



Physical Activity Coalition of Manitoba

**General Membership Meeting  
Wellness Institute at Seven Oaks General Hospital  
Minutes of December 11, 2014**

**Attendees:**

Nancy Barkwell, City of Winnipeg  
Deanne Betteridge, Winnipeg Regional Health Authority  
Nancy Botelho, City of Winnipeg  
Terry Burton, City of Winnipeg  
Mark Cohoe, Bike Winnipeg  
Beatrice Davidson, Manitoba Health, Healthy Living & Seniors  
Jim Evanchuk, ALCOA  
Shelagh Graham, Winnipeg Regional Health Authority  
Lea Grzenda, Green Action Centre  
Elizabeth Harland, CancerCare Manitoba  
Kylo Harris, Sport Manitoba  
Kristine Hayward, Winnipeg Regional Health Authority  
Jamie Hilland, Green Action Centre  
Christine Houde, Heart and Stroke Foundation  
Jessica Jaques, Manitoba Health, Healthy Living & Seniors  
Stephanie Jeffrey, Manitoba Fitness Council  
Jocelyn MacLeod, Manitoba CYO, Recreation & Regional Services Branch  
Roy Mulligan, PACM  
Casie Nishi, Wellness Institute  
Doris Mae Oulton, Alliance for the Prevention of Chronic Disease  
Maureen Owen, Heart & Stroke Foundation  
Karleen Peters, ALCOA  
Shan Perzada, Winnipeg Regional Health Authority  
Sarah Prowse, Winnipeg Regional Health Authority  
Susan Slater, Primary Prevention Syndicate  
Tammy Semchuk-Bohn, City of Winnipeg  
Mark Spencer, Rady JCC  
Gary Swanson, City of Winnipeg  
Katy Walsh, Province of Manitoba  
Amanda Younka, Winnipeg Regional Health Authority

Stephanie Jeffrey, PACM Chair, welcomed Coalition members and supporters to the meeting and reviewed the agenda.

**Greetings from the Province of Manitoba** – The Honourable Deanne Crothers, Minister of Healthy Living & Seniors brought greetings from the Province of Manitoba

**Executive Committee Report (Stephanie Jeffrey - Chair)**

- MFC has taken on the role as host for PACM until March 2017
- We are thankful for the continue support of Manitoba Health, Healthy Living and Seniors and renewed the Service Provider Agreement for 2015/2016
- The funding support from the Province affords PACM the opportunity to secure part-time staff resources . . . Roy Mulligan has been brought on contract as the PACM coordinator
- The work of PACM for this fiscal year includes:
  - Promote and support the Manitoba Physical Activity Action Plan through the work of task groups, engaging stakeholders and evaluation
    - The Connecting People to Physical Activity Task Group has been meeting regularly – work has focused on examining how health related groups are sharing information through websites, phone lines and networks; examining the potential for a centralized information hub on physical activity opportunities; considering how to align with Manitoba health initiatives
    - The Innovative Partnerships Task Group – Jim Evanchuk (co-chair) reported that the group has met and is looking at approaches to partnerships; the task group requires more members to effectively move forward
    - The Healthy Public Policy Task Group has not yet been formed but we see today’s forum as a way to initiate action in this area
  - MPAAP Evaluation plan has received input from members at a couple of sessions – the Executive meeting early in January to identify next steps
  - We continue to connect with members and stakeholders as relevant initiatives arise
- PACM serves as the Provincial NGO representative for the ParticipACTION Report Card. PACM assisted our Provincial colleagues in its’ distribution. The PACM website includes links to report card materials and resources including the ParticipACTION webinar. Additional related webinars are being planned for the new year.
- Membership and partnerships figure prominently in our workplan for this year and a membership campaign was implemented. PACM continue to offer opportunities to network through meetings such as this forum. PACM is collaborating around events such as the Physical Literacy Moving It Forward, the upcoming Recreation Connections Conference (Feb 2016) – which includes several sessions related to physical activity including a session on the ParticipACTION report card. And continue sharing information through a number of different communication strategies such as our monthly electronic newsletters and PACM website.
- Communications is a key aspect of the workplan – including website improvements; work is occurring on use of social media and logo usage guidelines; preliminary work has occurred on election campaign resource; and PACM continues regular contact with our government partners

- PACM is looking for an additional Executive Committee member. To serve on the Executive Committee you must be a Coalition member. The Executive Committee serves as the planning, coordinating and administrative body of PACM and oversees the implementation of the Manitoba Physical Activity Action Plan. The Executive Committee meets an average of 6 – 8 times per year. Nomination forms were provided at the forum and members encouraged to consider involvement in that role.

### **PACM Membership**

- PACM members are not for profit organizations and government departments that typically meet one or combination of the following criteria :
  - Have expertise and knowledge to increase physical activity among Manitobans
  - Deliver programs and/or services that include physical activity and/or
  - Directly or indirectly includes statements of support for increased physical activity of the general public in their mission, vision, or values statements, goals or objectives
- There is three categories of membership:
  - Coalition Member (voting)
  - Network Member (non-voting)
  - Government Partner (ex-officio)
- Currently PACMs’ “Community of Champions for Physical Activity” has twenty three (23) diverse organizations and government departments.
- The membership campaign is still active. There is a standing invitation for organizations, groups and government who share our mission and mandate to join us.
- Membership applications are available by contacting PACM or you can apply on line on the PACM website.

