



ACTIVE LIFESTYLE WORKSHOPS – FINAL REPORT

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ACTIVE LIFESTYLE WORKSHOPS

PROJECT SUMMARY

The Alberta Cancer Board (ACB) and the Alberta Recreation and Parks Association (ARPA) in partnership developed and facilitated *Active Lifestyle Workshops* for Alberta's Regional Health Authorities. The purpose of these workshops was to increase the capacity of individuals and organizations in the regions, to promote and support physical activity and healthy living.

ARPA, with funding assistance from Alberta Community Development, contracted Carol Petersen (BPR Consulting) to work with the ACB to expand the workshop content and outcomes through the addition of recreation resources and group planning processes.

The workshops were extremely well received and accomplished the intended outcomes. Generally it was discovered that people need the physical activity content, especially the recommended levels of activity for each age group. For some participants the physical activity messaging was new but for many it was a reminder and a chance to refocus on physical activity.

Additional benefit for many came from networking and making linkages with others for physical activity programming and group action planning. The physical activity messaging and tools provided in the first half of the workshop equipped participants to contribute to the action planning section.

Participants identified a need for resources to help facilitate physical activity initiatives and the change process in workplaces and community. They felt a need for dedicated personnel (currently this function just gets added to someone's workload) to develop grant proposals and coordinate/lead community initiatives.

The integrated approach used in these workshops (different disciplines, private and public sectors, professionals and volunteers) needs to be used ongoing to find the best solutions and use resources most effectively.

PROCESS

The 'Active Lifestyle Workshops' originated from a need expressed by the health regions to learn more about the language of physical activity and to give them an opportunity to work with

local stakeholders to reduce inactivity within their respective communities.

Seventeen workshops were provided in total with approximately 175 people participating. A variety of individuals and organizations were invited to the workshops by the regional health authorities to encourage partnership development and collaboration on initiatives that would support healthy lifestyles in their regions. In most regions, a number of recreation practitioners were invited to attend, predominantly fitness/aquatic personnel and staff from private gyms/clubs.

The original workshop presentation was developed by ACB prior to ARPA joining the partnership. The core content provided information on Physical Activity Messaging but did not fully explore programming and action-planning. The final presentation (see Attachment #1) evolved from the original and was delivered by ACB and ARPA in nine locations. Wherever possible the Alberta Be Fit for Life Centres were involved in the workshops as a resource.

The workshop content was grouped into three general sections:

- A. Physical Activity Messaging (Foundational Material)
- B. Best Practices /Programming/Resources
(Operationalizing)
- C. Partnerships and Action Planning (Applications and Leadership)

The revised workshop format included a number of participatory processes to help participants 'internalize' the content and experience first steps in the change process. The personal application and participation is essential if participants are going to provide leadership in reducing inactivity in their local jurisdictions.

The content added to the workshops as a result of ARPA's involvement also focused on the use of recreation to encourage and support participation in physical activity. Some of the messages include:

- Recreation as an ENJOYABLE/SATISFYING means to be active and therefore a more appealing solution in terms of getting people moving.
- Recreation creates opportunities for physical activity through the provision of facilities, parks, trails and other PLACES TO BE ACTIVE.
- Recreation encourages and supports physical activity through leadership, instruction, programs, services and referrals facilitating OPPORTUNITIES TO BE ACTIVE

- Recreation builds SUPPORTIVE COMMUNITIES enhancing leadership capacity, volunteer development, programming and support of not-for-profit organizations.
- Recreation promotes active lifestyles individually as well as at a community level through LEISURE EDUCATION AND HEALTH PROMOTION initiatives.

The inclusion of ARPA in the delivery of the workshops helped model the partnership approach being promoted to the regions. With health being a shared responsibility, not only different disciplines/fields should be involved but also the message should include responsibility being shared by the individual, agency and community.

ARPA provided contacts and resources specific to the recreation 'field'. This included possible funding sources and associations as well as resource documents such as "The Benefits Catalogue". The benefits section of the workshop was also expanded to include the individual and societal value of physical activity beyond the physiological and clinical benefits.

A variety of perspectives and presentation styles were another benefit of using a partnership approach in the facilitation of these workshops. The two facilitators had complimentary styles and were able to appeal to a cross section of participants due to their different approaches and different backgrounds.

PARTICIPATION

The workshops that were co-facilitated by ARPA and ACB are listed below. Each region invited individuals/agencies they felt would benefit from the workshop and could contribute to the promotion/provision of physical activity in their region. Examples of the agencies and individuals that participated in the workshops are listed following the chart.

Date	Location	Region / Other Communities Represented
January 23, 2003	Peace River	Peace River Region
March 6, 2003	Westlock *	Aspen Region (including Athabasca, Barrhead, Whitecourt)
March 24, 2003	Stettler	East Central Region
March 27, 2003	Wetaskiwin	Cross Roads Region (including Drayton Valley)
April 1, 2003	Lethbridge	Chinook Region (including Taber, Coaldale)
April 8, 2003	Red Deer	David Thompson Region (including Sylvan Lake)
April 14, 2003	Drumheller	David Thompson Region
April 29, 2003	Provost	East Central Region
April 30, 2003	Wainright	East Central Region

*The Aspen Region workshop was facilitated by Carol Petersen since ACB staff member was unable to attend.

Agencies

- Women's Health Program
- Town / Municipal District
- Diabetic Support Group
- Seniors Homes
- 4-H Club
- YMCA & YWCA
- Regional Health Authority
- Fitness Clubs
- Community Response and Awareness Group
- Curves Gyms
- Healthy Children and Families Program
- Schools
- Boys and Girls Clubs
- Obesity Prevention
- Renal Dialysis Programs
- Community Health Centres
- AADAC
- Community Service Departments

Individual Positions

- FCSS and AADAC Counsellors
- Nurses
- Teachers
- Dieticians
- Pool Managers
- Occupational Therapist
- Recreation Therapist
- Recreation Manager
- Health Promotion Coordinator
- Personal Trainers
- Regional Health Managers
- Personal Interest
- Community Services Director
- Activity Coordinator: Older Adults
- Physiotherapists
- Phys-Ed Teacher

OUTCOMES

Participants in all locations rated the workshop content and delivery very positively. The actual outcomes in terms of increased participation in physical activity will be longer term and depend in part upon the leadership, and resources of the individuals and

agencies that were involved. A number of the strategies that were developed by partner groups are listed below.

Community Strategies:

- Nature Trail Development
- Workplace / Corporate Activities
- Youth Initiatives
- Chronic Disease Prevention Coalition
- Parent Education and Participation (Active Schools)
- Four Seasons Safe Walking Group
- Health Referrals to Recreation Facilities
- Personal Lifestyle Changes
- Active Living Coalition
- Hiking Club
- Motivating the Totally Inactive
- Support for Older Adult Homes (Residents)
- Being Active with Your Preschooler
- 'Go Girl' Conferences

Workshop summaries (and a sample evaluation summary) prepared by the Alberta Cancer Board are included in the Appendix of this report (Attachments II and III). A complete evaluation package is available from the ACB. Assessing the impact of the recreation content is difficult since evaluation forms were developed prior to ARPA's involvement and questions were not specific to recreation. Open-ended questions however reflect some of the value gained from ARPA's participation. See table following.

Target Outcomes for ARPA	Actual Outcomes and Comments
<p><i>Increased awareness of the value of, and the role that recreation can play in individual and community health</i></p>	<p><i>Increased awareness (by partners and participants) of the value (or potential value) recreation can have in reducing inactivity. Both general value and specific benefits outlined in research studies.</i></p> <p><i>Recognition that recreation is an enjoyable, practical means to increase participation in physical activity.</i></p> <p><i>"I found the 'Benefits of Recreation' information one of the most relevant parts of the workshop."</i></p> <p><i>Increased visibility of recreation and opportunity to connect as partners in the wellness field.</i></p>

Target Outcomes for ARPA	Actual Outcomes and Comments
<p>Familiarity with recreation assets that can contribute to a healthy community.</p>	<p><i>Alphabet Challenge helped to broaden awareness of possible activities, facilities and benefits.</i></p> <p><i>“I appreciated the alphabet activity”.</i></p> <p><i>Many regions had discussions of recreation resources available in their communities.</i></p> <p><i>Many of the projects suggested the use of existing recreation resources or supported the development of new recreation resources.</i></p> <p><i>Recreation seen as a provider of opportunities, facilities and leaders needed to get people active.</i></p> <p><i>Recreation often has systems in place to work with the community to build appropriate strategies.</i></p>
<p>Enhanced capacity to make positive lifestyle choices for self and others.</p>	<p><i>Practical games and tools equipped people to make appropriate lifestyle choices.</i></p> <p><i>Mini leisure education session provided additional information to make positive lifestyle choices and to coach others in doing so.</i></p> <p><i>“Most relevant part of the workshop was about how to motivate them”.</i></p> <p><i>Enjoyable activities (recreation) more likely to be repeated and if they meet needs they will be lasting.</i></p>
<p>Resources to facilitate increased participation in healthy recreation activities.</p>	<p><i>Leisure education tools, Benefits of Recreation Catalogue, and awareness of recreation assets.</i></p> <p><i>Local and provincial resources identified including grants, organizations and resource people.</i></p>
<p>Organizations working together to ensure access to a variety of quality recreation opportunities to ensure individual benefit and maximum public good.</p>	<p><i>How to work together using the strengths of each AND forgetting territory and tradition to focus on the people, the opportunities and the outcomes.</i></p> <p><i>Goal of mobilizing others - use people’s passion to get things started.</i></p> <p><i>“The collaboration was so valuable”.</i></p>

