



General Membership Meeting
Active Living Centre, University of Manitoba
Feb. 3, 2017
Minutes

Attendees:

Chantal Bassett, University of Manitoba
Janet Cranston, Reh- Fit Centre
Jaymi Derrett, Recreation and Regional Services, Manitoba Indigenous and Municipal Relations
Taylor Devlin, Interlake-Eastern Regional Health Authority
Jim Evanchuk, ALCOA
Liz Harland, Cancer Care Manitoba
Jessica Jaques, Manitoba Health, Seniors and Active Living
Michelle Johnson, Fit Kids Healthy Kids
Neil Johnston, The Lung Association
Dan Lemieux, Manitoba Education and Training
Paul Paquin, Manitoba Education and Training
Roy Mulligan, PACM
Elizabeth Ready, University of Manitoba
Joshua Stoller, Sport Medicine and Science Council of Manitoba
Karin Whalen, The Wellness Institute

Jim Evanchuk, welcomed everybody on behalf of the PACM Executive and reviewed the agenda for the afternoon.

Introductions and Member Announcements/Updates

Attendees were asked to introduce themselves and share any announcements, news, etc. The member 'sound bites' included:

- The Lung Association is working on a Fitness for Chronic Disease project that will train program leaders to work with individuals with chronic disease
- The Sport Medicine and Science Council of Manitoba annual Scholarship Program – applications close May 12th – details on the web site.
- Recreation and Regional Services will be offering a workshop on Truth & Reconciliation – The Role of Sport, Physical Activity and Recreation on Feb. 27th. More information will be coming out.

- Chantal Bassett, University of Manitoba interested in opportunities for research funding opportunities in partnership with community groups
- Responsibility for leading Healthy Child Manitoba is now part of Manitoba Education and Training, Rob Santos is heading that up
- The 2017 Manitoba 55+ Games will be hosted in Killarney, June 13 – 15, 2017. Registration opens in March.

Executive Committee Report

- During the fall a major focus has been the PACM Review and MPAAP Evaluation activities with support of Health in Common. An update on these activities were provided later in the meeting
- Dr. Katmarzyk's presentation on the new Canadian 24 Hour Guidelines for Children and Youth was made following our Sept. meeting. The presentation was recorded and is posted on the PACM website.
- PACM has once again entered a program partnership with RCM Conference – opportunities were provided for PACM members to attend conference sessions as part of that arrangement – have 7 PACM members attending the conference through the partnership. If additional members are interested contact Roy.
- PACM has been working with the Winnipeg Community Sport Policy Physical Literacy Group – currently developing a proposal around some dedicated funding to promote and develop physical literacy opportunities in province and connect with national initiatives. This involves several groups who are not necessarily involved with PACM
- The Executive Committee is currently operating with several vacancies. Per PACM Bylaws Executive Committee members must come from organizations that are Coalition Members. Some effort was made in spring to recruit but positions not filled. If there is interest in serving on the Executive, please contact the PACM office.
- MFC has committed as the Host Organization until March 2017. PACM had put out the request for potential host organizations at the AGM in June and in communications. At this point we do not have a new Host identified for next year. Any organizations considering taking on the hosting duties are asked to contact the PACM office

FPT Physical Activity Framework Consultation

- 2016 FPT ministers responsible for Sport, Physical Activity and Recreation, requested a pan-Canadian Physical Activity Framework to be presented at summer 2017 Ministers meeting. The framework is to consider the Canadian Sport Policy, The National Recreation Framework and Active Canada 20/20 documents.
- Through the fall 2016 a consultation process was facilitated by the Conference Board of Canada which included online survey, webinars and a consultation meeting in Ottawa.
- PACM sent a representative to the consultation meeting. A wide range of sectors were represented at the meeting with those absent to be contacted directly.

No report from consultations available. Observations coming out of the meeting discussions:

- Several themes that had to be applied to everything - equity, considering the entire life course, evaluation and knowledge transfer.
- Strong support for the notion of physical play particularly for children.
- The built environment and community planning was often identified as a key component.

