

PAN-RC STRATEGY SESSION
ARNPRIOR ON: GALILEE CENTRE
FRIDAY JANUARY 30, 2009

AGENDA

8:45 – INTRO – Michael Nolan - Chair

AOA - John Campbell - A network model - growth, direction & success

9:40 - 10:30

A Renfrew County Approach - unique strengths / barriers / resources – Shawna Babcock

COMMUNITY ASSESSMENT - Map Activity Outcomes / Summary

Vision - MODELS - structure, sustainability and direction of network

10:30-10:40 – Break

10:50 - 11:20 - Break away sessions - 3 groups – barriers faced by Renfrew County / Innovations as a result / Momentum forward

11:20-11:45 - Presentation of session outcomes

11:45-12:00 - Next Steps

IN ATTENDANCE:

Brian	Brohart	Health Promoter - HLP	Renfrew County District Health Unit
Jane	Brownrigg	Regional Manager, Prevention & Rehab	University of Ottawa Heart Institute
John	Campbell	Chair	Active Ottawa Actif

Jennifer	Cuff	Social Worker	Family and Children Services - Renfrew
Carmen	Goold	Regional Advisor	Ministry of Sports & Recreation
Mandy	Joseph	Community Coordinator	Health/Education/Outdoor
Cathy	Leclaire	Program Director	Renfrew and Area Community Resource Centre - OEYS
Robin	Lowry	Community Engagement Coordinator	Community Care Access Centre
Theresa	Mann	Public Health Nurse	RCDHU
Liz	McLaren	Coordinator, Health Promotion & Clinical Services	Renfrew County & District Health Unit
Laura	Murphy	Branch Coordinator	Canadian Diabetes Association
Michael	Nolan	Director Emergency Services	Renfrew County
Karen	Roosen	Diabetes Education	Pembroke Regional Hospital
Lyn	Smith	Coordinator	Child Poverty Action Network (CPAN)
Anne-Marie	Vaz	Program Co-ordinator	OEYC Pembroke (Ontario Early Years Centre)
Stephanie	Willbond	Program Co-ordinator	University of Ottawa Heart Institute
Shawna	Babcock	Director	KidActive - Healthy Kids, Communities & Outdoors
Serena	Bedard	Youth Coordinator	Killaloe Community Resource Centre
Kim	Grosklag	Toybus Manager	Killaloe Community Resource Centre
Jennifer	Layman	Director - Private Sector Business	Forward Thinking / Renfrew County Health
Haley	Sears	Director of Communications & Sales	StepsCount

Shelley	Sheedy	Administrator	Miramichi Lodge - Long Term Care
Mitchell	Wilkie	Manager - Economic Development	Economic Development / OVTA
Carly	Meissner	School Outreach Co-ordinator	KidActive
Michelle		Recreation	Arnprior - ?

Regrets:

Kelley Whitman-McKie – Parks & Recreation, Town of Renfrew

Scott Nichol – Education – Renfrew County Catholic District School Board

Kim McKinty – Education – Renfrew County District School Board

Sharon Singleton – Physical Activity / Education

Craig Kelly – Recreation / Economic Development – Township of Madawaska Valley

APOLOGIES FOR OMMISIONS

SUMMARY MINUTES

1. Mike Nolan- Intro

- What came out of Calabogie – structures, sustainability, networks within the county
- Review agenda
- Shawna passes out PAN-RC Conference Outline to those who missed October 23, 2008
- Mitchell Wilkie: please pass out contact list for those attending and ongoing contributors
- Robyn: New website development for Champlain www.healthline.ca

Introduction of **John Campbell – Active Ottawa Actif (AOA) Chair - A Network Model: Growth, Direction & Success**

