

Saskatchewan *in motion*

Powering a Movement to Get More Kids, More Active, More Often!



ACTIVE SASKATCHEWAN 20/20

STRATEGIC PLAN – 2016-2019





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Powering a Movement to Get More Kids, More Active, More Often!

OUR KIDS ARE COUNTING ON US!

Volumes of research support what most of us know.... our kids need to MOVE!

Daily physical activity is essential to the health, happiness and success of the children and youth we all care about.

Active Saskatchewan believes that for children and youth to be active and set a path for lifelong participation in physical activity, they need;

- Confidence and competence to move (physical literacy)
- Opportunities to participate
- Motivation and encouragement to make active choices

Despite what we know,
less than 15% of
Saskatchewan children
and youth get the more
than 60 minutes of daily
physical activity they
need.

The following Strategic Plan is the result of the active involvement of partners and key stakeholders through a series of summits, workshops, meetings and discussions. This is a plan for Saskatchewan to take **ACTION!**

FOUNDATION

VISION:

Our kids are counting on us to inspire action toward opportunities for them to be active enough every day so they can live happy, healthy and productive lives.

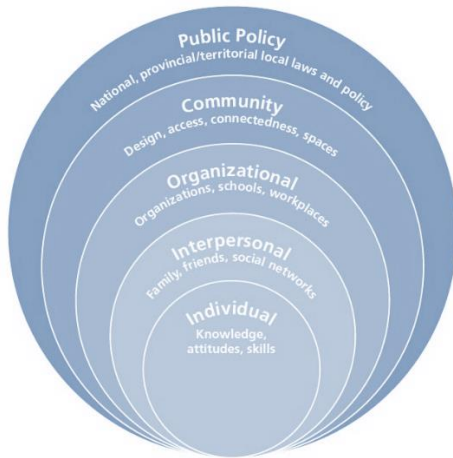
MISSION & PURPOSE:

Saskatchewan *in motion* powers a movement of decision makers, leaders, educators and parents to take action to get MORE KIDS, MORE ACTIVE, MORE OFTEN.

VALUES:

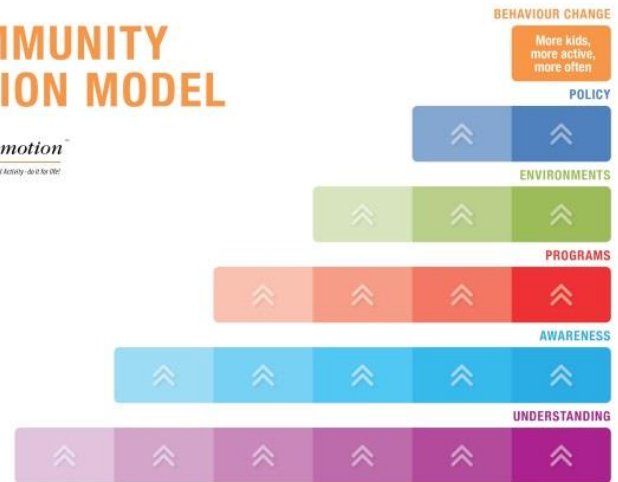
- PASSION:** • Absolute commitment to the health, happiness and success of Saskatchewan children and youth.
- INNOVATION:** • Fuel our members with creative and unique ideas for action.
- COLLECTIVE ACTION:** • If it is to be – it is up to “we”.
- RESPECT:** • Value and celebrate the contributions of all.
- EXCELLENCE:** • What we do – we do well.
- FUN:** • The easiest way to change behavior is to make it fun.
- SHARED LEADERSHIP:** • Unite and mobilize strengths, skills and perspectives.
- INTEGRITY:** • Worthy of the trust of those we serve.
- RESPONSIVE:** • Relevant today and ready for tomorrow.
- BOLD:** • Fearless to speak out, take action and try something new.

A SOCIAL ECOLOGICAL MODEL FOR BEHAVIOUR CHANGE:



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

COMMUNITY ACTION MODEL



The Saskatchewan *in motion* Community Action Model is grounded in a social ecological model for behavior change. It provides a framework for success, guides community action and provides a clear focus for our desired results.

A SHARED RESPONSIBILITY:

Saskatchewan *in motion* promotes a shared responsibility between families, schools and communities to do their part to get more kids, more active, more often.



