



**SOUTHWESTERN  
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# SWOntario *in motion*

“A community partnership promoting physical activity in Windsor-Essex, Chatham-Kent and Sarnia-Lambton”

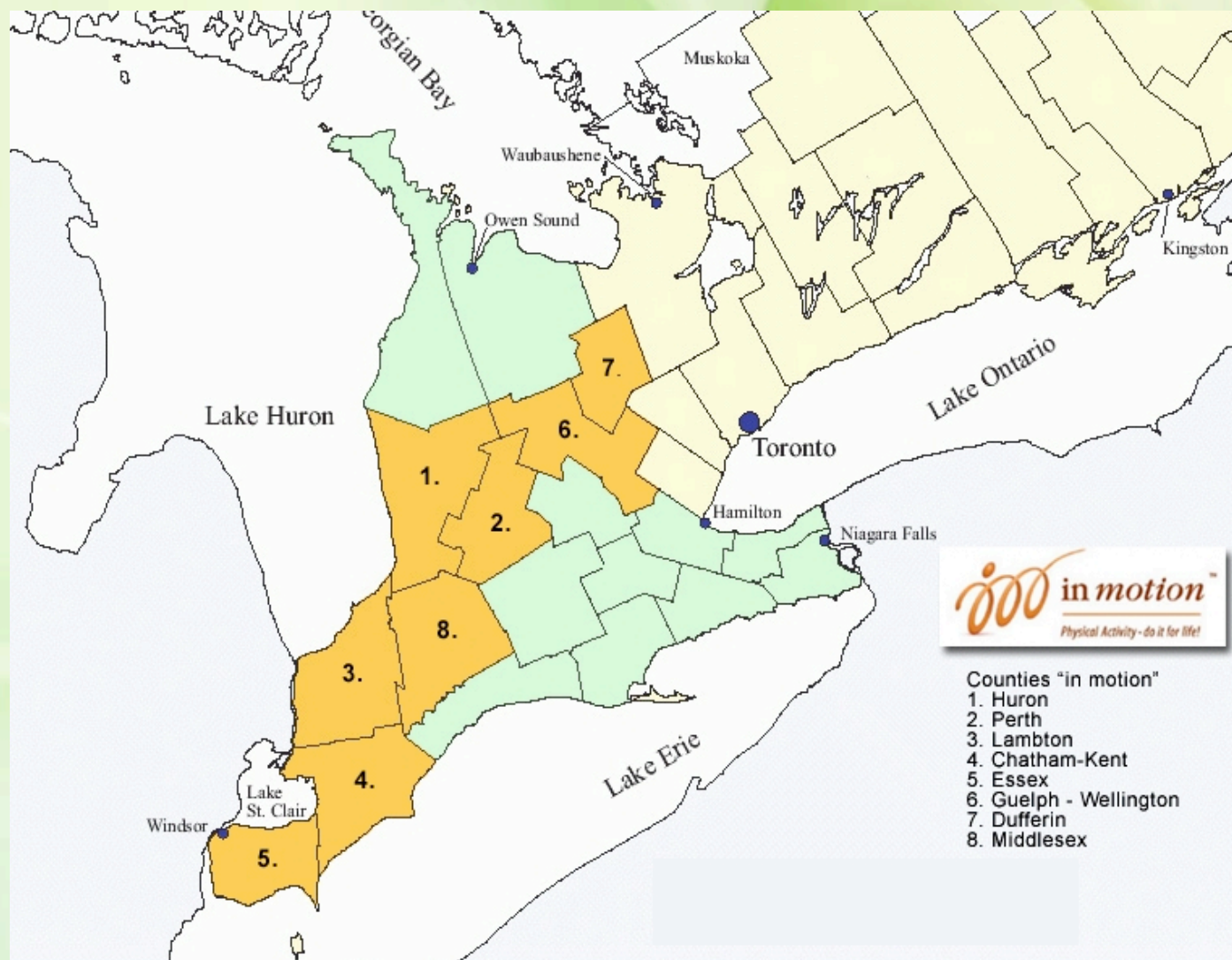
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# Ontario *in motion* Communities



