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<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE AUGUST 25, 2015</b>
<b>FROM:</b>	<b>LYNNE LIVINGSTONE MANAGING DIRECTOR NEIGHBOURHOOD, CHILDREN &amp; FIRE SERVICES</b>
<b>SUBJECT:</b>	<b>MIDDLESEX-LONDON <i>in motion</i>™ COMMUNITY CHALLENGE 2015</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Managing Director of Neighbourhood, Children & Fire Services, this report **BE RECEIVED** as information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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CPSC, Nov. 24<sup>th</sup>, 2008 *in motion*® Health Promotion Strategy License Agreement with Saskatoon Regional Health Authority

CNC Committee, July 19<sup>th</sup>, 2011, *in motion*™ LICENSE AMENDMENT AGREEMENT WITH SASKATOON REGIONAL HEALTH AUTHORITY

CPSC, June 17<sup>th</sup>, 2013 *in motion*™ Community Challenge

<b>BACKGROUND</b>
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**What is Middlesex-London *in motion*™?**

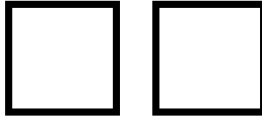
The City of London has co-led, along with Middlesex-London Health Unit (MLHU), a collaborative social marketing initiative promoting physical activity and healthy living since the City and MLHU jointly acquired the licensing rights to *in motion*™ in 2008. The Middlesex-London *in motion*™ collaboration currently involves over 60 member organizations representing local media, service provider organizations, private sector businesses and educational institutions. The initiative is supported by a web-site (inmotion4life.ca) hosted by Western University and staff time is contributed by the City of London, Middlesex-London Health Unit, and London’s Child and Youth Network.

To ensure no duplication of activities, collaborating members of London’s Child and Youth Network and other organizations interested in healthy living have adopted *in motion*™ as the brand and social marketing strategy for promoting physical activity and healthy living in London.

In 2013, Middlesex-London *in motion*™ noted an emerging “knowledge to action” gap; namely: that raising awareness of the benefits of physical activity and healthy lifestyles was no longer as great a challenge as *helping people translate that awareness into action* and incorporate more physical activity and healthy eating into their everyday habits.

**What is the *in motion*™ Community Challenge?**

The *in motion*™ **Community Challenge** concept was born out of the belief that encouraging even small behaviour changes over a period longer than 28 days might help establish new habits and that creating a community activity that everyone could participate in would help build community as well as a community culture of healthy living. The campaign is also a great way to continue to raise awareness about health promotion and disease prevention in general.



The Challenge is held in the month of October to help prepare people for the winter months – traditionally a period of less physical activity amongst virtually every demographic group.

The first Community Challenge (2013) had over 1600 participants increasing and tracking their daily physical activity. That year London-Middlesex collectively recorded over 2 million minutes of activity from those submitting results via the electronic app and manual tracking forms distributed and collected through libraries and community centres.

In 2014, refinements to the electronic application, a revised elementary school strategy, and MLHU funded promotions in Middlesex County increased active participation in the Challenge to over 11,500 individuals with over 4.7 million recorded minutes of activity.

### **What is planned for the *in motion*™ Community Challenge in 2015?**

The Middlesex-London *in motion*™ collaboration looks forward to increasing participation in the 2015 Community Challenge by building on the successes of the 2014 campaign through:

- Enhancements to the school based strategy;
- Further improvements to the electronic app for recording activity;
- Innovations in the media promotions strategy;
- Recruitment of Community Challenge co-Champions; and,
- A targeted focus on building grass roots participation in the sectors of older adults, large employers, multi-cultural communities, persons with disabilities and neighbourhoods.

Over the remainder of August and the month of September, the public media campaign and the grassroots mobilization strategy will intensify with messaging designed to get people ‘ready’ to participate. In October the Challenge will launch and messaging will focus on getting involved and staying involved. Results will be tabulated at the end of October and announced in November.

### **How does Middlesex-London *in motion*™ and the Community Challenge support the City of London’s Strategic Plan 2015-2019?**

First and foremost, the initiative is designed to “Strengthen our Community” by promoting a “healthy, safe, and accessible city” (sub-strategic area of focus #5). Specifically, the Challenge supports the strategies of:

- “...partner[ing] with Middlesex London Health Unit to promote and protect the health of our community”
- “support[ing] the health and well-being of all children, youth and families in London”
- “support[ing] all Londoners to age well and have opportunities to reach their full potentials”

However, the Community Challenge also supports the Strategic Plan in a number of other ways, including providing explicit opportunities for:

- Engaging neighbourhoods;
- Supporting all Londoners to feel engaged and involved in our community; and,
- Supporting The London Plan tenets of
  - “giving Londoners the opportunity to ... increase personal health, reduce stress,...and stay independent longer”
  - “plan[ning] for a healthy city and healthy neighbourhoods”
  - “seek[ing] out partnership opportunities in the provision of recreation and leisure service that maximize the benefits to Londoners”

### **How can individuals, including public figures, support the *in motion*™ Community Challenge?**

There are a number of ways individuals can support the Community Challenge. Some simple ways include:

- Join the Challenge personally (sign up and record your activity this October)
- Encourage your family, friends and/or co-workers to join the Challenge
- Create a team and “challenge” others to form similar teams
- Mention/promote the Challenge at public events and gatherings

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- Encourage others to visit the website [inmotion4life.ca](http://inmotion4life.ca)
- Blog or tweet about the Challenge and your participation in it
- Promote a culture of healthy living in London

**Conclusion**

The Middlesex-London *in motion*™ **Community Challenge combines community and neighbourhood building with healthy lifestyle building** in a combination that reaps many public benefits for the residents of London and Middlesex including greater social cohesion, increased health, decreased health care costs, and greater workplace productivity.

**FINANCIAL IMPACT**

The City supports the Middlesex-London *in motion*™ **Community Challenge** through its current approved operating budget. The initiative also enjoys financial and in kind support from various Middlesex-London *in motion*™ collaborating organizations including MLHU, Western University, and members of London’s Child and Youth Network, to name a few.

<b>SUBMITTED BY:</b>	<b>RECOMMENDED BY:</b>
<b>TONY KYLE MANAGER, WEST AREA RECREATION SERVICES</b>	<b>LYNNE LIVINGSTONE MANAGING DIRECTOR NEIGHBOURHOOD, CHILDREN &amp; FIRE SERVICES</b>

- C. **Kyle Murray, Senior Financial Business Administrator**  
**Lynne Marshall, Solicitor II**