RESULTS

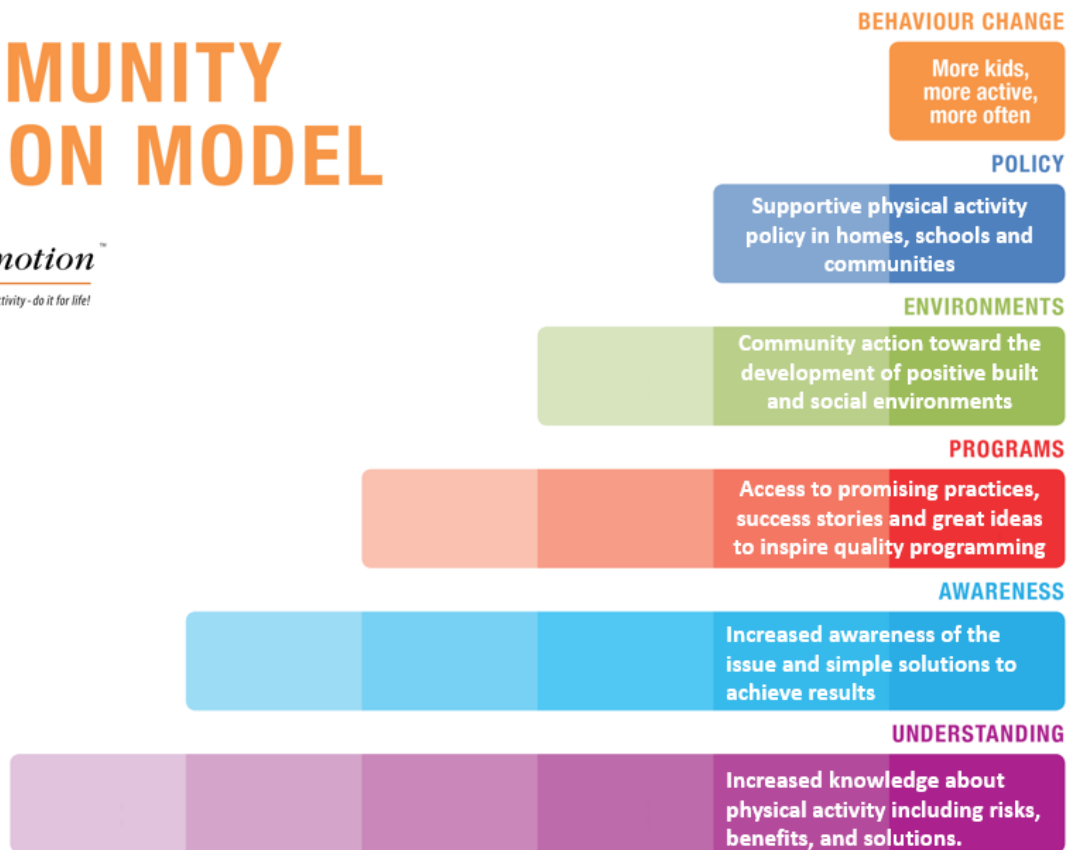
WHO WE SERVE:

Our target audience is Saskatchewan school-aged children and youth. We serve the key leaders, motivators who influence their behavior.

KEY RESULT AREAS:

Saskatchewan *in motion* will achieve outcomes within the following Key Result Areas:

COMMUNITY ACTION MODEL



A PLAN FOR ACTION

GUIDING PRINCIPLES:

The passion and hard work of the Saskatchewan *in motion* movement is the key to achieving our goal. Members of the movement have agreed to the following list of principles to guide our collective work:

- Messages and strategies are grounded in strong evidence;
- Ensure ALL kids have access to physical activity opportunities;
- Integrate a social ecology model for behavior change;
- Build and support leadership capacity;
- Advocacy messages and actions are positive, supportive and solution based;
- Make the active choice the safe, easy, fun and convenient choice;
- Work in collaboration;
- Track progress using common metrics;
- Encourage others to join the movement;
- Involve youth in a relevant, meaningful and significant way.

GOAL:

BEHAVIOUR
CHANGE

GOAL:

More kids are more active, more often.

INDICATORS:

- Physical activity levels of Saskatchewan children and youth
- Screen time among Saskatchewan children and youth

STRATEGIES:

Outcomes have been identified within four strategies to achieve our goal;

- Mobilize and Support Community Action
- Increase Physical Literacy
- Generate Public Will
- Active Saskatchewan

STRATEGY: MOBILIZE AND SUPPORT COMMUNITY ACTION

POLICY

OUTCOME:

Saskatchewan *in motion* contributes to an evidence informed public policy environment that supports and encourages physical activity.

INDICATORS:

- School policy includes implementation of physical education curriculum and daily physical activity
- Municipal policies to address physical inactivity
- Municipal plans include community assets for physical activity
- School travel plan and active transportation policy
- Policies that promote physical activity outside of physical education in schools

ENVIRONMENTS

OUTCOME:

Through coordinated and collective action, community partnerships are supported to increase opportunities for more kids to be more active, more often.

