

## Active Ottawa Actif Experiences to Date...

Renfrew County  
Network Strategy Session  
John Campbell – Chair Active Ottawa Actif  
(January 30, 2009)

## How Did We Get Here?

- Winter of 2003 – Community based meeting hosted by National Capital Region Y...call to action re: increasing levels of physical activity
- 135+ took part – identified issues, gaps, strengths and next steps...
- Spring 2003 & Winter 2004 – smaller groups met & looked at developing next steps / key partners / possible funding sources / terms of reference
- Developed Active Ottawa Actif...

## MISSION & VISION

- **Mission:** To promote, provide and support accessible and affordable opportunities for all citizens of Ottawa to participate in physical activity
- **Vision:** Ottawa is a healthy, active city

## VALUES

- Participation in healthy, active living is key to the prevention of chronic disease and disability as well as the promotion of mental and social well-being...

## COMMUNITY-BASED... SOME PARTNERS

- |                                       |  |
|---------------------------------------|--|
| ■ YMCA-YWCA                           | ■ Recreation & Parks                     |
| ■ Boys & Girls Club                   | ■ Ministry of Health Promotion           |
| ■ Public Health                       | ■ Go-For-Green                           |
| ■ 4 Points Design                     | ■ Good Companions                        |
| ■ Heart & Stroke Foundation           | ■ Ottawa 67's                            |
| ■ Community Health & Resource Centres | ■ Canadian Fitness & Lifestyle Institute |
| ■ Schools                             | ■ Heart Institute                        |
| ■ Public Libraries                    | ■ Child Care Providers                   |
| ■ Community Houses                    | ■ Commuting Solutions                    |

## OTTAWA'S 2020 PLAN...

- A Healthy & Active City
- A Caring & Inclusive City
- A Green & Environmentally Sensitive City
- ALSO - Physical activity was one of the '12 Priority Initiatives' of Community & Protective Services – Strategic Plan...

## SOME BASIC PRINCIPLES...

- A community wide initiative
- 'Nobody on the Sidelines'
- Fun, creative, motivational, innovative
- Initiative will be evidenced-based
- Community involvement & volunteerism are key
- Respect an individual's choice to be more active...
- 'Get Active Your Way – Everyday...'

## ACTIVE OTTAWA ACTIF... FRAMEWORK - ACTION TEAMS

- Overall – Champions Group...
- Early Years
- Children & Youth
- Adults
- Older Adults
- Environment
- Communications
- Evaluation
- Sponsorship
- Action Teams 'chaired' by community member
- Variety of community members & city staff on each Action Team
- Supported by Public Health and/or Parks & Recreation Staff
- Terms of Reference & Annual Plan...

## What are some of the key areas of focus?

- Program
- Leadership Development
- Partnerships
- Sharing of Resources
- Education
- Public Outreach
- Advocacy
- Networking

## INITIATED / SUPPORTED BY ACTIVE OTTAWA...

- Library Pedometer Lending
- I Love To Skate
- Healthy Heart Hockey
- Energy In-Energy Out
- Live It Up
- 10,000 Step Challenge
- I Love To Swim
- Seniors Home Support Exercise Program- DVD
- TV Turn-Off
- Try It Campaign – 'Every Day in May'
- Children At Play – Treasure Box Program
- Active Transportation in the Workplace
- Sun Life Award of Excellence
- Dragon Boat Racing – High School Focus
- Never Too Late – Ethnic Women
- I Love to Cook – 'Shake & Bake'

## SUPPORT...\$ AND 'IN-KIND' Since the beginning...

- City of Ottawa – Public Health and Parks & Recreation...some \$ and staff support
- Public Health – provides ½ time staff support
- Ministry of Health Promotion – Community In Action Fund (\$) – supported a # of programs
- Sun Life Financial (\$)
- Trillium Foundation (\$) - via YMCA-YWCA)
- Support from various partners...

## SOME QUESTIONS...

- What structure is needed – Coalition / Not-For-Profit / Charity?
- How will \$ flow?
- What insurance is needed – especially for volunteers not associated with an organization?
- What on-going staff support is needed?

## SOME CHALLENGES...

- Recruiting key leadership
- How to build sustainability – both \$ and community leadership
- Evaluation – how are we doing
- Getting the word out...
- Advocacy – role with different partners & different agendas

## WHAT'S NEXT FOR ACTIVE OTTAWA ACTIF?

- Five Year Plan is in final year (2005 to 2009)... must determine what happens next
- Is AOA we still needed, relevant, sustainable?
- Need to continue to recruit... Action Team Chairs & Action Team Members
- Seek out additional funding - sustainability
- Report on the 'population survey' with support from CFLRI
- Continue to build partnerships
- Determine next five year plan...

## THE PARTNERSHIP WHAT IT NEEDS TO WORK...

- Common mission, vision & values
- Understanding of goals...
- Wide cross section of sectors & participants – public, charitable, private, health & community members
- Committed leadership
- Some \$ - for staff support & projects
- Patience
- Organizations see a benefit to being involved...
- Realistic expectations re: time required
- Staff support is critical... enthusiastic, committed & capable
- Must make a difference
- Continually recruit...
- Sense of humour
- Must have some fun!