	<p><i>“It was exciting to see the partnerships and projects start to form”.</i></p> <p><i>Partnership content provided to help guide development and remind participants of components of successful partnerships.</i></p> <p><i>“Good opportunity to network and develop partnerships”.</i></p> <p><i>Increased awareness and visibility of ARPA by partner, participants, regions (Leadership of workshops, content and logos).</i></p> <p><i>General presentation effectiveness (broader perspective, levels of learning, spheres of influence re Physical Activity etc).</i></p>
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INSIGHTS & ACTIONS

Physical/Activity (and reducing inactivity) is the responsibility of many yet seems to belong to no one. This often results in the ball being dropped, (pardon the pun) due to a lack of clearly defined leadership. The exception is where there are people with a passion for physical activity and healthy living and a commitment to make things happen.

The partnership with ACB in the provision of these workshops was an excellent place to start in terms of building awareness of the value of recreation in reducing inactivity. ARPA has built a number of bridges and increased respect and trust in a number of places. Health and recreation practitioners were brought together in many cases to start putting theory into practice. However, this was just the beginning.

ARPA was again facing the challenges of having short-term project funding where interest is generated and trust built but resources are not available for follow-up. There appears to be genuine interest in many initiatives but ‘support’ may not be available to carry the projects through. Health Promotion Coordinators will provide support in some regions but in other areas there will be no follow-up. Development of leadership capacity is a strength of ARPA (and recreation in general) and with resources to do so, ARPA could make great strides toward not only facilitating enhanced opportunities for physical activity but also expand community leadership therefore creating more sustainable, active communities.

Based on observations and 'learnings' from the "Active Lifestyle Workshops", some possible actions for the recreation field follow:

A) Individual Behaviour Change / Leisure Education – trained leaders, dedicated time, guidelines and ethics for Interdisciplinary Lifestyle Coaches who are therefore recognized by all disciplines and levels.

Possible Action: Spearhead a task group with other disciplines to define "Lifestyle Coach" and explore/develop a curriculum.

Possible Action: New funding to provide leisure education / lifestyle coaching through recreation facilities, programs, or community organizations. Currently there is no time for recreation practitioners to do this yet they are best positioned both in community and facilities to provide this service and are perceived as more "proactive/wellness" oriented not "sickness".

Possible Action: ARPA Conference Table Topic and Conference Session re leisure education and lifestyle coaching.

Possible Action: Facilitate the opportunity through Regional Recreation Associations, for practitioners to learn basic leisure education/lifestyle coaching techniques and explore recreation's role in "physical activity".

B) Community Support / Community Development – support more resources for community facilitation, enhanced education around community development, greater emphasis and focus toward wellness (especially in areas that are not focusing on this yet or are short on # of community facilitators)

Possible Action: Recommend greater emphasis on community development (theory and practice) within recreation educational programs.

Possible Action: Use existing 'best practice' examples from throughout Alberta to inspire and guide those who are 'not there' yet. This does not just mean a publication but also personnel exchanges, hands on support etc.

Possible Action: More dedicated resources to support facilitation of change processes, writing of grant proposals, leadership to get projects going. This should be a shared responsibility – Alberta Community Development, Alberta Health & Wellness and organizations like ARPA, BFFL's, ACB etc. (20 years ago this would have been done by Regional Recreation Consultants with the provincial government!!).

C) Promotion and Education – get all disciplines connected for a community-wide campaign such as ‘In Motion’ to reinforce and create consistent messages (not fragment, gaps, overlaps etc.). Weave a variety of wellness messages since they are interrelated.

Possible Action: Build upon campaigns that talk about health but integrate them both in messages and images to deliver the whole picture. Health is a combination of things not one thing or another. Use no smoking, healthy eating, exercise, sleep etc. portrayed through family recreation, outdoor activity etc. to maximize promotional dollars and not confuse the public.

D) Recreation / Health Relationship – the two fields have common visions for healthy, productive citizens and communities. There is still limited knowledge of each other and our respective strengths, inadequate communication, territoriality, lack of trust, and poor definition of roles.

Possible Action: Enhanced communication is essential. Sometimes difficult with these two fields since health is provincial (administered regionally) and recreation is municipal (administered municipally and grassroots). Boundaries, contacts, structures, communication channels and politics are different. Complement each other using our differences as strengths, instead of letting them separate us. Starting at the grassroots level might be advantageous because barriers do not seem to be as significant.

Possible Action: Continue to promote/justify the involvement of recreation in all health initiatives. Sample justification statements may include:

- 1) Recreation can provide immense health benefits to individuals and communities from reduced risk of heart disease and stroke, to prevention of site-specific cancers and reduced stress and depression.
- 2) Recreation is enjoyable therefore is a great way to get people active and keep them active.
- 3) Resources and facilities available through recreation (trails, equipment, etc) can support healthy lifestyles.
- 4) Recreation staff and volunteers can be a great asset in developing opportunities for involvement and maintaining participation.
- 5) The field of recreation has additional tools and resources that can compliment those of the health and physical activity sectors.

- 6) A cooperative approach provincially models the approach that can/should be used in the community to optimize resources. Each sector has something unique to contribute to our shared outcomes and working together will highlight these strengths.

The following insights may maximize recreation efforts as partners:

- Emphasize benefits beyond physiological/clinical/chronic disease prevention to social inclusion, building social capital, community development, crime prevention, increased energy, fun etc!
- Include individual behavior change initiatives as well as broader promotional campaigns.
- Motivation needs to be discussed as well as values etc. because otherwise we convert the converted; those that may have similar values to our own and we miss all the others that will be motivated by quite different factors (WIIFM).
- Use practical, easy tools (i.e. Alphabet Challenge).

CLOSING COMMENTS

For 'recreation' to be a respected partner in the wellness industry we must enhance our communications with the health sector. We must not only tell others of our value, we must show them and let them experience the benefits themselves. We must be flexible and open to doing things in different ways as well as showing them the value of our ways. We must highlight the value of a community development approach toward self-sustaining active communities.

Workshops generally helped build visibility, connections and partnerships. With ARPA joining the project late in the process, the core content was already established, resource binders printed and evaluation forms finalized. This was at times challenging, however, proved to be very worthwhile in using the strengths of two organizations (and resource people) to achieve the target outcomes and build a base for future partnerships and healthy living initiatives.

ATTACHMENTS

- ATTACHMENT I: Active Lifestyle Workshop Presentation
- ATTACHMENT II: ACB Active Lifestyle Workshop Summary
- ATTACHMENT III: Sample Workshop Evaluation
- ATTACHMENT IV: ARPA Financial Report

ATTACHMENT I

Active Lifestyle Workshop Presentation

Agenda

- Common Messaging in Physical Activity
- Obesity
- Individual Behavior Change
- Programming
- Partnership Development
- Action Planning



Levels of Learning

- Conceptual / Foundation
- Operational / Application
- Leadership / Facilitation



Circles of Influence

- Individual, Family, Workplace, Community
- How can YOU influence change regarding physical activity?
- Start here today; we are all teachers and learners



Physical Activity

“Physical activity is fundamental to healthy human development. It is a natural requirement and need for all people. It is a resource for living happy, healthy and productive lives. There is virtually no human condition that cannot be improved through physical activity.”



