

Communities "in motion"



Spring, 2006

Communities "in motion" Newsletter—Vol. 1

in motion Communities

- * Abbotsford B.C
- * Province of Saskatchewan
- * Province of Manitoba
- * Winnipeg, Manitoba

Welcome to the first edition of Communities "in motion"! As *in motion* spreads across Canada we thought it was important to share the news on which communities are "in motion" and resources that are available to support communities.

Over the past 6 years Saskatoon *in motion* has seen great success. We often sit back and ask—why, and what has Saskatoon *in motion* done that is so different from other strategies?

I think one of the common answers is partnerships. Our founding partners : University of Saskatchewan, College of

Kinesiology, the City of Saskatoon, Community Services Department and ParticpACTION have been a key factor in the success. Even though all our mandates are very different we all share the same vision "to be the healthiest community in Canada through physical activity".

We also knew that one agency alone could not make the difference, it had to be the responsibility of the entire community. "Partnerships can save time and money and bring energy and influence that no single organization can bring to a problem such as the promotion of physical activity." (Howze, 1999)

I encourage communities to keep up the great work and together we will make a difference in Canada!

Please visit our web site (www.in-motion.ca) where we have posted our 5 year report "*in motion*—5 years in the making"

Yours "in motion", Linda



Linda Martin, Director *in motion*

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Manulife Financial Supports *in motion*

Saskatoon's *in motion* initiative is spreading across Canada thanks to a generous donation from Manulife Financial to the University of Saskatchewan. Manulife's \$400,000 gift will be used to promote the *in motion* initiative, provide national training opportunities and further research about physical activity based community initiatives. Bruce Gordon, Senior Executive Vice President and

General Manager, Canada for Manulife Financial says "Manulife Financial is committed to helping Canadians live longer and healthier lives so we're very pleased to support this collaborative partnership. Our donation to the University of Saskatchewan will help them share this successful active living strategy with other communities across Canada." The gift will be used to develop and maintain a

new **Canada in motion** website which will include a new health self-assessment tool. It will support the 2006 *in motion* National Training Center which will bring together local, national and international experts to share strategies and research regarding physical activity and health promotion. The gift will also be used to support a post-doctoral position at the University of Saskatchewan.



Manitoba Launches *in motion*

On October 5, 2005, the province of Manitoba officially launched “Manitoba *in motion*”. Manitoba *in motion* is part of a provincial strategy to increase the physical activity levels of Manitobans for improved health. The vision for their strategy is to make Manitobans healthier by increasing physical activity in the province by 10 percentage points by the year 2010. The ultimate goal is for Manitobans is to be the healthiest, most physically active people

in Canada.

A unique partnership between government departments of Health and Healthy Living, Culture Heritage and Tourism and Healthy Child Manitoba have worked together to provide all communities in Manitoba with consultation and training, resources and promotional materials.

Over the course of seven days in October 2005 the Saskatoon *in motion* team

and the Manitoba team provided regional training workshops in eight communities. Communities represented a number of organizations such as health, recreation, and education. In January 2006, a provincial training session took place for all the community champions. The response has been overwhelming and it is only a matter of time that Manitoba will reach their vision. For more information, visit Manitoba *in motion* at www.manitobainmotion.ca

“Building and sustaining relationships has been a key part of bringing *in motion* to its level of awareness”

Abbotsford *in motion* Wins Award

Congratulations to Wendy Creelman, Project Leader for Abbotsford *in motion* on winning the Abbotsford Chamber of Commerce Community Leader Award.

“Wendy has been instrumental in the creation, development, launch and ongoing promotion of the Abbotsford *in motion* initiative. One of

the biggest contributions Wendy makes to the overall success of *in motion* is her overwhelming passion for health and fitness.”

Building and sustaining relationships has been a key part of bringing *in motion* to its current high level of awareness and to motivating the citizens of Abbotsford to get

“in motion”!

Abbotsford *in motion* launched in March 2003 through the Fraser Health Authority.

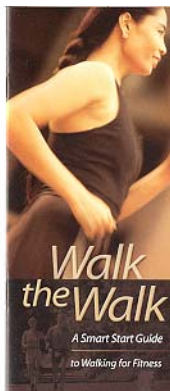
Visit the Abbotsford *in motion* website at:

www.abbotsfordinmotion.ca



Wendy Creelman Project Leader, Abbotsford *in motion*

A Smart Start Guide to getting “in motion”!



Check out the these great brochures targeted to people who are just starting out or getting back into being physically active.

Click on “Pressing Issues to view the brochure or visit the *in motion* web site for more information.