### **Panel Presentation on Healthy Public Policy**

Sarah Prowse introduced the three panelists for the presentation:

- Jino Distasio, University of Winnipeg, Institute of Urban Studies
- Murray Gibson, Manitoba Tobacco Reduction Alliance
- Beth McKechnie, Green Action Centre

The focus of the presentations was on healthy public policy – what is it and how can we impact it. Jino Distasio provided an overview on policy and involvement using examples from housing initiatives. Murray Gibson and Beth McKechnie discussed how their organizations have been involved in healthy public policy initiatives related to tobacco use and active transportation. Power point presentations from the presenters are available online at [http://www.pacm.ca/main.asp?fxoid=FXMenu,12&cat\\_ID=38&sub\\_ID=220](http://www.pacm.ca/main.asp?fxoid=FXMenu,12&cat_ID=38&sub_ID=220)

### **PACM Member Sound Bites**

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

- The Province introduced a new Recreation Policy earlier this year and are currently implementing a Mentorship initiative
- Portage la Prairie has a new Bike Sharing Co-op being introduced
- Province is continuing work on the Active Transportation Policy
- Green Action Centre involved with some Workplace Employee Commuting Surveys to establish baseline data

- Manitoba 55 Plus Games will be held June 14 -16, 2016 in Brandon
- ALCOA working on Functional Fitness Assessments for Older Adults and reviewing the Peer Volunteer Leadership Program
- Healthy Living and Seniors doing consultation on the Provincial Active Living Strategy
- Green Action Centre Active Safe Routes to School involved with an Air Quality Health Index Study and Transportation Patterns at Manitoba Schools
- Winnipeg Regional Health Authority – Physical Activity Promotion is focusing on Health Equity and Physical Literacy – a recent document on the State of the Inner City is available online
- Bike Winnipeg implementing Cycling Skills Program through the schools – involved in consultations on the downtown bike lanes and the Northwest Bike/Walking Trail
- Rady JCC involved in initiatives on a Coordinated Approach to Childhood Health and Teens Understand Fitness focused on 12 – 15 year olds.
- Wellness Institute opened a medical fitness facility in China this summer in partnership with a local hospital. All profit from the venture will come back to Manitoba to support health and wellness services at Seven Oaks Hospital.

### **Healthy Public Policy Facilitated Discussions**

The MPAAP builds on achievements across the physical activity sector, and uses a growth-minded approach considering the current environment and potential opportunities.

One of the goals identified in MPAAP is:

#### **Cultivate a healthy public policy environment that supports and encourages physical activity.**

The related objective states that MPAAP aims to contribute to an evidence-informed public policy environment that supports and promotes increased levels of physical activity, considering factors at the individual, organizational, community and public policy level that influence behaviour of Manitobans.

To move this work to action, potential policy areas identified through the MPAAP stakeholder engagement were collated. The document entitled “Policy Areas” reflects this work and provided a starting place for the group discussions. An updated version of the MPAAP was also provided.

Participants were also provided with a Priority Setting Template with the policy areas and activities. In setting priorities from PACM, we will be considering the potential impact and feasibility of each activity.

Group discussions mostly focused on reviewing, clarifying and adding to potential policy areas. Refer to Appendix A for a summary of the discussion that took place within each group (transcribed notes).

The Executive Committee will determine the process to obtain information that will assist in prioritizing the areas identified. This will be communicated to the participants and other members and stakeholders.

**Next PACM General Membership Meeting:**

**8:00 am**

**Wednesday, Feb. 24, 2016**

**Terrace East Room, Radisson Hotel**

**This meeting will be held in conjunction with the Recreation Connections Manitoba Conference. Participants will be invited to sit in on the opening Keynote address for the conference – Remembering to**

**Play by Vince Gowmon**

**Please rsvp attendance [here](#) by Feb. 17, 2016**

## APPENDIX A

### PACM 2015 Fall Forum –Group Discussion Notes

SNAP – social number to access programs/services

Integrating safe/secure bike & stroller parking into childcare, schools, public buildings, workplaces (consider parent's needs)

Health lens (Physical Activity) incorporated into decision making – municipal, provincial, federal

Age friendly lense incorporated into PACM priorities eg. Raising awareness of what “age friendly” really means

Access to government data – infrastructure

Daily Physical Activity in school

Explore further with social planning council

Opportunity - influence city study, new facility plan – relate to transportation access

School travel planning requirement through provincial legislation

Legislation – mandatory Physical Activity in daycares

Master use agreement for Winnipeg facilities

Share information about data related to tax incentives & what financial incentives work – advocate for those that work or for reallocation of related funds in ways to more effectively address equity

Provide Physical Activity level data relevant to users

Explore opportunities to advocate for Physical Activity in workplace eg. Transportation, building design (stair placement) standing desks

Capital region plan to develop Active Transportation plan

Bringing land use planning and transportation planning together

Lens: rural, urban = different strategies

Initiatives that focus on a rural or urban setting should inform the other setting as well

Influence the location of recreation/physical activity facilities to ensure they are accessible to the community (transportation, walking)

PACM needs to consider not only policy areas where they may take a lead but also those where they should be playing a support role (i.e. facility use agreements; incorporation of physical activity lens in build environment decisions;