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TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE JUNE 17, 2013
FROM:	LYNNE LIVINGSTONE MANAGING DIRECTOR NEIGHBOURHOOD, CHILDREN AND FIRE SERVICES
SUBJECT:	<i>in motion</i>TM COMMUNITY CHALLENGE

RECOMMENDATION

That, on the recommendation of the Managing Director of Neighbourhood, Children and Fire Services, this report **BE RECEIVED** as information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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CPSC, Nov. 24th, 2008 *in motion*[®] Health Promotion Strategy License Agreement with Saskatoon Regional Health Authority

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

BACKGROUND

Purpose of Report

This report updates Council on Middlesex-London *in motion*TM and its physical activity/healthy eating promotion activities. It also highlights an upcoming exciting new community initiative – the *in motion*TM Community Challenge- launching in September, 2013.

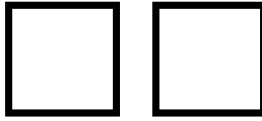
What is *in motion*TM?

Since 2008, the City of London and Middlesex-London Health Unit (MLHU) have jointly held the local licensing rights to *in motion*TM, the marks and brand of a social marketing strategy aimed at increasing physical activity levels. The licensing rights cover London, Middlesex County and schools in the jurisdiction of Thames Valley District School Board. Originating in Saskatoon, the *in motion*TM brand has subsequently been adopted in a variety of jurisdictions across the country.

Over the years, the City and MLHU have built a broad based collaborative network called “Middlesex-London *in motion*TM” which currently involves approximately 60 organizations who support its local social marketing initiatives. A key partner providing research support is Western University – especially the Faculty of Health Sciences.

Annually Middlesex-London *in motion*TM produces a media campaign designed to promote physical activity. The initiative also provides a number of information products and motivational items that it provides to local organizations and events. A number of organizations – including the Child Youth Network (CYN) - have adopted *in motion*TM as the social marketing “umbrella” brand for all activities related to physical activity and healthy eating promotion. The *in motion*TM brand for example appears on most products of the CYN’s Healthy Eating and Healthy Physical Activity (HEHPA) priority and HEHPA supports many *in motion*TM initiatives directed towards children, youth and families.

*in motion*TM works collaboratively with other networks interested in health promotion and “divides the labour” with these other networks in order to complement and not duplicate efforts.



Why is *in motion*TM important?

Since first identified as a health issue of major significance, lack of physical activity, sedentary lifestyles, unhealthy eating habits trends have not reversed and arguably have worsened. Recent studies project the current generation of children as being the first in history likely to have shorter average lifespans than their parent generation. Obesity and unhealthy weights impact every age bracket, every economic bracket, every ethno-cultural demographic - threatening individual health and well-being, decreasing workplace productivity, and ever increasing health care costs.

In simplest terms, people are getting too little daily physical activity and have unhealthy eating habits. The reasons for this are extremely complex. The challenges to changing these behaviours and habits are equally complex. However the campaigns over the last few years have certainly **raised awareness** about the benefits of healthy eating and healthy physical activity. **Now the key issue is moving people from knowledge/awareness to action.**

Over the past several years, *in motion*TM has:

- managed an information website;
- conducted an annual radio, bill board and print ad annual campaign;
- produced and distributed information posters and pamphlets targeted at families, adults and older adults;
- developed and distributed branded motivational items promoting physical activity (e.g. collapsible frisbees, mini hockey sticks, towels etc.);
- organized information booths at large events in the City (e.g. Car Free London);
- hosted public education events (e.g. a speaker series featured renowned Canadian (and internationally recognized) expert Dr. Mark Tremblay);
- worked collaboratively with the Child Youth Network in producing and branding educational items such as “Menu Maker” (a healthy eating guide and planner)

Social marketing strategies can play a significant role in helping people change their habits – particularly if the strategies are innovative, imaginative and engaging.

That’s the intention with Middlesex-London *in motion*TM’s latest campaign - the *in motion*TM Community Challenge. We are focussing efforts on a way which we hope will take social marketing re physical activity and healthy eating to a new level: combining media marketing and community mobilization, supported by innovative technology and social media, to encourage broad participation in a fun, social, community-building and habit-changing month long ‘event’.

What’s the *in motion*TM Community Challenge?

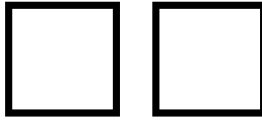
The basic idea is to engage Londoners in a 4 week Community Challenge (with 2 weeks of lead up promotion); make the Challenge easy, fun, and social in nature; and allow individuals, organizations, businesses, faith communities, families, neighbourhoods, institutions to find/invent their own preferred/creative ways of being involved.

The literature suggests that 4 weeks ‘practicing’ a behaviour is the time required to develop a new habit. We know there are many reasons **not** to be active and eat in a healthy way; so a ‘challenge’ to **be** more active needs to focus on fun, immediately gratifying results and a social element. We also know that to make real changes in activity levels, people need to find ways to fit in ‘even just a little more’ activity in ways that make sense to individual schedules, preferences, abilities.

There are three principal pillars of the Community Challenge concept:

- **A grass roots community mobilization strategy**
- **A very versatile, exciting and interactive website and Challenge microsite**
- **Media partnerships of which the current cornerstone partner is CTV**

The Community Challenge will occur in the month of October 2013 with a lead up media-based promotional campaign taking up the last two weeks of September.



