

PACM 2021 – 2022 Workplan

Project Objectives	Activities/Tasks	Timeline/Target Dates	Responsibility	Resources
Objective #1 Promote and support the implementation of the Manitoba Physical Activity Action Plan (MPAAP).	1) Support and promote the MPAAP task groups. 2) Implement approved recommendations from the PACM Review process related to Connecting People to Physical Activity <ul style="list-style-type: none"> • Work with Prescription to Get Active national group resources on initiating provincial plan • Establish and administer a Manitoba chapter of Prescription to Get Active • Source funding for program material costs • support ongoing marketing and communication in both health care settings and the recreation facilities • support ongoing local problem solving as required with respect to program service delivery 	Ongoing May – July 2021 Fall 2021 Fall 2021 Ongoing Ongoing	PACM Coordinator PACM Coordinator/Task Group Chairs and Members	PACM Coordinator Contract Fee
	3) Evaluate MPAAP and MPAAP activities <ul style="list-style-type: none"> • Continue collection of data related to indicators related to communications, meetings, training, resource development and sharing 	Ongoing	PACM Coordinator	PACM Coordinator Contract Fee
	4) Identify opportunities for partnerships related to communication and action with the Common Vision Policy Champions <ul style="list-style-type: none"> • Establish contact with Champions • Continue discussions with aligned sectors (recreation, sport, health) about potential joint actions • Jointly determine priority actions and related timeframes 	Fall 2021 Fall 2021/Winter 2022 Winter 2022	PACM Executive & Coordinator	
	5) Support and identify opportunities to align MPAAP and represent the sector with local, provincial and national initiatives including but not limited to: <ul style="list-style-type: none"> • Healthy Living and Healthy Populations initiatives • Manitoba’s Policy for Recreation Opportunities • Primary Prevention Syndicate Manitoba 	Ongoing	PACM Executive & Coordinator	

PACM 2021 – 2022 Workplan

	<ul style="list-style-type: none">• F/P/T Physical Activity Framework – Common Vision• Active Canada 20/20• National Recreation Framework in Canada• Provincial and National Sport for Life Policy• ParticipACTION• Winnipeg Community Sport Policy• Physical Literacy Manitoba• Prescription to Get Active			
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PACM 2021 – 2022 Workplan

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Objective #2 Continue implementation of recommendations from the PACM review	1) Implement approved recommendations from the PACM Review process related to PACM Model <ul style="list-style-type: none"> • Review member participation in prioritized area of focus • Identify requirements for resources and membership support • Identify opportunities for joint planning and financial resource identification 	Summer 2022 Ongoing Ongoing	PACM Coordinator PACM Executive Committee	PACM Coordinator Contract Fee
	2) Implement approved recommendations from the PACM Review process related to Governance & Membership <ul style="list-style-type: none"> • Identify and approach potential members for PACM Executive at a leadership/decision – making level • Identify allied fields and representatives for PACM membership • Identify individuals/organizations for involvement in specific PACM activities • Maintain ongoing communication and seek opportunities for joint activity with a focus on primary prevention and upstream interventions across broadly related sectors 	Ongoing Ongoing Ongoing Ongoing	PACM Coordinator PACM Executive Committee	
	3) Implement approved recommendations from the PACM Review process related to Communication & Knowledge Sharing – see Objective #4		PACM Coordinator PACM Executive Committee	

PACM 2021 – 2022 Workplan

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<p>Objective #3 Develop and implement strategies that will enhance membership and partnerships that support collaboration and networking locally, regionally, provincially and nationally</p>	1) Plan and coordinate PACM Annual General Meeting	May. 2021	PACM Executive Committee	Project Coordinator Contract Fee
	2) Plan and coordinate a bi-annual meeting with an educational component for PACM members and supporters	Fall 2021 and Winter 2022	PACM Executive Committee	
	3) Issue PACM membership annual renewal notices and invoices	Fall 2021	PACM Coordinator	PACM Coordinator Contract Fee
	4) Review and implement the membership retention and recruitment strategy:			
	a) Continue to implement the membership engagement strategy (i.e. task groups, Executive Committee, etc.)	Fall 2021	PACM Coordinator PACM Executive Committee	
b) Continue to implement the PACM membership retention and recruitment campaign “Community of Physical Activity Champions”:	Fall 2021			
i) Identify and generate a member prospect list of organizations, agencies, communities and government departments that share and/or compliment PACM mission and goals				
ii) Update, print and circulate a PACM membership (electronic) brochure and/or postcard				
iii) Participate in events and tradeshow who audience is well suited to support PACM (i.e. healthy living, recreation, etc. conferences)		Ongoing		
5) Maintain ongoing communication with Provincial and National partners		Ongoing		

PACM 2021 – 2022 Workplan

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<p>Objective #4 Develop and implement communication strategies that support and promote collaboration, networking and resource development</p>	<p>1. Continue to support knowledge exchange and communication among coalition members and supporters.</p> <ul style="list-style-type: none"> a. Regularly update PACM website with news, research, resources, etc. b. Produce and distribute regular e-bulletins that highlight news, events and resources of interest to PACM members c. Provide and share opportunities for webinars, workshops and networking opportunities 	<p>Ongoing</p> <p>Monthly</p> <p>Ongoing</p>	<p>PACM Coordinator</p>	<p>PACM Coordinator Contract Fee Annual Web Hosting Fee = \$1000 (PACM Admin Budget)</p>
	<p>2. Expand access to PACM resources and information sharing via web based technologies and archiving of materials</p>	<p>Ongoing</p>	<p>PACM Coordinator</p>	
	<p>3. Develop and implement strategies that utilize social media as a communication and marketing tool.</p> <ul style="list-style-type: none"> a. Regularly utilize Twitter to share information on PACM initiatives and events and relevant resources and events 	<p>Ongoing</p>	<p>PACM Coordinator</p>	
	<p>4. Develop and implement strategies that support key or critical messages including but not limited to 1) the importance of physical activity across the life span for all Manitobans and 2) promote PACM as a strong, unified voice for physical activity in Manitoba.</p> <ul style="list-style-type: none"> a. Review and update PACM annual work plan b. Collaborate and coordinate events and messaging with like-minded organizations, agencies and/or government departments including but not limited to Manitoba <i>in motion</i>, Primary Prevention Syndicate, Active Aging in Manitoba, etc. that support and promote the value of physical activity as an important component of individual and community health and well-being 	<p>June 2021</p> <p>Ongoing</p>	<p>PACM Coordinator PACM Executive PACM Members</p>	

PACM 2021 – 2022 Workplan

	<p>5. Enhance communication links with Provincial government ministers/deputy ministers and/or department staff related to the promotion of physical activity</p> <ul style="list-style-type: none">a. Review and update the distribution list of government partners (membership) and their respective key contactsb. Invite relevant government partners to PACM General Membership Meetings and Annual General Meeting	<p>Ongoing</p> <p>Fall 2021, Winter 2022</p>	<p>PACM Coordinator PACM Executive Committee</p>	
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