



Physical Activity Coalition of Manitoba

**General Membership Meeting
Norwood Hotel, Winnipeg
Minutes of November 13, 2014**

Attendees:

Amanda Daurie, Sport Manitoba
Jaymi Derrett, Manitoba CYO, Recreation & Regional Services Branch
Nicole Dunn, Health, Leisure & Human Performance Research Institute
Jim Evanchuk, ALCOA-MB
Elizabeth Harland, CancerCare Manitoba
Ann Marie Hayek, Manitoba Health, Healthy Living & Seniors
Kristine Hayward, Winnipeg Regional Health Authority
Angela Hildebrand, YMCA-YWCA of Winnipeg
Cory Jackson, PACM
Stephanie Jeffrey, Manitoba Fitness Council
Nicole Kerbrat, Winnipeg Regional Health Authority
Jocelyn MacLeod, Manitoba CYO, Recreation & Regional Services Branch
Michelle Meade, Winnipeg Regional Health Authority
Roy Mulligan, Recreation Connections Manitoba
Debbie Nelson, Manitoba Health, Healthy Living & Seniors
Casie Nishi, Wellness Institute
Doris Mae Oulton, Alliance for the Prevention of Chronic Disease
Maureen Owen, Heart & Stroke Foundation
Sarah Prowse, Winnipeg Regional Health Authority
Howard Skrypnik, Manitoba Health, Healthy Living & Seniors
Mark Spencer, Rady JCC
Kerri-Ann Tyschinski, Sport Medicine & Science Council
Samantha Wagner, Recreation Connections Manitoba

Attendees for Seminar/Presentation with Dr. O'Reilly only:

Ryan Giesbrecht, Badminton Manitoba
Ken Grove, Manitoba Physiotherapy Association
Amy Hui, Department of Internal Medicine, University of Manitoba

Jim Evanchuk, PACM Co-Chair, welcomed Coalition members and supporters to the meeting and reviewed the agenda. The Active Living Coalition for Older Adults together with the Wellness Institute (Casie Nishi) serve as Co-Chairs for PACM.

PACM Member Introductions & Sound Bites

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

- Manitoba 55 Plus Games will be held June 16 – 18, 2015 in Beausejour
- Youth Health Survey Provincial Report will be available in the weeks ahead
- Health, Leisure & Human Performance Research Institute RESEARCH DAY is Wednesday, May 13, 2015
- Review of Provincial Recreation Policy is ongoing
- Seven representatives from Manitoba will be attending the National Recreation Framework Summit in Toronto, November 17 & 18
- Canadian Tire Jumpstart Outdoor Adventure Kits are available and community groups are encouraged to apply
- Province of Manitoba webpage on Nutrition has been refreshed.
- Physical Literacy Conference “The Gateway to Active Participation” is being held at the Victoria Inn, Winnipeg on March 13, 2015
- The Wellness Institute and Reh-Fit Centre are partnering with “Exercise is Medicine Canada” which encourages family physicians to prescribe physical activity in the prevention and treatment of chronic disease. Details of an educational event will be shared closer to the spring.

Executive Committee Report (Casie Nishi, Co-Chair)

- PACM is thankful for the continue support of Manitoba Health, Healthy Living and Seniors; the Province renewed the Service Provider Agreement for 2014/2015
- The funding support from the Province affords PACM the opportunity to secure part-time staff resources . . . hence Cory Jackson has returned for a 2nd year as the PACM Coordinator
- The work of PACM for this fiscal year includes:
 - Finalizing the Manitoba Physical Activity Action Plan and engaging physical activity stakeholders
 - Task Groups are in the making and will have a hand in implementing and facilitating initiatives related to the Action Plan
 - Health in Common will be assisting PACM in developing evaluation strategies and tools for the Action Plan and a planning session is scheduled for the morning of Thursday, December 4 . . . Anyone interested in helping with this process is welcome to join the Executive Committee
- PACM serves as the Provincial NGO representative for the Active Healthy Kids Canada Report Card
 - Jackie Avent, the PACM rep who participated in the Global Summit on Physical Activity for Children attended the unveiling of the 2014 Report Card in Toronto and PACM assisted our Provincial colleagues in its' distribution
 - A webinar is still in the works and more information will be available in the weeks ahead.
- Membership and partnerships figure prominently in our workplan for this year.
- PACM has embarked on a membership campaign and we have been successful to date; Cory will provide details in her report.

- PACM is currently in search of a new Host Organization as the 2 year term for the Wellness Institute and ALCOA ends Spring 2015. If your organization is considering taking on this role, please talk with Casie or Jim.
- PACM is also looking for new Executive Committee members. 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 Committee meet an average of 6 – 8 times per year.
 - If you are interested in joining the Executive Committee, please contact Cory, Casie or Jim.

PACM Membership (Cory Jackson, PACM Coordinator)

- 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)
- The primary difference in the membership categories aside from the fee structure is that Coalition Members are voting members and can serve on the Executive Committee
- We have been successful in our membership campaign and are pleased to report that to date, PACMs’ “Community of Champions for Physical Activity” has grown to twenty four (24) 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 Cory or you can apply on line on the PACM website.

Advocacy Small Discussion Groups (Cory Jackson, PACM Coordinator)

Back in October, the PACM Executive Committee has put forward a motion for a vote for PACM to join the Fitness Industry Council of Canada and other organizations in their effort to advocate and lobby the Government of Canada to expand the Childrens’ Fitness Tax Credit to adults. This issue generated some very interesting discussion and a variety of perspective hence we thought it would be timely to have a broader discussion around advocacy.