National Physical Activity Summer Institute ~ August 14-17, 2006

Building Community Capacity to move individuals and communities to be “in motion”

The National Summer Institute will feature presentations by local, national and international experts. Panel discussions and facilitated discussion groups will enhance learning and encourage practical application of the theory and research and practical community implementation.

Presented by:

in motion Saskatoon (University of Saskatchewan, Saskatoon Health Region, City of Saskatoon)

Manulife Financial

Who should attend?

Health promotion practitioners

Recreation and physical activity specialists

Government, school and workplace leaders

Health care providers including physicians, nurses, and physiotherapists

Representatives from not-for-profit organizations

Graduate and undergraduate students

Social Marketing professionals

Researchers

Topics:

Creating political will – why, how, what is required

Building Partnerships- sustainable strategies for resource development

Strategies to build the capacity of your community

Creating and Delivering “the message” – Social Marketing for physical activity

Reaching Target Populations at your grass root level

Measuring effectiveness of your community based initiative



Registration Fee \$250.00
For more information visit:
www.canadainmotion.ca



in motion Resources

In motion High School Physical Activity Resource Manual

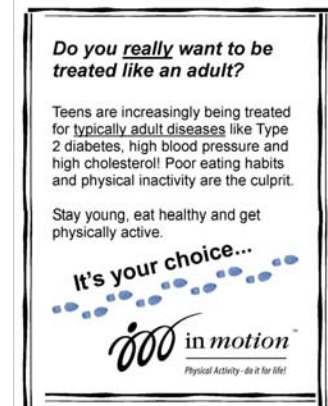
An *in motion* high school is one that values and actively promotes the health benefits of physical activity and supports opportunities for students and staff to be physically active on a regular basis.

This resource will provide a high school ideas, tools and resources to encourage their students and staff to be “in motion”.

Visit the *in motion* web site for more detailed information on this resource manual.

Cost: \$100.00/Resource Manual (*in motion* Communities receive a discount)

<http://www.in-motion.ca/resources/>



Sample of a promotional resource found within the Manual.

Healthy Eating Physical Activity Resource Kit

As children get older, they become more responsible for their food choices and more assertive in decisions around what to eat. There are many benefit of healthy eating for children:

- Promotes growth and development
- Reduces chronic disease risk factors
- Reduces the risk of eating disorders
- Improves cognitive learning



This resource will assist you in promoting healthy eating through physical activity. Each activity comes with information on supplies that you will need, how to set up the activity, directions for the activity as well as suggestions for warm up and cool downs.

The games can be played with any group of children 5-12 years of age.

Cost: \$125.00/Resource Kit

For more information on other resources and incentives, visit the merchandise section of the *in motion* website.

www.in-motion.ca

In motion Pedometer Resource Kit

What better way to stay “in motion”, then with a pedometer! The *in motion*’s **10,000 Steps Pedometer Resource Kit** will provide you with the tools to implement your own pedometer challenge or educational campaign.

Cost: \$50.00/kit

Electronic Version—\$20.00





In motion

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Physical Activity...Do It For Life!

Visit the *in motion* website at www.in-motion.ca

In motion is a health promotion strategy with a focus on physical activity. Its vision is that all the citizens of Saskatoon and region will include regular physical activity into their daily lives for health benefits. The intent of ***in motion*** is to ingrain understanding and behaviour change into the culture and fabric of our community.

In motion's founding partners include:

- * City of Saskatoon
- * University of Saskatchewan
- * ParticipACTION.

The ***in motion*** strategy is centered around 6 targeted strategies including:

- * Children & Youth
- * Older Adult
- * Workplace Wellness
- * Health Care Professional Referral
- * Primary Prevention of Diabetes

Is Anyone Listening?

Every now and then do you wonder if your message is getting through. ***In motion*** looked at the effectiveness of the media vehicles used to promote the ***in motion*** message. Ideally we wanted to test for the following;

- Effectiveness of message and sponsor recall
- Strength of the creative
- Effectiveness of media vehicles
- Effectiveness of time of year

We looked at both qualitative and quantitative evaluation. The preliminary results

showed:

- 77.9% recall seeing, reading or hearing any advertisement about physical activity.
- When asked about seeing, hearing or reading about ***in motion***, 79.2% answered yes.
- TV was the number one response of where tele-



phone respondents recalled seeing the ***in motion*** message.

- The majority of participants have some recall of ***in motion*** throughout the year and all agree that the ***in motion*** message to get and stay active has reached them.
- Almost one half (48%) of residents say they are already active, while 11% say ***in motion*** media has increased their activity level. Another 13% say ***in motion*** media has helped them maintain the same level of activity.