Dr. Wendy Watson-Wright, Health Canada



Canada's Physical Activity Guide to Healthy Active Living

- Be active your way, every day for life
- Every little bit helps but more is better
- 30-60 minutes of light to moderate activity on most days of the week
- 'Add it up' Accumulate bouts of activity
- Start slowly and build up
- Endurance, strength and flexibility activities



Canada's Physical Activity Guide for Older Adults

- "It's never too late to get moving"
- Endurance, daily flexibility, strength/balance
- Stories of real people overcoming barriers
- I'm too tired to get started
- I'm unsteady on my feet



Canada's Physical Activity Guides for Children and Youth

- Guidelines launched in April 2002 by Health Canada, Canadian Pediatric Society
- Children: 6-9 years; Youth: 10-14 years
- "Physical activity is fun-add more to your day!"
- Daily increase in moderate and vigorous activity;
- Decrease in non-active time
- Goal: 90 minutes daily activity



Children and Youth Guides

- Support materials launched in the fall, 2002
- Family Guide for children/youth
- Teachers' Guide for children/youth
- Magazine for children/youth
- Distribution: education, health, community/recreation settings



Key Messages

Children & Youth

- 90 minutes of accumulated physical activity
- 90 minute decrease in non-active time

Adults

- 60 minute accumulation of activity every day, OR
- 30 minutes of moderate-vigorous intensity activity 4 days/week

Older Adults

- Accumulate 30-60 minutes of moderate physical activity most days of the week



Components of Fitness

ENDURANCE

Continuous activities, increases energy, and improves circulatory system

STRENGTH

Improves balance and posture, keeps muscles and bones strong, and prevents bone loss

FLEXIBILITY

Keeps muscles relaxed and joints mobile and agile



Benefits from Regular Activity

- Continued independent living
- Better physical and mental health
- Improved quality of life
- More energy
- Move with fewer aches and pains
- Better posture and balance
- Improved self-esteem
- Weight maintenance
- Stronger muscles and bones
- Relaxation and reduced stress



Dose Response

Dose

- An amount of physical activity

Response

- Health benefit from this amount of physical activity



Dose Recommended in Canada

- 60 minutes of light physical activity daily
- 30-60 minutes of moderate activity 4 days/week
- 20-30 minutes of vigorous activity 4 days/week
- Can add it up in 10 minute periods

(Canada's Physical Activity Guide to Healthy Active Living)



Dose Recommended Elsewhere

Dose Recommended in the USA

- At least 30 minutes of moderate activity 5-7 days per week

(Centers for Disease Control and Prevention)

Dose Recommended by WHO

- At least one half hour of moderate physical activity every day



Questions Scientists are Asking:

- Are there significant health benefits from a small dose of physical activity?
- What dose for sedentary people is beneficial?
- Does a large dose result in more health benefits? Hazards?



Health risks of Inactivity

- Premature death
- Heart disease
- Obesity
- High blood pressure
- Adult-onset diabetes
- Osteoporosis
- Stroke
- Depression
- Certain types of cancers



Preventing Obesity

- Obesity used to be related only to poor nutrition.
- We now know that modifying eating habits is not enough.
- Physical activity is essential for weight loss.
- Obesity is an epidemic-recreation professionals have a role to play in prevention.



Inactive People

- Biggest health benefits from changing from sedentary to a moderately active lifestyle.
- Only slight gains from changing from a moderate to a highly active lifestyle.
- Small amounts of activity can result in health benefits.



Calories Expended/Hour

Sedentary Way

Lawn Service 0
Hire a maid to clean 0
Use car wash 18
Shop internet 30
Take elevator 0.3
Let the dog out 2
Listen to lecture 30

Active Way

Garden 360
House clean 152
Wash & wax car 300
Walk/shop mall 190
Walk up 3 flights 15
Walk the dog 124
Present a lecture 70



Active Vs. Sedentary

- Active way uses 10,500 kcal/month
- Sedentary way uses only 1700 kcal/month
- Difference = weight gain of 2.5 lb/month or 30 lb/year



Cancer Prevention

- 170 observational epidemiological studies
- Strong link with colon and breast cancers
- Other potential links with prostate, endometrial and lung cancers
- Physiological links
- IARC recommendations



How Do We Measure Up?

2001 Physical Activity Monitor & NPHS*:

- 57% of Canadian adults insufficiently active.
- 84% of Canadian youth (12-19 yrs) may not be active enough to meet guidelines for optimal growth and development.
- 50% of Albertans are insufficiently active for optimal health benefits.
- 50% of Alberta youth are not active enough for optimal growth and development.

* National Population Health Survey



Population Surveys-Questions Asked:

- Who are they? (age, gender)
- What is their ability level? Income level?
- What is their preference for physical activity? (most popular activity)
- What affects their participation? (beliefs, attitudes, intention, barriers)



Barriers to Physical Activity

1997 Alberta Survey on Physical Activity

- Top 3 barriers for Albertans: Time, Health, Psychological (including motivation)
- Time
- Lack of energy
- Lack of willpower
- Fear of injury
- Lack of skill
- Lack of resources
- Weather conditions
- Travel
- Family obligations
- Retirement years
- Barriers tend to change according to age



Community Programming

- Promotion
- Education
- Community Strategies / Initiatives
- Coaching / Counseling
- Programs
- Planning
- Policy Change



Alphabet Challenge

Brainstorming Exercise – No evaluating or judging!!

Group Categories

- Physical Activities
- Recreation Activities
- Places/Settings
- Outcomes/Benefits



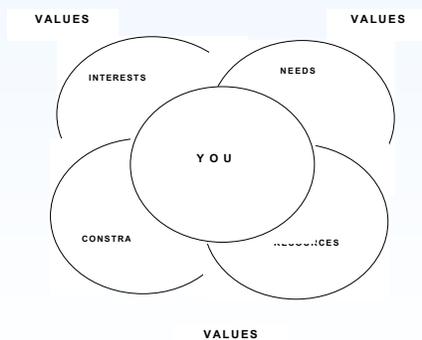
Individual Behavior Change

- Knowledge and Awareness of Physical Activity
- Positive Attitudes Toward Activity
- Self-awareness (needs, interests, values)
- Awareness of Resources
- Skills for Participation in Physical Activity
- Decision Making Knowledge and Skills



Activity Decision Making Model

Carol Petersen – 1981, revised 1995



Motivation

- FUN
- CHOICE
- MEETS NEEDS

Needs --> Drive --> Means --> End



Environments That Support Physical Activity

- Natural – outdoors, parks, trails etc
- Man-made -facilities
- Community – systems, structures, programs



Additional Resources

Benefits Based Recreation: Awareness into Action –
Alberta Recreation and Parks Association (1996)

*The Benefits Catalogue: summarizing why recreation,
sports, fitness, arts, culture and parks are essential
to personal, social, economic and environmental well-
being –*

Canadian Parks and Recreation Association (1997)



Integrating Physical Activity and Health Promotion

- Combine physical activity with other activities in nutrition, tobacco, or sun.
- Coordinate efforts with other professionals involved in such programs as vaccination clinics, breast health or menopause programs.
- Engage the media in highlighting physical activity research and profiling individuals who are physically active.
- Others?



Best Practices

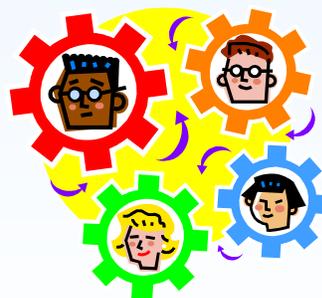
“Best practices in health promotion are those sets of processes and activities that are consistent with health promotion values/goals, theories/beliefs, evidence and understanding of the environment, and that are most likely to achieve health promotion goals in any given situation.”

(Kahan and Goodstadt, 2001)



Understanding Population Characteristics

- Demographic
- Geographic
- Physical
- Behavioral
- Psycho-graphic



“Ability” Factors

- Impact-ability
- Benefit-ability
- Access-ability
- Account-ability
- Achieve-ability
- Response-ability

“ability”



Target Audience Considerations

- Demographic data
- Geographic information
- Current behaviors and lifestyle
- Values, beliefs, attitudes
- History
- Awareness and knowledge
- Media use
- Physical health status
- Skill and ability level
- Level of self-efficacy
- Cultural and social norms
- Supportive and reinforcing social network
- Physical environment, facilities, and resources
- Political environment



Initiating Behavior Change

Essential Components:

- Advantages outweigh disadvantages
- Emotional reaction must be positive
- Performance does not violate personal standards or values
- Strong commitment or intention to perform the behavior
- Possess or demonstrate necessary skills
- Self-efficacy to perform the desired behavior must be high
- Must perceive social (normative) pressure to perform the behavior
- Environment must be free of constraints



Effective Physical Activity Messages to the Public

- Generate emotional arousal
- offer a solution
- are from a credible source
- model desired behavior
- have a clear focus
- are integrated with other messages the public is hearing



Evidence-Based Interventions

- Community-wide campaigns
- Point-of-decision prompts
- Individually adapted behavior change programs
- School-based physical education
- Social support interventions in community settings
- Creation of or enhanced access to places for physical activity combined with informational outreach activities



Recipe for Effective, Tailored Interventions

- Awareness and knowledge
- Motivation
- Teaching or enhancing skills
- Enhancing readiness
- Fostering social networks
- Supportive physical environment
- Policies supporting active living



**A balanced approach to behavior change includes individual and environmental components; an intervention that focuses on one without the other will likely be unsuccessful in the long term.*



Partnerships



“A relationship where two or more parties, having compatible goals, form an agreement to do something together. Partnerships are about people working together in a mutually beneficial relationship, often times doing things together that might not be able to be achieved alone.”

