



Physical Activity Coalition of Manitoba

PACM Annual General Meeting  
Minutes of Meeting  
Tuesday, May 16, 2017  
10:30 a.m. – 2:00 p.m.  
Norwood Hotel, Tache Room, Winnipeg

**Present:**

Stephanie Jeffrey (Chair)	Manitoba Fitness Council
Jim Evanchuk	Active Living Coalition for Older Adults Manitoba
Roy Mulligan	PACM
Liz Harland	CancerCare Manitoba
Kylo Harris	Sport Manitoba
Paul Paquin	Manitoba Education and Advance Learning
Kristine Hayward	Winnipeg Regional Health Authority
Daria Joquera Palmer	Recreation Connections Manitoba
Tim Fergus	City of Winnipeg, Community Services Department
Neil Johnston	Lung Association
Raimey Kotz	Manitoba Physiotherapy Association
Karin Whalen	Wellness Institute
Amanda Younka	Winnipeg Regional Health Authority

1. Stephanie Jeffrey, Chair PACM, welcomed everyone and introductions were made
2. **Motion: To approve the agenda for the 2017 AGM**
  - **Motion by:** Kristine Hayward     **Seconded by:** Kylo Harris  
**Carried**
3. **Motion: To accept the minutes of May 5, 2016 Annual General Meeting**
  - **Motion by:** Kylo Harris     **Seconded by:** Kristine Hayward  
**Carried**
4. **Executive Committee Report**
  - Stephanie Jeffrey, Chair PACM, provided the Executive Committee Report
  - PACM has focused on the PACM review over the past several months
  - two Task Groups that were initiated out of the MPAAP - ***Connecting People to Physical Activity Opportunities and Forging Innovative Partnerships*** continued to meet
  - PACM membership, "Community of Physical Activity Champions", is comprised of 25 coalition and network members and government partners.
  - During the PACM review process we put our membership renewals on hold; the Executive has determined that we will reinstate the memberships with the same structure and fees for 2017-2018; as we work through the implementation of the review recommendations we will determine if changes will be required and bring those to the next AGM

- Membership renewal notices will go out to members in early summer. Please consider showing your continued support toward working together to promote physical activity through your membership.
- As part of our commitment to disseminate the Report Card in Manitoba, PACM included the report card and other promotional material on its website, featured it in our June 2016 E-newsletter exclusively and circulated information on the Report Card through our distribution list comprised of over 120 organizations and agencies.
- At the September 2016 General Membership Meeting PACM included a short overview of the Report Card findings
- In addition, PACM coordinated the timing and location of that General Membership Meeting to coincide with a presentation on the *24 hour Movement Guidelines for Children and Youth* being presented by Dr. Peter Katzmarzyk who was brought in by the University of Manitoba, Health Leisure and Human Performance Research Institute as part of the Samuel Weiner Visitor Award Lecture Series. The Movement Guidelines were featured in the Report Card
- This past year saw a total of thirteen (13) PACM E-newsletters distributed among members and supporters and regularly featured local, provincial and national news, research, events, resources, education opportunities, programs and/or initiatives that promoted and supported physical activity.
- This year PACM coordinated our General Membership Meetings with presentations occurring at the U of M – the 24 Hour Movement Guidelines in Sept and Translating Knowledge in Health Promotion presented by Dr. Heather Gainforth as part of the HLHP Research Institute Seminar Series
- through a program partnership with Recreation Connections Manitoba PACM members were invited to attend sessions at the RCM annual conference this past February. Several members took advantage of this opportunity.

## 5. Task Group Reports:

- **Connecting People to Physical Activity Opportunities** Task Group - *Chairs – Michelle Meade (WRHA) and Stephanie Jeffrey (MFC)*; Task group has been focusing on promoting awareness of existing physical activity opportunities – investigating approaches in other Provinces as well as in Manitoba; meetings occurred with Volunteer Manitoba and United Way to determine potential alignments as well; The task group developed a proposal to guide proposed discussions with Sport Manitoba and Recreation Connections about interest; The work of the Task Group was put on hold pending the outcome of the review. We will talk about that in the review discussions
- **Collaboration and Partnerships Task Group** *Chairs – Jim Evanchuk (ALCOA) and Doris Mae Oulton (Alliance for the Prevention of Chronic Disease)*; The task group had worked on a resource on innovative partnership profiles with the intent to feature at an Innovative Partnership Symposium planned for November, 2016. (symposium was cancelled due to limited registrations). The profiles have been posted online at the PACM website and a hard copy package developed; Further work around identifying funding for a partnership resource faced some hurdles due to PACM not having charitable status; At the February membership meeting, there were some discussions and identification of potential partnership approaches;

## 6. Financial Reports – 2016/2017 Financial Report

- Stephanie presented the Financial Report (copy attached)
- Speaker fees were considerably less due to alignment of PACM meetings with presentations at the University of Manitoba rather than hosting and assuming costs for

separate events. Some costs were saved due to cancellation of the Partnership Symposium as well.