2. Please refer to: **Active Ottawa Actif Experiences to Date** powerpoint – John Campbell

- What seems to be happening in RC very positive
- Different issues we're facing: obesity, smoking, etc. Happy to see initiatives
- Involved in Capital region 3 yrs - program development, planning, fundraising, focus on involvement with community activities
- Started professional work with AOA 6-7 yrs ago – no longer with Y (contract work), connected with heart wise etc.
- PA winter 03 similar session to PAN-RC. 130-140 people across capital region
- Next steps, gaps, priorities, people who were interested in an ongoing basis put together a 5 yr strategy to increase PA for people living in Ottawa
- Focus and work with groups and communities that were not as comfortable and did not have skills and leadership to PA (individuals more marginalized with activity)
- Look at health, activity, nutrition, prevention of disease HEALTH=MAJOR FOCUS
- Y involved in beginning – dollars in-kind leadership support broad section = small list 120 organizations/partners
- 2020 Plan(prior to 03-02 focus on tobacco, smoking cessation)
- Now it's PA we are in a state of readiness
 - Health
 - Green environment
 - Inclusive city
 - 12 priority Ottawa initiatives
- Basic principles: struggle with evaluation
- Doesn't matter what you do "just do something everyday"
- Framework:
 - Positive: key leadership from action teams, key city staff that support Jennifer from HP Carmen's team
 - Loose collation provide key leadership to rest of action teams (approximate 7-8 Action Teams)
 - Early Years, Children and Youth, etc.
- Planning sessions target specific age groups: action teams: projects to those most vulnerable and experience barriers to PA
- Attract new people to action teams
- Added 4 others that were important
 - Environment: healthy parks, sidewalks walking to school – how we plan out cities
 - Community: challenge getting our message out
 - Evaluation: struggle for each activity to build evaluation component – important to funders
 - Sponsorship: to be successful have to be sustainable. Get funding for long term – government money is important. CIAF has been helpful in beginning but we shouldn't depend on government funding and if we don't have the support of the community on the long term we will get rejected
 - chaired as oppose to member of government
- IMPORTANT – AOA is a Community Wide initiative NOT CITY

- Children and youth champion team is chaired by Scott Bradford CEO of B&G club
- Struggle to keep it together. Continuity of activity bubbles up through action teams to champion group who then decides what we need to do and how we're going to do it. This system has worked for the most part within the past 5 years.
- Area of FOCUS
- Objective is not to solely to run programs but build on what's happening elsewhere and not to duplicate
- "Live it up" high school's youth leadership. Youth get involved in schools to promote PA
- So many different partners - what were advocating and to who – there is a 1 pager of what we advocate. This will be shared with Shawna
- Sue Holloway action team member spoke to city council on behalf of AOA with politicians
- "I Love To Skate" program provides equipment to disadvantaged kids ie. multicultural. Unique to outdoor rink, city staff provide lessons
- end of year celebration at City Centre - successful last 4 years
- Last year's budget \$165,000 did some amazing things – Every year's a struggle. Did not receive major funding this year
- Sun Life \$300,000 over 3 years
- Trillium \$170,000 over 3 years
- Half time support from the city \$50,000
- Budget ranges \$160,000 to \$100,000
- Best for AOA to be a loose coalition – big discussion if they want to become a charity (plus and minuses).
- Do not have bank account – work with partners such as the Y who apply for funding and money is spent through AOA where Champion groups decide where the money goes
- Critical that money does not flow to the city – important not to be seen as city run program
- Programs are focused through a partner organization so they are covered by their insurance
 - Problem: Volunteers that are not associated with partnered organization
 - Staff: Only enough funds for 1 full time administrative member
- Challenges:
 - Sustainability not only dollars but leadership. Without Action Teams AOA would not be what it is today
- Wanted to have this as a 5 year initiative (03-08) with Trillium funding AOA did a study with CFLRI who did the research. Spring '09 will have results and the big evaluation can be used
- Logo recognition is important. Website still under construction - used as a communication piece
- Other challenges with so many partners we need to be able to work with the ambiguity partners who can buy in and buy out as they feel needed
- Not sure what will happen down the road. May look into new partners. Put resources together and become part of a bigger group. Depends largely on funding and if we've done what we set out to do and where we're going next.
- Questions with John Campbell
- Carmen – 2 words sticking out to me Advocacy and Benefits

