*** locations providing physical activity and education programs
  - Healthcare Referral: over 40 physicians participating and over 300 patients counseled on physical activity

Intrigued by the initial success of ***in motion***, the Canadian Institute of Health Research (CIHR) provided a three year, one million dollar research grant to the University of Saskatchewan to assess strategies that were working. Impressed with the results, CIHR has now committed a further \$700,000 in research funding.

## **Benefits to a Community that implements *in motion***

***In motion*** has demonstrated its effectiveness in achieving its primary goal of increasing the levels of physical activity in a community for health benefits. From the beginning, it was recognized that this strategy would need to be a partnership approach. The initial key partners, each committing resources, were the City of Saskatoon, the University of Saskatchewan and ParticipACTION Canada. They have subsequently been joined by a wide variety of community organizations willing to provide their unique talents and experiences to influence their target audiences as part of the comprehensive strategy. This maximizing of partner resources has demonstrated the need and effectiveness of utilizing a partnership approach to the planning and delivery of physical activity programs. This was achieved through:

- Forming collaborative partnerships in the community and building on what currently exists (build on your community's successes and help them to further promote their physical activity initiatives)
- Focusing on target areas that represent a cross-section of the population to develop and test strategies that can be applied throughout the community as the initiative evolves
- Combine expertise and resources through development of innovative partnerships

This focus on partnerships has resulted in an increase in community capacity for health initiatives. Based on the current success of the ***in motion*** physical activity strategy, other health determinants can be incorporated into the existing partnership framework that has been established (i.e. healthy eating).

There are many individual benefits and some unintended benefits resulting from the ***in motion*** strategy. Comments and feedback about improved morale at workplaces and within schools - improved attendance, less discipline problems.

## **Helping you Get Started**

What made this health promotion strategy work? What are the learnings that can benefit other communities? The learnings are the "intellectual equity" and experiences the Saskatoon Health Region is willing to share with other communities or regions. There have been many lessons learned along the journey and the ***in motion*** team now has the resources and experience to assist a community in avoiding potential hurdles and maximize the opportunity for success. The team has worked directly with all levels of the community, from CEO's to classroom teachers and has built a knowledge base of strategies that are most effective in obtaining the desired outcomes.

***In motion*** is far more than a series of binders and resources about physical activity. ***In motion*** is about providing you with the tools, skills and knowledge that will lead you to experience the kind of success that the Saskatoon Health Region has enjoyed. To help you achieve your vision, the ***in motion*** TEAM has put a plan in place to "help you get started". There are a number of options that are available to a community to get "in motion" A description of the options can be found on page 20 of this document.

There is a modest cost to accessing these learning's, target group resources and communication tools. As a non-profit entity, the Saskatoon Health Region plans to reinvest to further the development of support resources and strategies.

This document provides a brief overview of the successful Saskatoon Health Region health promotion strategy and its primary targeted initiatives. It also outlines the steps and related costs by which other communities or health regions can access this information and communication tools.

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# Table of Contents

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Executive Summary.....	1
1.0 <b>In motion</b> for Your Community.....	5
2.0 <b>In motion</b> Recognition.....	8
3.0 <b>In motion</b> Health Promotion Resources .....	9
Comprehensive Consulting Service and Resources .....	9
Target Population Areas.....	9
1. Children and Youth Elementary School Strategy.....	11
2. Workplace Wellness Strategy.....	12
3. Healthcare Referral Strategy.....	12
4. Primary Prevention of Diabetes Strategy.....	13
5. Older Adult <b>Forever...in motion</b> Strategy.....	13
4.0 What Happened in Saskatoon?	
4.1 Developing and Implementing the Strategy.....	14
4.2 Success with Children and Youth.....	14
4.3 Success in the Workplace.....	15
4.4 Healthcare Referral Success.....	15
4.5 Success with Older Adults.....	15
4.6 Follow-up Study Results.....	15
5.0 The <b>in motion</b> Team	
5.1 Linda Martin.....	19
5.2 Nancy Lackie .....	19
5.3 University of Saskatchewan.....	20
5.4 City of Saskatoon.....	20
6.0 Getting Started.....	21
6.1 Consultation Package - Phase I.....	21
6.2 Consultation Package - Phase II.....	22
6.3 Complete Package - Phase III.....	23
6.4 Additional Products and Supports.....	25
7.0 Appendix A - Table of Contents How to Implement the <b>in motion</b> Health Promotion Strategy.....	26
8.0 Appendix B - Web Site Information. ....	29
9.0 Appendix C - Promotional Product Information. ....	30
10.0 Appendix D - Table of Contents: Children and Youth Elementary School Implementation Strategy .....	32
11.0 Appendix E - Testimonials and Letters of Support.....	35

# 1 **In motion** for Your Community

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Imagine, a health promotion strategy proven to increase community-wide involvement in physical activity for health benefits. As the following quotes demonstrates the success organizations and communities have experienced.

*“As Project Leader for **in motion** in Abbotsford I can attest to the incredible support provided by the **in motion** Team from the Saskatoon Health Region. We started with a volunteer committee and have successfully brought this comprehensive community wide strategy to Abbotsford. Bringing the necessary partners to the table for this initiative would not have been possible without a proven successful model. **In motion** fast tracked Abbotsford to get physical activity and health on the agenda of our community.”*

- Wendy Creelman, Abbotsford **in motion**; Abbotsford, B.C.  
([www.abbotsfordinmotion.ca](http://www.abbotsfordinmotion.ca))

*“We found the consultation very valuable to have your team share **in motion**’s history, successes and challenges as we built a strategy in Manitoba. The encouragement and incredible assistance provided from our first contact in March 2003 to leading up the official launch of Manitoba **in motion** (October 2005) was greatly appreciated. We truly value the cooperative partnerships we have been able to foster.”*

- Brenda Hoover, Manitoba **in motion**; Manitoba Healthy Living
- Jaymi Derrett, Manitoba **in motion**; Manitoba Culture, Heritage and Tourism ([www.manitobainmotion.ca](http://www.manitobainmotion.ca))

*“Since **in motion** began in 2000, the residents of Saskatoon and area are more physically active. This demonstrates that **in motion** has been successfully promoting physical activity as part of a healthy lifestyle to help prevent disease in our region, which will help reduce healthcare costs in the long run.”*

- Bob Bundin, Past Chair of the Saskatoon Regional Health Authority Board

*"In motion is an excellent example of what can happen when a health promotion strategy is developed and supported by an entire Health Region and not only by Public Health. This system wide approach, coupled with enthusiastic support and participation from a wide variety of community partners, has made this initiative a huge success in getting everyone "in motion!"*

- Dr. Cordell Neudorf, Chief Medical Health Officer, Saskatoon Health Region

*"As a physician, I find **in motion** and the PACE program provided by **in motion** to be a valuable asset to both myself and my patients. It is imperative that we promote regular physical activity as a necessary part of the public's life."*

- Dr. Paula Schwann

*"**In motion** has contributed to a positive school atmosphere and morale. There was even a conscious effort by students to increase physical activity at home. Students were encouraging parents to become more physically active and participate with them!"*

- David Katzman, School Administrator

*"In my experience, no where else in the world is there such a comprehensive and effective strategy as **in motion**. **In motion** is the strategy!"*

- Russ Kisby, Past President of ParticipACTION

We have known about the benefits of physical activity for many years. These benefits include prevention of chronic disease and an enhancement of quality of life. Health Canada and the World Health Organization have determined that physical activity is extremely important in terms of a healthy lifestyle and a substantial reduction in health care costs.

