

WRHA Population & Public Health Physical Activity Promotion Strategic Plan

PPH ROLE STATEMENT: Population and Public Health works with you, your family, community and partners. We work with all to promote health, prevent disease and injury, as well as to create healthy places and relationships. Our goal is to educate, advocate and work with people and communities to reduce health differences and to improve everyone's health.

Vision: "Healthy People, Vibrant Communities, Care for All"

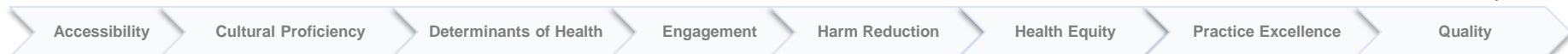
Physical Activity Promotion ROLE STATEMENT: The WRHA Population and Public Health Physical Activity Promotion service area works collaboratively with organizations and community groups to promote and encourage physical activity opportunities for residents of the Winnipeg Health Region for their increased health, well-being and enjoyment.

10 Key PPH Strategic Approaches
Applied Public Health Research
Collaboration & Partnership
Community Development
Health Assessment
Health Communication
Healthy Built & Social Environments
Healthy Public Policy
Outreach
Public Health Clinical Practice
Surveillance

Guiding Principles



Key PPH Strategic Priorities (2012 – 2017)
Applied Public Health Research
Health Equity Promotion
Health Communication
Healthy Built & Social Environment
Healthy Public Policy
Public Health Information Systems
Program Monitoring



Introduction

The WRHA Physical Activity Promotion program works collaboratively with others to enhance the overall quality of life (including physical, mental, environmental, spiritual, social, and emotional well-being) through targeted approaches to promote positive attitudes and behaviours leading to the integration of physical activity into the daily lives of Winnipeg residents. The most effective targeted approaches, as identified in the Social Ecological Model for Physical Activity, leading to increases in physical activity levels and decreases in sedentary behaviours are a combination of the efforts at all levels – individual, interpersonal, organizational, community, and public policy (ref). The Physical Activity Promotion program works to better understand the most relevant factors that impact behaviour at the lower two levels (individual & interpersonal) and to identify opportunities to influence support and change the three higher levels (organizational, community, public policy) with potential for greatest impact.

Using a population health promotion approach, cross-sector partnerships and collaboration opportunities, Physical Activity Promotion program works to support community groups, organizations, and health professionals by providing information, leadership and resources to identify local barriers and opportunities for physical activity. This includes the integration of a variety of approaches, including community development, health communication, healthy built and social environments and health behaviour change.



A Social-Ecological Model for Physical Activity - Adapted from Heise, L., Ellsberg, M., & Gottemoeller, M. (1999)

Since 2005, The WRHA Physical Activity Promotion program has worked to achieve its' vision by providing leadership in the Winnipeg *in motion* initiative, a partnership with the City of Winnipeg, University of Manitoba and University of Winnipeg. The vision of Winnipeg *in motion* is to create a healthy and vibrant community where all Winnipeg residents are physically active for health, well-being and enjoyment.

Healthy Built Environment

Goal #1: Promote a culture within the Winnipeg Health Region where physical activity, active transportation, and active recreation are normalized and part of every day.

- a. Increase profile and understanding of built environments and the effect on physical activity promotion and health.
- b. Increase WRHA staff capacity to promote healthy built environments through education and competency development.
- c. Develop a strategy to increase public awareness of the importance of built environment and physical activity opportunities in their neighbourhoods.

Goal #2: To be a valuable and contributing partner in built environment policy discussions and decisions.

- a. Develop a plan to advocate and sustain dedicated Healthy Built Environment expertise as part of the Physical Activity Promotion team through an additional EFT position.
 - i. Advocate for Population and Public Health Healthy Built Environment expertise.
- b. Clearly articulate our roles related to physical activity promotion and healthy built environments.
- c. Identify tables/committees at which we should be sitting.
- d. Develop strategic partnerships.
- e. Build relationships with key stakeholders at the City of Winnipeg and Province of Manitoba.
- f. Establish a coordinated approach to identify key policies that would benefit from the addition of a health lens.

Goal #3: To utilize data and research to support active design policies and practices.

- a. Facilitate the development of a local data infrastructure system to provide a better sense of the “big picture” and it’s impact on health.
- b. Use research and best practices from other jurisdictions to build the case and apply to the Winnipeg context.

Goal #4: Continue to build on CLASP Healthy Canada by Design work.

- a. Pursue additional opportunities to build on the ground work initiated by CLASP Healthy Canada by Design.
- b. Develop a formalized partnership with the City of Winnipeg to continue and enhance collaboration between the WRHA and the City of Winnipeg in healthy built environment work.
- c. Plan for sustainability

Public Health Clinical Practice

Goal #1: Increase knowledge of physical activity promotion among key health care providers and service areas.