- Through advocacy we can educate people to see benefits
- Partners with CIAF grants – major component to a collaborative approach
- Major companies that don't see the benefits we need to put the brakes on and work with the community
- Anne-Marie: request to share results from CFLRI population study with this group
 - John will make study available through Shawna in spring 2009
- Jennifer: Looking back at the last 4 yrs what would you have done differently?
 - Structures of the action teams (leadership)
 - Should of had more focus on the sustainability on fundraising and sponsorship
- Bryan: If Partnership in Healthy Living (Heartbeat) provide financial support
 - They do not
 - Develop a logo piece where lead organizations would have priority re: program
- Carmen Organization in Thunder Bay similar to AOA
 - Funding is coming through funders that Health Unity receive funds
 - Would like to see this group think where AOA is now
 - Could get funding 3-4 years and take it one step further – Are there any groups in RC that have funding to do things that we want to do. Work collaboratively to get started. No doubt we can do very similar work to what you've done the past 5 years but what will happen from us if we start where you are now.
- Kim: What is the time commitment of action teams?
 - Champion Teams meet 8 times a year
 - Action Teams meet 8 times a year
 - Major Project once a 1 year
 - Action team meet Champion Teams meet 1 time a year
- Mitchell Wilkie: Website
 - www.
 - Active Ottawa site sponsored by 4 points design in kind
 - New bulletin computer pieces programs we do work in progress
 - Money set aside in budget to pay 4 points
 - Mapping: activity sites for heart wise linking to other sites

3. Shawna Babcock – **COMMUNITY ASSESSMENT**

- Kim provided a good segue way: RC is unique
- Active 2010 network plan – we've already achieved a significant portion of it
- PAN-RC could already start half way down the continuum line

- Strong commitment with multi-sector professionals in RC October 23, 2008
- What we've compiled to get us here
 - Maps started at conference
 - Forum: Foundation of knowledge why PA is important
 - Asses where RC has gaps/strengths/existing initiatives that are on-going
 - RC Map lighter box labelled existing initiatives – beige box labelled gaps
- Pass around contact list from attendance of PAN-RC conference
- We have the leaders: everyone is committed
- Commitment:
 - Community Assessment- map activity ongoing assessment (not comprehensive yet – ongoing feedback and room is critical)
 - Jane: add trails
 - We should include more details issue with capacity and internet speed in RC
 - Break down to smaller more detailed files
 - Issues: communication. Assessment programs. Promotion in knowledge of existing initiatives
- Different Models
 - Lack of pop density AOA model will not work for us
 - Need to adjust structure and skeleton – breakaway session
- Shawna: Passed out summary of existing initiatives
 - Response to request at PAN RC conference
 - Add Hayley Sears, Shelly, Mitchell Wilkie, Jenifer, Kim Grosklag name to contact list
- Shawna: Passed out gaps
 - Not complete
 - Would like to add to map
 - Please brainstorm and contribute to hard copy at front of room
 - Interpretation to goals in first column

4. DISCUSSION NOTES:

Carmen: due to where RC is situated we can learn from Ottawa. But we should also not ignore the North. Funding structures are different but we should learn from what they're doing up there. Nothing is preventing us from partnering with organizations in the North where we can leverage funds on our initiatives such as with Matawa and North Bay. There is access to much more money in the North so we shouldn't forget about them. There is a specific Northern conference specific to Physical Activity that took place in Sioux St Marie last year.

Madawaska and Whitney considered a Northern district but individuals are putting work towards finding out where their services are coming from.

RC PA Strategic Plan document at front – may need some additions.

Carmen: a plan should be a dynamic document.

Shawna: build on documents we have such as the outcomes from today and PAN-RC conference.

