

Tell me about PACM in 5 years....

What does it look like? What role does it play? What do people say about the organization?

Each participant was asked to share their thoughts with the group. Individual feedback was used to create a picture of where PACM is going – what is PACM moving toward?

Education and Awareness

- best practices/resources for others to use ie. mapping
- outreach, engagement, education and mapping for rural areas/regions/communities
- education and awareness of physical activity
- continuing to build on previous success by engaging the general public (more awareness)
- clearinghouse for member/non-member resource information
- leading provincial hub for active transport (education, resources, network)
- develop a social media website or facebook page for PACM for ideas to be shared
- promoting quality, safe physical activity ie. education and campaigns
- education/promotion
- holder of knowledge, best practices, address current issues
- building awareness of physical activity beyond sport
- resource for teens in recreation ie. active transportation for all communities
- be a resource for pathfinding and communicating AT and recreation 'stuff'
- 'go to' resources (best practices) on physical activity

Strong Voice

- branding?
- voice for physical activity in MB
- strong voice for physical activity (3)
- more recognizable to Manitobans as voice for physical activity
- collective voice for physical activity in MB

Advocacy

- recognized advocate for PA/active lifestyle issues
- provincial network advocating for active living for all
- advocating and supporting physical activity infrastructure
- advocating for AT

Networking and Collaboration

- continue to be an umbrella organization for groups that work towards increased physical activity
- diverse network of organizations supporting one another's work
- collaboration between organizations and municipalities for physical activity
- promotion in rural areas (buy-in)
- a group of like-minded organizations and others coming together to share information and collaborate where possible
- PACM is one of 3 foundation organizations that support and help to drive the work of 'Health in Common'
- connecting organizations within MB with vested interest in PA
- perhaps it could streamline efforts of multiple groups brought together to be more effective
- connecting partners around physical activity
- continuing to advance physical activity through networking and collaboration
- got to organization for community issues, coalition a resource leader
- place for information sharing and collaboration

Operations

- every municipality and First Nation is a member and M.I.T., local government, education and MPPI are members
- inclusive of all age groups across the lifespan – encouraging PA
- safety
- PACM utilizes the Manitoba Physical Action Plan to serve as our strategic planning framework
- a 'vision' of the 'ideal' built environment has been determined – this influences project choices
- refuse project \$ we can't sustain
- broad based membership

Support Initiatives

- promoting PA – joint initiatives, filling gaps
- assist businesses to be created to specialize in active transportation – bike shops etc. especially in rural MB
- facilitating uptake of physical activity as an everyday integral piece of

Possible in 3 years...

*In 3 years what is possible? How will we know we are moving in the right direction?
What will be happening?*

Small groups reported back to the large group.

Discussion in large group to create one agreed upon list of what is possible.

- expanded membership (ie. industry, docs etc.)
- working on clear priorities
- one full-time staff position
- facilitating consistent messaging
- hosting educational opportunities, including annual conference with tangible learning opportunities
- established regional chapters
- increased visibility of PACM, including logo use
- clear action plan for priorities
- working groups established and functioning
- implementing an evaluation
- sustainable funding plan
- providing valuable core services (ie. mapping)
- don't have to worry about AT

Describe where PACM is NOW (in large group)

- provide mapping for communities
- all general meetings in Winnipeg
- 24 members
- 3 position papers
- same people on all committees
- 30k grant from MB Healthy Living, Seniors and Consumer Affairs
- varied participation levels among members
- not enough opportunities for participation
- doesn't feel consistent
- focus is on service providers and members
- host organization
- people doing the work on the side of desk
- 25k surplus
- MB Physical Activity Action Plan
- pamphlets

Given where we would like to go and where we are now, in what ways can we BUILD STRENGTH?

In small groups and report back.

- engage members that are absent
- clarify target areas
- build member capacity for mapping
- get better at learning from each other
- bet better at celebrating accomplishments
- look at what people are already doing
- keep record of how things have happened
- increase resources for staffing
- strengthen relationship with RHA

What actions or steps do we need to take in the NEXT YEAR to continue moving in the right direction?

In large group.

- establish process for identifying priorities (moved from Possible in 3 years)
- advocate with RHA's for staff time dedicated to physical activity throughout the lifespan
- advocate for active transportation position with local government
- inventory of municipalities – what is happening? what are the gaps?
- annual conference
- general membership meetings with educational component
- training opportunities in the Fall
- link with PPHL and Adult Risk Factor Surveillance
- link with Active Canada 2020 and Greater Strides Report
- hold membership meetings outside of Winnipeg
- re-confirm commitment of membership
- staffing to manage memberships and build a business plan
- identify new host organization
- create rural AT working group and urban AT working group