

## **PACM Fall 2016 – Fall 2018 Highlights**

### **PACM Review**

The review was initiated during the summer of 2016 to consider the success of the PACM model and explore alternative options for the Manitoba physical activity sector. Health in Common worked with PACM to develop tools and undertake some of the research, scans, consultations and surveys. This work was done in conjunction with the MPAAP Evaluation. During November and December 2016, the data collection occurred and analysis and reports on the results were prepared by Health in Common.

Results of the review were shared with members and stakeholders at the February 2017 general membership meeting and through the PACM newsletter and website. The PACM Executive used the reports to develop a series of recommendations for consideration of the membership and stakeholders.

A webinar was hosted in conjunction with Health in Common for members and stakeholders to review the recommendations coming out of the PACM review in April 2017. A facilitated discussion on the recommendations from the review was held in conjunction with the AGM in May 2017.

Recommendations related to the PACM model, governance and membership, and key activities were ratified by the members as presented. The details are available with the minutes from the 2017 AGM at <http://www.pacm.ca/assets/pacm%202017%20agm%20%20minutes%20.pdf>

Based on the results of the review, PACM Coalition Terms of Reference were modified and provided to the membership for feedback in October 2017. Changes affected membership categories and eligibility to participate on the Executive and Task Groups. Additional draft changes to the PACM Coalition Terms of Reference; the PACM Executive Terms of Reference and the PACM Task Groups Terms of Reference were provided to the membership in March 2018. The formal adoption of the updated Terms of Reference occurred at the AGM in May 2018.

### **Manitoba Physical Activity Action Plan (MPAAP) Evaluation**

The evaluation plan intent is to measure the impact of the priority action areas outlined in MPAAP; to monitor and measure the impact the sector is having in the identified priority areas; to determine any gaps in the plan; and to identify opportunities to enhance physical activity delivery in Manitoba.

At the 2016 AGM the updated MPAAP evaluation plan for 2016 to 2020 was presented to the PACM membership. (<http://www.pacm.ca/assets/pacm-mpaap%20evaluation%20plan%2020160426.pdf>) The related measurement tools including member and stakeholder surveys, interviews and data collection were developed with Health in Common in conjunction with the PACM review. In fall 2016 initial data collection and analysis occurred. At the February 2017 PACM membership meeting, initial results of the evaluation were shared. In summer 2017 the indicator tracking template was revised to focus specifically on the MPAAP with the assistance of Health in Common. PACM continues to track indicators as identified in the MPAAP evaluation plan including newsletter distribution; website use; workshop participation; meeting participation; task group activities; memberships; etc. The second member and stakeholder survey is being circulated in late fall 2018.

## **Task Groups**

*The Collaboration and Partnerships Task Group* had planned “A New Look at Partnerships for Physical Activity” symposium for November 2016 that was unfortunately cancelled due to registration targets not being met. The partnership profiles and resources developed for the symposium were posted and provided for registrants as well as a hard copy printed for limited distribution.

*Healthy Public Policy Task Group* - Through input of members and stakeholders the policy focus was identified as “Connect and collaborate with other agencies and existing local, provincial or national initiatives to address equitable access to physical activity opportunities.” A Public Policy task group was established in October 2017.

The task group developed the Terms of Reference, Intended Impact Statements and a 5-year work plan that was approved by the PACM Executive in February 2018. In October 2018 the task group reconvened with several new members and began the process of developing a survey to be distributed to physical activity service providers regarding policy approaches to reduce barriers to participation in physical activity.

## **Membership and partnerships**

PACM membership has been maintained with 21 – 24 members.

PACM entered into a program partnership with Recreation Connections Manitoba for both the 2017 & 2018 conferences. The partnership provided opportunities for PACM members to attend select conference sessions at no cost. In both years the partnership allowed for PACM to have a tradeshow booth in conjunction with MFC. In 2018 a PACM membership meeting was held in conjunction with the conference opening Keynote address.

On February 3, 2017, a General Membership Meeting was at the University of Manitoba in conjunction with a presentation on *Powerful Partnerships: Translating Knowledge for Health Promotion* by Dr. Heather Gainforth, part of the Health, Leisure and Human Performance Research Institute Research Seminar series.

Annual General Meetings were held in May in 2017 and 2018. The 2017 AGM focused on the results of the PACM review. The 2018 AGM included a presentation by Dr. Shaelyn Strachan on *Looking inwards: How aspects of the self can be used to understand and influence health behaviour*.

In November 2018, a General Membership Meeting included presentations on the Common Vision document, the 2018 ParticipACTION report card as well as a presentation by Kathy Diehl Cyr of the Alzheimer’s Society on the *Minds in Motion* program.

PACM became a member of the Active Living Alliance for Canadians with a Disability in 2017.

## **Communication**

PACM E-newsletters are distributed monthly to members and other subscribers and regularly featured local, provincial and national news, research, events, resources, education opportunities, programs and initiatives that promoted and supported physical activity. In addition, there were several special bulletin newsletters focused on specific events or initiatives.

The PACM website is updated regularly with information on physical activity initiatives, training opportunities and resources at the local, provincial and national levels.

PACM actively promoted the ParticipACTION 150 Play List, Build Your Best Day and the Everything Gets Better When You Get Active resources to members and stakeholders at meetings, events and through communications.

### **ParticipACTION Report Card**

The 2018 Report Card focuses on Brain Health and include the Expert Statement on Physical Activity and Brain Health in Children and Youth. It was released in June 2018.

The PACM website was updated with a banner feature on the report card and links to the ParticipACTION page featuring the report card. In June 2018 a PACM E-Newsletter exclusively featured the 2018 ParticipACTION Report Card and was circulated via the PACM distribution list. The Report Card was also featured on a series of Tweets on the PACM Twitter feed. PACM communicated on the Report Card release to provincial media and handled several media enquiries.

The Nov. 26, 2018 General Membership Meeting included an overview of the 2018 Report Card. Report cards are made available at meetings and the Recreation Connections Manitoba conference tradeshow.

### **Common Vision for increasing physical activity and reducing sedentary living in Canada: Let's Get Moving**

PACM contributed to the consultation on the F/P/T Physical Activity Framework that builds on Active Canada 20/20; the National Recreation Framework and the Canadian Sport Policy through promotion of survey; participation on webinar and attendance at a national consultation workshop in fall 2016.

With the release of the Common Vision document (<https://www.canada.ca/en/public-health/services/publications/healthy-living/lets-get-moving.html>) in late May 2018, PACM shared information through the website and newsletters. The Nov. 26, 2018 General Membership Meeting included an overview of the Common Vision document.

Discussions have occurred with Sport Manitoba and Recreation Connections Manitoba regarding potential joint activity to further promote and educate service providers in Manitoba.

### **Physical Literacy Manitoba**

PACM participated on the Physical Literacy working group from the Winnipeg Community Sport Policy committee and Physical Literacy Manitoba, to provide a provincial update session in June 2017 as well as a one-day training opportunity on April 27, 2018.