INDICATORS:




- Municipal/local plans for physical activity infrastructure
- Municipal plans include actions to increase physical activity
- School travel plans
- Community plans for collective action
- Access to safe, challenging and engaging outdoor spaces
- Reduced barriers to participate in physical activity
- Leadership engagement in community actions
- Organization involvement in community actions

Some activities include:

- Mobilize community action through facilitation of the *in motion* 5 step Community Action Process.
- Support community action with a wide range of tools resources and educational opportunities.

- Assist community leaders to develop and implement School Travel Plans through the Active and Safe Routes to School Initiative.
- Develop a tool kit for decision makers to guide risky play policy development.
- Assist Community Action Teams to engage their municipal decision makers through the Community Challenge.
- Assist leaders to engage youth through Generation Action.
- Facilitate a partnership to provide tools and support to communities to help increase opportunities for children and youth to get outside to play.
- Host leadership summits and topic specific mini-summits.
- Partner with ParticipACTION to help communities celebrate Canada's 150th anniversary through active play.
- Investigate opportunities for a comprehensive school strategy.

STRATEGY: INCREASE PHYSICAL LITERACY

 <p>POLICY</p>	<p>OUTCOME: The physical education and outdoor education curriculum is promoted and utilized as an important resource to increase physical literacy in a school setting.</p> <p>INDICATORS:</p> <ul style="list-style-type: none"> • Physical Education curriculum policy adherence
 <p>ENVIRONMENTS</p>	<p>OUTCOME: Partners from health, education, sport, recreation and physical activity are working together to develop, deliver and evaluate collaborative efforts to increase physical literacy.</p> <p>INDICATORS:</p> <ul style="list-style-type: none"> • Collaborative multi-sector action plan to increase physical literacy • Partners are engaged in cooperative actions to increase physical literacy
 <p>PROGRAMS</p>	<p>OUTCOME: Program delivery agencies have access to information, tools and resources to increase the quality and quantity of programs that increase physical literacy.</p> <p>INDICATORS:</p> <ul style="list-style-type: none"> • Quality and quantity of organized sport and physical activity opportunities in communities • Quality and quantity of organized sport and physical activity opportunities in schools

Some activities include:

- Facilitate the Partners for Physical Literacy Group.
- Pilot a collaborative community project with Canadian Sport for Life.
- Host physical literacy learning opportunities.

STRATEGY: GENERATE PUBLIC WILL



POLICY

OUTCOME:

Saskatchewan decision makers and citizens support action and investments to increase physical activity opportunities.

INDICATORS:

- Funding for community action
- Population support (public will) for policies & investments in physical activity



AWARENESS

OUTCOME:

Saskatchewan people are receiving consistent, positive messages and solutions to increase physical activity

INDICATORS:

- Social acceptability of physical activity
- Media coverage
- Development and reach of community social marketing campaigns
- Participation in Saskatchewan *in motion* social media



UNDERSTANDING

OUTCOME:

Parents are receiving consistent messages and solutions to inform decision making about physical activity choices for their children and youth.

INDICATORS:

- Parent understanding of the physical inactivity issue and their role within it
- Parents are changing attitudes toward outdoor active play
- Engagement in Saskatchewan *in motion* social media

Some activities include:

- Develop and deliver a social media strategy
- Develop and deliver a campaign (Mom2mom) to increase awareness among Saskatchewan mothers.
- Participate in a partnership to develop and deliver a shared advocacy strategy

STRATEGY: ACTIVE SASKATCHEWAN



POLICY

OUTCOME:

Active Saskatchewan will support Saskatchewan *in motion* with sustainable governance and funding models.

INDICATORS:

- Active Saskatchewan will support Saskatchewan *in motion* with sustainable governance and funding models.
- Funding for research, surveillance & evaluation



ENVIRONMENTS

OUTCOME:

Organizations, governments and private sector partners contribute to coordinated collective action that promotes and supports increased physical activity for Saskatchewan children and youth.

INDICATORS:

- Private sector engagement in Active Saskatchewan/Saskatchewan *in motion*
- Government involvement in Active Saskatchewan/Saskatchewan *in motion*
- Organization engagement in Active Saskatchewan/Saskatchewan *in motion*



AWARENESS

OUTCOME:

The people of Saskatchewan recognize the Saskatchewan *in motion* brand as a credible source of information on physical activity for children, youth and families.

INDICATORS:

- Public awareness of Saskatchewan *in motion*
- Web site and social media traffic

Some activities include:

- Develop and implement a governance structure for Active Saskatchewan
- Host an AGM and elect a Board of Directors
- Develop and implement a Saskatchewan *in motion* sustainability strategy
- Recruit and serve a multi-sectoral Active Saskatchewan membership

WE BELIVE

Saskatchewan *in motion* believes in the power of collective action. Together we will reach our goal and in doing so, we will have a considerable, positive impact on the health, happiness and success of the children and youth of Saskatchewan.