

Community Action Process

Make your vision of a healthy, active community a reality with the Community Action Process. Weave physical activity into your community's very essence. Think about facilities, parks, programs, safe routes, and policies.

Saskatchewan *in motion* uses a 5 step process that seeks to uncover and use the strengths within communities as a means for sustainable behavior change. The process includes the following steps:

Step One: Develop a community profile

- The Saskatchewan *in motion* team with community leaders collect information and inventory resources to determine strengths, assets, and opportunities. The collection will be done through focus groups and surveys. The collected data will be analyzed and the profile will be completed by the Saskatchewan *in motion* team.

Step Two: Engage the community

- In partnership, the community and *in motion* will host a Moving Together Symposium to bring together community leaders and stakeholders (including youth). They will be inspired by an expert speaker, discuss the community profile, and take part in a facilitated workshop to identify priorities for action.

Step Three: Create a community action plan

- Once priorities for action have been identified a physical activity action plan for the community will be developed. The plan will be used by community leaders and stakeholders as a guide to increase opportunities for physical activity.

Step Four: Implement

- Once the plan is developed, implementation begins. During this phase, short term successes, storytelling and celebrations are encouraged to continue to build momentum toward longer term objectives.

Step Five: Evaluate and Report

- Information will be gathered throughout the process to measure and report on progress toward our shared goal, community objectives and key learnings along the way.

Throughout the process the Community Action Model will be used as a guide to collect, share and determine action. The model is a simple, clear focused approach to guide community action planning toward behavior change.

The model helps to:

- Identify a starting line for long term action planning
- Build momentum
- Validate existing work
- Celebrate early success toward long term action
- Identify solutions to challenges along the way



Saskatchewan *in motion* has worked through the process with a variety of communities. Each community is now implementing actions identified in their profile and at the Moving Together Symposium. Community leaders and stakeholders are working together and individually to do their part to ensuring children, youth and their families have safe, fun and convenient opportunities to be active!

Some examples of action:

- School Travel Planning and Active and Safe Routes to school initiatives
- Establishment of a communication network (ie. Community Registration Night)
- Connecting a walking trail between 2 communities to be used for active transportation
- Community programs
- Policy change

For more information visit www.saskatchewaninmotion.ca

The Saskatchewan *in motion* project was a fantastic resource. It provided us with the tools to speak to more of the community than I would have hoped to hear from. From Focus Groups with students, teachers, seniors and the rest of the community to the electronic surveys we were able to get a great response from our residents. The Moving Together Symposium was the final piece of the puzzle to help us focus our attention on smaller goals that we can achieve very quickly and it gave us a direction on what the rest of the community wanted to see on a grander scale. The *in motion* partnership with the Town has been incredibly helpful and I would recommend this project to every community in Saskatchewan.

- Community Recreation Director

Roles and Responsibilities

Saskatchewan *in motion*

- Allocate funds to the community
- Coordinate the collection of information and the development of each community's physical activity profile
- Facilitate focus groups
- Assist in the development and distribution of community physical activity survey
- Recruit and cover all costs of a symposium speaker
- Develop and facilitate symposium community action workshop
- Complete the physical activity profile
- Develop and evaluate community physical activity action plan for each community
- Ongoing communication with community for a period of 2 years (check in minimum every 6 months to see progress and required support)

Community

- Commit to working with ***in motion*** for a 2-year period
- Recruit coordinator
- Support the development of the community physical activity profile
- Assist in the coordination of the data collection
- Promote and encourage community leaders and decision makers to participate in the collection of the information and attend the ***in motion*** symposium
- Coordinate the implementation of the community physical activity action plan
- Evaluation of the process
- Ongoing communication throughout process and following (ie. progress, successes etc)
- Administer payment for all expenses specific to meetings, focus groups, surveys needed to build the community profile, promotion of the symposium and delivery of the symposium

Local *in motion* Coordinator

- Assist in the development of the community profile including collection of community data and coordinating opportunities to collect information from youth, and stakeholders etc. (focus groups and survey distribution)
- Coordinate the physical activity symposium event – including all site details, venue, meal requirements, and equipment
- Take steps to encourage community leaders and stakeholders to attend
- Promote the symposium to a wide range of community leaders
- Support the ***in motion*** team and Saskatchewan ***in motion*** in all areas of development and delivery of the event
- Attend and provide leadership at the event