Components of Successful Partnerships

- VISION (Common/shared outcomes)
- COMMUNICATION
- LEADERSHIP
- USES STRENGTHS OF EACH PARTNER
- GIVE-TO-GET ATTITUDE
- SHARED CELEBRATION



Preparing for Partnership

Conditions that support effective partnerships:

- Having common interests or concerns.
- Understanding your partnership environment.
- Understanding what a partnership involves.
- Being open to doing things differently.



Group Work Reminders

- Make it accessible (and affordable)
- Make it attractive (fun/satisfying)
- Make it easy to participate
- Reduce Unhealthy Influences
- Increase Opportunities to be Active!

Think Big, start small.

Reflect and Learn, Take Action, Celebrate!



Action Planning

What steps must now be taken?

If action is required, who will assume responsibility?

Brainstorm Group Topics

- Geographic
- Target population
- Issue/unmet need
- Passion/interest



ATTACHMENT II

ACB Active Lifestyle Workshop Summary

Active Lifestyle Workshop Summary

Prepared by The Alberta Cancer Board

As one of its major initiatives during the past fall and winter, the Alberta Cancer Board's prevention team promoted its *Active Lifestyle Workshops* to Alberta's regional health authorities and their community partners.

The workshops promoted common public messages about physical activity, best practices in program planning and facilitated the development of community-based programs. They also encouraged organizations to develop partnerships so they can build and sustain physical activity programs that will keep all Albertan's active.

These workshops originated from a need expressed by the regions to learn more about the language of physical activity and to give them an opportunity to work with local stakeholders to reduce inactivity within their respective communities.

Workshop Sponsors and Partners

The workshops were sponsored and organized by the Alberta Cancer Board (ACB). Identified physical activity contacts provided coordination support at the regional level.

Other provincial partners included Alberta Community Development, Alberta Sports, Recreation, Parks and Wildlife Foundation, Be Fit for Life Network, Alberta Recreation and Parks Association, Alberta Centre for Active Living, and the Alberta Heart Health Project, who each provided resources to support travel, materials and promotional items.

Participation

Based on 2002 regional boundaries (i.e., 17 regional health authorities), 14 regions participated in a total of 17 workshops. The following regions participated:

- Chinook (Lethbridge);
- Palliser (Medicine Hat);
- Headwaters (video-conference);
- Calgary Health Region (2 workshops);
- HA5 (Drumheller);
- David Thompson (Red Deer);
- East Central (3 workshops in Stettler, Provost and Wainwright);
- Crossroads (Wetaskiwin);
- Aspen (Westlock);
- Lakeland (Smoky Lake);
- Mistahia (Grande Prairie);
- Peace (Peace River);
- Keeweenok Lakes (Slave Lake);

- Northwestern (High Level).

(See table page 16 for workshop dates, number of participants and regional contacts.)

Non-participating regions included Capital, Westview, and Northern Lights. These regions may not have participated in the workshops for a variety of reasons including:

- turnover in the regions,
- lack of interest in workshop content,
- an inability to organize a workshop within the given timelines.

Workshop Facilitation

Each workshop was coordinated with the ACB and the regional contact. Workshops were facilitated primarily by Carey Shore of the ACB with representation from the Be Fit for Life Network. Approximately half of the workshops were co-facilitated by Carol Peterson from Alberta Recreation & Parks Association. Carol offered a leisure/recreational perspective and assisted in the facilitation of community partnerships. The representative from the Be Fit for Life Network presented information about the Active Lifestyles Portfolio, the network, and the unique services offered by respective centres. These co-facilitators complemented the workshop by offering a distinctive perspective on physical activity and recreation as well as local contacts/initiatives.

Participation

Although participation varied by community, approximately 20 individuals were present at each workshop. Various sectors were represented at the workshops including regional health employees, educators, volunteers, recreation workers, municipal employees, members of private industry, and many more. Participation in the workshops was at the discretion of the regional health authority contact. The ACB provided each contact with a list of potential people to invite. Workshops were promoted primarily through personal invitations from the region via telephone or e-mail.

Challenges

A few challenges were encountered in the organization, planning and delivery of the workshops. One of the major obstacles the ACB faced was the request for more than one workshop per region. Additional workshops were held provided there was sufficient registration and need for more than one workshop. A cap of 20 participants was also initially set for every workshop; however, participation in some regions extended well beyond this number. Large workshops presented difficulty in terms of facilitating partnerships among participants and identifying champions to lead initiatives. In addition, many participants attended for personal reasons. This posed a challenge to

facilitators in attempting to accommodate their needs when the workshops were actually intended to promote physical activity to communities. In a similar vein, numerous participants were involved in one-on-one promotion of physical activity (i.e., clinical dieticians looking for assistance with patient counselling), and the workshop was not intended to equip individuals with the skills to enhance counselling on an individual level.

Outcomes

Despite the challenges, many outcomes are expected as a result of the workshops. One of the outcomes relates to community expectations and expressed interests of the group. Each community was asked to brainstorm and develop potential action plans for the promotion of physical activity in their populations. Hopefully these action plans will be established with the support of the various sectors represented at the workshop, the Be Fit for Life Network and others. (See attached table that includes community interests and action groups.)

Another outcome relates to the promotion of best practices in physical activity. A number of strategies and programming ideas were offered to communities during the workshops. It is hoped that some of these strategies will be adopted which have been documented to be effective in creating long-term behavior changes. This is also the case with common messaging of physical activity. Increased adoption, understanding and utilization of Health Canada guidelines will hopefully be enhanced as a result of the workshops.

Summary

Overall, the evaluations of the workshops were extremely positive. Communities appreciated the opportunity to network, receive information about physical activity and to learn about effective strategies for promotion. In order to enhance the work that has been conducted, follow up with the regions is needed. This follow up should focus on coalition building and continued promotion of best practices. Many regions have now built active living networks within their respective communities. These networks will need to be sustained in order to support these activities. Effective promotion of physical activity will also need to be continually reinforced as some regions are in the infancy stage with respect to physical activity promotion. Activities within these regions should be enhanced over time as comfort with content area increases and networks become stronger.

Regional Summary

Region	# of Participants	Facilitator	Local Organizer	Workshop Comments/Summary
North-western (High Level) Nov. 12, 2002	13	Deanna Harder/ Carey Shore/ Carla McConnell	Tennille Rideout	D. Harder, Grande Prairie, BFFL joined workshop for 2 hours to present and participate in some partnership activities. Mostly RHA people represented. Good interest in forming a network in community. Interest in putting together a directory and presenting active living pursuits to board members. Tennille will take the lead.
Calgary Nov. 23, 2002	33	Shelley Carr/Carey Shore	Heidi Reisch	Diverse audience. Majority of group involved in doing one on one promotion of PA. Little interest in partnership development. Difficult to find commonalities amongst group members. Promotion of event was done through an e-mail broadcast using regional newsletter. Because of this type of promotion, participation was not ideal.
Calgary Nov. 29, 2002	53	Shelley Carr/Carey Shore	Heidi Reisch	More interest in partnering. Varied/diverse participation. Needed more senior management representation as front-line heavily represented. May have little effect at forming larger partnerships.
Mistahia (Grande Prairie) Dec. 9, 2002	16	Laura Hancharuk/ Deanna Harder/ Carey Shore	Mark Scott/ Jennifer Wood	Good turn out of fitness/health from region. Good interest in forming Active Living Alliance which may initiate a national campaign next year and community directory of services. Laura (BFFL) will co-chair alliance with region.
Peace (Peace River) Jan. 23, 2003	16	Carol Peterson/ Carey Shore	Lynne Kover	Mostly representation from health region/schools/fitness centres. Group interest in: chronic disease prevention alliance, trails, school promotions. Group broke up into 4 small groups based on the above interests. Presently working on disease prevention activities.
Keeweenok Lakes (Slave Lake) Feb. 7, 2003	18	Carey Shore	Tim Horsman	Good representation from various sectors. Lots of activity presently happening in community. Four potential groups emerged: older adults falling program, requiring and sustaining volunteers for rec programming, family PA opportunities, community directory, and PA promotions.