- **Motion** to accept the 2016 -2017 Financial Report as presented.
- **Motion by:** Jim Evanchuk      **Seconded by:** Karin Whalen  
**Carried**

#### 7. Discussion: PACM Review Recommendations

- Stephanie provided a short background on the PACM review and presented the resulting recommendations, (copy attached). Participants were encouraged to ask questions for clarification and general consensus on the proposed directions was sought for the recommendations in the following areas:
- PACM Model – general consensus was provided
- Governance and Membership – encouraged to seek links with sectors currently not well represented including corporate, marginalized communities; general consensus was provided
- Key Activities – Communication & Knowledge Sharing - general consensus was provided
- Key Activities – Policy Options
  - two policy options that had come out of previous work by PACM members and stakeholders were presented
  - the recommendation was for PACM to focus its efforts – this had been effective in the past and recognizes some capacity limits the organization faces
  - discussion included considerations
    - the options presented have some relationship and overlap but could also be approached as stand alone initiatives
    - development of a position paper
    - legislation can change the intended outcomes – perhaps considering a belief system instead
    - a social marketing approach may be a consideration – drive the public to demand the changes
    - tobacco reduction and nutrition approaches may inform the approach
  - a vote was taken to determine which policy option to focus on – “Connect and collaborate with other agencies and existing local, provincial or national initiatives to address equitable access” received clear support as the priority
  - Discussion moved on to questions on:
    - Who else needs to be at the table?
    - What else is already occurring in this area?
    - Who is willing to participate on a working group?
    - See attached discussion notes

#### 8. PACM Host Organization

- Manitoba Fitness Council has been the host organization since May 2015. As per the Terms of Reference, a call for a new host organization was put out at the 2016 AGM and through follow up communications. No organizations came forward to host.
- Three calls for nominations for Host Organization from the floor were made. No nominations came forward.
- The PACM review recommends that the two year host term be eliminated, however the Terms of Reference have not been updated to reflect that. The Terms of Reference does

allow a host organization to put their name forward to host for an additional term. The Manitoba Fitness Council indicated they were prepared to host for another term.

- **Motion:** That the Manitoba Fitness Council continue as the host organization for PACM for 2017 – 2019.
- **Motion by:** Kylo Harris    **Seconded by:** Kristine Hayward
- **Carried**

#### 9. 2017/2018 Budget

- PACM has been informed that funding for the first quarter of the 2017 – 2018 fiscal year will be provided by the Province. Funding beyond that has not been confirmed pending the program review that is occurring.
- The Executive determined that a budget would be presented based on receiving funding from the Province at the same rate as past years. Should the funding levels change, the Executive will adjust the budget to reflect the changes and provide that to the membership.
- **Motion:** That the 2017 – 2018 Budget be approved as presented
- **Motion by:** Kylo Harris    **Seconded by:** Kristine Hayward
- **Carried**

#### 10. Proposed 2017/2018 PACM Workplan

- The workplan is developed to give direction to the work of PACM and reflect the funding agreement with the Province.
- The 2017/2018 workplan includes the following priorities:
  - Objective 1 - Implement approved recommendations from the PACM Review process related to the PACM Model including development of a model to support Communication & Knowledge sharing and Policy & Advocacy branches; education and awareness activities on Collective Impact
  - Objective 2 -Implement approved recommendations from the PACM Review process related to Governance & Membership including identification of specific organizations and individuals from other sectors for membership, the executive, and working groups
  - Objective 3 - Implement approved recommendations from the PACM Review process related to Communication & Knowledge Sharing including ongoing use of communication tools (newsletters, website); provision of training and networking opportunities; expanding access to PACM resources and information sharing; continued representation of the sector
  - Objective 4 - Implement approved recommendations from the PACM Review process related to Healthy Public Policy including development of a working group with terms of reference, work plan and measurements
  - Review of existing PACM Terms of Reference to align with current operations

#### 11. Call for Nominations for the PACM Executive Committee

- The current elected executive terms are as follows – Stephanie Jeffrey (Chair) to May 2019; Jim Evanchuk to May 2018; Kylo Harris to May 2018
- Kylo Harris reported PACM was seeking nominations for the Executive Committee.
- Three calls for nominations from the floor were made. No nominations came forward.
- The Executive will follow up directly to identify and approach potential Executive members

