

WRHA Population and Public Health  
Physical Activity Promotion  
Program Monitoring Report:  
January 1 – December 31, 2015

**1. Indicator: Priorities are determined according to physical activity levels, equity, evidence and opportunities.**

The physical activity promotion service area uses a variety of data and research to inform priorities through strategic plan development and implementation.

- Surveillance data is used, including physical activity level trends, to inform service area decisions e.g. Winnipeg Community Health Assessment
- Health for All recommendations inform priorities
- Literature related to physical activity barriers, facilitators, health status and best practices guides and informs activities

**2. Indicator: We engage priority populations in the development of policies, programs and health communication strategies.**

In physical activity promotion, our populations of priority include building capacity of and supporting community organizations both within the physical activity sector and across sectors. A community development approach is used to build relationships with community organizations.

- Support and inform the work of community partners e.g. Winnipeg Community Sport Policy partnership, Youth Agencies Alliance, Green Action Centre, Bike Winnipeg, Red River College
- Support community partners to engage appropriately and effectively with populations affected by policies and programs

**3. Indicator: Data, evidence-based practices and resources are used to build capacity to facilitate physical activity and physical literacy promotion and support focused on local priorities aligning with our strategic plan.**

Capacity building efforts are prioritized based on data and evidence. Capacity building occurs with partners and stakeholders, both internal and external to the organization.

- Surveillance data is used, including physical activity level trends, to inform capacity-building activities e.g. Winnipeg Community Health Assessment

Examples of capacity-building activities:

- Through the Winnipeg Community Sport Policy, supported the development and implementation of:

- Physical Literacy Train the Trainer course – a partnership with Fit Kids Healthy Kids to create a 6-week training course to build the capacity of organizations to incorporate physical literacy concepts and activities into their programs and environments to support physical activity levels of children ages 2-6
  - 38 individuals trained, with representation from various sectors including municipal recreation, sport, early childhood development, education and non-profit.
  - Evaluation has shown that the trainers have gone on to provide training for staff, volunteers, community members and parents/caregivers in 10 of Winnipeg's 12 community areas , with the most trainings taking place in the Downtown area.
- Physical Literacy Growth and Development course – a partnership with the University of Winnipeg to increase knowledge and understanding of the importance of physical literacy and how it relates to the ages and stages of child development
- Physical Literacy – A Gateway to Active Participation conference (March 2015) and Introduction to Physical Literacy Breakfast
  - 342 delegates attended across sectors including education, early childhood development, recreation and sport, health care, research and public health
  - 27 leaders from the all sectors including government and business attended the breakfast
- Physical Literacy – Moving it Forward conference (October 2015)
  - 190 delegates from various sectors including education, early childhood development, recreation and health
  - 20+ sessions to support moving the concepts of physical literacy into practice
- Education sessions with WRHA staff - diabetes educators, HARTs, dietitians
- Education sessions with WRHA – Community Wellness Initiative staff
- Presented Population and Public Health staff development webinar on healthy built environment
  - 2 - Webinar presentations held for Population and Public health staff throughout the region with over 200 staff attending one of the sites. Each presentation was followed by a facilitated discussion to build the capacity and understanding of how the built environment impacts our health

**4. Indicator: Key physical activity promotion related policy issues are monitored and addressed including those that affect healthy built environment, vulnerable active transportation users and the Winnipeg Community Sport Policy.**

We proactively determine opportunities to influence internal and external policies that impact physical activity.

Internal

- Ongoing discussions with WRHA Capital Planning regarding integration of active transportation considerations into WRHA facilities planning and development.

External

- Winnipeg Community Sport Policy – WRHA is a signatory partner to the policy. The vision of the policy is a city where all Winnipeggers participate in physical activity through recreation and sport for health, wellness and enjoyment.
- Participate in consultations and advisory committees towards the development and adoption of the City of Winnipeg Pedestrian & Cycling Strategy.
- Physical Activity Coalition of Manitoba (PACM) – work with PACM membership to create a strategy to implement the Manitoba Physical Activity Action Plan
- City of Winnipeg (Public Works Department) – Participation on several committees providing input into initiatives led by the Public Works Department: CPR Crossing Project Advisory Committee, Pedestrian & Cycling Strategies Stakeholder Advisory Committee, Active Transportation Advisory Committee.

**5. Indicator: We have effective working relationships with key organizations and groups.**

The Physical Activity Promotion team seeks out partnerships internally to the WRHA and externally with community organizations and departments to collectively promote and encourage physical activity opportunities for residents of the Winnipeg Health Region.

Internal

- Participation on Population and Public Health - Healthy Built Environment Working Group
- Collaborate on initiatives related to injury prevention and physical activity promotion
  - Bike Together Winnipeg – safe, active transportation community initiative

External

- Physical Activity Coalition of Manitoba (PACM) – member of executive committee and subcommittees

- Winnipeg Community Sport Policy – WRHA is a signatory partner to the policy. The vision of the policy is a city where all Winnipeggers participate in physical activity through recreation and sport for health, wellness and enjoyment.
- CLASP – continued knowledge sharing with health organizations across the country, building on relationships developed through CLASP Healthy Canada by Design initiative.
- City of Winnipeg (Community Service Department)
  - Knowledge translation through Leisure Guide
  - Exploration of Play Streets – built environment intervention to increase physical activity
- City of Winnipeg (Public Works Department) – Participation on several committees providing input into initiatives led by the Public Works Department: CPR Crossing Project Advisory Committee, Pedestrian & Cycling Strategies Stakeholder Advisory Committee, Active Transportation Advisory Committee.
- City of Winnipeg (Planning, Property & Development Department) – Led the Healthy Built Environment Collaborative (a working group of public health and planning staff).
- Active Safe Routes to School – Participation on Inter-sectoral Working Group and on research advisory committee.
- Participation on provincial Healthy Built Environment Working Group.