**The question is no longer whether physical activity is important but how to mobilize large percentages of populations to become active enough to receive health benefits.**

Through an investment of over two million dollars, building upon the learning's of numerous community-based health promotion initiatives, and several years of experience, an effective health promotion strategy called **in motion** has been developed. **In motion's** objective is to have all citizens incorporate regular physical activity into their daily lives for health benefits. It is a comprehensive approach that uses public awareness, education and motivation strategies, in combination with target audience strategies and constant evaluation to reach all corners of the community.

The most commonly asked questions that interested communities/organizations have are:

1. Could we develop and implement this strategy ourselves?
2. If we call upon the assistance of Saskatoon **in motion**, and/or wish to access its developed and tested communication and target audience resources, what can we expect for our investment?

Our response to question one is, Yes! You probably have the expertise within your organization to develop a health promotion strategy for your community. What the **in motion** experience, proven strategy and developed resources can do is save you time and money in the following areas:

- ✓ Human and financial costs to develop the strategies and produce the target group resources.
- ✓ Creative work to develop the promotional products (i.e.: logo, posters, brochures, etc). This includes working with a graphic artist, researching the products, proofing and testing the products.
- ✓ Web site development and construction.
- ✓ Developing the evaluation tools for the strategy to ensure your success.

Our response to question two is outlined within this document. We would be happy to clarify any further questions you may have.

## 2 ***in motion*** Recognition

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***in motion*** is receiving provincial, national and international recognition for its success in mobilizing large segments of the population including:

***in motion*** has received numerous awards:

- ✓ Saskatoon Health Region Health Care Quality Team Award (2006). For further nomination to the national 3M Health Care Quality Team Award
- ✓ Significant corporate sponsorship from Manulife Financial Inc. for a Canada ***in motion*** website and three ***in motion*** Physical Activity Summer Institutes (October 2005)
- ✓ The Saskatchewan Health Care Excellence (SHEA) Local Initiative Award for Innovation (January 2005)
- ✓ An Annual Achievement Award from the Saskatchewan Association of Recreation Professionals (October 2004)
- ✓ An International Award from the International Council on Active Aging (ICAA) for its comprehensive approach to physical activity and health (December 2003)
- ✓ An award from the Canadian Association for Advancement of Women in Sport and Physical Activity (CAAWS) (2003)
- ✓ The Saskatchewan Physical Education Association (SPEA) Local Initiative Award for contributing to increased physical activity in children (2001-2002)
- ✓ A nomination for the Canadian Institutes of Health Research, Knowledge Transfer Award (2004 and 2005)

Governments at all levels and their agencies have recognized and encouraged ***in motion***'s achievements to date:

- ✓ The Province of Manitoba purchased the ***in motion*** health promotion strategy from Saskatoon Health Region for use by three provincial government departments — Manitoba Culture, Heritage, and Tourism; Manitoba Health/Healthy Living; and the Healthy Child Manitoba Office (October 2004)
- ✓ The Province of Saskatchewan invested \$5 million for implementation of a province-wide ***in motion*** program based on the proven Saskatoon model (April 2003)
- ✓ Other communities that have adopted the ***in motion*** model: Abbotsford, BC (2004), Wellington County, Dufferin County and the City of Guelph, Ontario (2006-2007), City of Windsor and Essex County, Ontario (2007), Region of Sarnia-Lambton,

Ontario (2007), Region of Chatham-Kent, Ontario (2007), Region of Huron and Region of Perth, Ontario (2007)

- ✓ **in motion** has worked with various communities across Canada including: City of Edmonton, Alberta (2002), City of Ottawa, Ontario (2003), Fort McMurray, Alberta (2003), Calgary, Alberta (2004-2007), Comox, British Columbia (2005), Kelowna, BC (2006), Halifax, Nova Scotia (2006-2007)
- ✓ The partnership received a \$2,000,000 federal research grant (over five years) to study the effectiveness of **in motion** in improving physical activity and building community capacity. This is the largest research grant ever awarded in Canada to the field of physical activity (2001)
- ✓ The City of Saskatoon proclaimed October as **in motion** month

Media and communications recognition has come in the form of:

- ✓ Highlighted in the Canadian Institute for Health Information Canadian Population Health Initiative reports:
  - Health of the Nation: A Population Health Perspective (2006)
  - Improving the Health of Canadians – Promoting Healthy Weights (2005)
  - Improving the Health of Canadians (2004)
- ✓ Referenced in the textbook Social Problems – A Canadian Perspective 2nd Ed. (2007)
- ✓ Profiled in the textbook Health Promotion Practice - Building Empowered Communities by Glenn Laverack (2006)
  - Chapter 8. Empowerment in Action: An Issues Based Approach: Case Study. Improving health Outcomes and Community Capacity - The **Saskatoon in motion** Initiative and The Impact of the **Saskatoon in motion** Initiative
- ✓ Profiled in Silken Laumann's book Child's Play - Rediscovering the Joy of Play in Our Families and Our Communities (2006)
- ✓ Profiled in the Health Council of Canada - Report on Children and Youth (2006)
- ✓ Profiled in the SHR Report to the Community – Building Excellence as a program improving the health of the community (November 2005)
- ✓ Profiled as an example of a best practice which health organizations across the country should strive to adopt in the Canadian Council of Health Services Accreditation's 2004 Canadian Accreditation Report
- ✓ An article by **in motion** requested for the CACR (Canadian Association for Cardiac Rehabilitation) Newsbeat journal (November 2004)

- ✓ A profile in the Overweight & Obesity in Canada: A Population Health Perspective report by Canadian Population Health Initiative (CPHI) and the Canadian Institute for Health Information (CIHI) (August 2004)
- ✓ The Globe and Mail heralded **in motion** as “a harder-hitting health promotion program; a rightful heir to the national program, ParticpACTION. (2004)
- ✓ A feature on the national Global Television Network as part of its “Obesity: Seeking Solutions” televised special (October 2003)
- ✓ Feature profile articles in editions of Today’s Parent, the Medical Post and the Journal on Active Aging (Fall 2003)
- ✓ Numerous research publications in refereed journals
- ✓ The **in motion** initiative was named one of five “Industry Innovators” in the *Journal of Active Living* (July 2003)
- ✓ Numerous contributed papers in published conference proceedings, abstracts, non-refereed journals, as well as invited presentations locally, provincially, nationally, and internationally (2000-present)