5. Shawna: Come back to the critical base of **DETERMINANTS OF HEALTH** - Carolyn Bennett Healthy Canadian Tree Model

- Building on the words of Dr. Andrew Pipe – Your greatest determinant of health: your postal code
- **PAN-RC Model 2 - SECTOR**
 - Working title: PAN-RC
 - This model breaks into sectors
 - Challenges:
 - Geographical distance
 - Over-representation in some categories
 - We want to cross-pollinate everyone’s expertise
 - Lynn: Work like a web between isolated communities in RC
 - Shawna: PAN-RC should be talked about multiple times throughout the year at different organizations, meetings (Early Years, C-PAN, etc.)
 - Robyn: Tele-conference, video-conference
 - Mike: Achieve more focus by having different areas of expertise talking about something broader
 - John: Action Teams got into projects right away to build commitment and excitement as oppose to sit and talking about the model until it’s perfect or do something
 - Karen: Focus on a needs base
- **PAN-RC Model 1 – POPULATIONS & ENVIRONMENTS**
 - Early Years, Children and Youth, Adult, Older Adult
 - Breakdown into environments:
 - Family
 - Daycare, School, Work, Leisure
 - Community
 - Built/Natural Environment
 - Keep Funding, Awareness and Evaluation moving forward as we concentrate on all 4 populations
 - Carmen: What is PAN-RC? Are we focusing on PA, health, heart-health, nutrition, smoking cessation, etc. What is PAN-RC vision? The model can come out of the vision. PAN-RC doesn’t include a lot of things in the model. Difficult to think of the model without a clear vision. Are we talking about the same model the heart coalition has?

- Mitchell: what he can contribute in terms of economic development – showcase quality of life in RC. Trying to retain business, attract new business which permeates into whole society into quality of life reek, PA, etc. Website ottawavalleyliving came about through ACL with new job recruits re: this area. Oriented to new comers and those who do not know the geo area well. Z-card is a map that can be pulled apart that talk about living here (labour force, volunteering, hospitals, etc.) What comes out of this: Want to disseminate PAN-RC information to people who are interested in living here and people who do live here. Mitchell has volunteered to link this information to the website. HTML website but by the end of the year it will be more dynamic and content can be added easily where organizations can log on and change the information as needed so it's not dependant on anyone.
- Carmen: We would fund this initiative of opening doors to the internet.
- Mitchell: Cultural Mapping - trying to attract the creative society. Showcase arts and heritage side of RC.
- Mike: Purposely chose not to start with Mission, Vision and Values so we do not have to grind into what was agreed upon. Where you come from model is less important than why you exist model.
- Groups will theme themselves into these groups and discuss the following in the break-out session.
- Lynn: Discuss what the goal of PAN-RC will be. How are we going to use resources that are already there.
- What groups are going to do what or who is going to pay someone for how we're going to let people know about the information that comes from PAN-RC. How will we make this sustainable for example 3 years from now?

BREAKOUT SESSION

1. Barriers to PA within their sector – how it applies to populations
2. Create strategic themes that will approach Mission, Vision, Values

Early Years 0-6

Barriers

- Parents and Service Providers – general understanding and lack of knowledge
- Accessibility to space indoors and outdoors (insurance with facilities, scheduling with schools, etc.)
- County wide promotion and lack of funds
- Training and lack of training of people to run programs (costs, accessibility for learning)
- Time (lack of)
- Transportation (driving time, accessibility)
- Lack of programs in rural areas and qualified instructors
- Population density
- Way of living (PA is not on our agenda – RC snowmobiling, etc)
- Access of information (it's out there but HOW do we access it)
- Interest groups and clubs (where can you go)

- Safety (societal perceptions – stranger danger)
- PA not supported by the municipalities (how do they support local activity – do they give space away for free or at reasonable rates)

Strategies

- Family inclusive activities
- Capitalize on natural resources (recent awakening in RC)
- More info for free outdoor activity spaces
- OVTA resource for residents and sustainability within local communities
- County wide guide “PA guide”
- Playground Leaders – summer students (not responsible for but leading activities)
- Bringing rec committees to PAN-RC
- Presenting different options
- Impact statement with media (messages like smoking cessation)
- Not making PA overwhelming