Lake-land (Smoky Lake) Feb. 24, 2003	23	Carey Shore/Robin Schwartz	Charlotte Varem-Sanders/ Sharon Chadwick	Only RHA participation-mostly dietitians. Very receptive to messaging especially for individual consulting. No interest in partnership development. Group could only see barriers to promotion-very few solutions. Too many challenges perceived by this group. Could be because of uncertainty due to regional boundary changes. Region will be split up 3 ways.
Palliser (Medicine Hat) Feb. 27, 2003	12	Carey Shore/ Zak Morrison (no BFFL presentation)	Kathy Farrell	Small group. Dedicated active living coalition already exists. Did little work on partnership activities. Mostly focused on messaging and best practices. Very active, interested group. Good at mobilizing community and identifying gaps/under-served populations.
Aspen (Westlock) Mar. 6, 2003	40	Carol Peterson/ Lindsay Wright/ Cynthia Smith	Laurie Bentz	Primarily facilitated by Carol Peterson. Very large representation from community. Many participants came for personal reasons.
Headwaters *video-conference Mar. 10, 2003	10-15	Shelley Carr/Carey Shore	Brent Hodson	Video-conference to 5 locations in region. Participation from public health nurses. Purpose: to promote common messaging and strategies for reaching audiences that they work with (schools, pregnant women, young families).
East Central (Stettler) Mar. 24, 2003	12	Denise Klein/Carol Peterson/ Carey Shore	Karen Olafson	Small group consisting of recreation, education, and health region. Difficulty at first in identifying potential partnering activities. Some resistance for health to partner with recreation as there is concern over financial motivations to partner.
Crossroads (Westaskin) Mar. 27, 2003	16	Lindsay Wright/ Carol Peterson/ Carey Shore	Marie Welch	Good representation from community: health, education, fitness centres. No municipal rep. A lot of interest from group in partnerships and next steps. Group brainstormed a lot of ideas but no one took leadership role.
Lethbridge (Chinook) April 1, 2003	27	Beth Healey/ Carol Peterson/ Carey Shore	Elly Webster	Good reps from many sectors. Great enthusiastic group. Very interested in partnering in community but have never connected about active living before. Good ideas generated on: pathways, children & youth programming, workplace health, etc.

David Thompson (Red Deer) April 8, 2003	31	Denise Klein/Carol Peterson/ Carey Shore	Pauline Dusyk	Great group. Active Living Coalition already exists but group has struggled with how to get started due to conflicting priorities/agendas. Group not sure how to merge different perspectives. Recreation, municipality, health, schools all represented. Good first steps generated for movement with coalition.
HA5 (Drumheller) April 14, 2003	16	Shelley Carr/Carol Peterson/ Carey Shore	Bev Krabsen	Good rep from across region. Enthusiastic group. Interest in: worksite health promotion, engaging young mothers, and school initiatives.
East Central (Provost) April 29, 2003	13	Robin Schwartz/Carol Peterson/ Carey Shore	Stephanie Driessen-Erickson	Good representation from community; enthusiastic group. Interest in: worksite health promotion/active living with hospital staff and seniors lodges, community promotional directory, walking groups in different sectors (ie. Schools, worksites, etc.)
East Central (Wainwright) April 30, 2003	16	Robin Schwartz/Carol Peterson/ Carey Shore	Stephanie Driessen-Erickson	Diverse community representation. A few people with very bad attitudes re: engaging the inactive or "we already provide enough services in community". Active living coalition was initiated amongst a few interested members with leadership from a local CCS rep. Good interest from a few in moving forward with some activity.

ATTACHMENT III

Workshop Evaluation Summaries

EVALUATIONS
Northwestern Region: High Level
November 12, 2002
N=13

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				3 (23%)	10 (77%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.				5 (38%)	6 (46%)
The workshop gave insight into potential integration of physical activity and health promotion programming.				7 (54%)	6 (46%)
The workshop and materials highlight key physical activity resources and contacts.				4 (31%)	9 (69%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				9 (69%)	3 (23%)
The facilitator was knowledgeable about the subject area.				1 (7%)	12 (93%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				5 (38%)	8 (62%)

What was the most relevant part of the workshop?

- Partnering with other communities
- Good to meet with community members and learn what is happening in regions.
- Nice to have a large organization to focus the issue in regions better.
- Hearing statistics on how active living can decrease health risks.
- New ideas to integrate physical activity in daily interaction with clients.
- Resource material and information/G.P. Resource.
- Getting to know better local resources.
- Be Fit for Life presentation.
- How to build partnerships.
- All physical activity opportunities being identified in our region.
- Resource binder/websites provided for reference.
- Opportunity to network with other community partners/colleagues.

- The overall workshop was really good. I learned a lot because I had little knowledge about the subject.
- Brainstorming current activities and opportunities.
- All of the information was relevant for me.
- Interaction with different organizations.

What was the least relevant part of the workshop?

- Be Fit for Life Network, due to cost factor involved.
- Everything was good.
- I wasn't part of the community that the workshop was held at so I would like to see the workshop happen in our community.
- Plethora of statistics.

Comments?

- Excellent resource manual.
- Needed more representation from all communities.
- Excellent workshop; well organized.
- Very interesting. Realize potential areas where active living could be improved, increased, and/or created.
- Very good.
- Very good and well presented.
- I enjoyed the workshop and I hope it brings insight into the community.
- Thank you.
- Very informative.

EVALUATIONS
Calgary Health Region: Calgary
November 23, 2002
N=22

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (5%)	12 (55%)	9 (41%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.		1 (5%)	5 (14%)	9 (41%)	6 (27%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			1 (5%)	13 (59%)	8 (36%)
The workshop and materials highlight key physical activity resources and contacts.		1 (5%)		6 (27%)	15 (68%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			3 (14%)	11 (50%)	10 (45%)
The facilitator was knowledgeable about the subject area.				8 (45%)	14 (64%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.			2 (9%)	7 (32%)	13 (59%)

What was the most relevant part of the workshop?

- Review of effective strategies.
- Learning about other programs/initiatives/resources that are available to the public.
- Networking
- Great toolkit
- More and more great ideas.
- Partnership development; common messaging in physical activity.
- Resources, statistics, Impact on exercise on diabetes.
- Learning about all of the different programs available and resources.
- Discussion and focus groups on particular issues on groups.
- Ability to discuss population concerns, areas for growth/programming in varied individuals.
- Sharing ideas with others and making contacts.
- Discussion as a group-makes people aware of what's out there and what is missing.

- Key physical activity messages.
- Toolkit and resources.
- Being physically involved in the workshop. Demonstrations of actual activity walk during lunch.
- Small break out session at the end.
- The initial presentation describing toolkits components.

What was the least relevant part of the workshop?

- Some of the background information on physical activity as I was well aware of...however I guess others might not be.
- Struggled to get rolling in morning, afternoon session had better flow.
- The program planning part. Wasn't really explained, not a lot of time spent on it. Does it really need to be addressed?
- It is such a diverse area with so many people involved that it will be a big undertaking to create partnerships. Perhaps follow up sessions focusing on each individual area would be beneficial using people who are experienced in the area and ideas used.
- Comparison of doses for times for physical activities.
- Brainstorming of client groups.

Comments?

- Hope you'll do lots more.
- I enjoyed the workshop. It would be great if you could compile all of the resources that are available to the public to increase activity.
- Thank you for lunch and great toolkit and opportunity to learn.
- Thank you for lunch.
- Great toolkit and opportunity to learn.
- It was great. Continue the good workshop.
- Great facilitating.
- Discussions were great.
- Excellent resources provided.
- Excellent-tons of fun. Good to hear about different stuff going on.
- This is a very good workshop.
- Great food, great energy, lots of fun!
- Would be nice to follow up with the suggestions from small groups.
- Had no idea how many people involved in the health/physical activity profession.

EVALUATIONS
Calgary Health Region: Calgary
November 29, 2002
N=33

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (3%)	14 (42%)	18 (55%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			11 (33%)	15 (45%)	7 (21%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			3 (9%)	17 (52%)	13 (39%)
The workshop and materials highlight key physical activity resources and contacts.			1 (3%)	11 (33%)	21 (64%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.		1 (3%)	4 (12%)	10 (30%)	17 (52%)
The facilitator was knowledgeable about the subject area.			2 (6%)	4 (12%)	25 (76%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				9 (27%)	24 (73%)

What was the most relevant part of the workshop?

- Walk at lunch time.
- The group sessions (small group).
- Opportunities to learn from the participants and sharing.
- Lecture important.
- Toolkit & understanding of the diversity of people involved in active living.
- I found the time dedicated to introductions really helpful to networking and understanding of who are 'the players'.
- Awareness of services in the community.
- Networking, access to resource material.
- Networking with other resources.
- The toolkit.
- Importance of physical activities.
- Community partnerships.

- The layout and what was covered. Workbook to take away filled with valuable resources.
- Discussion and process information (eg. Evaluation framework, best practices, how to motivate people).

What was the least relevant part of the workshop?