Grassroots Community Mobilization

A key component of success for the Challenge rests with the ability of *in motion*TM partners and supporters to spread the news about this Challenge amongst the many different sectors of the community far enough in advance of October for individuals, organizations, families, businesses, clubs, religious institutions, neighbourhoods, ad hoc groups to:

- learn more about the Challenge
- consider personal goals to aim for
- get creative about how they would like to participate
- how they will ‘challenge’ others in the community to get involved.
- commit to promoting the Challenge through professional and social networks.

An *in motion*TM Community Challenge collaborator’s forum was held June 12 to engage partner organizations in the process of doing this grass roots promotion and preparedness.

*in motion*TM is also actively engaging key individuals to ‘champion’ the Challenge as role models, motivators, influencers, communicators, and facilitators of engagement within and between sectors.

The Website and Microsite

Developed by local company, Arcane, with funding support from London Community Foundation and the Child Youth Network, the extremely innovative website, microsite and associated social media and e-connections allows Challenge participants to:

- Set personal goals on line in advance of the Challenge
- Track activity levels on line
- Create teams on line and ‘challenge’ other teams (e.g. families? Friends? workplaces? Businesses? Churches? Neighbourhoods? Ad hoc teams?)
- Get connected to others in general “communities of interest”
- Track areas of the city in which team members are being most ‘active’
- Tune into motivational blogs from fellow participants and/or civic figures
- receive tips and information
- receive motivational messaging and reinforcements for meeting goals
- participate on exactly their own terms, while contributing to a fun community activity

The website and microsite is user friendly for all ages and can be accessed from hand held devices. It will provide the ‘engine’ to record activity participation as well as to facilitate development of teams and ‘communities’ of participants.

*in motion*TM will be engaging partners in developing strategies to provide broader access to computers and/or assist participants without access to record activity in different ways.

Media Partnerships:

*in motion*TM has currently developed a partnership with CTV to work together to make a difference through the Community Challenge. This partnership is loosely modelled on “the Pledge” campaign to end bullying.

CTV’s commitment to support community causes is laudable and in the case of the *in motion*TM Community Challenge their contributions are especially impressive.

With respect to the television media ‘campaign’, CTV is:

- involving 3 on-air news personalities who will participate in Challenge; appear in promo ads; ‘chat’ about the Challenge on air; potentially blog about their participation on the *in motion*TM Community Challenge microsite
- producing a promo ad for the Challenge with prime time placements in the CTV Fall line-up based on our preferred demographic targets of ‘younger’ older adults (65-75yrs); ‘sandwich generation females (35 – 55 years); and tweens (9-13 yrs.)
- producing a 5 part news series on issues related to physical activity and unhealthy eating to run during the October Challenge
- placing “pre-rolls” promoting the *in motion*TM Community Challenge on CTV videos on their website
- Linking www.inmotion4life.ca website to the CTV website



Middlesex-London *in motion*TM, in turn is:

- Contributing cash to the media campaign (funded by City of London);
- advising CTV on potential content of the news series (including identification of local content experts from *in motion*TM partners such as Western University and MLHU)
- working with CTV on the identification of other potential sponsor/supporters for the media campaign (e.g. MLHU)

*in motion*TM is also exploring relationships with other media who may wish to be involved in various ways. The concept of the Community Challenge appears to be of great media appeal to date.

FINANCIAL IMPACT

The costs of the *in motion*TM Community Challenge (at an approximate total cost of \$40,000) will be funded within approved budgets as follows:

- Challenge community mobilization strategy (in kind supports provided by *in motion*TM partner organizations)
- Challenge website/microsite at an estimated cost of approximately \$20,000 funded by London Community Foundation (\$7,500) and the City of London (\$12,500)
- Challenge media partnership at an estimated cost of approximately \$20,000, funded by the Child and Youth Networks' Healthy Eating/Healthy Physical Activity priority. CTV contributes leveraged promotions and in kind contributions including production costs for promotional spots.

Middlesex-London *in motion*TM gratefully acknowledges grant support from London Community Foundation for website/microsite development.

CONCLUSION

As momentum builds towards a September launch and October implementation, more and more partners and organizations are coming forward with creative ways to contribute to, or participate in the Challenge. Partners have worked over two years in creating the collaborations, resourcing and supports necessary to make the Challenge a reality.

City of London Civic Administration is proud to be part of Middlesex-London *in motion*TM and to play a key role in enabling this exciting community 'event'.

The Challenge has the potential to engage many Londoners in a way that can help them form healthier habits. The magic is that it can do so through a community activity that builds social engagement, creates community buzz, and provides a fun experience - all in a non-intimidating, positive, constructive way.

SUBMITTED BY:	RECOMMENDED BY:
TONY KYLE MANAGER, WEST AREA RECREATION SERVICES	LYNNE LIVINGSTONE MANAGING DIRECTOR, NEIGHBOURHOOD, CHILDREN AND FIRE SERVICES

c. Mary Lou Albanese, MLHU, Chair Middlesex-London *in motion*TM
Chris Harvey, Boys and Girls Club, co-Chair, Child and Youth Network HEHPA priority