

## 2016 PPH Program Monitoring and Evaluation Report Template.

Target completion: End of Q1 (June 30). All program areas, i.e., service areas and strategic approaches.

Date: 2016	Physical Activity Promotion	
		Suggested content to cover (as applicable).
<b>1. Key Highlights</b>		<ul style="list-style-type: none"> <li>• Healthy Built Environment and Healthy Public Policy were identified as key approaches in the Physical Activity (PA) Promotion strategic plan. Since the creation of the PAP plan, the Healthy Built Environment (HBE) and Healthy Public Policy (HPP) Collaboration Groups have been established as separate entities within PPH and dedicated staff – continuing physical activity promotion in the areas of HPP and HBE.</li> <li>• Strengthen collaboration with key stakeholders to promote PA – Province (HSAL and IMR); and City of Winnipeg (Community Services, Public Works, etc)</li> <li>• Participate in local, provincial and national consultations in the creation of and discussions regarding the implementation of PA policies (WCSP, MPAAP, Ntl PA Framework)</li> </ul>
<b>2. Overview of Activity</b>	<b>Key priorities/ targets, projects</b>	<ul style="list-style-type: none"> <li>• <b>Health Built Environment</b> (key priorities: contribute to HBE discussions &amp; decisions; use data; CLASP)               <ul style="list-style-type: none"> <li>- Continue to seek out strategic partnerships to promote PA and Active Transportation (AT) through HBE</li> <li>- creation of permanent EFT for HBE specialist</li> <li>- Increase HBE understanding and use of data through staff development and training in NETS</li> </ul> </li> <li>• <b>Applied Public Health Research</b> (key priority: active partner in research)               <ul style="list-style-type: none"> <li>- Partner on research project looking at health impact of built environment/trail development – U of M received CIHR funding</li> <li>- Partner on research project with U of W, City of Winnipeg and Sport MB – application initiated regarding physical activity, physical literacy and early childhood development</li> </ul> </li> <li>• <b>Healthy Public Policy</b> (key priorities: engage in advocacy and policy development; collaborate with stakeholders to increase PA through policy)               <ul style="list-style-type: none"> <li>- Continue to implement the Winnipeg Community Sport Policy (WCSP)</li> <li>- Engage community partners to identify PA policy opportunities</li> </ul> </li> <li>• <b>Public Health Clinical Practice</b> (key priorities: increase knowledge of PA promotion; engage and enhance capacity among HCP)               <ul style="list-style-type: none"> <li>- Continue to connect and support key PH to promotion PA</li> </ul> </li> <li>• <b>Surveillance</b> <ul style="list-style-type: none"> <li>- Initiate discussion on accessing the Youth Health Survey data and other sources to enhance local picture of physical activity.</li> </ul> </li> </ul>
	<b>PPH Strategic Approaches</b>	<ul style="list-style-type: none"> <li>• <b>Closing the Gaps in Indigenous Health</b> <ul style="list-style-type: none"> <li>- Review and discuss the Truth and Reconciliation calls to action as they relate to sport and physical activity - #87-91 with community partners and stakeholders.</li> </ul> </li> <li>• <b>Healthy Equity Promotion</b> <ul style="list-style-type: none"> <li>- Equity as a focus of discussions with external partners.</li> <li>- Member of the Access and Engagement committee of the Winnipeg Community Sport Policy</li> <li>- Co-chair the subsidy working group of the Winnipeg Community Sport Policy</li> </ul> </li> <li>• <b>Healthy Public Policy</b> <ul style="list-style-type: none"> <li>- Identified physical activity related public policy issues and opportunities in consultation with community partners (access; transportation; DPA in schools; PA in ECD settings; women &amp; girls participation)</li> </ul> </li> <li>• <b>Healthy Built Environments</b> <ul style="list-style-type: none"> <li>- Established a coordinated approach to contribute a health lens to healthy built environment policies, practices and projects to in</li> </ul> </li> </ul>

		<p>the community</p> <ul style="list-style-type: none"> <li>• <b>Health Communication</b> <ul style="list-style-type: none"> <li>- Use a variety of communication methods and tools to engage in knowledge translation and health promotion (e.g. Twitter, Wave, Leisure Guide, Winnipeg Free Press, websites)</li> <li>- Support PHN practice model change through enhance access to PA information related to HPECD website development</li> </ul> </li> <li>• <b>Applied Public Health Research</b> <ul style="list-style-type: none"> <li>- Establish partnerships for SSHRC research application in PA and early years.</li> <li>- Partnership in the CIHR research project regarding Trails, Built Environment, PA and health outcomes</li> </ul> </li> </ul>
	<b>Significant Changes and/or challenges</b>	<ul style="list-style-type: none"> <li>• Redirection of PA focused EFT to support the Healthy Built Environment and Healthy Public Policy specialist positions.</li> <li>• Instability in external partner organizations due to funding and staffing changes.</li> </ul>
<b>3. Community engagement</b>		<ul style="list-style-type: none"> <li>• We engage priority populations in the development of policies, programs and health communication strategies.</li> <li>• Support and inform the work of community partners (e.g. WCSP partnership, Youth Agencies Alliance, Green Action Centre, Bike Winnipeg, MB Falls Prevention network, Physical Activity Coalition of MB)</li> <li>• Engagement opportunities through social media and website presence</li> </ul>
<b>4. Quality Improvement initiatives</b>		<ul style="list-style-type: none"> <li>• Priorities are determined according to physical activity levels, equity, evidence and opportunities.</li> <li>• 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.</li> <li>• We work with partners in the community to promote health and prevent disease; to advocate for healthy public policies to improve population health</li> </ul>
<b>5. Evaluation data / information</b>	<b>Performance Indicators (process and outcome)</b>	<ul style="list-style-type: none"> <li>• Effective internal and external partnerships to collectively promote and encourage participation in PA opportunities <ul style="list-style-type: none"> <li>- Participation on HPP, HBE and PH Communication working groups to promote PA</li> <li>- Collaborate with other service areas to promote PA – e.g. Fall Prevention and Bike Together Winnipeg</li> <li>- Collaboration with key stakeholders e.g. – Physical Activity Coalition of MB (PACM) and provincial departments (HSAL and IMR)</li> <li>- Collaborate with the City of Winnipeg to promote PA – e.g. Community Services; Public Works; WCSP</li> </ul> </li> <li>• Key PA related policy issues are monitored and addressed – including HBE and AT <ul style="list-style-type: none"> <li>- Provide ongoing feedback towards the implementation of the WCSP</li> <li>- Participate in City of Winnipeg Pedestrian and Cycling Strategy advisory committee</li> <li>- Work with PACM membership to implement the MB Physical Activity Action Plan</li> </ul> </li> </ul>
	<b>Impact/Outcomes (Results)</b>	<ul style="list-style-type: none"> <li>• Build capacity to facilitate physical activity and physical literacy <ul style="list-style-type: none"> <li>- Surveillance data is used internally and shared with community partners (e.g. Winnipeg Community Health Assessment, Youth Health Survey)</li> <li>- Capacity building sessions hosted through WCSP partnership – Physical Literacy training</li> </ul> </li> <li>• Continued growth and consistent presence on social media allowing engagement in physical activity promotion and engagement with public and community forums</li> </ul>
	<b>Lessons Learned</b>	<ul style="list-style-type: none"> <li>• Community partners require better access to tools, data and research in the area of PA to incorporate into their programs.</li> <li>• Physical activity promotion spans many sectors and requires additional supports for enhanced coordination of programs and services.</li> </ul>