## 3 **in motion** Health Promotion Resources

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### **Comprehensive Consulting Service and Resources.**

**Our comprehensive consulting service and resources include:**

- **educational workshops and consulting by experienced professionals**
- **strategy implementation manual (based on Saskatoon's learnings)**
- **five target audience resource binders (i.e.: Children and Youth)**
- **promotional and marketing tools**
- **community physical activity baseline survey and other evaluation tools**
- **access to a quality web site (including personalization for your community)**

**In motion** will enable your community to get started on a health promotion strategy right away. The **in motion** package(s) will save your community a significant amount in up-front costs and, from our experience, at least two years of program design and development time. Take advantage of a strategy that has been developed by professionals, evaluated, refined through years of experience, and proven to work. With the **in motion** strategy, everything that you need to get your community active is at your fingertips. Refer to Section 6 for package information.

The **in motion** strategy provides you with tools to establish a communication system, a social marketing plan and an evaluation plan to measure your community's success. The **in motion** products will save you the design and development time and costs that would otherwise be required.

The following resources are available to help you implement your **in motion** strategy:

### **Health Promotion Implementation Manual**

- A detailed 10-step approach that will help you implement the strategy in the ideal way for your community. This approach will take you through a process of establishing a common vision, and building community partnerships to developing targeted strategies.
- Experienced-based strategies for effective implementation
- Dealing with resistance and other challenges
- Keeping partners happy and involved

- Evaluation plan to measure your communities success and progress
- See Appendix A for Table of Contents of the resource manual

### **Web Site**

- Tailored to your community and hosted by *in motion*.
- The Web Site contains regularly updated generic information and ready-to-use tools (saves you the time and cost of re-inventing this information)
- A physical activity self-assessment
- The benefits of physical activity by target areas, Fit Facts and New Research
- An interactive walking workout, that allows users to chart their personal progress

The Web Site also provides for localized information that you control and update

- Information on where to be active and links to activities in your community
- Local sites that implement *in motion* including workplaces and schools
- Local news, media releases, articles, etc.
- Local contact information

(This information would be posted by your community utilizing an innovative system designed by *in motion*'s web hosting company that allows for easy updates to information from any computer. General information (i.e. benefits, fit facts, etc.) will be maintained and updated by *in motion* for a community's use).

We urge you to:

- Visit [www.in-motion.ca](http://www.in-motion.ca) to view the web site.
- See Appendix B for more detailed information on the *in motion* web site

### **Marketing and Communication Support**

Includes:

- Use of *in motion* logo and tagline (if you wish)
- Community-targeted communication tools (for use as is or easy adaptation)
- A CD of production-ready files with all the promotional material that you can customize to your strategy
- See Appendix C for an outline of all the *in motion* promotional products

## **In motion Target Population Areas**

The *in motion* strategy focuses on three population areas:

- ✓ Children & Youth
- ✓ Adult
- ✓ Older Adults

Five targeted strategies are provided within these population areas. They are:

- ✓ Children & Youth Elementary School Strategy
- ✓ Workplace Wellness
- ✓ Healthcare Referral
- ✓ Older Adults **Forever...in motion**
- ✓ Primary Prevention of Diabetes

You can chose the targeted strategies that best suit your communities priorities, or you can implement all five strategies at a pace that can be managed by your team. Detailed resource packages are available for each target strategy, which provide you with practical tools and resources to increase physical activity in your community.

### **1. Children & Youth - Elementary School Strategy**

Research shows that children are 40% less active than they were 30 years ago, mainly due to changes in playing habits. Evidence indicates that physical activity patterns established in childhood are a predictor for adult behavior.

The **Children and Youth** resource package will benefit any community that is interested in implementing a school initiative targeting children and youth. An *in motion* school is one that values the benefits of physical activity and ensures that it is a visible priority in the daily life of the school. As an *in motion* school, there is a commitment to work towards the goal of 30 minutes of physical activity every day for every student.

The resources include an implementation manual that will guide you through the process of reaching your schools. For example, a sample presentation is included that you can use when you meet with your Directors of Education and school administrators, a process on how to bring a school on board and training the Champion within the school.

A physical activity resource guide is available to all *in motion* schools that provides simple, fun and effective ways to increase physical activity levels. These resources have

been developed and tested, with the active involvement of teachers, to assist schools in meeting the **in motion** vision. A High School strategy is currently being implemented and tested in Saskatoon.

Appendix D contains a Table of Contents of the *Children and Youth Physical Activity Resource Guide*. All other targeted resource guide table of contents are available upon request.

## **2. Workplace Wellness Strategy**

Most adults spend a large percentage of their lives at work and therefore less and less time is available for leisure time and physical activity. The **Workplace Wellness** resource package will benefit any community or organization that is interested in facilitating a more active lifestyle for employees and their families. An **in motion** workplace is one that values and supports the benefits of physical activity and ensures that all employees and their families have access to information on active healthy lifestyles. Similar to that of the School Implementation Manual, the workplace wellness resource will guide you through the process of recruiting businesses within your community. The *Workplace Wellness Physical Activity Guide* has everything an employer will need to increase employee awareness of the long-term benefits of physically active lifestyles, and provides communication tools to mobilize employees into action.

## **3. Healthcare Professional Referral Strategy**

Physicians and other healthcare professionals are highly respected sources of health care and are therefore ideally positioned to provide input into the health-related behaviours of their patients. The **Healthcare Professional Referral** resource package assists communities in working with family physicians to assist them in prescribing physical activity to their adult patients. Physicians are trained using **PACE CANADA** (Physician-based Assessment and Counseling on Exercise), enabling them to effectively increase their patients' physical activity levels. The goal of PACE is to have physician referral of physical activity become a regular component of a complete physical examination. The program is endorsed by Health Canada and has been adapted by the Canadian Fitness and Lifestyle Research Institute (CFLRI) from the original American version.

The **in motion Healthcare Professional Referral Manual** provides communities with practical strategies on how to support the implementation of the **PACE Canada**

*Resource Kit.* Additional strategies are also provided to assist patients to take action on their physician's recommendations. An implementation manual is provided to lead a community through the steps of recruiting physicians and how to support them.

#### **4. Primary Prevention of Diabetes Strategy**

As the incidence of diabetes continues to rise in North America, it is becoming a major public health issue. Research shows that regular physical activity can reduce the risk of developing Type II diabetes by as much as 50%. The resource guide, *How to Implement an in motion Strategy for the Primary Prevention of Diabetes*, equips communities to focus on physical activity, healthy eating, and education, primarily targeting families in lower income and socio economic demographic groups. The program integrates education with activity and healthy eating in order to reduce the incidence of diabetes in this population segment.