#### 12. Coalition Announcements

Announcements included:

- City of Winnipeg has been experiencing some changes in structure and approaches; support for access is a focus; always looking for program instructors
- WRHA – the South Winnipeg Access Centre has potential meeting space including a community kitchen; Community Networks are active
- WRHA- the Physical Activity Team has had several changes with staff taking on additional and broader responsibilities in Policy and Built Environments; June 5<sup>th</sup> Physical Literacy Manitoba Update session at North Centennial Recreation and Leisure Centre – see Kristine if interested; Oct. 20 – Power of Play is focus of SAGE; International Physical Literacy Conference potential to be hosted in Winnipeg in 2019; doing work on girls and women access to physical activity; the Youth Health Survey results being mapped; working with U of M research to plan a think tank for fall 2017
- Sport Manitoba – emphasis on accessibility over past year; new facility due to open in June; there will be a big push on True Sport in conjunction with the Canada Games this summer and ongoing; have regional sport staff for athlete development and coaching; Caleb De Vries now leading Fit Kids Healthy Kids
- ALCOA – 55+ Games June 13 – 15 in Killarney; Active Aging Week – Sept. 24<sup>th</sup>; Elder Aging Month in October
- Wellness Institute – working on a wellness program for caregivers with Stanford University; 15<sup>th</sup> Annual Commit and Get Fit Run – June 4<sup>th</sup>; children’s camp to include medical and chef themes
- Recreation Connections Manitoba – Recreation Therapy Workshop in Sept.- looking for presenters; 2018 Conference theme – Recreation Makes It Better – have a request for presenters out
- Manitoba Physiotherapy Association – May is Physiotherapy Month; theme is Opioid crisis
- Lung Association – introducing a Exercise Maintenance Program for Chronic Lung Disease with the Wellness Institute in September; expansion to other sites beyond that planned
- Manitoba Fitness Council – have 10 certification levels available; newest is Children & Youth focused including fundamental movement skills – working with Sport Manitoba and Ever Active Kids program; working with FSAM to develop a French version of leader training; currently have close to 1000 certified instructors in the province
- F/P/T Physical Activity Framework – a consultation report has been released, will be included in next PACM newsletter; a draft of the framework is to be provided in May

**PACM Financial Report and Budget**

PACM		2016-2017	2016-2017	2017-2018	
		ACTUAL	BUDGET	BUDGET	
<b>REVENUES</b>					
Membership		\$2,900.00	\$3,500.00	\$3,000.00	
Provincial Grant		\$15,200.00	\$15,200.00	\$15,200.00	
Surplus Provincial Grant			\$-		
Surplus - carry forward PACM		\$23,346.69	\$23,346.69	\$11,752.25	
<b>Total Revenues</b>		<b>\$41,446.69</b>	<b>\$42,046.69</b>	<b>\$29,952.25</b>	
<b>EXPENDITURES</b>					
Administration Expenses		\$206.18	\$650.00	400	
Printing		\$496.07	\$650.00	600	
Telephone		\$1,529.50	\$300.00	1500	
Website		\$984.87	\$900.00	1000	
Meetings and refreshments		\$1,617.89	\$3,000.00	2000	
Travel (Air/Accom/meal)		\$735.48	\$1,500.00	0	
Admin Fee to Host Org		\$3,450.00	\$3,450.00	3450	
Speaker Fees		\$-	\$5,000.00	0	
Sponsorship- Recreation Connections		\$1,000.00	\$-	1000	
Salaries/ Contractor		\$19,674.45	\$22,000.00	<u>\$20,000.00</u>	
<b>Total Expenditures</b>		<b>\$29,694.44</b>	<b>\$37,450.00</b>	<b>\$29,950.00</b>	
<b>EXCESS (DEFICIT)</b>		<b>\$11,752.25</b>	<b>\$4,596.69</b>	<b>\$2.25</b>	
<b>Explanation</b>					
<b>Revenue</b>					
Membership	Membership fees collected during the fiscal year				
<b>Expenditures</b>					
Website	Annual service & maintenance fee of Service Provider (All-net.ca)				
Meetings and refreshments	Food & refreshment for AGM and General Membership meetings				

## **PACM Review Recommendations – PACM Executive**

Recommendations are based on stakeholder engagement, evaluation findings, and a review of best and emerging practices related to collaborative physical activity and health promotion.