- Found the last activity most difficult to relate to...vague
- No opportunity to look through resources (studies/papers) in the binder, this would allow greater awareness of what is there as a reference for later use.
- Afternoon session tended to drag out, too many comments from floor that went on unnecessarily.
- The partnership brainstorm.
- Cancer specific info.
- Group project. Not enough time and too many different needs and issues.
- Partnerships.
- Small group work.
- Shorter individual introductions of participants.
- BFFL presentation was getting a lot of attention. There might have been other agencies which are as powerful so maybe short introductions from other agencies as well.*
- Cell phones!

Comments?

- Great day. Thanks for all of the ideas.
- Great day, well organized, engaging, great food.
- Would have liked to see more resources for people with physical disabilities, ways to motivate these individuals.
- Great presentation.
- Excellent workshop.
- Should have started at 9 so we could have done all the activities.
- Wonderful workshop. Informative and fun. Thank you to the organizers and presenters for their hard work.
- A good initiative, even free of cost.
- Need to do something lively and energetic after lunch. Sitting and listening after lunch is a recipe for a coma. Great initiative-needs to happen again.
- Should be done on an annual basis. Web site would be helpful.
- Excellent start. Would love to see the connections continue.
- BFFL presentation should have spoken more slowly as she went through listing her programs.

EVALUATIONS
Mistahia Health Region
December 9, 2002
N=14

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				5 (36%)	9 (64%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			4 (29%)	6 (43%)	4 (29%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			1 (7%)	5 (36%)	8 (57%)
The workshop and materials highlight key physical activity resources and contacts.				4 (29%)	11 (79%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				2 (14%)	12 (85%)
The facilitator was knowledgeable about the subject area.				4 (29%)	10 (71%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.					

What was the most relevant part of the workshop?

- The information was wonderful and how to incorporate it into our community.
- The toolkit, brainstorming and group activities
- Networking, info on physical activity.
- The toolbox and materials.
- Listening to other community participants and what they are doing.
- Identifying target groups and existing and potential activities for each.
- Building partnerships.
- Enjoy networks with others with common interests in active living.
- Ideas to get children moving.
- Common messages; physical activity programming.
- The strategies building project.
- The resources.

What was the least relevant part of the workshop?

- It was all good.
- Overheads.
- Best practices.
- Evaluation section. Information I already know about programming.

Comments?

- Very well put together and informative. Enjoyed it very much.*
- More time on brainstorming.*
- Thank you for your insight and effort.
- Good workshop; enthusiastic facilitator.
- Sharing of group ideas was very informative.
- Great presentation!
- Had a great time, I look forward to going home and sharing ideas and information and the food was awesome.

EVALUATIONS
Peace Health Region
January 23, 2003
N=11

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				4 (45%)	6 (55%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			5 (45%)	3 (27%)	3 (27%)
The workshop gave insight into potential integration of physical activity and health promotion programming.				4 (36%)	7 (64%)
The workshop and materials highlight key physical activity resources and contacts.				11 (15%)	9 (82%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				4 (36%)	7 (64%)
The facilitator was knowledgeable about the subject area.				2 (18%)	9 (82%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				4 (36%)	7 (64%)

What was the most relevant part of the workshop?

- Info and brainstorming at the end.
- Like the balance of lecture points with the group work-good job! (Too much of either is a turn off).
- Best practices in the kit.
- It was all relevant! It was helpful to walk through the materials as well-you know what often happens to stacks of workshop materials!
- Partnership planning in the afternoon.
- All aspects were very interesting and informative and as usual open up so many activities and aspects that will require a lot of follow up information gathering before facilitating.
- Messaging in physical activity section.
- The exploration of possibilities to increase physical activity.
- Practical networking and brainstorming.
- Everything was relevant, building on the information given.
- Everything. Very well done.

What was the least relevant part of the workshop?

- Can not think of any.
- The afternoon was less structured but resulted in some good discussion. Perhaps a template to guide the discussion and have something to take back.
- N/A
- Info on partnerships.
- I found everything relevant, because my knowledge is quite limited on the subject.

Comments?

- The brainstorming at the end is important in order to get initiatives to get these ideas done.
- Please send out some advance information for the people organizing or it is difficult to get people committed to coming if we can not articulate the purpose and content.
- Thank you!
- Excellent day. Informative and motivating.
- I thoroughly enjoyed the workshop in all aspects and am feeling very motivated and encouraged.
- Thank you for your time.
- Great info and contacts. Thanks!!!
- Great! Stimulating.
- Thanks for an enlightening seminar.

EVALUATIONS
Slave Lake
Keeweenok Health Region
February 7, 2003
N=15

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (7%)	7 (47%)	7 (47%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			8 (53%)	5 (33%)	2 (13%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			1 (17%)	5 (33%)	10 (67%)
The workshop and materials highlight key physical activity resources and contacts.				5 (33%)	9 (60%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			11 (13%)	7 (47%)	6 (40%)
The facilitator was knowledgeable about the subject area.				3 (20%)	12 (80%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.			2 (13%)	6 (40%)	7 (47%)

What was the most relevant part of the workshop?

- Information sharing; identifying barriers
- Community group discussion.
- Hearing everybody's ideas, meeting people, what others are doing; everyone seems to have a passion for incorporating/promoting PA through different sectors.
- Partnerships and the reasons for the failure of programs.
- The activities, the information that was involved from different organizations.
- Contact information was good.
- The discussion surrounding the various initiatives in the various communities. How to promote and partner various ideas.
- The group activities were a useful way to see how others promote physical activity.
- Hearing from others-ideas they have tried or might try.
- Working in groups; interesting facts.

- Ideas for decreasing inactivity in our communities.
- It was all very good.
- The ideas given will be useful to implement programs in my community.
- Program development.
- Information on barriers to access and strategies, networking, and information packages.

What was the least relevant part of the workshop?

- N/A
- Too much emphasis on obesity prevention. Lots of people view physical activity as a punishment for being overweight.
- The cancer portion of the workshop was not relevant to me at the present time, however, it may become useful in the future.
- Cancer prevention through physical activity didn't really apply to me.
- The food.
- Not enough information on the nitty gritty of forming partnerships and accessing resources.

Comments?

- Perhaps share initiatives/projects other communities are offering.
- Great resources.
- Good motivation to get more programs going.
- I enjoyed the workshop and learned many strategies that are helpful in things to be aware of.
- Would like to see more info on physical activity independent of obesity prevention.
- Active living alone would not prevent obesity same with healthy eating more info on joint program.
- Very well organized.
- Enthusiastic presenter.
- Binder of resources look great.
- Thanks very much, great workshop.
- This was an excellent way to bring together various individuals from a variety of communities. It was very interesting to hear the various perspectives and ideas that people were able to discuss.
- Great source of information for my field.
- Good to get re-motivated and make contacts.
- Gained a whole lot of knowledge.
- Perhaps more emphasis on reviewing physical activity guides incorporating alternate activities or increase awareness of same.
- The town rec directors would benefit from attending this-as lots of ideas were generated from discussions which they could be a primary partner in developing.
- Would be helpful to have separate workshops on program development/evaluation/social marketing as I found there is so much information to consider for successful program development and implementation.
- I didn't know dose-response didn't have anything to do with medication and exercise.

EVALUATIONS
Lakeland Regional Health Authority
February 24, 2003
N=22

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			3 (14%)	5 (23%)	14 (64%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			3 (14%)	11 (50%)	8 (36%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			3 (14%)	9 (41%)	10 (45%)
The workshop and materials highlight key physical activity resources and contacts.			1 (5%)	1 (5%)	20 (90%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.		1 (5%)	11 (50%)	8 (27%)	2 (9%)
The facilitator was knowledgeable about the subject area.				4 (18%)	18 (82%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.			6 (27%)	6 (27%)	10 (45%)

What was the most relevant part of the workshop?

- Overcoming barriers; brainstorming.
- Discussion of barriers.
- Seeing what is available in community; roundtable discussions on barriers and possible solutions.
- I think resources provided were excellent and very valuable.
- Resources available in our area.
- Recommendations Health Canada vs. IARC.
- Binder with resources.
- The demonstration given by Robin Schwartz, I will contact her to get additional info.
- Resources, binder, exercise component.
- Presentations.

- Discussion of resources available, including BFFL. Roundtable discussions of barriers and possible solutions/strategies.
- Guest speaker (Robin Schwartz).
- Resources.
- The resources, understanding barriers and trying to work around them.
- That sports is not the only exercise. You can be active and not really exercise.
- Group discussion-overcoming barriers.
- Barriers and discussion.
- Learning more about Canada's physical activity guide and how to promote it's messages.

What was the least relevant part of the workshop?

- N/A.
- To me, the cancer prevention, but I can understand how it is relevant to others attending.
- Partnership section.
- BFFL-overheads difficult to read.
- I believe everything was relevant.
- Re: partnerships. Would a case study have been appropriate here? An example of a success story?
- Looking at how to create community based programs such as playgrounds and cheapy access to facilities.
- Core message because it was review.
- Some of the partnership activities.