#### **5. Older Adults Forever...in motion Strategy**

Research has shown that although sedentary living is the greatest health risk for older adults, 60% of older adults are inactive. The *in motion Physical Activity Resource Guide for Older Adults* gives communities guidance on increasing education and physical activity in the older adult community. The strategy focuses on delivering physical activity opportunities in community facilities such as churches, public/private senior facilities and senior's residences.

## 4 What happened in Saskatoon?

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### **4.1 Developing and Implementing the Strategy**

For approximately 18 months, a team of health promotion and physical activity specialists, including representatives from the four founding partners, reviewed previous community-based initiatives throughout North America. The objective was to seek out the learnings from these initiatives that would be applicable or adaptable to the comprehensive approach proposed for Saskatoon.

As part of the development phase, a logo was developed along with agreement on a “visual style” for consistent communications. An influential group of community leaders – called “Ambassadors” – were recruited and provided orientation. Then given the program’s commitment to evaluation, it was deemed important to conduct a baseline study of the physical activity levels of residents of the City of Saskatoon (population base of approximately 225,000). The objective of the survey was to determine the percentage of Saskatoon residents that were physically active enough to receive health benefits prior to the implementation of **in motion** according to the Canadian federal government guidelines. Based on previously validated and reliable questions, the University of Saskatchewan, College of Kinesiology designed the questionnaire in collaboration with Fast Consulting, who subsequently administered the study using its in-house public opinion interviewers and *Computer Aided Telephone Interviewing* (CATI) call centre.

Beginning May 2000, **in motion** was then introduced to the community. Each of the strategies were first piloted, evaluated and then modified before being rolled out to the intended audience. This process proved to be highly valuable to ensuring the success of each strategy. During the implementation phase, Saskatoon experienced an extraordinary response throughout the community. This initial interest, momentum and impact has continued to grow over the years.

### **4.2 Success with Children and Youth**

Presently, 100% of Saskatoon elementary schools including public, separate and rural schools are **in motion**. This represents over 40,000 children. **In motion** was so well received, that the Catholic School Division made it a goal in their long-range plan to make all of their schools **in motion**.

### **4.3 Success in the Workplace**

Currently, there are 160 **in motion** workplaces involving over 33,000 employees, including large and small businesses, private and public organizations. This represents approximately 18% of Saskatoon's working population. **In motion** is now working with a number of national organizations in assisting with the implementation of their Health Promotion Strategies. **In motion** has been successful in partnering with major national companies in the development of resources for the workplace.

### **4.4 Healthcare Referral Success**

A pilot study for the Healthcare Referral program was completed August 2003. The study included 40 family physicians trained in **PACE CANADA** (Physician-based Assessment and Counseling on Exercise) across 18 clinics. During the study, over 300 patients were counseled on the value of exercise for health benefits. In the future, **in motion** will be including all Healthcare Professionals in this strategy and will be developing effective tools to prescribe and promote physical activity.

### **4.5 Success with Older Adults**

The Older Adult **in motion** strategy is currently running in a variety of facilities, including Congregate Housing Units and community programs. There has been terrific excitement for the success of this program. For instance, the Bishop in Saskatoon has expressed his desire to encourage all Catholic Churches in his diocese to adopt the **in motion** program. Due to the success of this initiative, a federal grant was secured to implement and evaluate a falls prevention strategy.

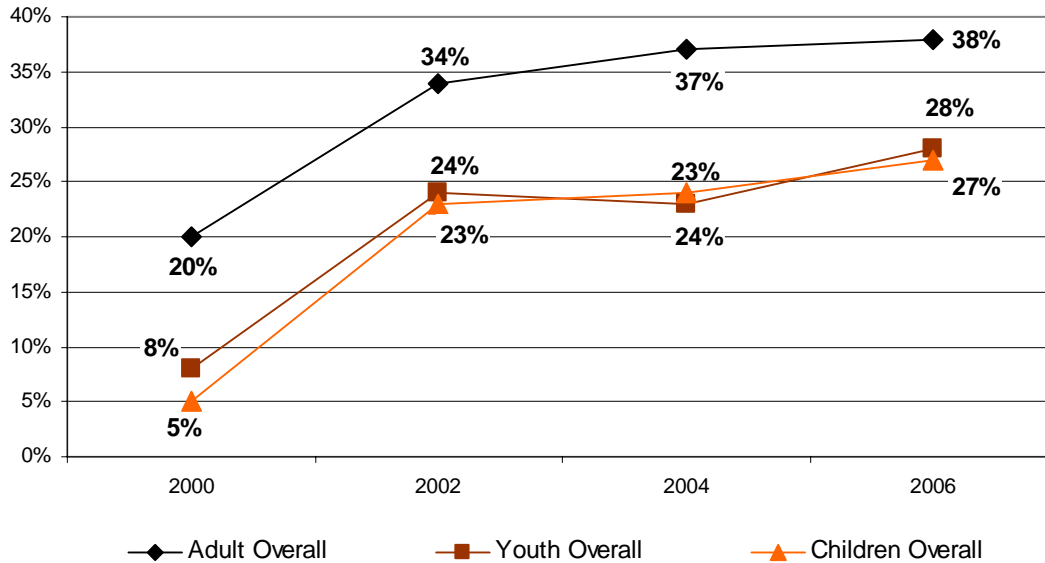
### **4.6 Follow-up Study Results**

Participation and enthusiasm in Saskatoon and area was high and the success of the **in motion** campaign was reflected in a follow-up study of physical activity levels in the Saskatoon Health Region.

A physical-activity study was conducted to determine whether **in motion** was effective in mobilizing the community. The survey involved 2037 residents of Saskatoon and area, which represented a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 2.2 percentage points. These are reliable results with low variability.

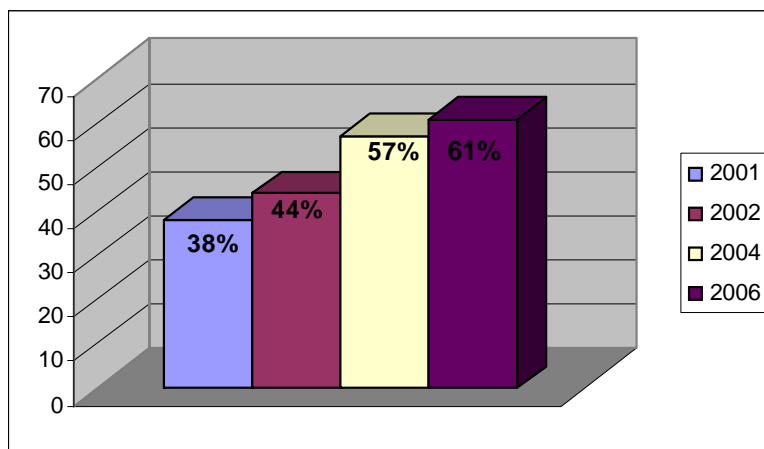
The results showed that the total population that was exercising enough to receive health benefits increased from launching in 2000 to the year 2006. After the *in motion* strategy was implemented, Saskatoon residents were exercising more times per week, longer per session, and more vigorously.