Small group discussion:

- ❖ The role of advocacy in PACM and MPAAP
 - ❖ What does advocacy mean to your organization?
 - ❖ Describe the role of advocacy in PACM

- ❖ Organizations that spearhead advocacy campaigns, what are they actively campaigning right now!
- ❖ Adult Fitness Tax Credit
 - ❖ In light of the discussion on advocacy, what is your organizations position or consideration on an Adult Fitness Tax Credit?

Each group had a moderator and volunteers within each group recorded the discussion and reported back when the large group reconvened at lunch.

Refer to Appendix A for a summary of the discussion that took place within each group (transcribed notes).

MOTION

Cory presented the motion from the PACM Executive Committee that reads:

Motion: PACM support in concept an Adult Fitness Tax Credit

What does that mean?

- PACM will contact Fitness Industry Council of Canada and express interest to receive information, updates and communication on their efforts to lobby the Federal Government for an Adult Fitness Tax Credit.
- PACM will disseminate information and research on the Adult Fitness Tax Credit to PACM members and supporters as it becomes available.

Voting Process:

- ✓ Voting will take place electronically; respond on or before November 26
- ✓ Only Coalition Members can vote
- ✓ One vote per Coalition Member
- ✓ Decision will be shared with everyone shortly after the vote deadline of November 26.

Manitoba Physical Activity Action Plan (MPAAP)

- Task Groups will be responsible for engaging members and supporters
 - Terms of reference are being developed as well as strategies to implement recommended action steps
 - Michelle Meade and Stephanie Jeffrey, co-chairs for the Physical Activity Opportunities Task Group addressed the audience
 - This Task Group will be hosting its' inaugural meeting in the weeks ahead
- Evaluation Planning session for MPAAP
 - Health in Common will be assisting PACM in developing evaluation strategies and tools for MPAAP
 - **Evaluation planning session is scheduled for Thursday, December 4th from 9 a.m. – 1 p.m. at the Wellness Institute**
 - Members and partners are welcome to join the Executive Committee at this meeting

Presentation & Seminar with Dr. Norman O'Reilly
PPPs, Sponsorship and PACM
12:30 p.m. – 2:00 p.m.

Cory Jackson introduced Dr. Norman O'Reilly from Ohio University . . . an accomplished scholar, researcher, author and active business person. Dr. O'Reilly co-authored/co-researched with Michelle Brunette, the book "Private Public Partnerships in Physical Activity and Sport", published in 2013

Overview & highlights of Dr. O'Reilly presentation:

- Agree that Private Public Partnerships (PPP) & sponsorship are hard
- Do everything possible to keep current partners/sponsors happy and renewed
- Build two separate strategies:
 - Sponsorship
 - PPP's
- Add "servicing" to evaluation and activation
- Festivalize
- Create, create, create . . .
 - Programs
 - Events
 - Another conference
- Plan renewal from the start...again back to evaluation, activation, servicing
- Have a clear, concise contract
- Over deliver and realize that most under-deliver

Cory Jackson thanked Dr. O'Reilly for taking time out of his busy schedule to join us at this meeting and presented him with a gift on behalf of PACM.

For a copy of Dr. O'Reilly PowerPoint presentation please contact Cory at info@pacm.ca

The book "Public Private Partnerships in Physical Activity and Sport" can be purchased through Human Kinetics www.humankinetics.com

Meeting adjourned at approximately 2:00 p.m.

Next PACM General Membership Meeting:
To Be Confirmed

APPENDIX A

Small Group Discussion Notes on Advocacy and the Adult Fitness Tax Credit

Advocacy

- Sensitivities due to funding
- “Educacy
- Partnerships
- Make sure physical activity stays on agendas
- Informed decision making
- Empower members to advocate locally with consistent message
- Collective impact – Power of Voice
- CancerCare more educator rather than advocate
- WRHA . . . big part of public health; driven by organization rather than individual or program
- Manitoba Fitness Council – provide education through leaders
- Wellness Institute – advocate indirectly, not publicly
- Rady JCC – focus on programming, advocacy is internally
- Sport Science & Medicine Council – main focus on education
- Advocacy may be challenging given the limitations and abilities of individual organizations
- Pushing trends through organizations
- PACM can advocate for ‘things’, when individual organizations can’t
- Can be a collective voice
- Should PACM lead advocacy or be a conduit for providing information about advocacy efforts?
- Voice is heard (strong voice) and develop tools for others to advocate
- Follow legislative and policy changes
- Let people know about opportunities in communities
- Toolkit to engage people; advocacy term (careful of use) – opportunity to educate and to raise awareness
- Promotional, educational programs offered
- Softer promotional, educational campaigns
- Education and awareness building instead of advocacy
- Diverse coalition – advocacy may make some organizations uncomfortable
- Approach issues – PACM as a leader to provide education to members; to act as a conduit for discussion and receive/distribute information

Adult Fitness Tax Credit

- Advocating to change discussion to use federal/provincial funds to support physical activity organizations and proven initiatives
- Lack of evidence that Fitness Tax Credit results in behaviour change
- Redirection of funds
- Public health would not support as unintended outcome may be increasing inequities

- Older adult perspective – risk and benefit are on par
- Policy in England (pound for pound) help people in certain stages of change
- Supportive of organized versus freestyle
- Need to start somewhere, there is traction, could be used as a springboard for further discussion
- Certain foods are tax exempt; could there be a decrease in tax paid on equipment, classes, etc.
- PACMs' role is to educate members
- Do they need a place to start with government?
- Not the best way to get kids/adults involved
- Money can be spent different ways to reach target populations
 - For example, Air Miles program with the Y
- Fitness tax credit program is largely sport based versus recreation
- Doesn't decrease inequities or address issue