Comments?

- Very good workshop.
- Unfortunately with regional displacement resources may be changed.
- Very good overall.
- Excellent workshop.
- Needs a little more specificity/increased knowledge level when presenting to professionals.
- Good information, good speakers, info presented was useful/relevant. Would have liked more concrete examples of how to incorporate activity.
- I had a great time thank you for sharing your knowledge.
- Thanks for the day. Enjoyable presentation.
- Excellent resources. Good contacts and promotional items.

EVALUATIONS
Palliser Health Region
February 27, 2003
N=12

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (8%)	6 (50%)	5 (42%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.		1 (8%)	3 (25%)	4 (33%)	4 (33%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			3 (25%)	4 (33%)	5 (42%)
The workshop and materials highlight key physical activity resources and contacts.			1 (8%)	2 (17%)	9 (75%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.		1 (8%)	2 (17%)	6 (50%)	3 (25%)
The facilitator was knowledgeable about the subject area.				4 (33%)	9 (75%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.		1 (8%)	1 (8%)	5 (42%)	4 (33%)

What was the most relevant part of the workshop?

- Binder, overhead and personal knowledge.
- Understanding partnerships in community. Increasing knowledge of community resources for activity opportunities.
- Brainstorming ideas to increase physical activity in schools and how to incorporate in community.
- Points on initiating change.
- Discussion
- The sharing of ideas.
- Brainstorming at end of workshop.
- Resources provided.
- Information and discussion.
- Visioning.

What was the least relevant part of the workshop?

- Guidelines physical activity.
- Balloon exercise.
- It was all relevant.

Comments?

- More community-based info as opposed to one on one but enjoyed presentation and participation from people who attended.
- Thanks so much. Well done!
- Thank you.
- Very good. Thank you.
- More time could be spent on the case studies.

EVALUATIONS
Aspen Heath Region
March 12, 2003
N=31

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			2 (6%)	13 (41%)	17 (53%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.	1 (3%)	5 (16%)	8 (25%)	13 (41%)	5 (16%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			4 (13%)	18 (56%)	10 (31%)
The workshop and materials highlight key physical activity resources and contacts.			3 (9%)	13 (41%)	17 (53%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			5 (16%)	7 (53%)	15 (47%)
The facilitator was knowledgeable about the subject area.			1 (3%)	6 (19%)	25 (78%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.			4 (16%)	11 (34%)	16 (50%)

What was the most relevant part of the workshop?

- The binder of information, the alphabet brainstorming and discussion.
- The people at the workshop.
- Hands on-brainstorming and opportunity to discuss relevant issues and network with others.
- Getting a chance to talk to like minded individuals.
- Become more active with small expense workout will give you good activities.
- I found integrating with other facilitators was the most beneficial.
- The networking together-sharing ideas.
- Using partnerships to develop programs.
- All the handouts and information.
- The group work that allowed me to discuss possible actions in an area of which I have special interest.
- Partnership building. Examples of needs and interests.

- Partnerships.
- Good background information. Good opportunity to network and develop partnerships with people.
- Reaffirming knowledge and new guidelines and more knowledge about resources available.
- Partnerships/brainstorming and also appreciated alphabet activity.
- Networking with other groups to set up activities for workplace.
- Discussion on overcoming challenges.
- Key messages, networking, group work.
- Networking
- How to motivate.
- Ideas on getting people to be more active.
- Sharing.
- Physical activity programming.
- Benefits of recreation.
- Common messaging, alphabet activity, physical activity break.

What was the least relevant part of the workshop?

- Partnership-difficult when people spread out-location. However, got ideas.
- Nothing really. It was great.
- I found it all fun and interesting.
- N/A.
- Components of physical activity.
- All was relevant.
- Be Fit for Life. Took course already.

Comments?

- Thank you for all the work you put into this workshop.
- Please enclose maps of location-diagram if possible. Makes it easier for out of towners.
- I wish there was more about cancer and it's relation to health/well-being.
- Thank you for informative day.
- Excellent workshop, great speakers!
- Thanks-What a great day! Carol, keep up your good work-you are very knowledgeable very versatile and a great facilitator.
- Excellent workshop!
- It was interesting.
- Very well done Carol!
- Very good and enjoyable. Thanks.
- Thank you.
- Very good

EVALUATIONS
East Central Region
Stettler Workshop
March 24, 2003
N=8

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				3 (38%)	5 (63%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			1 (13%)	5 (63%)	2 (25%)
The workshop gave insight into potential integration of physical activity and health promotion programming.				4 (50%)	4 (50%)
The workshop and materials highlight key physical activity resources and contacts.				3 (38%)	5 (63%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				5 (63%)	3 (38%)
The facilitator was knowledgeable about the subject area.				3 (38%)	5 (63%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				2 (25%)	6 (75%)

What was the most relevant part of the workshop?

- Finding out about resources; brainstorming.
- Opportunity for partnerships, time to focus on the topic.
- Partnership development
- End discussion. Where do we go from here.
- The brainstorming.
- The community getting together.
- The tools and info kit. The stretches and activities with the dynaband.

What was the least relevant part of the workshop?

- For me, there wasn't one.
- Most of the info directed to rec directors and those in recreation public sector.

Comments?

- I thoroughly enjoyed this workshop. It has motivated me to proceed with ideas of mine.
- Great day, great to see the various agencies coordinated on the same message.
- Great! Thanks so much!
- Great workshop.
- More info on Ever-Active Schools would have been more useful to my profession.

EVALUATIONS
Crossroads Health Region
Wetaskiwin
March 27, 2003
N=14

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (7%)	4 (29%)	9 (64%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			6 (43%)	6 (43%)	2 (14%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			2 (14%)	6 (43%)	6 (43%)
The workshop and materials highlight key physical activity resources and contacts.			1 (7%)	5 (36%)	8 (57%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			1 (7%)	6 (43%)	7 (50%)
The facilitator was knowledgeable about the subject area.				2 (14%)	12 (86%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				5 (36%)	9 (64%)

What was the most relevant part of the workshop?

- None more or less than other.
- The information and networking.
- Brainstorming/interaction/ideas
- Making sure that we are all on the same page in regards to activity. To let people know it is important to get moving. Alphabet activity was great as well.
- Brainstorming with entire group for problem area of healthy living.
- The idea that 3 quick 10-minute sessions/day will be useful.
- Putting the topics covered to work in the group.
- Info by presenters; group discussion.
- Morning session.
- Group discussions.

- Small group work plus excellent toolkit.
- Physical activity information and networking.
- Meeting people in the community and discussing program availability.

What was the least relevant part of the workshop?

- It all seemed relevant.
- Be Fit for Life Network. I have heard the presentation several times.
- Fit for Life Network presentation could have been a handout.
- The afternoon group discussion.
- Sitting for long periods of time.

Comments?

- Parent education is key.
- Good workshop. It would be beneficial to have a workshop for schools and then develop a program/plan to work with the health unit in a meaningful way. We must have school board involvement to effect real change.
- Would be nice to have a Dr./medical perspective to hear their perspective.
- Thank you!
- All presenters were very informed in their area; 'easy' atmosphere.
- I was hoping to receive more information on total health/nutrition.
- Overall I was impressed by the workshop and individuals doing the presentations.
- Thanks!
- I thought the day was well prepared and presented. I think the concepts we learned were more community related but could be adapted to a work environment also. I really enjoyed the alphabet activity and ideas that came out of it.
- Made some new contacts that will hopefully help me to make the programs in my P.E. classes.

EVALUATIONS
Chinook Health Region
Lethbridge
April 1, 2003
N=16

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				9 (56%)	7 (38%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			4 (25%)	8 (50%)	4 (25%)
The workshop gave insight into potential integration of physical activity and health promotion programming.				8 (50%)	8 (50%)
The workshop and materials highlight key physical activity resources and contacts.				3 (19%)	13 (81%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				4 (25%)	12 (75%)
The facilitator was knowledgeable about the subject area.				2 (13%)	14 (88%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				4 (25%)	12 (75%)

What was the most relevant part of the workshop?

- The resource book and the activities.
- Partnerships.
- The small groups were exceptional; knowledgeable presenters.
- Networking; model for decision making; alphabet challenge to use for idea generation.
- Health benefits of physical activity.
- The partnering activities at the end! Great ideas were generated.
- The partnership activities; break activities; the leisure activity, decision making model.
- Carey and Carol did an excellent job of presenting the material.
- Networking. It's nice to know who's out there and what they're doing.
- Networking.
- Health promotion messaging; partnership/sharing.