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- Counties "in motion"
1. Huron
  2. Perth
  3. Lambton
  4. Chatham-Kent
  5. Essex
  6. Guelph - Wellington
  7. Dufferin
  8. Middlesex



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# Setting the Stage

- Under the direction of the South West Area Recreation Guild (SWARG) –tri county approach
- Initially funded by the Ministry of Health Promotion from 2007-2009, with 25 partners, currently 21 partners
- Fully supported by volunteers/staff from organizations
- Launched in October 2008

# Vision/Mission

## Mission

Through promotion and engagement in physical activity, the South West Area Recreation Guild and Southwestern Ontario *in motion* Steering Committee, will lead the collective action of community partners in Windsor-Essex, Sarnia-Lambton and Chatham-Kent towards a healthy and vibrant lifestyle for all.

## Vision

Create a culture of physical activity in Southwestern Ontario!



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# Target Community Strategies

Targeted Community Strategies across all three regions:

- ✓ Four Seasons' campaign (2009-2010)
- ✓ Families *in motion*
- ✓ Zoomers *in motion* (Women 55+)
- ✓ *In motion* every DAY!
- ✓ Active Transportation

Supporting Specific Community Strategies:

LGBT population (Windsor)

Kids in motion (various)

Mothers in motion (Leamington)

Tobacco Free Outdoor Spaces (Lambton)

# Four Seasons Campaign

- Four separate messages to promote physical activity
  - No Child Left Inside
  - Jump off the Couch & Get in motion
  - Grab your Toques & Play, Eh!
  - Spring in motion today!
- Informal evaluation – number of posters distributed, number of events on the calendar, 5-7 radio interviews



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# Zoomers in motion

**FREE  
EVENT**

Try Physical Activities designed for  
**Women 55-70+**



**GRANDPARENTS DAY**  
**September 12th, 2010**

10:00am-5:00pm  
Devonshire Mall (Windsor)

Join us for fun, interactive  
demonstrations including:

Line Dancing  
Pickle Ball  
Polynesian Dance  
Urban Poling  
Yoga  
Zumba Gold  
...and more!

**Enter to  
WIN a  
Wii**

For more information call 519-776-5933 X3100 or visit:

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"Funding for this project has been provided by the Ontario Ministry of Health Promotion through the Sport for More Program"

# Zoomers in motion

- Promotes PA to women ages 55 to 70 years and older
- Funded by CAAWS
- 12 partners
- Demonstrations & 100 "Try it" program passes
- Evaluation is conducted by the UWindsor students and faculty – survey, interviews and then follow up in 3 mths

February 16, 2009 is  
**Family  
in motion  
Day**  
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**in motion**  
Physical Activity - do it for life!

**Get in motion on Family Day and participate in healthy physical activities in your community.**

**Ontario FAMILY DAY - Mon. Feb. 16/09**

Adult Lane Swim	6:30 am - 8:30 am	Adult Lane Swim	12:00 pm - 1:00 pm
50+ Stick Time	8:00 am - 9:00 am	<b>Open Rec. Gym</b>	<b>12:00 pm - 6:00 pm</b>
Aquafitness	9:00 am - 10:00 am	Pilates Tummy Tuck Fitness	12:15 pm - 1:00 pm
Body Blast Fitness Class	9:00 am - 10:00 am	Aquafitness	1:00 pm - 2:00 pm
Senior Skate (55+)	9:10 am - 10:00 am	<b>Public Skating FREE</b> <small>Sponsored by</small>	<b>1:00 pm - 3:00 pm</b>
Adult Swim	10:00 am - 11:00 am	<b>Open Swim</b>	<b>2:00 pm - 4:00 pm</b>
Yoga	10:00 am - 11:00 am	Cardio Pump Fitness Class	6:00 pm - 7:00 pm
Aquatherapy	11:00 am - 12:00 pm	Pump It Up! Fitness Class	7:00 pm - 8:00 pm
Walkers Plus Fitness Class	11:00 am - 12:00 pm	I Ride Inside Fitness Class	7:15 pm - 8:00 pm
Noon Hour Adult Skate	12:00 pm - 12:50 pm	<b>Open Swim</b>	<b>8:00 pm - 9:00 pm</b>

