



**Physical Activity Coalition of Manitoba  
General Membership Meeting  
Canad Inn, Garden City, Winnipeg  
Minutes of October 23, 2013**

**Attendees:**

Jackie Avent, Green Action Centre  
Lisa Baldwin, Heart & Stroke Foundation  
Tonia Bates, Recreation Connections Manitoba  
Deanna Betteridge, Winnipeg Regional Health Authority  
Sue Boreskie, Reh-Fit Centre  
Jennifer Cowie Bonne, Active Healthy Kids Canada  
Beatrice Davidson, Manitoba Healthy Living & Seniors  
Jaymi Derrett, Manitoba CYO, Recreation & Regional Services Branch  
Jim Evanchuk, ALCOA-MB  
Leah Goodwin, Primary Prevention Syndicate  
Lea Grzenda, Green Action Centre  
Ruth Howard, Manitoba CYO, Recreation & Regional Services Branch  
Cory Jackson, PACM  
Jessica Jaques, Manitoba Healthy Living & Seniors  
Michelle Meade, Winnipeg Regional Health Authority  
Phaedra Miller, Manitoba Healthy Living & Seniors  
Roy Mulligan, Recreation Connections Manitoba  
Casie Nishi, Wellness Institute  
Doris Mae Oulton, Alliance for the Prevention of Chronic Disease  
Maureen Owen, Heart & Stroke Foundation  
R. J. Padue, No Limit Training  
Sarah Prowse, Winnipeg Regional Health Authority  
Elizabeth Ready, University of Manitoba, Faculty of Kinesiology & Recreation Management  
Anders Swanson, Counterpoint/Green Action Centre  
Mike Tutthill, Health in Common  
Kerri-Ann Tyschinski, Sport Medicine & Science Council  
Karen Whalen, Wellness Institute

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

## **Executive Committee Progress Report (Casie Nishi)**

- PACM Annual General Meeting was held in June 2013
- With funding support from Manitoba Healthy Living and Seniors PACM hired Cory Jackson as the Coordinator for a contract, term position. Cory brings a variety of skills and experiences to this position including having been involved with PACM for a number of years and more recently, as the past Chair of PACM.
- The main priority for this year will be to review and update the Manitoba Physical Activity Action Plan. The plan is over 12 years old. The PACM Executive Committee will undertake an extensive review and engagement process which will include meetings, surveys and a one day facilitated workshop on February 25<sup>th</sup>, 2014. Health in Common will be enlisted as the facilitator for this workshop. Casie encouraged everyone to mark this date in their calendar. Details will follow in the weeks ahead.
- The Green Action Centre, together with PACM, hosted a panel presentation webinar on October 9<sup>th</sup> regarding the 2013 Active Healthy Kids Canada Report Card.
- The PACM Executive Committee recently developed a Partnership Map that was designed to help define the relationship between PACM and the Primary Prevention Syndicate. A draft of the Partnership/Synergy Map was circulated in advance of this meeting, via email to most attendees inviting feedback. Overall, the feedback was positive and the 'map' clearly reinforces PACM role as the 'voice for physical activity'. One addition will be made to the map which will be to include the Provincial Active Transportation Policy as another contributing initiative.

## **2013 ACTIVE HEALTHY KIDS CANADA REPORT CARD – IMPROVING THE GRADE PANEL PRESENTATION**

Jim Evanchuk introduced panel members **Jennifer Cowie Bonne**, CEO, Active Healthy Kids Canada, **Jackie Avent**, Active and Safe Routes to School Program Coordinator, Green Action Centre and **Sarah Prowse**, Physical Activity Promotion Coordinator, WRHA. Randy Dueck from the RM of Hanover was unable to attend due to illness. Each panel member provided information about their respective local, provincial and/or national initiatives.

NOTE . . . the two PPT presentations are available on the PACM website.

