

## **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