



TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2013 September 19

IN MOTION™ COMMUNITY CHALLENGE

Recommendation

It is recommended that the Report No. 096-13 In Motion™ Community Challenge be received for information.

Key Points

- Rates of obesity and chronic disease continue to rise as physical activity rates decrease.
- Evidence indicates that community physical activity challenges can be effective in motivating individuals to become physically active.
- The in Motion™ Community Challenge is happening October 1 to 31st, 2013 with links to tips, information, the tracker and the app available on www.inmotion4life.ca.

Background

In 2008, the City of London and Middlesex-London Health Unit purchased the license agreement to the physical activity strategy in Motion™ developed by the Saskatoon Regional Health Authority as a response to an ever increasing rise in chronic disease, obesity and physical inactivity. According to Health Canada, inactivity can be as harmful to health as smoking.

Middlesex-London in Motion™ is a community-based physical activity promotion strategy to encourage all individuals to make physical activity part of their daily lives. This is reflected in the tag line, “Physical Activity... do it for life. Middlesex-London in Motion™ is a comprehensive approach that uses public awareness, education, motivational strategies along with target audience strategies and evaluation to reach the community. The four key components to Middlesex-London in Motion™ are building partnerships, building community awareness, targeted community strategies and measuring the success.

Middlesex-London in Motion™ is a partnership collaboration of 58 formal and approximately 60 informal partners. The partnership works in collaboration with other community partnerships e.g. Healthy Communities Partnership for policy advocacy and applied strategies and products for Child and Youth Network, Healthy Eating and Healthy Physical Activity to continue to improve the health and wellbeing of all residents.

in Motion™ Community Challenge

The vision for in Motion™ is “Building Canada’s Healthiest Community.” The goals of in Motion™ Community Challenge are to motivate Londoners to integrate regular physical activity into their daily lives, as individuals, teams or communities, and to increase awareness of the in Motion™ brand. The Challenge is a Call to Action to everyone in the community to get active. The Challenge also targets the following groups: older adults aged 65 to 75 years and those aged 9 to 13 years whose physical activity level decline; and women aged 35 to 55 years who are strong family influencers (parents, children, partners/spouses).

Pillars of Success

The Challenge is based on three pillars. First is the creative website and app, www.inmotion4life.ca which is a tool for recording activity and participation. It supports social networks, enables motivation and provides individuals with real time educational messages. Through the app, one can set personal goals, track/log physical activity minutes and type of activity, create teams/communities and challenge others, connect on twitter and Facebook, and receive and access quick tips and information on events happening in the city. CTV will be broadcasting promotional ads, providing news coverage, highlighting the in Motion™ brand and driving the public to the website/app. As well, the three main CTV news personalities, Tara Overholt, Norman James and Julie Atchison will be participating in the Challenge and will be sharing their experiences on television during the 6 p.m. news broadcast which is repeated the following morning. Grass root mobilization is the most important pillar. This involves getting as many individuals in the community to promote, talk and participate in the Challenge. Both the TVDSB and the LDCSB are also on board with the Challenge and will be encouraging the students and their families to participate.

Next Steps

The launch occurred on September 18th at the Covent Market with the assistance of CTV, Mayor Fontana and Dr. Mackie. The promotion of the Challenge continues with the goal of engaging as many individuals, families, workplaces and neighbourhoods as possible with the intent to “Building Canada’s Healthiest Community.”

Following this initial Challenge, the in Motion™ partnership will debrief, review results and examine sustainability strategies along with opportunities to expand into Middlesex County.

This report was prepared by Ms. Marylou Albanese, Manager, Healthy Communities and Injury Prevention Team.

Christopher Mackie, MDCM, CCFP, FRCPC
Acting Medical Officer of Health

<p>This report addresses the following requirement(s) of the Ontario Public Health Standards: Chronic Diseases and Injuries Program Standards of Chronic Disease Prevention and Injury Program Standards and Environmental Program Standards and the 2011 MLHU Strategic Direction: Healthy Eating and Physical Activity for all.</p>
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