- There was a sense that there are a lot of gaps regarding solid research on many aspects of physical activity and the proposed approaches.
- Strong support for a physical activity lens to be applied across all government policies.
- Active Canada 20/20 was identified as a document that provided a good approach for monitoring and reporting.
- The notion of identifying a small number of common indicators to be used across sectors.
- One size will not fit all, and any approaches will be better when developed *with* the affected community not *for* the community.
- We can't keep coming back to the table to talk about what we should do. Governments need to provide some leadership, identify the priorities they will support and provide the resources to make it happen.

Current Status – consultation activities wrapped up in early Dec.; working group is summarizing the findings from the consultation process. In addition, officials are transitioning to the next phase of work - the writing and development of the framework. Plans for sharing information on the findings from the consultation process to FPT government officials and non-governmental stakeholders are being finalized. Will likely be sent out through MB government officials.

Due to time frames it will be difficult to formally pursue feedback on a draft framework; the framework is due to Ministers in July prior to meeting in August. PACM will share information we receive so we can be prepared to respond to and work towards alignment with the framework once released.

MPAAP Evaluation & PACM Review

- through Fall 2016 PACM has been working with Health in Common to gather input from members and stakeholders for the MPAAP Evaluation and PACM Review. Input was sought through several methods

- Online survey – 31 respondents
- Focus group discussions with Task Group members – 8 participants
- Interviews with Key informants – 7 interviews
- Jurisdictional scan – 3 organization in Manitoba, 4 organizations outside Manitoba

The results have not been reviewed and discussed by PACM Executive yet. Some highlights identified were:

- Engagement with PACM brings benefits including networking, staying abreast of sector developments, opportunities to enhance sector knowledge
- Over half of survey respondents said PACM involvement resulted in opportunities to partner or collaborate with others on PA promotion initiatives
- Half of survey respondents use materials and info from PACM
- Progress in recognized in areas of collaboration and education but less so in terms of physical activity promotion; Concerns expressed that PACM is not having the desired impact
- 87% of survey respondents indicate their organizations are committed to work as a coalition to increase PA in Manitoba
- Most reported barrier to greater involvement with PACM is member time, funding or resource constraints. Other top barriers include lack of firm or measurable outcomes; lack of data to show PACM's impact and a failure to use members' time well

- MPAAP goals are relevant to most respondents' organizations with "Cultivating a healthy public policy environment that supports and encourages physical activity" seen as most relevant
- Respondents are mixed about PACM's effectiveness pursuing MPAAP goals – 1/3 see even progress; 1/3 saw little or no progress and 1/3 were unsure.
- Jurisdictional scans saw a variety of operational models, governance structures, staffing and funding models. Multi-sector partnerships are seen as broadening the reach and being critical to sustainability and governance models reflect the multi-sector connections.

Next Steps - Health in Common is to be providing the PACM Executive with a written report in mid-February and a meeting with Executive will occur at the end of the month. Plan to have a member meeting in March to discuss results and Executive response. Information on that meeting will be circulated.

Task Group Reports

- a. Forging Innovative Partnerships – planned Partnership Symposium in November was cancelled due to insufficient registration; a Partnership resource featuring partnership profiles and resource listing was prepared and posted on PACM and Alliance websites – a copy of the document was available at the meeting; immediately following the membership meeting a discussion on Refining our Actions occurred to help prioritize activities for the task group
- b. Connecting People to Physical Activity – discussions with United Way and Volunteer Manitoba about potential involvement with 211 indicated that our interest in information sharing approaches for physical activity information did not meet their approach; working on a discussion paper based on the Nova Scotia Connect model to discuss with Sport Manitoba and Recreation Connections Manitoba

Wrap Up

Participants were encouraged to consider membership if not already members. Contact PACM office at info@pacm.ca.

Thanks were extended to the University of Manitoba for providing meeting space for the afternoon.

The discussion on Partnerships for Physical Activity: Refining Our Actions occurred immediately after the membership meeting.

The Research Seminar on Powerful Partnerships: Translating Knowledge for Health Promotion by Dr. Gainforth took place at 2:30.

Next membership meeting planned for March will focus on the PACM Review and MPAAP Evaluation results. More info will be circulate.