*In motion* was successful in mobilizing a large percentage of Saskatoon's population to become active enough to receive health benefits.



An essential part of the *in motion* strategy is the public awareness campaign. In 2005, the Saskatoon Health Region conducted a survey to determine the awareness of *in motion*. Included in this survey was an assessment of the level of awareness of the

Currently the public awareness of *in motion* has increased to 61% in which the residents were aware of *in motion* after hearing a brief description of the initiative. This has resulted in 47% indicating that *in motion* advertising has encouraged them to think about becoming more physically active



residents of Saskatoon of **in motion**.

## 5 The **in motion** Team

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### **5.1 Linda Martin, Director of Canada *in motion***

Linda was instrumental in the development of **in motion** for the Saskatoon Health Region. Her leadership in bringing together community partners is one of the reasons **in motion** has seen tremendous success.

She currently leads the consultation team that works with major cities to take the **in motion** health promotion strategy Canada-wide. Linda has presented extensively both nationally and internationally in the health, recreation and education sectors.

Linda Martin has a Bachelor's Degree from the College of Physical Education and Recreation Studies, University of Manitoba. She has worked in Health Care for over 25 years in a variety of areas including acute care treatment, rehabilitation, and community based health care programs. Linda's work has focused on health promotion and illness prevention through the **in motion** health promotion strategy by building partnerships, raising public awareness, using community based strategies and evaluation.

### **5.2 Nancy Lackie, Canada *in motion* Consultant**

Nancy provides consultation to communities across Canada focusing on communication and marketing strategies, and reaching your target audience through the use of creative training tools and resources. Her strengths are in the area of finding creative tools in assisting people to move a little more, a little more often. Nancy has presented at numerous provincial and national conferences. She has also consulted with many public and private businesses to assist them in developing their health promotion strategies.

Nancy has a Diploma in Recreation from the Saskatchewan Institute of Applied Science and Technology in Saskatoon. Nancy has worked in the fitness and recreation field for over 20 years. She started with **in motion** in the year 2000 and her creativity and passion in assisting people to lead active, healthy lifestyles makes her an integral part of the **in motion** team.

**Supporting Team Members:****5.3 College of Kinesiology, University of Saskatchewan**

The University of Saskatchewan (College of Kinesiology) is mandated to achieve excellence in the scholarly activities of discovering, and applying knowledge. The College of Kinesiology plays a large role with the evaluation and research which includes the **in motion** physical activity baseline survey as well as the seeking of outside funding to enable other research initiatives.

**5.4 City of Saskatoon, Community Services Department**

The City of Saskatoon, Community Services Department is mandated to provide programs, services and resources to create a community in which people of all ages and cultural backgrounds want to live, work, play and visit. As one of the **in motion** founding partners, the Community Services Department is responsible for providing expertise around the delivery of recreation and physical activity programs in Saskatoon. This includes leading the target strategy of Inactive Adults called Smart Start.

## 6 Getting Started

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The **in motion** team can assist your community in getting “in motion”. Whether you plan to build upon or develop your own logo (brand) or wish to adopt the existing **in motion** logo (brand), we can provide you with options that will suit your needs.

Where do I start?

Our experience in working with numerous communities is that the most difficult step is determining where to start. We suggest, as a first step, a one-day orientation in your community to which you have the option to bring together many potential stakeholders. A meeting could also be arranged with senior management should they not be able to attend the general orientation.

This orientation will provide a good overall understanding of the **in motion** process and allow for interested partners to ask questions. From experience it will build interest and assist you in getting commitment to this community-wide initiative.



### **CONSULTATION PACKAGE - Package 1**

A One Day Orientation to the **in motion** health promotion strategy. A senior member of the Saskatoon **in motion** team will share our experiences and answer questions.

#### Objectives:

- To provide a comprehensive overview of the **in motion** initiative
- To discuss key steps, roles and processes for establishing a comprehensive strategy
- To answer the many questions which inevitably arise

#### Outcomes:

- You and your potential partners will have enough information to decide if the **in motion** strategies, learning's and possibly resources would be useful for your community.
- This step can be highly valuable in convincing senior management to proceed with a similar strategy for your community, with or without the further assistance of our Saskatoon **in motion** team of experts.

COST for this **One Day Orientation** = **\$2,500** plus GST and travel related expenses.

## **CONSULTATION PACKAGE - Package 2**

If you and your potential partners decide you wish to proceed with planning a community-wide, physical activity strategy (with or without using the *in motion* branding), we offer a comprehensive Consultation and Resources Package designed to save you considerable time and money. It consists of ten person days of consulting (approx. 80 hours), plus a complete set of our six, information-packed resource binders.

The consultation will walk you through the details of our 10 step planning approach, plus the strategies behind our emphasis on five primary target groups. The consultation team will be assembled in cooperation with you, as will the “agenda and topic emphasis”, to ensure that we fulfill your expectations. Any un-used portion of the ten days consulting commitment will be available for you to “draw upon” when additional assistance is desired.

### Objective 1:

To cover the 10 step approach

- Defining the issue
- Identifying key community partners and establishing a commitment to collaborate
- Creating a common vision
- Balancing partners goals
- Establishing roles and responsibilities of partners
- Establishing an administrative structure
- Establish a system for communicating
- Developing a marketing strategy
- Developing resource plans
- Developing an evaluation strategy

### Objective 2:

To cover the 5 targeted Strategies

- Children and Youth
- Older Adults
- Workplace Wellness
- Healthcare Referral
- Primary Prevention of Diabetes

### Outcomes:

1. Strategies for developing and maintaining partnerships
2. Framework for the development of your communication plan
3. Strategies for developing targeted community strategies
4. Strategies to measure your success

With this package you will also receive the resources that support the strategy:

- ***In motion* Health Promotion Implementation Manual.** This implementation resource manual covers the steps and strategies discussed through the consultation.
- Implementation manuals for each of the targeted strategies (Children and Youth, Workplace Wellness, Older Adults, Healthcare Referral and Primary Prevention of Diabetes). The implementation manuals outline the steps to engage the target groups. The implementation manuals also come with the complimentary Physical Activity Resource Guide designed for the front line community Champions to use.

COST for the **Consultation Package** is based on community population size.

### **COMPLETE CONSULTATION PACKAGE - Package 3**

For communities who are interested in adopting the ***in motion*** strategy in its entirety, the complete package provides you with the marketing and promotional tools.