Swimming Lessons - as scheduled  
**CHILD CARE AVAILABLE**  
9:00 am - 11:30 am  
5:45 pm - 8:00 pm

**... Bring your children & play on Family Day!**



**in motion**  
Physical Activity - do it for life!

South West Area Recreation Guild  
**SWARG**

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**February 15th  
FAMILY in motion DAY 2010**

The Fundraising Committee in Kingsville will be hosting a skateathon from 12pm-4pm at the Arena 1741 Jasperson Lane, Kingsville) to raise money for the fundraising campaign.

**Minimum pledge/fee per person is \$20.00**

First 100 people to participate will get a free skate towel

**Overall winner of most donations will win an ipod**

Bonus: 5 Prize Packs (random draw)

" A community partnership promoting physical activity in Windsor-Essex, Chatham-Kent and Samia-Lambton."



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# Celebrating Success

- Community *in motion* Teams
- Two research projects completed and more on the way...
- Securing additional grants and being financially conscious
- Local and regional recognition. Great relationship with local media outlets and creative promotional materials
- *In motion* Week
- *In motion* Awards 2009, 2010



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# Lessons learned - If you...then...

- Cannot secure a steady source of funding, then establish a finance committee and goals
- Cannot get the support from the school boards, then focus on the entire family
- Present to municipal councils, special interest groups, Rec directors then someone will listen and many more will believe in what you do!
- Repetition = Recognition



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# Gaps/Struggles

- Volunteer driven – no staff
- Conflicting messages and avoiding duplication
- Changes in organizational structure and shift in priorities
  - CK Parks & Recreation has not supported IM since 2008-2009
  - CK Health discontinued their support in January 2010
  - No support from school boards



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# Future Work

- Continue to promote Women 55+ and Sport & Physical Activity - “Zoomers in motion” Day, 100 “Try it” passes
- Expand on current priorities: Active Transportation, Family Fitness, *in motion* Everyday, Youth programs
- Strategic planning session with CIMs in other counties
- Redesigning the website
- “Cap’t in motion” mascot

# Conclusion

- ✓ Outstanding dedication & commitment by partners
- ✓ Marketing & promotional campaigns are relevant
- ✓ Strong relationship with the University
- ✓ Physical activity is a priority in our communities



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# Partners

- South West Area Recreation Guild
- City of Windsor
- City of Sarnia
- Municipality of Leamington
- Town of Essex
- Town of Kingsville
- Town of Lakeshore
- Community Health Services Dept. – Lambton County
- Healthy Living Lambton
- St. Clair Township
- YMCA of Sarnia-Lambton & YMCA of Chatham Kent
- YMCA of Windsor-Essex
- University of Windsor
- Bulimia Anorexia Nervosa Association
- Windsor-Essex County Health Unit

# Make Every Day an *in motion* Day

Come on Southwestern Ontario...being "*in motion*" isn't just about organized sports and athletics; it's about being physically active in your everyday lives. When you go out take *in motion* with you and send us your pictures. Check out some these photos and get yourself "*in motion*" today!



SWO Chairperson, Amanda Smith and husband Jeff "*in motion*" at their wedding.



Lakeshore Councillor Ray LaLonde and Mayor Tom Bain "*in motion*" at a Polar Bear Dip



Youth "*in motion*" @ the Kingsville Skate Park Grand Opening



SWO Media Chair Patriok Kelly wore his "*in motion*" hat climbing the Great Wall of China



## Questions?