### **Presentation Highlights:**

#### ***Presentation: Active Healthy Kids Canada 2013 Report Card “Are We Driving Our Kids to Unhealthy Habits”***

*Presenter: Jennifer Cowie Bonne, CEO, AHKC*

Please refer to her PPT presentation for details:

- The AHKC report card is an evidence informed communication and advocacy piece
- Each report card includes resources and tools to help 'spread the word'
- 3 to 4 years old are meeting the Physical Activity Guideline (PAG) but very few are accumulating the 60 minutes of energetic play as they transition to age 5
- Only 40% of children between 5 to 17 years old accumulated 60 minutes of MVPA at least 3 days per week
- The number of children who participate in organized sport and physical activity declines as they get older
- The amount of time children spend in non-screen & screen based sedentary behavior increases as they get older

- Active transportation is an easy, cost effective way to increase PA levels in children and youth
- Policies, school and childcare settings, family, peers, communities and the built environment can influence the behavior of children and youth and can contribute to improving the overall PA activity levels
- Toronto is hosting the 2014 Global Summit on the Physical Activity of Children, May 19 – 22. Go to [www.activehealthykids.ca](http://www.activehealthykids.ca) for more information

***Presentation: A Snapshot of Active Transportation for Manitoba's Children and Youth***

*Presenter: Jackie Avent, ASRTS Program Coordinator, Green Action Centre*

Please refer to her PPT presentation for details:

- Children and youth today are “the lost generation of cyclists and pedestrians”
- 58% of parents walked to school as compared to only 28% of their children
- 13% of parents were driven to school as compared to the 41% of children today
- School travel planning brings together all key community stakeholders (i.e. school officials, parents, kids, NGOs, health authority) that have anything to do with how children travel to their local school
- The RM of Hanover was to present today but regrettably Robert Dueck is ill.
- School travel planning is both a document and a process
- Green Action Centre and Anders Swanson, Project Coordinator are developing a web app (Counterpoint) that will help count traffic (i.e. cyclists, vehicles, pedestrians) in your neighbourhood
- October is International Walk to School Month.
- TomorrowNOW – Manitoba Green Plan is a three year, 4 point action plan to support active transportation focusing on improved provincial coordination

***Presentation: Winnipeg and Active Transportation***

*Presenter: Sarah Prowse, Physical Activity Promotion Coordinator, WRHA.*

- Winnipeg is involved in the CLASP Healthy Canada by Design project which aims to increase collaboration between health, planning, engineers and stakeholders to develop healthy built environments. The main partners are the Winnipeg Regional Health Authority and the City of Winnipeg with other stakeholders involved over the course of the initiative (current – summer 2014)
- The WRHA has hired a Healthy Built Environment Specialist (Shelagh Graham) who is working to facilitate the relationship between these partners.
- Through some initial stakeholder engagement, we've identified three pillars that will help us build the case for the link between health and the built environment in Winnipeg:
  - Build long-term relationships with organizations and groups that play a role in Winnipeg's built environment.
  - Explore promising practices for Winnipeg to support decision-making in favour of practices that promote physical activity through the evaluation of the impacts of location selection, site design and travel marketing on travel behaviour and share local success stories.
  - Identify data required to build the case for policy and practice change related to healthy built environment and physical activity.

The panel presentations were followed by lunch and a facilitated discussion with Jennifer Cowie Bonne on what is or can be done here in Manitoba to improve the 'grade'.

