

PACM Fall 2018 – Winter 2021 Highlights

Manitoba Physical Activity Action Plan (MPAAP) Evaluation

The Manitoba Physical Activity Action Plan brings together organizations, groups and government departments committed and invested to building healthy, active communities for Manitobans of all ages and abilities. It is an opportunity to continue to work together on priorities and actions that can help address the growing physical inactivity crisis. It is also an opportunity to be part of the 'change agenda' locally, provincially, and nationally that is focused on improving the quality of life for Manitobans and Canadians. To view MPAAP:

<https://pacm.ca/resources/Documents/MPAAP/Manitoba%20Physical%20Activity%20Action%20Plan%20June%202014.pdf> .

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.

The MPAAP evaluation plan was developed in 2016 with the assistance of Health in Common. (<http://www.pacm.ca/assets/pacm-mpaap%20evaluation%20plan%2020160426.pdf>) The related measurement tools included member and stakeholder surveys, interviews, and data collection. In fall 2016 initial data collection and analysis occurred. The second member and stakeholder survey was circulated in late fall 2018. The results of the survey and data collection and analysis were shared at the February 2019 membership meeting and further discussed at the 2019 Annual General Meeting in June.

PACM has continued to track indicators as identified in the MPAAP evaluation plan including newsletter distribution; website use; workshop participation; meeting participation; task group activities; memberships; etc.

Task Groups

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 had been 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. While the task group was not able to be sustained, the PACM Executive assumed the role and the survey was circulated in October 2019. An overview of the survey results was shared at the December 2019 general membership meeting. Using the survey results and other resources PACM posted an online resource *Reducing Barriers to Physical Activity through Healthy Public Policy* on the PACM website in March 2020.

Given the increasing impact of the COVID-19 pandemic, in August 2020 the task group refocused its efforts to identify and share resources that would support physical activity during the pandemic. In addition to sharing through the newsletter and twitter feeds, a section on COVID-19 resources was

added to the PACM website in October 2020. Further, PACM implemented a planned series of free webinars that would focus on various aspects of supporting access to physical activity during the pandemic. The first webinar took place on Feb. 23, 2021 covering the topics *Moving Your Fitness Programs Online* and *Connecting with your Clients During the Pandemic*. The second webinar scheduled for April 13, 2021 will focus on *Succeeding at Stay-at-Home PHE* and *Effective Training with No Equipment*.

Membership and partnerships

PACM membership has been maintained with 21 – 23 members.

PACM entered a program partnership with Recreation Connections Manitoba for the 2019, 2020 and 2021 conferences. The partnership provided opportunities for PACM members to attend one of the keynote addresses at no cost. In both years the partnership allowed for PACM to have a tradeshow booth in conjunction with MFC. In 2019 and 2020 a PACM membership meeting was held in conjunction with the conference opening Keynote address.

In addition to the membership meetings held in conjunction with the Recreation Connections Manitoba conferences, PACM membership meetings were held as follows:

December 2, 2019 - included presentations on the ParticipACTION Report Card on Physical Activity for Adults and the *Warm Hearts* project presented by Kevin Boreskie, University of Manitoba.

January 22, 2021 – included a presentation on *Prescription to Get Active* by Stephanie Jeffrey, Manitoba Fitness Council

Annual General Meetings were held in June, 2019 and due to the COVID-19 pandemic, virtually in September, 2020. The 2019 AGM included a discussion on *Moving Forward as PACM* as well Dr. Dean Kriellaars presenting on *Physical Literacy, Physical Activity and Health*. The 2020 AGM focused on the required organization business.

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.

In Fall 2020 a new PACM website was developed including additional functionality such as membership management, event registrations, newsletter development and member/stakeholder communications. The PACM website is updated regularly with information on physical activity initiatives, training opportunities and resources at the local, provincial, and national levels.

PACM has maintained a Twitter account for the past several years to share information and resources.

PACM actively promoted the ParticipACTION Community Better Challenge; Active App; Toolkit for Older Adults; Impact Reports; Great Big Move, initiatives and related resources to members and stakeholders at meetings, events and through communications.

ParticipACTION Report Card

The first Report Card focusing on Physical Activity for Adults in Canada was released in October 2019.

The PACM website was updated with a banner feature on the report card and links to the ParticipACTION page featuring the report card. In October 2019 a PACM E-Newsletter exclusively featured the new 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 December 2019 General Membership Meeting included an overview of the Report Card. Report cards are made available at meetings and the Recreation Connections Manitoba conference tradeshow.

In June 2020, the Participaction Report Card on Children and Youth was released. As PACM was inactive at the time, promotion for the report card was limited. It was featured in the September 2020 newsletter and on the website in fall 2020.

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.

To support the implementation of the Common Vision document proposals were invited for funding of six national initiatives. PACM developed and submitted a proposal in summer 2019 but was unsuccessful in obtaining funding. The national initiatives have been put on hold during the COVID Pandemic.