Includes:

***In motion*** Health Promotion Implementation Manual

- Marketing plan
- Community Physical Activity Baseline Survey
- Five Target Strategy Implementation and Resource Manuals (i.e.: Children and Youth)

Five targeted strategies are provided within these population areas. They are:

- Children & Youth Elementary School Strategy and High School Strategy
- Workplace Wellness
- Healthcare Referral
- Older Adults **Forever...*in motion***
- Primary Prevention of Diabetes

You can chose the targeted strategies that best suit your communities priorities, or you can implement all five strategies at a pace that can be managed by your team.

Detailed resource packages are available for each target strategy, which provide you with practical tools and resources to increase physical activity in your community.

You may have a target group you wish to implement that is not included with the ***in motion*** strategy, what you will find is that the processes used for the strategies can be easily adapted to develop your own targeted plan.

Our comprehensive consulting service and resources include:

- educational workshops and consulting by experienced professionals
- strategy implementation manual (based on Saskatoon's learning's)
- five target audience resource binders (i.e.: Children and Youth)
- promotional and marketing tools
- community physical activity baseline survey and other evaluation tools
- access to a quality web site (including personalization for your community)

- Includes all visual identity products that can be easily adapted to your community (i.e. logo)
- Includes 10 person days of consultation (approx. 80 hours). \*Expenses are not included in the price.

#### Marketing and Communication Support

- Development of your communications and marketing strategy and plan
- Shared learning's from all the *in motion* communities
- Use of all the production ready creative files:
- License to use the *in motion* logo and tagline (English and French)
- A CD of production-ready files with all the promotional material that you can customize to your strategy
- Community-targeted communication tools (for use as is or easy adaptation)

COST for the **Complete Consultation Package** is based on the community population size.

## **ADDITIONAL PRODUCTS AND SUPPORTS TO THE STRATEGY**

### **A. WEB SITE**

The World Wide Web has become an essential communication tool. The process of developing, testing and maintaining an effective web site is costly and time consuming. As outlined in this document, the Saskatoon **in motion** web site has been cloned and can be customized to your community.

### **B. TARGETED PHYSICAL ACTIVITY IMPLEMENTATION AND RESOURCE MANUALS**

- Includes Children and Youth, Older Adult, Workplace Wellness, Healthcare Referral, Primary Prevention of Diabetes

Contact Saskatoon **in motion** for the cost of our products listed above.

## 7 Appendix A

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# Table of Contents

## How to Implement the *in motion* Health Promotion Strategy

This Table of Contents is provided as a sample to illustrate the depth of the *in motion* Health Promotion Strategy. It also illustrates the type of topics that would be covered in the workshop and consultation.

### **Section 1: Introduction**

- About this resource guide
- What is *in motion*

### **Section 2: Introduction to Partnerships**

- What is a Partnership?
- Degrees of Involvement
- Community-Based Partnerships
- Characteristics Common to Community-Based Partnerships

### **Section 3: How to Form Partnerships**

- Developing Effective Partnerships
- The 10 Steps to Effective Partnerships

#### **Step 1: Define the Issue**

- Define the Issue – Introduction
- Define the Issue – *in motion* Example

#### **Step 2: Define the Membership and Commit to Collaborate**

- Define the Membership – Introduction
- Things to Consider Regarding Defining the Membership
- Define the Membership – *in motion* Example
- Founding Partners
- Founding Partners – *in motion* Example
- Community Partners
- Community Partners – *in motion* Example
- Commit to Collaborate – Introduction
- Things to Consider Regarding the Commitment to Collaborate
- Commit to Collaborate – *in motion* Example

#### **Step 3: Create a Common Vision**

- Vision Statement – Introduction
- Things to Consider Regarding Creating a Common Vision
- Vision Statement – *in motion* Example

**Step 4: Develop an Action Plan**

- Develop an Action Plan – Introduction
- Mission Statement
- Mission Statement – *in motion* Example
- Operating Principles
- Operating Principles – *in motion* Example

**Step 5: Establish Roles and Responsibilities**

- Establish Roles and Responsibilities – Introduction
- Things to Consider Regarding Establishing Roles and Responsibilities
- Establish Roles and Responsibilities – *in motion* Example

**Step 6: Establish an Administrative Structure**

- Establish an Administrative Structure – Introduction
- Establish an Administration Structure – *in motion* Example
- Establish a Coordinating Committee
- Coordinating Committee – *in motion* Example
- Establish Action Committees
- Action Committees – *in motion* Example
- Establish an Ambassadors Group
- Ambassadors – *in motion* Example
- Establish Partnerships with Community Organizations
- Establish Partnerships with Community Organizations – *in motion* Example

**Step 7: Establish a System for Communications/Marketing**

- Establish a System for Communications/Marketing – Introduction
- Things to Consider Regarding Establishing a System for Communications/Marketing
- Establish a System for Communications/Marketing – *in motion* Example

**Step 8: Develop Resource Plans**

- Develop Resource Plans – Introduction
- Things to Consider Regarding Developing Resource Plans
- Resources – *in motion* Example

**Step 9: Develop an Evaluation Strategy**

- Develop an Evaluation Strategy – Introduction
- Things to Consider Regarding Developing an Evaluation Strategy
- Develop an Evaluation Strategy – *in motion* Example
- Evaluation Tools – *in motion* Example

**Step 10: Revision and Closure**

- Revision – Introduction
- Things to Consider Regarding Revision
- Revision – *in motion* Example
- Closure – Introduction
- Things to Consider Regarding Closure
- Closure – *in motion* Example

#### **Section 4: References**

#### **Section 5: Appendices**

- Gives and Gets Template – **in motion**
- Terms of Reference – **in motion** Coordinating Committee
- Administrative Structure – **in motion**

#### **Section 6: Social Marketing Strategy**

- Overview
- Social Marketing Plan
- Partnerships
- Evaluation
- Appendices
- **in motion** Communication Plan
- Promotional Products
- Communication Survey Results
- Logo Use Guidelines

#### **Section 7: Evaluation**

- Base Line Physical Activity Survey - March 2000
- Follow up Physical Activity Survey - April 2002
- Follow up Physical Activity Survey – April 2004
- Communication Survey - **in motion** Awareness
- Communications/Marketing Evaluation
- Older Adult Physical Activity Pilot Results
- Workplace Wellness Physical Activity Pilot Results
- Children and Youth Physical Activity Pilot Results

## 8 Appendix B

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### ***In motion*** Web Site Information

The following provides you with an overview of the ***in motion*** web site features that are provided to your community with the purchase of the ***in motion*** Health Promotion Strategy:

- ***In motion*** has 'cloned' its web site so that a community can access all the features and resources on the web site without having to invest into any research, development or construction. The standard features of the web site which will be maintained by ***in motion*** include:
  - Physical activity self assessments
  - Benefits of Physical Activity for each Target Area (i.e. Children and Youth; Workplace; etc.)
  - Fit Facts (short physical activity facts) for each Target Area
  - Research in the area of Physical Activity
  - An interactive walking workout that allows users to chart their progress on a personalized walking program
  
- ***In motion*** has also provided communities the opportunity to tailor and customize the web site to reflect their unique information. This includes the ability to post local information on:
  - Where to be active in your community
  - Listing of ***in motion*** schools, workplaces, sites specific to your community (with links to their stories and photos)
  - Local news, media releases, newsletters, etc
  - Contact information for your community
  - Homepage story and features

The posting of local information is accomplished with an innovative system developed by the web host company zu.com in Saskatoon, Saskatchewan, Canada. It is referred to as the EasyUpdater™ system and allows a user to post information directly to the web site from word documents, pdf's, etc.

