

MANITOBA PHYSICAL ACTIVITY ACTION PLAN

JUNE 2014



Physical Activity Coalition of Manitoba

The **Physical Activity Coalition of Manitoba or PACM** was formed in October, 2003 as a result of the recommendations from the 2002 Manitoba Physical Activity Action Plan. PACM's main goal is to achieve a positive change in physical activity levels among Manitoba's population by pooling commitment, leadership and resources of different communities, organizations and governments. PACM is a coalition that represents a broad, multi-disciplinary membership committed to facilitating an increase in physical activity among Manitobans of all ages, all groups and provide opportunities in a variety of settings.

PACM's mission is to support increased physical activity among Manitobans through collaboration, promotion, and education.

For more information about PACM, go to www.pacm.ca or email info@pacm.ca.

The Physical Activity Coalition of Manitoba acknowledges the support of the Government of Manitoba, Manitoba Health, Healthy Living, and Seniors.



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MANITOBA PHYSICAL ACTIVITY ACTION PLAN

The goal of the **Manitoba Physical Activity Action Plan** (MPAAP) is to provide a strategic road map to align efforts of stakeholders to reach the common goal of increasing physical activity among all Manitobans.

Research shows that social, physical and policy environments can impact individuals' physical activity levels. The **Manitoba Physical Activity Action Plan** builds on a shared understanding that a range of factors – including individual, interpersonal, organizational, community and public policy – influence and impact physical activity.¹

Similarly, Manitoba physical activity practitioners understand that coordination is needed to increase opportunities for physical activity and remove barriers to participation. Only by working together – across disciplines, sectors and jurisdictions – can positive behaviour change truly happen.

In addition to this coordination, a variety of programs, initiatives and outreach are needed, as no single intervention will engage with individuals, communities, and the broader environment.

The result is a plan that recognizes the diversity of the physical activity sector, embraces the strategic value of working across sectors, and builds on strengthening expertise of physical activity practitioners, organizations, and communities, across Manitoba.

The 2014 **Manitoba Physical Activity Action Plan** is informed by a series of stakeholder engagements conducted December 2013 – February 2014 (online survey, focus groups, and summit of physical activity practitioners) and a formal review of achievements across the sector following the 2002 Manitoba Physical Activity Action Plan. Input was collated and reviewed, under the guidance of the Physical Activity Coalition of Manitoba (PACM) Executive and Planning Committee.

Visit www.pacm.ca to view the complete Stakeholder Engagement Report.

¹ Active Canada 2020 (nd). Social-Ecological Model. <http://www.activecanada2020.ca/sections-of-ac-20-20/appendix-a/appendix-b/appendix-c-1/appendix-d>; Centre for Disease Control (nd). Social Ecological Model. <http://www.cdc.gov/cancer/crccp/sem.htm>.

GUIDING PRINCIPLES

A series of guiding principles support the achievement of goals, and reinforce a shared understanding of how to work together.

1. Collaboration and Partnership

Work with partners across disciplines, sectors and jurisdictions, collaborating on initiatives and targeting efforts, and taking ownership for relevant initiatives – understanding that making an impact on behaviour change requires targeting interventions at all levels (individual, organizational, community and public policy).

2. Equitable Access

Maintain commitment to reduce the financial, physical and knowledge barriers to participation in physical activity programs and places.

3. Evidence informed

Incorporate best-available research, community experience, as well as an understanding of the population context and circumstances, in decision-making, policy and program development.²

4. Sustainable Capacity Development

Build capacity for physical activity expertise and leadership by working with participants, volunteers and professionals involved in physical activity programming and resource development.

5. Leadership

Ongoing commitment to support communities and regions by coordinating and connecting with national and provincial physical activity initiatives to maximize effort and effect, supported in part by a coordinating body that facilitates a collective and collaborative approach towards action, policy, communications advocacy, programming and leadership development.

² Canadian Institute of Health Research (CIHR) (nd). Introduction to evidence informed decision-making. <http://www.cihr-irsc.gc.ca/e/45245.html#b1>; National Collaborating Centre for Methods and Tools (NCCMT) (nd). Evidence-Informed public health. <http://www.nccmt.ca/eiph/index-eng.html>

ACTION GOALS & RECOMMENDED ACTIONS

The Manitoba Physical Activity Action Plan (MPAAP) Goal Areas and Recommended Actions build on stakeholder input, reflect reported achievements and successes across the sector, and consider the current operating environment. The plan is fluid, and invites periodic review and adjustment, going forward.