Three areas of focus emerge from the review:

1. PACM Model – coalition structure, operations, scope and feasibility
2. Governance & Membership – governance, membership, and partners
3. Key Activities – Communication & Knowledge Sharing, and Areas of focus

### **1. PACM Model**

- a. Maintaining Manitoba Fitness Council as the PACM host organization (at least initially) to provide ongoing consistency and stability for PACM
- b. Structuring two distinct areas of operational focus and audiences
  - i. Communication & Knowledge Sharing
  - ii. Policy & Advocacy

#### *Proposed approach*

- Consider alternate operating models to reflect dedicated resource capacity and ability and willingness of membership to support with active participation
- Explore application of Collective Impact approach within focus areas
- The shared interests of critical sectors in promoting physical activity provides an opportunity to jointly develop a plan and seek financial supports

### **2. Governance & Membership**

- a. Strengthening PACM Executive with additional diverse representatives from the sector and allied sectors
- b. Targeting people at leadership/decision making level of organizations to bring their influence, contacts and networks to PACM
- c. Broadening PACM member and stakeholder representation from allied sectors as a means to influence others in the field
- d. Identifying individuals and organizations for involvement related to specific prioritized activities

#### *Proposed approach*

- PACM's work reflects the key role of primary prevention and upstream interventions on health issues and recognizes the importance of ongoing communication with and involvement of a wide range of stakeholder organizations – (status of the Primary Prevention Syndicate to be determined)

### **3. Key Activities**

#### **Communication & Knowledge Sharing**

- a. Continuing to share physical activity related information through communications, newsletter, website, webinars
- b. Continuing to provide networking and relevant training opportunities, engaging members, stakeholders and partners in content development

- c. Expanding access to PACM resources and information sharing via new/web-based technology and archiving of materials to reach a broader/rural audience
- d. Ongoing representation of sector on relevant provincial and national initiatives

*Proposed approach*

- Clarify PACM's target audience (Service Providers)
- Reflect elements of Connecting People to Physical Activity Task Group work via ongoing Communication & Knowledge Sharing
- Communicate PACM's connection to broader outcomes (e.g., MPAAP) and current activity in sector (e.g., ParticipACTION, F/P/T Physical Activity Framework)

**A. Area of Focus** – Potential areas of focus identified through past work

- i. Public Policy – Advocate for legislation requiring daily physical activity in schools and mandatory physical activity in daycares
- ii. Public Policy – Connect and collaborate with other agencies and existing local, provincial or national initiatives to address equitable access

*Proposed approach*

- Embed Forging Innovative Partnerships within areas of policy work and Communication & Knowledge sharing
- Identify and focus on specific actions within goals
- Engage PACM members and stakeholders to prioritize potential goal focus identified by the Executive and MPAAP consultations on MPAAP, the PACM review, Healthy Public Policy and Innovative Partnerships
- Concentrate related expertise and effort to successful completion of that goal rather than pursuing several goals that may not be resourced adequately
- Update Task Group (and emerging committee) work plans, including terms of reference, clarified measurements and outcomes



## Healthy Public Policy Discussion Notes

Who else needs to be at the table:

- Social Planning Council
- Winnipeg Community Sport Council
- KidSport Manitoba Committee
- JumpStart Canadian Tire
- Indigenous Groups
- Newcomers Groups i.e. IRCOM, Manitoba Islamic Assoc, Canadian Muslim Assoc.
- Specialized Populations
- Non-binary, LGBTQ\*
- Women & Girls
- Boys & Girls Clubs
- Youth Agencies Alliance
- Older Adults
- YMCA/YWCA
- GCWCC
- Rec Cross
- Regional Health Authorities
- Manitoba Child Care Association
- Chronic Disease Organizatons
- United Way
- Carolyn Trono
- Universities – research & outreach
- Winnipeg Foundation
- Thomas Sill Foundation

What else is already happening in this area?

- Winnipeg Community Sport Policy – Access & Engagement Group - transportation has been identified as a major issue
- Health Equity Committee – Hannah Moffat and Sandi Harlos – WRHA
- Social Planning Council of Winnipeg

Potential approaches

- Connect with groups to determine links or potential focus; what is already occurring
- Identify connections and opportunities
- Survey organizations about what is occurring
- Seek assistance of Health in Common
- Identify and align with Provincial Government priorities
  - consider “Return on Investment”
  - Chronic disease prevention
  - Fall prevention
  - Sustainability
  - Healthy environments
- Alignment with the FPT Physical Activity Framework

- Could take different focuses – lifespan, barriers, etc. – different partners depending on approach
- Let organizations determine what they could do based on their focus
- PACM could provide toolkit – best/emerging practise, research
- PACM provide impetus and support
- Have sectors identify the biggest barriers for potential action within their sector

Who is willing to participate on a working group?

- Daria Joquera Palmer
- Neil Johnston
- Kristine Hayward
- Kylo Harris