Children and Youth 7-17

Barriers

- PA survey
 - o Time
 - o Energy
 - o Costs of programs
- Sustainability to continue PAN-RC
- Lack of opportunities (shut down facilities, rinks, community centres – we don’t have Y’s in this area)
- Communication with public (access to news, literacy problems)
- Liability (who’s willing to take ownership, accidents)
- Volunteer consistent commitment
- Lack of education on importance of PA to kids and modelling from parents
- Societal issues
- Collaboration between age group programming (don’t leave age groups out)

Strategies

- Inclusion of age ranges, sectors, SES, ability, regions, and user fees for individuals from different regions)

- Sharing best practices amongst ourselves in RC and within Ottawa and the North
- County connection database similar for activity
 - C-OC database (CRC with Amanita) resources on one site that individual organizations can set up information. Will be on Champlain health-line
- County campaign or challenge all regions participate in (within schools or county wide walking day, etc.)
- Active friendly RC
 - Presentation to councils to sign on declaration/resolution/endorsement to move forward with framework of being physically active
- Policy and the built environment within communities (wider sidewalks, bike paths, etc.)
- Flexibility throughout the county (programs, facilities, regions, user fees, etc)
- Media communication pieces
 - Celebrity face to draw attention
 - Fun days, puppets, food to draw hard to reach population out

Adult and Older Adults 18 +

Barriers

- Geographic are
- Space
- Transportation
- Cost
- Time
- Safety
- Communication
- Promotion
- Technology – Internet

Strategies / Innovations

- Green Communities Canada – StepsCount / Get WITH It – recognized provincially
- Get WITH It – Walk In The Halls – safe / free / no barriers / can be applied to other locations / school as a community facility / benches for people to take breaks / BP & Glucose Checks – through CHAP / use of volunteer / insurance for low risk activity
- Workplace Task Group (Public Health) – workplace wellness
 - newsletter
- Senior Games

- Ottawa Valley Health – solves the communication barrier – already up
 - promotion / communication tool
 - quickly updated / wholistic / 200+ membership
 - Palmer Rapids / Barry’s Bay – considered part of Ottawa Valley
- CCAC – Champlain Health Line – Community engagement / Chronic Disease Prevention
- Long Term Care
 - 9 in Renfrew County (run by the County)
 - use hallways / bring community into facilities
- Diabetes Education / CHAP – how to market / focus on heart health and stroke

CONCLUSION OF BREAK AWAY SESSIONS

Shawna: Need to breakdown our barriers and use what we have – innovations, creativity, expertise, resources – **WE ARE ALREADY DOING THIS – EXPAND / COLLABORATE & COMMUNICATE**

WHERE DO WE GO FROM HERE?

- Make our information accessible and inclusive
- Within 1 month the information from today will be summarized and distributed to see where we can go from here
- Lynn: Let’s be aware of not stretching ourselves too thin. Do what we can do and once that’s going we can move onto the next chunk.
- Shawna: develop short term goals
- Karen: action and results to encourage people to keep moving forward
- Shawna: Actionable strategies that are achievable and timeline it accordingly
- Mitchell: Timing and funding are key to coincide
- Carmen: End of the fiscal year is approaching. We need to be proactive. If anyone has ideas for the group as a whole please contact her (for capital as well). Things will be coming up for the end of March. Again she will be interested in the process of the website development for sport and recreation and cultural component.
- Mitchell: wants to go to a helicopter view of economic development. If we have a good community to promote we’ll have good job opportunities which will raise taxes that will go to services and higher quality of life. Our quality of life is a rural quality of life that is different than urban. Youth and education provides more opportunity that fits in with health and what are major sectors are. Immigration is another area to focus and first nations to be included in what we’re doing.
- Lynn: social inclusion and activity is a component as well to develop good productive citizens of RC.

- Carmen: Background in economic development but job now is community development. The two professions are starting to marry themselves and it's amazing for the county that those 2 organizations are working together because it's a huge advance for the county.

Mike Wrap-up – Summarize purpose / action – INNOVATIVE PARTNERSHIPS / COMMUNICATION / PERSPECTIVES

- Dean Dimonte and Jennifer Harris introduction – roles within HeartWise / Renfrew County EMS partnership