

Introducing the Phase 2 tagline of our provincial advertising campaign!



With phase 2, we continue to build on the success and momentum of our public awareness campaigns to date including “Be your own action hero”, “Are your kids as active as you think” and “So you think your kids are active enough.”

“What you don’t know about your kids’ physical inactivity” draws attention to the state of our kids’ health due to sedentary behaviour and inactivity. According to Dr. Mark Tremblay with Healthy Active Living and Obesity Research, “There is a huge disconnect between perception and reality when it comes to our own behaviours. Most people think that they’re not one of those people or that their kids aren’t those kids.”

But there is research and evidence to show that physically inactive kids will face long-term health risks. And yes, we’re talking about all kids - yours and ours. With our messaging, we’ve included our call to action - Pledge to take action and do just one thing to increase the physical activity of the kids you care about!

To attract our identified target audiences of adults - parents, caregivers, coaches, educators, community and government decision makers - we’ve implemented a province-wide public awareness campaign for this fall and winter.

Our 30-second TV commercial is running on CTV Saskatchewan stations during local supper-hour news programs, as well as on some weekend newscasts and during the weekday program Canada AM. Outdoor billboards will be used extensively to prominently display our tagline with the added feature of eye-grabbing graphics to boost this form of traditional advertising. Look for the billboards in Saskatoon,

North Battleford, Prince Albert, Yorkton, Moose Jaw, Estevan, Weyburn, Lloydminster and Regina. The 30 second radio commercial is broadcast exclusively during the Sask. RR Game Day broadcasts on Rider Radio.

Unique forms of ambient advertising such as parking stall strips and grocery cart corral signage at Superstore locations in the province have also been added to spark some eye-catching attention.

Advertising elements for the winter phase include print ads and feature articles with Saskatchewan Weekly Newspapers Assoc., a second run of our TV and radio commercials, a feature on La Ronge’s MBC Radio, and the return of our popular outdoor billboards.

If you have feedback or comments about the public awareness campaign, please let us know. We’d love to hear from you!

To help spread our messaging, please utilize and share the Community Awareness Tools which can be downloaded off our website at:

<http://www.saskatchewaninmotion.ca/advocacy/communities/community-awareness-tools>

Community Campaigns

If you’re interested in trying something new for your *in motion* community campaign, let us know how we can help! Perhaps you have the perfect sidewalk waiting to be chalked or maybe a building that can be painted with physical activity murals. We would like to work with you to cause a commotion in your community! Connect with laurie@saskinmotion.ca for more information.

Announcing the *in motion* Community Pledge Challenge!



We're asking Saskatchewan residents to pledge to do just one thing to make physical activity the easy choice for kids – and we're not above a little bribery! We're giving away \$10,000 this winter in our Community Pledge Challenge and winning is easy:

1. Register your community with the help of your mayor.
2. Ask community members to pledge to do just one thing to make sure our kids can move more.
3. Put together an entry that tells us how you'll use the money to make physical activity the easy choice for kids in your community.

A panel of judges will choose five finalist communities based on the number of pledges they collect and the strength and creativity of their entry. The winning community will be chosen through an online public vote. We're also awarding \$500 toward an active vacation experience to one lucky pledger. The challenge launched October 3, 2011. Communities that register before October 30 will be eligible for a special \$1,000 Early Bird Prize to help them promote the challenge locally.

Here's how you can help:

- Speak with your mayor about registering in the *in motion* Community Pledge Challenge.
- Start thinking about how you can rally your community around the challenge.
- Visit our web site for tools to help you promote the challenge in your community.

Key dates

Oct. 30	Early Bird deadline
Dec. 30	Pledge deadline
Jan. 15	Judging complete
Jan. 30	Voting complete

Why not get started today? There's \$10,000 on the line. Our kids are counting on us! For rules and regulations, visit www.saskatchewaninmotion.ca.

What's the big idea?

Well, actually there's 5 big ideas that were a direct result from the first Inspiring Action Physical Activity Summit held this past April. Health, education, sport, recreation, and municipal leaders from across the province gathered to work together in solving the province's physical inactivity crisis.

Here are the 5 Priorities or what we call the 5 Big Ideas. They have become the focus of our 3 year strategic plan as we move forward to increasing the physical activity of the children and youth in our province. These priorities are detailed in our funding submission for the next 3 years. We'll provide updates and progress on an on-going basis.