- Partnership building-city, YMCA, YWCA, Be Fit for Life.
- Partnerships.
- Resources and research contacts!
- Clarify one clear message re: activity (demystifying mixed messages); sharing re: programs, broaden pre-conceived notions of what constitutes activity.

What was the least relevant part of the workshop?

- The beginning introduction of physical activity.
- N/A.
- Beginning review of activity guidelines-but only because I was already quite familiar with them.
- I enjoyed the whole workshop.
- Beginning review.
- Everything was useful in some way or on some level!

Comments?

- Great resources. Will definitely appreciate names.
- Very worthwhile. Thanks!
- I am excited about the resource binder. I hope I can use them.
- Thank you!
- Excellent!
- Wonderful to meet other health care workers in the area involved in wellness promotion.
- The resources are great (binder). Thanks! Let's do it again.
- Excellent workshop, very interesting and great facilitators.
- Great workshop. Good length of time. Thank you.
- Well done!
- Very worthwhile thank you.

EVALUATIONS
David Thompson Region
Red Deer
April 8, 2003
N=21

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (5%)	3 (14%)	17 (81%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			3 (14%)	7 (33%)	11 (52%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			1 (5%)	8 (38%)	13 (62%)
The workshop and materials highlight key physical activity resources and contacts.			2 (10%)	4 (19%)	15 (71%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			3 (14%)	4 (19%)	14 (67%)
The facilitator was knowledgeable about the subject area.				1 (5%)	20 (95%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				7 (33%)	14 (67%)

What was the most relevant part of the workshop?

- I really enjoyed the resources in the guide.
- Statistics and networking opportunity.
- Discussion groups-networking.
- I think the binder will be very useful.
- To network with other professionals who are interested in connecting with the Active Living message.
- Networking.
- Networking with others who are also interested in health promotion.
- Exercises, binder
- Networking.
- Linking to others.

- All aspects were good, but I particularly enjoyed the group interaction to brainstorm ideas in the afternoon.
- The networking.
- Agencies/variety of people there.
- Sharing and planning sessions.
- Group discussion on subject near and dear to me.
- Networking and discussion.
- Brainstorming, visioning.
- Getting the information; participating in groups.
- Networking.
- Discussion and action planning.
- Insight from the various people who attended.

What was the least relevant part of the workshop?

- Nothing
- None.
- Games. I didn't win a prize.
- The review of physical activity needs-repetitive.
- Can't think of anything.
- All was good.
- There was nothing that I found that was not relevant.

Comments?

- Very useful.
- Thank you! The session was excellent!
- It was great! Thanks.
- Glad to have been able to participate. Thanks.
- Excellent presentations. Easy to follow and relate to in my own area of interest.
- Thanks for the workshop!
- Most fun? The Active living activities with Denise. Great 'tools' to take away/use/adopt.
- I think we are at the point where we need more time to move to the next steps. Putting plans into action!
- Very interesting.
- Great job! Great presenters.

EVALUATIONS
HA 5 Region
Drumheller
April 14, 2003
N=13

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (8%)	4 (31%)	8 (62%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			2 (15%)	6 (46%)	5 (38%)
The workshop gave insight into potential integration of physical activity and health promotion programming.				5 (38%)	8 (62%)
The workshop and materials highlight key physical activity resources and contacts.				5 (38%)	8 (62%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.			1 (8%)	6 (46%)	4 (46%)
The facilitator was knowledgeable about the subject area.				2 (15%)	11 (85%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				6 (46%)	7 (54%)

What was the most relevant part of the workshop?

- Actual discussion groups about partnership activities.
- The discussion is good and exciting to think about.
- Interaction.
- Group participation and the alphabet activity gave opportunity for discussion and awareness to the process of initiating and developing programs.
- Group work, partnering.
- Information and workbook.
- How to assess needs of community; create partnerships. Liked discussion groups.
- Getting new ideas from others.
- Potential for programming with aid/resources.
- Brainstorming with the others.

- Presenters were all very good.
- Contacts/ideas re: partnerships.
- Reinforcement of the need to motivate people to become more active.

What was the least relevant part of the workshop?

- Nothing was really irrelevant.
- N/A.
- All was great.

Comments?

- Really enjoyed the day. It created a lot of questions in my mind which is good.
- Information is good....volume overwhelming...inspirational, but professionally no time in my small FTE and personally over-committed.
- Liked the activity break.
- Great job! Very motivating! Thank you!
- Maybe have a 3-minute activity mid-morning.
- The inservice gives some ideas for programs I need to become involved in initiating.
- Excellent, motivating workshop. Great food too!
- Enjoyed the day.
- It was great.
- Speakers were very knowledgeable of their topics.
- Provided more information than I expected.

EVALUATIONS
East Central Region
Provost
April 29, 2003
N=10

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.				6 (60%)	4 (40%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.		1 (10%)	1 (10%)	7 (70%)	1 (10%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			3 (30%)	4 (40%)	3 (30%)
The workshop and materials highlight key physical activity resources and contacts.				6 (60%)	4 (40%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				3 (30%)	7 (70%)
The facilitator was knowledgeable about the subject area.				2 (20%)	8 (80%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.				3 (30%)	7 (70%)

What was the most relevant part of the workshop?

- The physical activity part from the 'Be Fit for Life'.
- Physical activity from the Be Fit for Life.
- Brainstorming for ideas to get people more active.
- Discussion in small groups.
- Everything.
- Participating in group sharing.
- Defining projects and initiatives within the community that can be developed.
- Group work.

What was the least relevant part of the workshop?

- The introductory.
- Introductory info.

-Everything.
-N/A.

Comments?

-Parts too fast.
-Very good workshop.
-Job well done. Come again.

EVALUATIONS
East Central Region
Wainwright
April 30, 3003
N=13

Strongly Disagree Strongly Agree
1 2 3 4 5

	1	2	3	4	5
The workshop provided me with an understanding of core messages in physical activity.			1 (8%)	5 (38%)	7 (54%)
The workshop provided me with an understanding of the relationship between cancer prevention and physical activity.			3 (23%)	7 (54%)	3 (23%)
The workshop gave insight into potential integration of physical activity and health promotion programming.			1 (8%)	5 (38%)	7 (54%)
The workshop and materials highlight key physical activity resources and contacts.			1 (8%)	5 (38%)	7 (54%)
The workshop provided an opportunity to develop partnerships with others involved in physical activity initiatives.				6 (46%)	7 (54%)
The facilitator was knowledgeable about the subject area.				2 (15%)	11 (85%)
As a result of the workshop, I am motivated to increase and/or enhance programs and services that promote physical activity.			2 (15%)	4 (31%)	7 (54%)

What was the most relevant part of the workshop?

- Other organizations who are interested in promotion of physical activity.
- Getting to know all the other interest groups in town committed to physical activity.
- The working groups.
- Just has me more motivated to convince people to be more physically active.
- Partnership activities.
- Forming of the coalition. Meeting with others and their projects & ideas. Activity list of the community.
- Meeting people from other vocations and hearing other points of view.
- That we need to get more people in physical activity.
- Afternoon partnership development.
- Open discussion/small groups/we have a coalition in the works!

- Partnership building.
- The sharing time in small group to address local situations.
- All.

What was the least relevant part of the workshop?

- None.
- All the statistics.
- N/A.
- Messaging already well versed. But thank you for bringing the group to the same page.
- The conflicting information from WHO, Provincial health and local organizations.

Comments?

- I enjoyed the workshop and found it very informative and lots of information.
- I found the morning rather boring and not really relevant but the afternoon was useful.
- This was very informative of what is available in this community. I enjoyed the workshop.
- Enjoyed the workshop. Presenters were very enthusiastic. Feel motivated to make a difference in my community.
- I appreciate so much the information that you both provided and your insights. Thank you for supporting the community in developing a framework.
- Still do not know exactly where we are going from here.

ATTACHMENT IV
ARPA Financial Report

FINANCIAL REPORT- ARPA ACTIVE LIFESTYLE WORKSHOPS

Category	Budget	Year to Date	Comments
Resource Development	\$1,500	\$1,500	Leisure education, interactive learning and benefits resources developed and integrated into workshops. Articles developed for ARPA newsletter (2) and Journal /Herald (1) as per deliverables
Facilitation	\$4,000	\$3,600	Workshop series is complete. 9 workshops facilitated
Follow-up consultations		\$800	Consultations by phone, mail and in person
Materials	\$300	\$57.06	Promotional Materials (\$57.06)
Travel/Accommodation	\$2,000	\$ 1,491.41	Travel was coordinated with BFFL rep and ACB therefore expenses kept to a minimum
Report Preparation	\$500	\$750	Preparation of interim and final report which includes a copy of the workshop presentation, a financial statement, worksheets, workshop evaluations, and the addition of a section on " <i>Insights and Actions</i> ".
Total Cost	Budget \$8,300	Actual \$ 8,198.47	