The broad goal of the MPAAP is to increase physical activity among Manitobans. As coordination among physical activity practitioners is critical to increase opportunities for physical activity and remove barriers to participation, the Action Goals outlined below are sector-driven, and sector-owned.

ACTION GOAL 1: FORGE INNOVATIVE PARTNERSHIPS

Objective: Through ongoing leadership in knowledge exchange, and coordinated and collective action, support and galvanize innovative partnerships that promote and support physical activity for all Manitobans.

Recommended Actions

- Research best and promising practices related to innovative partnerships to promote and support physical activity
- Support innovative partnerships with those traditionally outside of the physical activity sector
- Cultivate multi-sectoral partnerships with groups whose mission and mandate is closely aligned with the mission of the Physical Activity Coalition of Manitoba and the goal of the Manitoba Physical Activity Action Plan
- Establish networks and action groups to undertake advocacy activities and promote access and opportunity for physical activity
- Develop shared strategy and work plans with recreation, active living and sports organizations partners

ACTION GOAL 2: CONNECT PEOPLE TO PHYSICAL ACTIVITY OPPORTUNITIES

Objective 2a: To listen to and understand community need.

Recommended Actions

- Gather evidence and best/promising practices to reach target populations
- Develop engagement strategies that integrate a targeted, population level approach
- Engage communities to listen to, and understand, community need, access issues and the role of physical activity in communities

ACTION GOAL 2: CONNECT PEOPLE TO PHYSICAL ACTIVITY OPPORTUNITIES (continued)

Objective 2b: To offer targeted, consistent messaging around the importance of increased physical activity, and promote awareness of existing physical activity opportunities.

Recommended Actions

- Review current physical activity communication landscape and audiences (including general public, priority populations and decision-makers)
- Develop communications plan that will support and disseminate public and culturally relevant messages and campaigns on physical activity locally, provincially and nationally
- Identify and promote resources (e.g. online listings, database) of physical activity opportunities among Physical Activity Coalition of Manitoba members, physical activity practitioners, general public, and community leaders
- Identify available data including physical activity indicators and create an asset map of existing data
- Promote and support the development of a user-friendly resource to support communities collecting and using data related to physical activity promotion for advocacy, policy, and program development

Objective 2c: To facilitate knowledge exchange of physical activity research, findings and practices among physical activity practitioners, with continued attention to understanding and addressing the varied barriers to physical activity.

Recommended Actions

- Provide leadership to identify and address multi-environment barriers and push the physical activity agenda – to achieve the minimum level of physical activity for Manitobans/Canadians to ensure long term good health and well-being
- Coordinate opportunities for joint and cross-sector outreach, program delivery policy work and evaluations of policies and interventions
- Identify physical activity sector advocates to connect to communities and organizations
- Share resources that ‘make the physical activity case’ with current and potential partners
- Engage with researchers to influence the research agenda; include theoretical frameworks to inform practice
- Share best and promising research findings on community-based demonstration projects with general public, physical activity practitioners and decision makers

ACTION GOAL 3: CULTIVATE A HEALTHY PUBLIC POLICY ENVIRONMENT THAT SUPPORTS AND ENCOURAGES PHYSICAL ACTIVITY

Objective: To contribute to an evidence-informed public policy environment that supports and promotes increased levels of physical activity, considering factors at the individual, organizational, community and public policy level that influence behaviour of Manitobans.

Recommended Actions

- Communicate research findings to inform policy, budget and actions
- Adopt a position statement affirming an evidence informed approach for the physical activity sector as appropriate
- Promote daily physical activity for all students in Manitoba schools
- Promote integration of healthy and active design concepts in new development (e.g.: schools, public buildings)
- Promote 100% compliance among school divisions and schools to adopt and implement policies, procedures and agreements for joint use of school and community facilities
- Promote health impact assessments in government policy and program development
- Promote the implementation of policies to increase physical activity through incentives (for example, through taxation, legislation, etc.)
- Align advocacy efforts with existing provincial and national recreation, active living and sports policy