***In motion*** will also register your ***in motion*** URL for the community to access by registering your community name in front of the existing ***in motion*** web address of: [www.in-motion.ca](http://www.in-motion.ca)

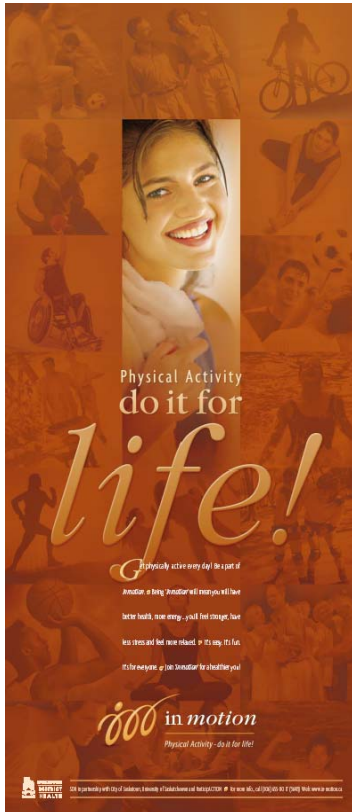
**Note:** Communities will be required to pay an annual hosting fee for access and use of the cloned ***in motion*** web site.

## 9 Appendix C

### Promotional Product Information

The **in motion** promotional products are provided with the complete package. All of these products can be readily adaptable to your community.

Sample: **in motion** Information Brochure



#### What is *in motion*?

*In motion* is a health promotion strategy to have all the citizens of Saskatoon and Region include regular physical activity into their daily lives for health benefits. It is the vision of *in motion* that Saskatoon and Region will become the healthiest community in Canada through physical activity.

#### Put your body "in motion" - every day

A small bit of physical activity every day will mean a healthier and longer life for you. Being "in motion" will mean you will have better health, more energy... you'll feel stronger, have less stress and feel more relaxed.

#### Measuring our Success

Ongoing evaluation has shown that Saskatoon Health Region is aware of *in motion* and that physical activity levels are increasing.

#### Do it for life

It's easy to include activity in your life. Depending on what level of physical activity you feel comfortable with, choose one of the following ways to be "in motion":

**Go Light** - Enjoy 'light effort' activity such as curling, golfing, canoeing, walking, mowing a lawn or bowling for 60 minutes, seven days a week.

**Be Moderate** - Enjoy 'moderate effort' activity such as brisk walking, swimming, dancing, raking leaves or bicycling on level ground for 30 to 60 minutes, four to six days a week.

**Get Vigorous** - Enjoy 'vigorous effort' activities such as aerobics, jogging, cross-country skiing, squash/racquet ball, fast swimming, chopping wood or bicycling on hills, for 20 to 30 minutes, four days a week.

**It's easy to be active!** Even small amounts throughout the day can add up to what you need to be "in motion". Try taking 10-minute activity snacks of moderate activity three times a day to total up your 30 minutes for the day! Remember, the more you do the better it is for you!

#### Leaders "in motion"

Saskatoon Health Region is the lead organization for the *in motion* initiative. The Saskatoon Health Region declared *in motion* a priority in its planning to improve health through health promotion and illness prevention. Reducing the number of inactive Canadians by 10% could result in annual health savings of 5 billion dollars.

(Canadian Fitness and Lifestyle Research Institute, 1999)



**Promotional Products Available:**

- Billboard
- Brochure
- Busboard
- Business Cards
- Camera Ready Ad-General
- Camera Ready Ad-Senior
- Camera Ready Ad-Youth
- Certificate
- Community Banner
- Doctor Brochure
- Envelope
- Event Poster
- Gym Signage
- Information Folder
- Letterhead
- 6 Light Standard Flags (sample displayed on this page)
- Proclamation
- Sticker
- Tattoo
- Trade Mark Logo Layout
- Trade Show Display
- Vision Poster
- Water Bottles
- Wellness Poster Series
- Window Decal



## 10 Appendix D

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### Table of Contents Children and Youth - Elementary School Implementation Strategy

This Table of Contents is provided as a way of illustrating the depth of information contained in each of the targeted **in motion** strategies. It also illustrates the types of topics that would be covered in the targeted strategy workshops.

#### **Section 1: INTRODUCTION**

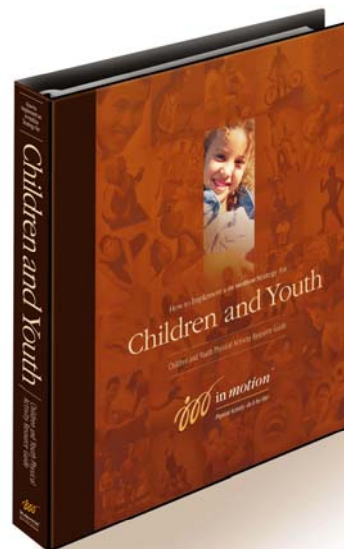
- About this Resource
- What is **in motion**
- Why **in motion** Schools

#### Appendix:

Benefits of Physical Activity for Children and Youth  
Benefits of Physical Activity

#### **Section 2: THE PROCESS**

- Build support
- Develop an Action plan
- Recruitment
- Contacting Schools
- Recruitment Tools
- Incentives
- Information Kit
- Champions
- Retention
- Recognition Strategies
- Ongoing Support
- Incentives
- Resources
- Consultative Services
- List of Promotional Resources
- Web Site
- Newsletters
- Fun Challenge Events
- Issues and Solutions



Appendix:

Terms of Reference  
Partnership Agreement  
Sample Orientation Agenda  
Recruitment letters and flyers  
Power Point presentation  
Information Kit  
Mentor letter  
Parent information flyer  
Photos or actual samples of promotional resources  
Web site  
Sample newsletters  
Sample Challenge

**Section 3: EVALUATION**

- Evaluation of the Children and Youth Initiative
- Saskatoon **in motion** Pilot Results
- Service Evaluation

Appendix:

Pilot evaluation  
Evaluation invitation letter  
Program evaluation questionnaire

