



EXERCISE IS MEDICINE

THE ROLE OF THE COMMUNITY

You Are Invited ...

To join other cross sector stakeholders in an action planning session hosted by WINBC (Promotion of Wellness in Northern BC). The discussion forum will explore how communities can join with health care professionals to help northerners be more physically active.

Your knowledge and expertise are needed to prepare action plans aligned with four theme areas including:

- ✓ **ADVOCACY & ENGAGEMENT**
- ✓ **COMMUNICATIONS AND MESSAGING**
- ✓ **LIFE COURSE SELF MANAGEMENT**
- ✓ **COMMUNITY RESOURCES**

See the attached backgrounder for more information.

Saturday
September 20
9 am – 12 noon
at:
Westwood Church
Youth Centre
Room 112
2658 Ospika Blvd
Prince George

Provide your input
as we mobilize to
increase physical
activity levels in
Northern BC



Please confirm your
attendance by sending
your name and contact
information to:
pippawinbc@outlook.com

EXERCISE IS MEDICINE NORTHERN BC INITIATIVE - LEADERSHIP TABLE MEETING NO. 2

Saturday September 20, 2014 – 9:00 a.m. – 12 Noon

BACKGROUND:

In late June, the Exercise is Medicine (EIM) Northern BC initiative was launched with a series of workshops and meetings hosted by WINBC (Wellness in Northern BC). Some enthusiastic stakeholders met at the conclusion of the launch to discuss next steps and agreed to convene again in late July to determine how their collective learning could be translated into action. The July 29 session culminated in the identification of several themes that would serve as topics for the September meeting, a world café style action planning session. These themes are outlined below.

THEMES EMERGING FROM THE JULY 29 LEADERSHIP TABLE MEETING:

- 1) **Advocacy/Engagement:** Three key audiences: schools, local governments, employers
- 2) **Life Course Self-Management:** Three key stages: peri/post natal; 2-4 year olds; older adults
- 3) **Messaging/Promotion:** Simple and consistent call to action that includes personal testimonials
- 4) **Community Resources:** Compendium of available resources/services for referring professionals

PREPARING FOR THE WORLD CAFÉ DISCUSSIONS:

September 20th meeting, participants will move through four action planning stations developed in response to the above themes. At each station participants will: review draft goals statements (see below); identify current initiatives/activities in NBC that support achievement of the identified goals; discuss what further action needs to be taken and; identify “enablers” (i.e. health care professionals, fitness experts, community mobilizers) and how they can support goal achievement.

DRAFT GOAL STATEMENTS:

- 1) Schools value and resource physical activity.
- 2) Local governments understand the relationship between the built environment, physical activity and wellness and have policies reflecting this understanding.
- 3) Employers understand the role they play in enabling their employees to be physically active and have supportive policies and practices.
- 4) A culture of physical activity is promoted with simple, consistent and targeted messaging.
- 5) A life course approach to physical activity which enables self-management is embedded at the community level.
- 6) Health professionals have access to information about local resources and services to enable appropriate referral and support for patients pursuing a more physically active lifestyle.