

# ***Middlesex- London in motion™ Community Challenge 2015***

Building the healthiest community in Canada!

August 25, 2015



**MIDDLESEX - LONDON**  
Building Canada's  
Healthiest Community

[www.inmotion4life.ca](http://www.inmotion4life.ca)

# Mission

## We believe that:

- In collaboration and partnership with all sectors of the community, Middlesex-London ***in motion***<sup>™</sup> will encourage initiatives and advocate for a culture of healthy lifestyles.

## Some Facts:

- Only 15.4 % of Canadian adults (20-79) accumulate the recommended 150 minutes of moderate to vigorous activity per week (Statistic Canada, CCHS, March 2011).
- Only 7% of Canadian children & youth accumulate the recommended 60 minutes of moderate to vigorous physical activity at least 6 days a **week** (Statistic Canada, CCHS, March 2011).
- 52% of adults aged 18 and over are considered overweight or obese based on their body mass index (CCHS 2009/10).
- Children who are overweight or obese are more likely to grow up to be overweight or obese adults and struggle with their weight throughout their lives (Healthy Kids Panel, 2013) .

## Middlesex-London *in motion*<sup>™</sup> Challenges the Community ...

- In 2013 Middlesex-London *in motion*<sup>™</sup> noted an emerging “knowledge to action” gap
- Greater need to assist people to translate their awareness **about** physical activity into **how to become** physically active
- The birth of Middlesex-London *in motion*<sup>™</sup> Community Challenge – a 31 day Challenge over the month of October
- Encouraging small behaviour changes over a period longer than 28 days may assist to establish new habits



[www.inmotion4life.ca](http://www.inmotion4life.ca)

## Year I

- Middlesex-London *in motion*<sup>TM</sup> Community Challenge 2013
  - Pilot year in City of London
  - Over **1600 participants** and **2 million minutes** of activity tracked

## Year 2

- Middlesex-London ***in motion***<sup>™</sup> Community Challenge 2014
  - Refined electronic app, revised elementary school strategy and additional promotion in Middlesex County
  - Increased participation to over **11,600 participants** with over **4.7 Million minutes** of recorded activity

## Year 3

- Middlesex-London ***in motion***<sup>™</sup> Community Challenge 2015
  - Goal is to increase participation - ***How?***
    - Enhancement of **school strategy**
    - Improvement to **electronic app**
    - Innovations in **media promotion**
    - Community Challenge **co-Champions**
    - A targeted focus on **building grass roots participation** in older adults, workplaces, multicultural communities, persons with disabilities and neighbourhoods



## Community Collaboration – the people who make it happen:

- Western University (Hosts the website)
- Arcane (Constructed and adapts the tracker app)
- London and Middlesex County Public Libraries (Promotes the Challenge and distributes/collects paper tracker forms)
- Public and Catholic Boards of Education (Distributes/collects participation packages through schools)
- City of London and MLHU (co-lead Middlesex-London ***in motion***<sup>™</sup> as licensees)
- The Child & Youth Network (supports the implementation)
- Bell Media and Post Media (guide and support the coordinated media)
- 60 other community agencies across London and Middlesex County



## What does the Community Challenge do for the City of London?

- Partnering to promote and protect health of our residents
- Supports health and well-being of all children, youth and families
- Supports all Londoners to age well and have opportunities to reach their full potential
- Supports Londoners to feel engaged and involved in their community
- Aligns with the London Plan

## Supporting the *in motion*<sup>™</sup> Community Challenge:

- **Join the Challenge** as an individual or part of a team
- Encourage your **friends and family** to participate
- **Blog or tweet** about your participation
- **Challenge other teams** in your 'sector' to create friendly competition (e.g. London Council challenges Board of Health and/or County Council?)
- Promote the Challenge at **community gatherings**
- Encourage everyone to visit [www.inmotion4life.ca](http://www.inmotion4life.ca)
- **Promote a culture of healthy living**



[www.inmotion4life.ca](http://www.inmotion4life.ca)

**Get ready to join the Challenge!**

Middlesex-London *in motion*<sup>TM</sup>  
Community Challenge

**October 1 – 31, 2015**

**...Building Canada's healthiest community!**