- a. Identify key health care providers and service areas to develop deliberate collaborative partnerships (e.g., FFHV, PHN, Dietitians, Mental Health, primary care providers).
- b. Develop resources and provide training to support staff to promote physical activity.
- c. Use surveillance data, best practice information and current evidence to inform and support our work (e.g., Youth Health Survey, Canadian Community Health Survey).

Goal #2: Engage and enhance capacity of key health care providers and service areas to feel competent in physical activity promotion.

- a. Identify key health care providers to develop deliberate collaborative partnerships to promote physical activity (e.g., FFHV, PHN, Dietitians, Mental Health, primary care providers).
- b. Establish and maintain and *in motion* / Impact Champion program in community areas.
- c. Explore the role of volunteers.
- d. Engage and support health care providers to identify opportunities to positively influence healthy public policies that support physical activity opportunities.

Goal #3: Increase health care system capacities to support physical activity promotion as an integrated practice of providers.

- a. Identify key health care providers to develop deliberate collaborative partnerships to promote physical activity (e.g., FFHV, PHN, Dietitians, Mental Health primary care providers).
- b. Identify opportunities to increase system capacity to promote physical activity (e.g., patient care maps, checklists, electronic medical records).

Goal #4: Promote the use of physical activity and physical literacy as an indicator of healthy growth and development.

- a. Work with internal and external partners to identify opportunities to integrate physical activity promotion and physical literacy concepts into current practice (e.g., Healthy Parenting & Early Childhood Development, Healthy Child Manitoba, Winnipeg Community Sport Policy, School Divisions).
- b. Develop strategic partnerships.
- c. Identify evidence informed practices and indicators.

Healthy Public Policy

Goal #1: Engage in advocacy and policy development to elevate the priority of physical activity in public health practice, policy, and research.

*US PAP

- a. Continue to pursue opportunities with:
 - i. Winnipeg Community Sport Policy
 - ii. Healthy Built Environment policies.
- b. Identify new policy area opportunities.
- c. Identify evidence informed practices.
- d. Explore opportunities for policy development to strengthen physical activity promotion in primary care.

Goal #2: Increase local, municipal and organizational policies that support increased opportunities for physical activity, through continued collaboration with local stakeholders.

- a. Continue to pursue opportunities with:
 - i. Winnipeg Community Sport Policy
 - ii. Healthy Built Environment policies.
- b. Identify and engage priority populations in the development of policies.

Goal #3: Support the development of policies that promote physical activity within the Winnipeg Health Region.

- a. Develop WRHA position statement on physical activity promotion.
- b. Identify opportunities for the Winnipeg Health Region to demonstrate leadership in creating a physical activity promoting workplace culture (including internal policies).
- c. Look for opportunities to influence external policies (e.g., Manitoba Physical Activity Action Plan, Manitoba Recreation Policy).

Health Equity Promotion

Goal #1: Consider the concept of health equity in physical activity promotion planning and services.

- a. Identify priority populations to better understand their physical activity participation barriers.
- b. Review WRHA's Health For All recommendations to develop a physical activity promotion equity strategy.

Goal #2: Engage priority populations that are marginalized from mainstream physical activity opportunities.

- a. Engage priority populations in the development of policies and programs to support physical activity participation.
 - i. Support the development of a physical activity module for the English as an Additional Language (EAL) curriculum.

Goal #3: People living in poverty have the opportunity and access to physical activity for overall health, well-being and enjoyment.

- a. Support community partners to reach more under-served populations to be active by choice and not necessity. Continue to support:
 - i. Winnipeg Community Sport Policy (WCSP)
 - ii. Healthy built environment.

Goal #4: Physical activity is used as a tool to promote mental health, including a sense of inclusion and resiliency.

- a. Identify collaboration opportunities for joint physical activity and mental health promotion.

Surveillance

Goal #1: Develop a program logic model and identify surveillance indicators.

- a. Explore the current use of and access to physical activity indicators.
- b. Identify physical activity indicators that indicate a greater understanding of physical activity, going beyond level and intensity (e.g., types of activity, choice, necessity).
- c. Identify contextual factors that contribute to a more holistic understanding of physical activity, health and well-being (e.g., healthy built environment, health equity, mental health).

Goal #2: Support surveillance data opportunities at local, provincial and national levels.

- a. Look for opportunities to ensure data collected is valid, reliable and useful for practice and policy (e.g., Youth Health Survey, Adult Health Survey).

Program Monitoring

Goal #1: Develop a physical activity promotion program monitoring framework.

- a. Develop a program logic model and identify program monitoring indicators.
- b. Develop a Physical Activity Promotion program monitoring framework, including a reporting template and schedule.

Applied Public Health Research

Goal #1: Be an active and valuable partner in applied public health research.

- a. Outline research agenda priorities (e.g., behaviours related to physical activity motives & barriers, sedentary behaviours, priority populations).
 - i. Continue to support the application of the learnings from ENCOURAGE in the next phase “ENCOURAGEing workplace and employee wellness programs to help more Manitobans to become physically active.”
- b. Participate in collaborative research opportunities that arise through our partners, including program or intervention-based research.