



Get your move on

*making physical activity a **Toronto** thing*

ACCOMPLISHMENTS

From Call to Action to *Get Your Move On*, 2003 – 2006

Formation of Leadership Group & Action Groups

- **June 2003**, Medical Officer of Health convenes **Call to Action (CTA) Leadership Group**. **First time senior-level inter-sectoral group formed** with sole focus on physical activity – terms of reference, Vision, structures and processes for strategic decision making, action planning & implementation
- **Action Groups formed**, work plans developed & implemented for Early Childhood, Schools, Access & Equity, Public Awareness/Community Engagement, Research & Evaluation, Community Access to Space
- **June 2004** - CTA transformed into the ***Get Your Move On, Making Physical Activity a Toronto Thing (GYMO)* campaign** to raise public awareness, promote opportunities & reduce barriers to physical activity
- **June 2004** – **Mayor David Miller agrees to be Honorary GYMO Chair**, and launches the campaign
- **February 2005** – **Private Sector Chair**, Tom Anselmi (Maple Leaf Sports & Entertainment) joins *GYMO* Public Sector (Dr. McKeown) and Voluntary Sector (Scott Haldane) as a Tripartite Chair
- **Increased awareness** of physical inactivity as an issue with the Mayor, City Councillors, City Divisions, Boards of Education, the early childhood service delivery system, and with the general public
- **Broader collaboration** (inter-sectoral - public, voluntary, private; and inter-Divisional –Toronto Children's Service, Parks & Recreation, Social Services, Public Health) to establish and/or expand physical activity promotion initiatives
- **Acquired funding** (\$166,000) through the Min. of Tourism & Recreation ACTIVE 2010 CIAF program
- Has created an **influential vehicle** to achieve program & policy change to increase physical activity

Access & Equity Action Group

- **Acquired \$110,000 ACTIVE 2010 funding** for physical activity promotion and programming in the **Spanish speaking and Mandarin speaking communities**, delivered through Parks, Forestry & Recreation Access & Equity program
- **Engaged the Mayor's office in advocacy efforts** with Heritage Canada to secure funding for Toronto-based **Aboriginal youth physical activity programming**
- **Promotion of *Get Your Move On* community events through Toronto Social Services mailings** to maximize the awareness and engagement of low-income groups in *GYMO* signature events, and in the recreation system

Community & Newcomer Action Group

- **Grant proposal submitted** to Ministry of Health Promotion, CIAF program, May, 2006. Lead applicant: Working Women's Community Centre in collaboration with Toronto Public Health, Toronto Community Housing Corporation, Stonegate Community Health Centre and Access Alliance Multicultural Community Health Centre. Proposal **addresses the physical inactivity of newcomers** in 2 under-served communities of Toronto: Stonegate/Queensway (south Etobicoke) and the "Peanut" (east North York)

Community Access to Public Space

- **Unique collaboration** amongst Boards of Ed., SPACE Coalition, United Way, U of T, Laidlaw Foundation, to **advocate provincial funding** of \$20 million to reduce fees for community use of school space

OVER→

Early Childhood Action Group

- **Collaboration** amongst Children's Services (650 licensed childcare centres), Toronto Public Health, Ontario Early Years Centres (OEYC's – 125 sites), YMCA, Public Health Agency of Canada, Parks & Rec., to **establish physical activity** as a component of a range of **early childhood programming across Toronto**
- **Healthy Measures (body image) training** to achieve attitudinal change amongst childcare & OEYC staff
- **Rainbow Fun (children's physical activity program) training** to increase physical activity programming for children in childcare centres and OEYC's across Toronto
- **Family Fit Kit (parental awareness) training** & distribution (in 5 languages) through OEYC's to increase parental awareness of the importance of physical activity and of the recreational service system
- Moving on the Spot laminated poster in **English, Tamil, Chinese, Spanish, French, and Farsi** to OEYC's
- Workout With Ticker children's physical activity **videos/DVDs** OEYC's and all Toronto public libraries
- Fun & Physical Activity **Booklet** for 0 – 4 years olds in **5 languages** to municipally operated childcare centres and OEYC's
- **Walking Promotion & Promotion of GYMO Signature Events** – Walking, Wheeling Wednesday; Toronto Walks Rain or Shine promotion, & participation in all signature events through childcare & OEYC systems
- **Mobilization of parent/child participants** in signature events

Public Awareness & Community Engagement Action Group

- Development of **GYMO Marketing Plan** by Maple Leaf Sports & Entertainment (MLSE) to raise *GYMO*'s profile through City-wide signature events and accompanying media events
- March 4 – 6, 2005, **Get Your Move On Get Active Toronto, "Open Doors"** event in 15 sites to engage the general population (with focussed outreach to marginalized groups) in the recreation service system. Obtained PHAC funding for outreach to mobilize participation of parents and children through OEYC's
- June 1, 2005, **Walking, Wheeling Wednesday** walk up Bay Street, to promote the integration of walking into daily life. Media event at the Air Canada Centre with Minister Jim Bradley, Richard Peddie, President & CEO, MLSE, Councillor Olivia Chow, and Ann Swarbrick, Toronto Community Foundation
- Sept. 30, 2005, **Toronto Walks** event on Yonge-Dundas Square, Mayor Miller's Toronto Walks proclamation. Media event involving Mayor Miller, Tom Anselmi (MLSE) Matt Bonner, Toronto Raptors, Ekua Asabea Blair, Rexdale Community Health Centre, and John Stanton, President/Founder, the Running Room/Walking Room
- Feb. 12, 2006, **Dance Winter Away** event in 4 sites to promote dancing as a form of physical activity across cultures – Latin and African Caribbean, Persian, Hip Hop, Ballroom, and Bollywood
- April 23rd, 2006 **Spring Into Action** event – Yonge Street physical activity street festival from Queen Street to Yonge-Dundas Square. Media event with Mayor Miller, Herbert Carnegie (Future Aces Foundation), and Tom Anselmi (MLSE)
- July 9 **Get Your Move On...in the water** event at 14 Parks and Rec. and YMCA pools

Schools Action Group

- Call to Action **strengthened the importance of the physical activity issue** amongst senior level administrators in both Boards of Education
- **Advocacy** for Ministry of Education policy and funding to support **daily physical activity** in Toronto schools
- Promotion of *GYMO* initiatives/events through both Boards of Ed.

Research & Evaluation Action Group

- Evaluation of **Action Group** processes/functioning
- Insertion of question in Toronto Public Health's monthly Rapid Risk Factor Surveillance Survey re: public recognition of *GYMO* by the general public
- Evaluation of **Get Your Move On Get Active Toronto**, March 4 – 6 (presented at 2005 OPHA)
- Evaluation of **Access & Equity** project in Spanish speaking and Mandarin speaking communities
- Evaluation of the impact of work plan implementation of the **Early Childhood Action Group**, to increase physical activity as a component in all early years programming across Toronto