**Section 4: SCHOOL PHYSICAL ACTIVITY RESOURCE GUIDE****Guide Section 1 - Introduction**

- What is **in motion**?
- What is an **in motion** school?
- How **in motion** started in the schools

**Guide Section 2 – Benefits of Physical Activity**

- Benefits of physical activity for children and youth
- Benefits of being an **in motion** school
- Fit Facts

**Guide Section 3 – Process for Getting Started**

- How to get started

**Guide Section 4 – Roles and Responsibilities**

- **In motion** Champion Roles and Responsibilities
- **In motion** Leaders

**Guide Section 5 – Initiatives and Ideas**

- Key Initiatives
- Program Ideas
- Walking Ideas

**Guide Section 6 – Activity and Games****Guide Section 7 – Small Space Activities**

**Guide Section 8- Activity Buckets**

- What to do
- Guidelines and Responsibilities
- Sample letter and forms

**Guide Section 9- Monthly Challenges**

**Guide Section 10 – Healthy Eating**

- Benefits of healthy eating for children and youth
- Healthy Eating Tips
- Healthy Eating Resources

**Guide Section 11 – Healthy Eating Activities**

**Guide Section 12- Challenges and Solutions**

**Guide Section 13- Motivation and Incentives**

**Guide Section 14 – Resources**

- ***In motion*** resources
- Teacher Resources
- Student Resources

Appendix:

Sample Presentation Agenda

Walking Chart

Evaluation Tool

## 11 Appendix E

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### Testimonials

The following are comments from individuals participating with the *in motion* targeted strategies on the benefits that they experienced.

#### **Workplace Wellness Strategy**

*“Our school has been walking every morning for one year. My blood pressure has fallen to a safe level and I am off my medication. I cannot believe that all it took was a walk a day!”*

*“I have more energy and feel stronger. I am more alert and don’t feel the need to have a nap after work. As I have quite a stationary job, stretching out at noon helps me get through the day.”*

*“I have noticed significant changes in the staff. Employees who are physically active are less fatigued, happier, and able to handle stress better.”*

*“Keeping the activities fun led to a more cohesive staff, we were encouraging each other. We sit a lot at work - this ‘movement’ benefits the workplace by increasing our energy and enabling us to focus and be productive until the end of the day.”*

#### **Children and Youth Elementary School Strategy**

*“There was an increase in (student and teacher) awareness of the benefits of physical activity and the dangers of inactivity.”*

*“Students were encouraging their parents to become more physically active and to participate with them!”*

*“Students had a heightened awareness of the importance of physical activity because of the daily focus.”*

*“Stress buster for the teachers.”*

*“Teachers became more active themselves and started to organize their own physical activity opportunities.”*

*“The morning walks actually improved punctuality and attendance.”*

*“Atmosphere and morale of the school was noticeably improved.”*

*“We noticed less discipline problems in some of the participating classrooms.”*

*“Parents have called, wanting *in motion* to continue in the schools.”*

### **Primary Prevention of Diabetes Strategy**

*“Since I have been walking, it is incredible how I feel. I have been able to manage my diabetes and have reduced my insulin usage.”*

### **Older Adult Strategy**

*“Now that I am walking everyday, it is amazing how much better I feel. It has proven to me how important walking is to my health.”*

*“When I exercise I know I am making my body strong, but it has also made my ‘mind’ strong!”*

### **Healthcare Referral Strategy**

- Physician trained in PACE

*“As a physician, I find both the **in motion** campaign and my involvement in the PACE program to be a valuable asset to both myself and my patients. In providing good preventative health care to our patients it is imperative that we drive home the need to maintain physical fitness and to promote regular physical activity as a necessary part of the public’s life. The **in motion** campaign provides the public with innovative reminders that activity should be part of our daily routine and that it can be fun too! The PACE program provides physicians with the opportunity to introduce these concepts to our patients, the directives to help us in our activity prescriptions and the support to provide continuing care in this direction.”*

- Patients

*“After talking with my doctor, I started to walk/jog every other day and do some strength activities 2 times per week and I found a workout buddy which helps motivate me.”*

## Letters of Support

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Over the years, many community partners have provided letters of support for **in motion**. These are but a few excerpts from them.

### **ParticipACTION** **Russ Kisby – Past President**

“Research now confirms the significant contribution of regular physical activity to personal health and societal health economics...ParticipACTION supports the aim and vision of **in motion**. I also believe that the strategy created by Saskatoon Health Region and its partners – the most comprehensive undertaking of any similar attempts to date – has a realistic chance to achieve this ambitious aim. As such, ParticipACTION believe that this initiative could become the model for other communities – nationally and internationally – and once again Saskatchewan will be internationally recognized as a ‘health pioneer’.”

### **College of Kinesiology** **Mark Tremblay – Past Dean, University of Saskatchewan**

“Through building partnerships, raising community awareness, targeted community strategies, and measuring the success, **in motion** is already achieving success in Saskatoon. We are seeing immediate benefits through our targeted strategies and will continue to develop and promote this initiative in Saskatoon. We believe that this model can be applied to other communities to improve the health and well-being of the population.”

### **Saskatoon Public School Division** **Terry Pearson - Director of Education**

“The Saskatoon Public School Division firmly believes that this initiative is important to improving the health of children and youth. At our **in motion** schools, we are already seeing the immediate, short-term benefits of physical activity, including improved morale and better attendance. We are adopting this initiative by promoting daily physical activity for students, faculty, and staff.”

### **Rawlco Radio** **Gordon Rawlinson - President**

“We recognized the benefits of the **in motion** program at its inception and the positive message of promoting regular physical activity. Not only will this program benefit the citizens of Saskatoon but it will benefit the province. To promote regular physical activity as a healthy lifestyle and an alternative to long term health care will improve the outlook on the health in the province.”

**Canadian Diabetes Association**  
**Christine Smiley - National Associate Director, Public Policy and Government Relations**

“We believe that *in motion’s* thoughtful, targeted approach to supporting an increase in physical activity by groups at risk for diabetes and other chronic conditions has the potential to positively impact the health of people in Saskatoon and we would like to see this initiative rolled out across the province.”

**Heart and Stroke Foundation of Saskatchewan**  
**Sheilagh Steer –Director of Health Promotion**

“The mission of the Heart and Stroke Foundation is “to improve the health of Canadians”. We know that physical inactivity is one of the major independent risk factors for cardiovascular disease. Being active can help reduce blood pressure, maintain a healthy body weight, and reduce stress – all of which are important factors in the prevention of cardiovascular disease and the ultimate health of our population.”

“As one of the many contributors to the document “A Physically Active Saskatchewan: A Strategy to Get Saskatchewan People *in motion*,” the Heart and Stroke Foundation of Saskatchewan supports the vision and goals espoused in this plan. The Heart and Stroke Foundation of Saskatchewan supports proposals for increasing physical activity in the province that are built on a solid evidence base and embody the best practices known at the time.”