

Case Study Number 4

Fit Kids Healthy Kids

<http://fitkidshealthykids.ca/>

Key Informants:

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Sport Manitoba

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Fit Kids Healthy Kids (FKHK) – Fit Kids Healthy Kids is a Physical Literacy program founded as a partnership between Doctors Manitoba and Sport Manitoba. It teaches children and their adult leaders the fundamentals of movement that make kids confident and competent in sport, recreation, and life. The goal of the program is fit, healthy kids that are active for life.

Partners involved: Sport Manitoba -Sport Manitoba is responsible for development, planning, delivery and evaluation of the project including developing project initiatives, working with communities and agencies, developing resources and providing administrative support.

Doctors Manitoba- provides the financial resources for the project, provides support where needed, provides feedback on activities, promotes program

Length of partnership: Since 2013

How did the partnership make the initial connections?

Doctors Manitoba was interested in engaging in a project to support physical activity among young Manitobans through physical activity and movement programs that address some of the challenges with inactivity and the electronic age (assist in creating opportunities that might address the health issues arising from inactivity) and approached Sport Manitoba for assistance.

Sport Manitoba developed a team to create the conceptual outline for Doctors Manitoba's board of directors. Once the concept was endorsed, Doctors Manitoba created access to multi-year funding and developed a written agreement for the Sport Manitoba and Doctors Manitoba partnership that identified roles and responsibilities.

The community agencies and service organizations in effect become partners as well by providing a gateway to deliver FKHK leadership training and programs.

The partnership with Doctors MB also fulfills Sport Manitoba's mandate to deliver age and developmentally appropriate programs that fit the "Canadian Sport for Life" model.

How did the partnership foster shared understanding?

Both partners recognize that they play a different role. One is primarily a funding role and the other a programming role. Those roles and the needs of each partner are understood and respected. Doctors Manitoba has given Sport Manitoba full control to deliver the FKHK Program as created by Sport Manitoba.

The project that was developed reflects the early stages of Active Start and FUNdamentals within Canadian Sport for Life's (CS4L) Long Term Athlete Development Model and resonates with Doctors Manitoba.

Our mandates have some differences, however FKHK assists Doctors Manitoba in fulfilling part of their mandate. This includes providing programming to lower socio-economic, remote and northern communities. Doctors Manitoba had an additional public relations interest which has been understood, respected and supported by Sports Manitoba. To support this Doctors Manitoba recognition is built into all aspects of program and communications material (Resources, Web Site, etc.)

It was the first time for this type of partnership, however it fits the CS4L model perfectly in terms of working with other sectors (i.e. Health).

What did you learn?

A trusting, strong and willing partner can allow us to deliver an important component of CS4L. Stick with what each organization is good at and let the other do its work. Do not try to micro manage the other partner's role.

Our team of staff within FKHK have nurtured and developed incredible relationships with a variety of social service agencies that allow them to maximize training and delivery to community organizations. We are so incredibly proud of what these staff have done to serve these organizations, including the development of young leaders that can deliver these programs. Tremendous mentorship of new professionals in sport, recreation and health.

Communications and Decision Making

There have been very few differences between the partners and issues are addressed through open communication based on a shared commitment to an end goal.

Ongoing progress reports on programming are provided by Sport Manitoba including presentations to Doctors Manitoba's board of directors upon request. Bi-annual updates and reports are provided.

Annual plans are developed by the lead with the FKHK team based on the responsibilities outlined in the written agreement between the parties. Each year these plans, including a budget process, are presented to Sport Manitoba after being evaluated and updated.

Celebrate, evaluate, and renew

Sport Manitoba provides reports to Doctors Manitoba annually and as requested. Contacts, activities, etc. are reviewed but no specific evaluation metric is in place.

The current partnership agreement is in place for 5 years. A thorough review process is anticipated to consider maintaining long term program delivery.

Various methods are used for 'celebrating' successes within the project including article in Doctors Manitoba professional magazine; web and news articles; FKHK Team attendance at a variety of public events in which there is great celebration and added awareness of the program; as well as other public and member awareness.

General:

What do you find most challenging within your partnership efforts?

- The Doctors Manitoba partnership has not presented any significant challenges whatsoever. They have been incredible in allowing us to deliver on the program.
- Developing the specifics around what should be done, the shared goal and how to go about it.

What do you enjoy most about your partnership efforts?

- Greater impact– the impact that the program appears to be having on the community
- Bridging 2 sectors towards a common goal
- Sustainability in funding
- Working together to face various challenges though out the process of working in diverse communities.

What would be useful from what you learned from this partnership to pass on to others?

- Respect your partners' strengths and permit them to do what they are good at.
- Recognise what your partner needs/wants to achieve with the program.
- Make sure you have a shared direction or goal

Have there been any unexpected outcomes as a result of your partnership?

- There is significant interest from other Provincial/Territorial (PT) jurisdictions in this program. It may be a program that can be shared with other PT's should they be able to build in their own Doctors Organization partnership to help fund the delivery.