



National Physical Activity Summer Institute August 2006

Healthy Kids,
Healthy Futures



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Creating Partnerships and Political Will



Manitoba *in motion* is a collaboration between:

- Manitoba Health and Healthy Living
- Manitoba Culture, Heritage and Tourism
- Healthy Child Manitoba Office

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In motion is a provincial strategy to help all Manitobans make physical activity part of their daily lives for health benefits and enjoyment.

Four key components:

- 1) **Building partnerships**
- 2) Building awareness
- 3) Targeted population and community strategies
- 4) Measuring success



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Background

- Physical Activity Action Plan – Alliance for the Prevention of Chronic Disease
- Physical Activity Coalition of Manitoba (PACM)
- Federal/Provincial -Territorial goal to increase physical activity by 10 percentage points by the year 2010
- Healthy Living portfolio (Fall 2003)
 - Physical activity is one of seven priorities



Background continued



Healthy Living Initiatives:

- Chronic Disease Prevention Initiative
- Healthy Kids Healthy Futures All Party Task Force

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Background continued



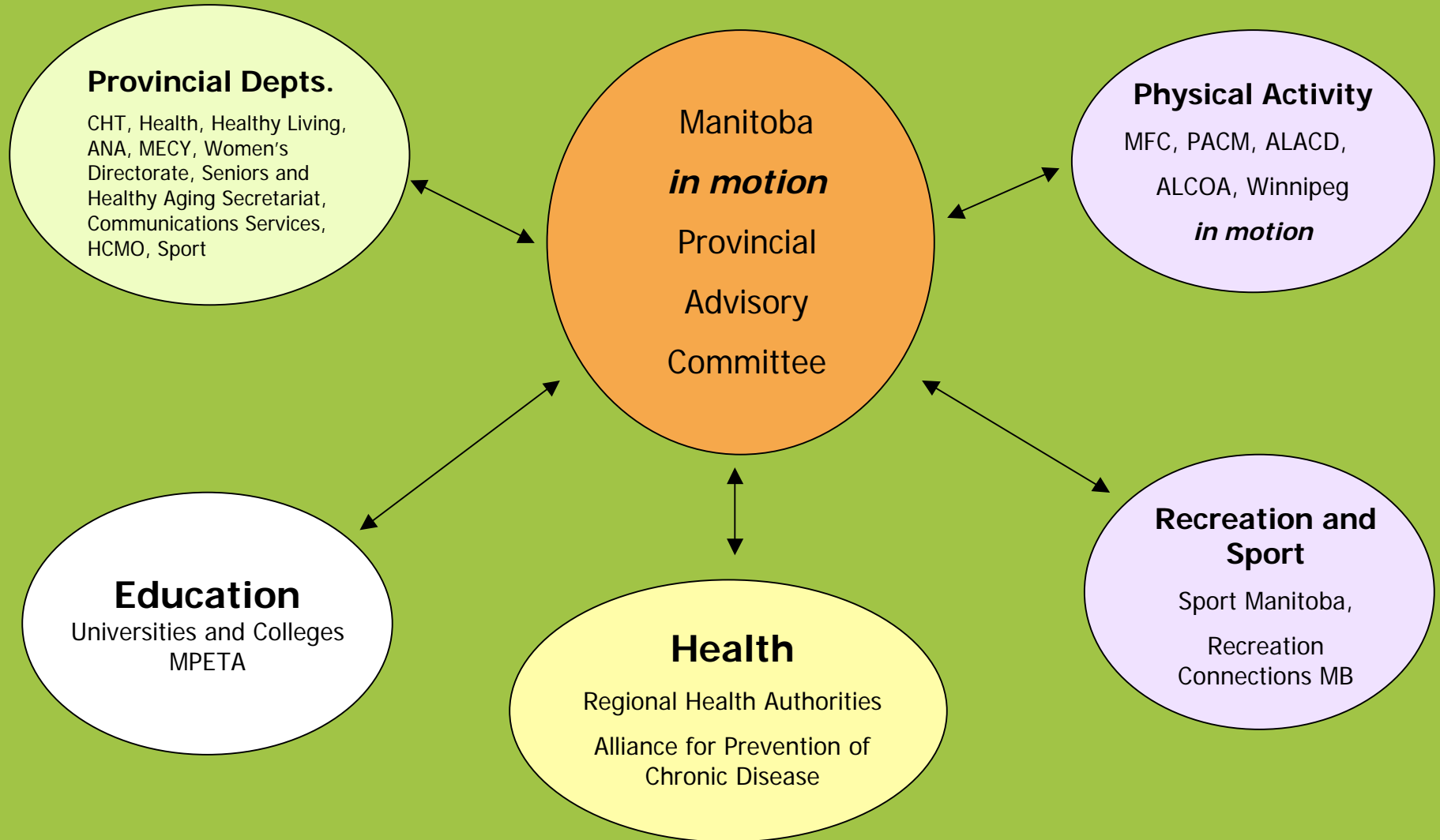
Healthy Kids, Healthy Futures
All-Party Task Force (June 2005)
...a recommendation...

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Our Advisory Committee



Provincial Advisory Committee

"Gives and Gets" Exercise

Partner contributions in the areas of:

- Communications
- Financial support
- Program support
- Leadership
- Evaluation



Manitoba *in motion* Components

- Schools
- Communities
- Grants
- Pre-school



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Manitoba *in motion* streams



Healthy Schools *in motion* collaborated with Healthy Schools which is an existing partnership with:

- Manitoba Health and Healthy Living
- Manitoba Culture, Heritage and Tourism
- Healthy Child of Manitoba Office
- Manitoba Education, Citizenship and Youth

And community partners such as:

- Regional Health Authorities
- School Divisions

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Manitoba *in motion* streams



Communities *in motion*

Partnerships at the community level – includes recreation, municipalities, health, education, service organizations, sport...

Regional workshops were held

Resources available to encourage and support community partnerships

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Communities *in motion*

Library Pedometer Loan Program

Partnership formed with Public Library Services to provide pedometers and information kits to rural libraries for lending within the community.

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In motion Physical Activity Grants

Funds are available to community partnerships to plan ways to increase physical activity in their communities.

Partnerships that include health, recreation and sport, education and other citizen groups such as seniors organizations, parent-child coalitions and service clubs are encouraged.

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Areas under development

- Pre-school
- Older Adult
- Health Care Professionals

Areas to be developed

- Youth/High School
- Workplace

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Collaboration with Winnipeg *in motion*



- City of Winnipeg
- University of Manitoba
- Winnipeg Regional Health Authority
- Province of Manitoba
 - Health and Healthy Living
 - Culture, Heritage and Tourism

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Partnership with PACM



- PACM is a member of the *in motion* Advisory Committee
- *In motion* team regularly consults with PACM
- Member of PACM Executive Committee
- Funded Physical Activity Summit
 - outcome was a need for and support of *in motion*

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Lessons Learned



THERE HAVE BEEN MANY!

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