

# Steering Committee Meeting # 1

## *Thursday August 22<sup>nd</sup>, 2019*

### **Question # 1: Desired Outcomes**

Seniors more active  
Fitness integrated at work  
Relationships with physical activity (get off your sofa)  
Make it important  
Accessibility: home, work, school  
Habitual and lifelong  
Who prescribes doctors, us, me?  
Provide rewards and incentives  
Increase social engagement and connections (decrease loneliness)  
Challenge the status quo with marketing, relationships, storytelling etc.  
Support the start of new initiatives

### **Question # 2: Who are the Community Stakeholders?**

Healthcare professionals, educators, providers, churches, community halls and centers, government, existing groups and organizations, sport, service clubs, 4H, afterschool programs, recreation/culture, QASL.  
Employers, employee associations and unions, youth i.e. student councils, individuals with disabilities, every day person.

Desired Outcomes

Addressing barriers to participation (Financial, transportation, ability, isolation etc.)

Inclusion of all ages

Partnerships with communities in existing organizations and infrastructure

Identification of target groups of populations especially the vulnerable

Creation of new groups and organizations to lead initiatives (Community Lead with Support)

Education / Training (walking leaders, funding sources, instructors training, etc. )

Clear goals, priorities and roles for staff.

Alignment with “Let’s Get Moving”

Promotion and marketing of what’s going on, especially to each community

Excitement

Increase movement in physical activity is part of the culture.

**Question # 3: What Are the Key Problems, Challenges and Barriers (to Physical Activity)**

1. Availability; skill level, location, offering, scheduling.
2. Income (individual, Funding, Community)
3. Lifestyle (habit) time, peer group
4. Infrastructure (sidewalks, center, community)
5. Social anxiety, self-esteem, relationships with physical activity
6. Create and maintain the right conditions.
7. Leadership
8. Social infrastructure
9. Value shift (ex technology)
10. Access to injury rehabilitation
11. Accessing volunteer drivers for transportation.
12. Communication
13. Physical barriers.
14. Safety and security and trust.
15. Track, pool accessibility
16. Culture/Thinking
17. Lack of safe biking, working AT routes
18. Isolation
19. Lack of motivation
20. Intimidation
21. Negative judgement from others

#### **Question # 4: Big Ideas and Innovations**

1. Expand access to community halls (transportation)
2. Local paper or newsletter, covers entire county
3. Community centre (run by students to help seniors or seniors helping seniors)
4. Communications (email, electronic boards, pamphlets etc.)
5. Promote community potlucks and socials
6. Sidewalk, waiting for school buses
7. Rewards break on taxes life points. Possibly for business that incorporates physical activity.
8. Recreation activity leadership course
9. Use technology to promote physical activity. Participation app
- 10 Exercise is medicine Incorporated into Healthcare.
11. GPS, Trail Teams, geocaching.
12. "Be Like" campaign
13. Park parties and flash mobs
14. Community school
15. Hop on hop off
16. Physical activity components of all things, work and communities
17. Communities built around people walking, pedestrian only zones.
18. Pick up games
19. Trail stops kiosks by organizations market vendors