

Under Represented Stakeholder Groups

Wednesday August 28th, 2019 (2:00 – 4:00 pm)

1. What Needs to Change?

- a) Access or free memberships to the gym. More or required. Ex. punch card (not for 30 days)
- b) How can we support transportation.
- c) Walking track at Queens Place free... not \$ 2.00
- d) Provide some activities that are completely free. Universal.
- e) Invest in more HUBS so the activities are spread out, accessible and easy to get to.
- f) When youth are bussed to school provide activity where they are. Free activities.
- g) Reduce emphasis on organized sports and replace with unstructured activities.
- h) Help people feel valued, welcomed and wanted. Reduce stigma.
- i) Create opportunities that would allow me to connect with people. Help co-ordinate.
- j) Ensure more creative communication processes. Facebook, newsletter, electronic billboard.
- k) Help senior and youth connect – intergenerational...
- l) Personal invitations to activities, events or social gatherings... buddy system.
- m) Ask people what they want, needs assessment, two engagement.
- n) Make social connections, trust first, safety then encourage movement.
- o) Support social connectors (relationships snowballing).
- p) Relationships are key for communication info to land effectively.
- q) More safe places to walk, bike, move in my home community.
- r) Openness to creating safe space for discussing innovative ideas. Implement. Help build momentum.
- s) Create learning with activity. (i.e. canoe and camera clubs)

2. What are the Key Problem or Challenges?

- a) Apathy, lack of motivation, and a reason why?
- b) Lack of childcare supports so other children or adults can get out to move.
- c) Transportation.
- d) Income.
- e) A person's self-esteem, not feeling good about themselves
- f) Never exercise in their lives.
- g) Lack of relationships, social isolations.
- h) The world in which we live in. So much going on all the time.
- i) Aging and declining populations.
- j) Distraction and business and 24 schedules.
- k) Phones on all the time.
- l) Car culture. Design our communities are how the car gets us around, not how people move.

3. Best Windows of Opportunities

- a) Movement bases activities while youth are in school, for people at work
- b) Activity bus - transit support that would allow people to hop on / hop off.
- c) Access Queens County transit to help transport youth home from activities.
- d) Use social media to communicate and help connect people.

- e) Purposefully create connectivity to North and South Queens. Build relationships.
- f) Use existing group, connecting with these existing organization to help create new activities.
- g) People are hungry for connection. Authentically find ways to help people connect.
- h) Movement connections outside of sports.
- i) Freeplay activities, show up and play.
- j) Gathering places.
- k) Wayfinding signage. How long it would take.

4. Big Ideas and Innovations

- a) Nitap program for Indigenous programs.
- b) Change the culture municipality to a “can do” attitude, shifting the mind-set of the municipality. Drive what’s good for the public good. Set a new precedent.
- c) Think differently. Taking risks.
- d) Set registration fees for free. Have the municipality invest. Create policies to support.
- e) Support a community school pilot project.
- f) After school bus supports.
- g) Foot loose and fancy-free program. (sample program in New Brunswick)
- h) Set goals for community based weight loss or a distance walk (walk across Canada as a community)
- i) Benchmarking participation. Goal setting, evaluate and find ways to sustain. Measure and manage. Example: 1,300 income assistance participants. (*less healthy by design not by choice*)
- j) Formalize movement based activities with local physicians. Exercise is medicine.
- k) Queen’s Connect (South Shore Connect / Highland Connect)
- l) “Steps to Connect” program (3 steps) Pilot... training of volunteers / facilitators.
- m) Child care support.
- o) Village on a diet.

5. Barriers to Change

- a) Child care
- b) Systems Thinking
- c) Transportations
- d) Income
- e) Self-Esteem
- f) Apathy
- g) Not knowing the people we are trying to serve.
- h) Relationship – Liaison person for connection
- i) Knowledge
- j) Education
- k) See themselves... that’s not for me.

6. What’s Important to You?

- a) Sense of belong and worth.

- b) Creating a connection, reduced isolation.
- c) Mobility and independence.
- d) Belief they are being heard and listened to.
- e) Some level of independence and self-sufficiency.
- f) Sense of well-being, feeling good (not feel bad)
- g) Basic needs are met, decent minimal standards. (food security, housing etc.)
- h) Access appropriate level of movement-based activity / opportunities.
- i) Know the activity will not negatively impact health.
- j) Access to things when the person has time. Unstructured. Flexible. 24/7.

Key Strategies

1. Accessible activities at schools for children, youth and / or adults. Transportation provided.
2. Identify existing programs and people who are using it so we can target non-user. Strengthen like-minded.
3. Training opportunities and support for volunteers.
4. Leadership development.
5. Appreciative inquiry – why is this important for people, our communities.
6. Community school established with municipality support / buy-in.
7. Community activity program / campaigns.
8. Communication co-ordination
9. Community “navigator” for access to movement, training etc.
10. A hard look at how money is distributed, how it is budget and spent and how it is serving underrepresented populations and communities. Tax share. Accountability and transparency.