



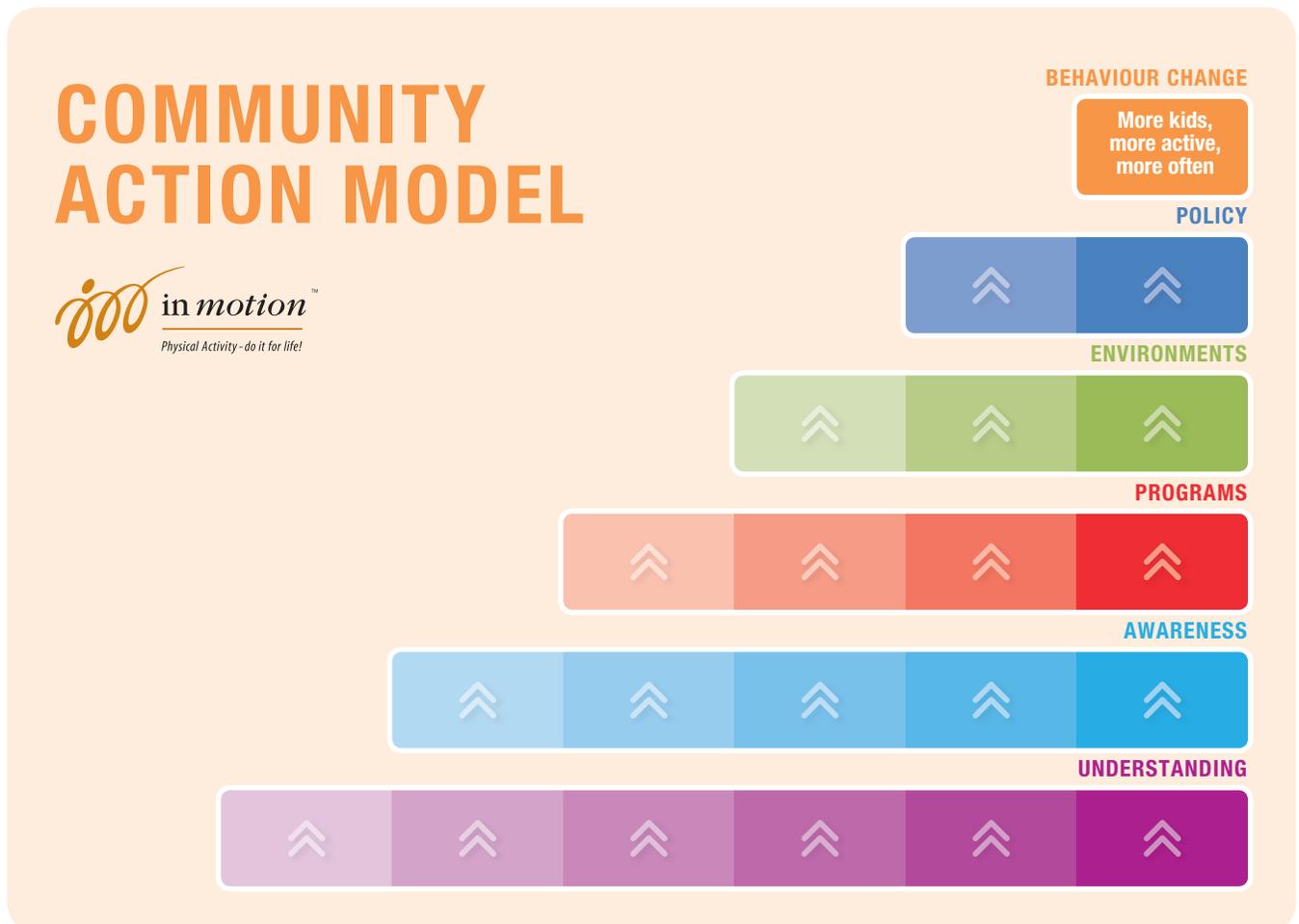
INFOSHEET:
Community Action Model

BUILT ON A FOUNDATION OF SUCCESSFUL MODELS FOR BEHAVIOUR CHANGE, THE SASKATCHEWAN *in motion* COMMUNITY ACTION MODEL IS A SIMPLE, CLEAR AND FOCUSED APPROACH TO GUIDE COMMUNITY ACTION PLANNING TOWARD BEHAVIOUR CHANGE.