Attendees were invited to participate in discussion in one of four areas:

- Schools
- Communities
- Family & Peers
- Policies

The following are the notes recorded from each discussion group:

### **Schools**

- Physical literacy
- School travel planning
- Incorporating physical activity into each day
- Point of decision
- Promotion

### **Community**

- Mixed density – 1 km destinations
- Community Centres – broaden programs
- Reflect ethno-cultural communities
- Multi-purpose facilities (i.e. walking track)
- Funding for community groups – sustainable capacity
- Snowclearing – pathways

### **Family & Peers**

- Lead by example
- Choose 'good' friends – active
- Limit screen time – go outside in nature; volunteer in community
- Volunteer/take part in a walking school bus (involve older adults)
- Schedule it in
- Include your kid in active chores
- Introduce your kid to sports/lifestyle activities as you can, at a young age
- Set tv time/select tv show
- Dress appropriately for winter – teach early and invest in good winter clothes
  - Donate 'old' clothes for other kids too!
- Look at what your family time includes

### **Policy**

- There needs to be Federal support/statement
- Focus investments on programs and infrastructure as opposed to, for example, promotion only
- Calgary and Edmonton active transportation must be considered
- Incorporate health costs into planning process
- Develop 'tools' that can help translate policy into practice
- New Zealand (easy proof) to integrate access to recreation
- Active Play policy for Day Cares
- Professional marketing and results based campaigns that focus on selling physical activity in a way that works.

Jim Evanchuk thanked Jennifer, the presenters and attendees for their participation.

Jim reminded everyone that the next PACM general membership meeting will be the facilitated Manitoba Physical Activity Action Plan workshop on Tuesday, February 25<sup>th</sup>, 2014. Details will be confirmed in the weeks ahead.

Meeting adjourned at approximately 12:30 p.m.

**Announcements, News, Events, Research** (posted items):

- + Manitoba Physical Activity Action Plan Stakeholder Engagement Workshop, Tuesday, February 25<sup>th</sup>, 2014. Location and details to be confirmed. For more information or to participate, contact Cory Jackson, PACM Coordinator at [info@pacm.ca](mailto:info@pacm.ca)
- + 2014 Global Summit on Physical Activity for Children, presented by Active Healthy Kids Canada "The Power To Move Kids", May 19 – 22, 2014, Toronto, Ontario. For more information go to [www.activehealthykids.ca/summit](http://www.activehealthykids.ca/summit)
- + Health in Common does planning (strategic, project, community priorities) and evaluations. They would like to work with you and for more information, go to [www.healthincommon.ca](http://www.healthincommon.ca)
- + Heart and Stroke Foundation of Manitoba offers interactive presentations to schools around healthy eating, physical activity and not smoking. For more information, go to [www.heartandstroke.mb.ca](http://www.heartandstroke.mb.ca) or call 204-949-2000
- + The Wellness Institute, University of Manitoba and the Seven Oaks General Hospital launch Research Centre for Kidney Health, focusing on prevention of kidney disease.
- + There is a 2012 update for Making the Case for Primary Prevention report. For more information, contact Leah Goodwin with the Primary Prevention Syndicate.
- + There is a review of the Provincial Recreation Policy underway
- + The Wellness Institute Diabetes Exercise Program is up and running in three (3) communities in Winnipeg. The WI is now looking at a Diabetes Prevention Program.
- + There are a variety of After School Leader Training workshops this Fall. For more information, go to [www.afterschoolmanitoba.ca](http://www.afterschoolmanitoba.ca) or contact Roy Mulligan, After The School Bell Rings Coordinator at [reconnections.pro@sportmanitoba.ca](mailto:reconnections.pro@sportmanitoba.ca)
- + Public health education/telehealth sessions for rural communities. For more information, contact Heart & Stroke Foundation of Manitoba at 204-949-2000.
- + 55+ Games will be held in Neepawa, Manitoba from June 17 – 19, 2014. Watch for details at [www.alcoamb.org](http://www.alcoamb.org)
- + Winnipeg Community Sport Policy Fall Forum, November 29 & 30. Have your say in the implementation phase. Contact Winnipeg *in motion* or the Winnipeg Community Sport Alliance for more information.

**Next PACM Meeting:**

**Manitoba Physical Activity Action Plan Workshop  
Tuesday, February 25<sup>th</sup>, 2014**

(details will be available on the PACM website [www.pacm.ca](http://www.pacm.ca) in the weeks ahead)