



STAFF REPORT INFORMATION ONLY

Update on Toronto's Call to Action on Physical Activity "Get Your Move On" Campaign

| | |
|--------------------------|---------------------------|
| Date: | May 29, 2007 |
| To: | Board of Health |
| From: | Medical Officer of Health |
| Wards: | All |
| Reference Number: | |

SUMMARY

This report provides an update on the status of the Get Your Move On (GYMO) Campaign, which followed from the Call to Action on Physical Activity initiated by the Medical Officer of Health in June 2003. The report also outlines the current partnership structure, new project funding, and projected outcomes of GYMO over the next year.

In June 2006, the initial three year mandate of GYMO came to an end. The Leadership Group (the partnership) engaged in transition planning to determine a new structure and secretariat for the project that would facilitate alternative funding sources and new partnership opportunities. The transition planning resulted in a renewed commitment to the project and a new collaborative agreement among partners. The secretariat function for the project was transferred from Toronto Public Health (TPH) to the voluntary sector. The YMCA will be responsible for overseeing the work of the project manager and the Toronto Community Foundation will administer the project finances. In March 2007, the GYMO partners were successful in securing a Trillium Foundation grant of \$75,000 for a period of one year.

Financial Impact

There are no direct financial implications for the City of Toronto resulting from this report.

DECISION HISTORY

At its meeting on March 8, 2005, the Board of Health received a progress report on the Toronto's Call to Action on Physical Activity known as "Get Your Move On" initiated by the Medical Officer of Health in June 2003 and adopted by the City Council at its

meeting held on July 22, 23, 24, 2003. This report is the second progress report on the project and marks the end of the initial three year mandate of the GYMO project.

ISSUE BACKGROUND

Toronto's Call to Action on Physical Activity was initiated by the Medical Officer of Health to address the significant public health issue of physical inactivity. As a result, the Medical Officer of Health convened a leadership group that brought together over thirty partners from the public, private and voluntary sectors and resulted in the Get Your Move On Campaign with Mayor Miller as the Honorary Campaign Chair.

A lead organization was identified from each of the three sectors - public, private and voluntary to form a tripartite leadership model for the project. TPH was one of the tripartite leads and in addition provided the secretariat support.

Several action groups were established: Public Awareness and Community Engagement; School Action Group; Early Childhood Action Group; Access and Equity Action Group; and the Community Access to Public Space. These action groups were able to develop and implement plans aimed at achieving policy change, increased public awareness, program enhancement, or improved access to space as a means of increasing opportunities to be physically active in Toronto. A complete list of accomplishments over the three year period is found in Attachment 1 - "Accomplishments from Call to Action to *Get Your Move On*, 2003 - 2006".

In June 2006, the initial three year mandate was near completion, prompting the leadership group to engage in transition planning. This was an opportunity for the leadership group to explore the on-going vision for the project, renew commitment among the partners, identify a secretariat for the next phase of the project and secure new sources of funding to sustain the initiative. A collaborative agreement was reached between the following partners: Toronto Community Foundation, YMCA of Greater Toronto, Toronto Public Health, Toronto Parks, Forestry and Recreation, Maple Leaf Sports and Entertainment, and the Laidlaw Foundation. A key role of this partnership group was to provide a City-wide coordinating body that would seek to expand the partnership and engage community based organizations concerned with the issue of physical inactivity and to reflect the diversity of the community more effectively. During this transition phase, proposals were submitted to the Ministry of Health Promotion to explore partnership and funding opportunities with the provincial ACTIVE 2010 initiative, and to the Trillium Foundation. While no formal partnership linkages have yet been established with the Ministry's ACTIVE 2010 initiative, the proposal submitted to the Trillium Foundation was approved in March 2007 and was successful in securing a one year grant of \$75,000.

COMMENTS

Physical inactivity remains a significant public health issue for the City of Toronto, with 54.3% of individuals reported as inactive (Statistics Canada, CCHS 2003 data). Toronto also has a higher proportion of population groups with systemic barriers to physical activity. Important barriers include having a low income, being a newcomer or recent

immigrant or being homeless. To address these barriers and create greater opportunities for people to be physically active in Toronto will require organizations from the public, private and voluntary sectors to work collaboratively.

The GYMO partners have created a governance model for the project which is designed to engage all these sectors. GYMO will have honorary chairs with leadership responsibility and high public profile including Mayor David Miller. Their role will be to endorse GYMO, attend public events and to open doors and opportunities for GYMO. The project will have a Board of Directors, whose main focus will be to set the strategic direction for the GYMO project, and recruit new members to better reflect the diversity of the city. Board members will also play key roles in managing the project. The YMCA will be responsible for overseeing the work of the project manager and the Toronto Community Foundation will administer the project finances. The Board will be co-chaired by a lead member from each sector. For continuity over the next year, Dr. David McKeown, (Medical Officer of Health, TPH), Scott Haldane, (President and CEO, YMCA), and Tom Anselmi, (Executive Vice President and C.O.O., Maple Leaf Sports and Entertainment) will be the co-chairs of the GYMO Board of Directors. There will be reference groups for each sector, voluntary, public and private. The reference groups will advise the co-chairs on sector-specific issues, barriers and opportunities related to the GYMO work plan and assist in recruiting new Board members from within each sector. There will be a variety of task groups as determined by the Board of Directors to carry out the work of the project, each chaired by a member of the Board. Task group members will be recruited from each sector and other sources to broaden community representation.

The GYMO project has developed a one year plan to build on the collaborative, intersectoral work that was initiated in the first three years of the project. Over the course of the year, GYMO will seek to work with partners to increase access to physical activity programs for all members of the public with specific strategies to reach racialized communities, Aboriginal communities, women and girls, people with disabilities, immigrants and low-income individuals. Plans include promotional electronic and media campaigns as well as signature events to promote physical activity. The co-chairs are also exploring opportunities for collaboration with the new national ParticipAction campaign. An ongoing component of the plan will be to continue to seek sustainable funding for the project through new partnerships and grants.

Through the GYMO project, Toronto Public Health is able to work with partners in the public, private and voluntary sectors on initiatives which support the provincial public health mandate of chronic disease prevention. In addition to participating on the Board of Directors for this project, Toronto Public Health will continue to provide in-kind and staff support where there is close alignment between the GYMO project and Toronto Public Health's mandate and where the activities will complement our work on physical activity promotion .

CONTACT

Carol Timmings, Health Living Director
Chronic Disease Prevention
Toronto Public Health
Telephone: 416-392-1355
Email: ctimming@toronto.ca

Marinella Arduini, Manager, Healthy Living
Chronic Disease Prevention
Toronto Public Health
Telephone: 416 338-8634
Email: marduini@toronto.ca

SIGNATURE

Dr. David McKeown
Medical Officer of Health

ATTACHMENTS

Attachment 1 - Accomplishments from Call To Action to *Get Your Move On*, 2003 – 2006