The Community Action Model will help you to:

- Identify a starting line for long term strategies
- Build momentum
- Validate existing work
- Celebrate early success toward long term goals
- Identify solutions to bumps along the way.

The model includes six elements to consider when creating an *in motion* community. The elements are dependent on each other for success, therefore, it is not a step by step process, rather a series of building blocks that when put together in your own unique way will help you achieve your objectives.





BEGIN WITH THE END IN MIND:

**More kids,
more active,
more often**

Your journey toward behaviour change will have you taking steps forward, backward and even sideways from time to time. No matter how many twists and turns your path may be, it is always a good idea to start with your destination in mind.

- What behaviour(s) are you working toward?
- Whose behaviour do you want to change?

UNDERSTANDING:



Establishing a clear understanding of the physical inactivity issue in your community is an important step. Learn as much as you can about your community through a physical activity lens. Ensure leaders and decision-makers are aware of the issue and their unique roles to address it. Gather baseline data.

- What is public opinion about the issue?
- What programs are available in your community? Are there gaps? Who has access?
- What physical and social environments support physical activity? What are the barriers?
- Are there policies in place to support activity? Are there policies that create barriers?
- Who needs to understand what to take action?

AWARENESS:



Raising public awareness about the physical inactivity issue and the roles we all play to address it will create the groundswell of support you need to take action. It is also a critical element to ensure decision-makers are supported to make the changes you want.

- Help raise public awareness of the issue in your community and what you are doing to address it. Are they aware of their own unique roles?
- How will you promote programs and services?
- How will you make the public aware of the opportunities and barriers to access facilities, outdoor activities and safe, welcoming environments?
- Ensure the public is advocating for the policy changes you need.
- Ask the public to help make the behaviour change you want.



PROGRAMS:



Programs play a key role to ensure comfort, confidence and access to opportunities for lifelong physical activity. Consider programs that increase physical literacy, address barriers to participation, and introduce participants to new experiences.

- Inventory programs in your community to ensure a wide range for all ages and easy access. Consider the effectiveness of existing programs to achieve your objectives.
- Programs can provide an introduction to experiencing a wide range of environments in your community. For example, a safe cycling program together with upgraded cycling pathways and trails is a strong strategy. Social environments play a key role to ensure participation in programs. Is there babysitting, transportation, a welcoming environment?
- Consider program policies in your community such as fees and charges, joint use agreements for facilities, after-hours access, no-cut sport policies, etc.
- Describe the program behaviour you want and take action to achieve it.

ENVIRONMENTS:



The physical and social environments enhance or detract from ongoing participation in physical activity. Creating environments that are safe, engaging, fun and convenient will play an important role in achieving the desired behaviour change.

- Take stock of all your community has to offer. Is your community walkable; are there places to experience nature; what about recreation facilities?
- Consider policies that guide the development and use of your physical and social environment. Are your facilities inclusive? Do all new streets include sidewalks?
- Consider the environment you need to ensure your desired behavior change

POLICIES:



Policy itself does not create change, however, when combined with awareness, understanding, programs and environments, policy can be critical to ensuring your hard work is sustainable and remains long term. Physical activity policy can be as complex as municipal bylaws, and as simple as a family screen time policy.

- Consider the policies that enhance or hinder participation in your community. Prioritize one or two that will have the biggest impact on long-term action.
- With the policy change you have in mind, prepare a strategy that identifies who has the ability to influence the policy and what you want them to do?