1. Increase Physical Literacy
2. Create Built Environments that Support Active Choices
3. Increase Accessibility and Decrease Barriers to Programs, Services, and Facilities
4. Build and Support Community Leadership Capacity
5. Build Parent and Caregiver Education

30
minutes at
home

Are your kids active during the after-school period? ●●●

The seventh annual Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth, released in April of this year, identified the after-school period as a good opportunity to provide physical activity for our kids.

So parents and role models, what are your kids doing after school between 3 and 6 p.m.? Why not try unstructured playtime or organized sport for your kids? Activities that keep

our kids busy, keep them happy, and keep them away from the screens. Did you know that our kids are spending 6 to 7 hours a day in front of screens and more on weekends? This includes TV, video games and electronic communication devices. Don't you think it's time to unplug our kids?

We're encouraging parents and caregivers to reduce their kids' screen time by replacing 30 minutes of screen time with 30 minutes of physical activity.



Source: iStockphoto

For tips and ideas, check out *in motion's* [Family Screen Time Guide](#) and use the [Physical Activity and Screen Time Log](#) for tracking your family's screen time and physical activity.

30
minutes at
school

School travel planning – a step in the right direction ●●●

In the fall of 2010 Saskatchewan *in motion* and Green Communities Canada initiated School Travel Planning pilots in 10 Saskatchewan schools. School Travel Planning uses a community-based model that brings together family, school and community stakeholders to identify any physical lifestyle barriers to active methods of transportation to schools. The program's goal is to increase children's daily physical activity, reduce traffic dangers on school routes and decrease local air pollution. These goals are achieved through implementation of individual school action plans developed through a framework of consultation, education and awareness by all stakeholders.

The first step in the two-year pilot project was to collect baseline data, which included:

- Family survey
- Hands up survey
- Traffic, pedestrian and cyclist count
- School walkabouts

The (approximate) baseline data results for mode of transportation indicated:

- 38% of students walked to school
- 33% of students were dropped off at school
- 24% of students were bussed to school

Once the baseline data was collected, the stakeholders were charged with creating action plans to address the identified issues. Some of the action plans included initiating a walking school bus, offering a bicycle safety program and classroom education about active transportation. Implementation of the action plans will take place in the second year of the pilot project. Moving forward, Saskatchewan *in motion* and Green Communities Canada's goal is to ensure that the percentage of students choosing active transportation to get to and from school never falls below the baseline measurement of 38%.

Share to win school incentive

Saskatchewan *in motion* appreciates all the amazing work our schools are doing to increase physical activity for our students. By sharing these great ideas with the rest of the movement, schools will be eligible to win up to \$2000 worth of physical activity equipment from Sport Factor Inc. How to enter? Just have your school become declared as an *in motion* school and enter the Share to Win School Incentive by visiting our website. Not only will the winning schools benefit, but the rest of the movement benefits as well because all the stories will be shared to offer inspiration and ideas!

Being an *in motion* school means that the school is committed to providing opportunities for students to be active for 30 minutes per day at school, over and above a quality physical education program. Since 2004, over 450 schools have declared. For the 2011/2012 school year, our goal is to increase the number of *in motion* schools in Saskatchewan and have 100 more schools declare.

School Planner Update - Prior to the start of this school year, *in motion* partnered with School Specialty to include *in motion* inserts into all elementary school planners in Saskatchewan. New this year, School Specialty also introduced an activity themed planner. Out of all the schools who ordered in Saskatchewan, 66% of the schools ordered the activity theme. This is just one sign of the progress *in motion* and the movement has made in showing how important physical activity within the school is becoming!

Congratulations Lloydminster *in motion*! ●●●

The Lloydminster *in motion* team was the recent recipient of the Heart and Stroke Foundation Heart Healthy Community Recognition Award from the City of Lloydminster.

This team is helping to lead the movement by ensuring physical activity opportunities exist for all residents in their community, especially the children and youth! With less than 15% of Saskatchewan kids active enough for optimal health benefits, the commitment demonstrated by the Lloydminster *in motion* team is valued and appreciated.

Thank you Lloydminster *in motion* for accepting the shared responsibility to make physical activity the easy choice by providing safe walking trails, work place programs and the Kids *in motion* After School Program, which is a good time to introduce physical activity in our kids' lifestyle.

Lloydminster *in motion* has been operating for the past five years. According to Kim Tradewell, an *in motion* committee member, "we're working to keep our team growing. It's all about increasing physical activity and opportunities for the people who live in our community."

Congratulations Lloydminster *in motion*. By working together to increase the physical activity of the kids we care about, we can make a positive difference.



The Lloydminster *in motion* team accepts their award. Photo courtesy of Penny Manners, Communications Officer, City of Lloydminster.