

## Physical Activity Alliance of Northern BC Workshop

April 4, 2022

### Session 1: Summary of key themes from breakout conversations

Key themes	Notes
Collaboration and sharing resources	<ul style="list-style-type: none"><li>• Low-to-no barrier activities resonate with the group</li><li>• Better means of identifying and creating opportunities for collaboration in northern BC</li><li>• Sharing what is currently out there we can strengthen current initiatives and identify what is working and what needs improvement</li><li>• Recognize opportunities for partnerships with more local community groups and leaders</li><li>• Value/importance of building trusting relationships across the alliance</li><li>• Identifying opportunities for funding</li></ul>
Leveraging the accessibility to physical activity in northern BC	<ul style="list-style-type: none"><li>• Support low barrier physical activity opportunities that are universally accessible<ul style="list-style-type: none"><li>◦ This includes opportunities that build off the geography of the north such as winter activities</li></ul></li><li>• Support for communities with limited resources</li></ul>
Advocacy group	<ul style="list-style-type: none"><li>• The idea of creating a collective voice can provide a stronger influence to work as an advocacy group for increasing funding and creating change</li></ul>
Goals for the alliance	<ul style="list-style-type: none"><li>• A goal is for the Alliance to become a hub where everyone (health practitioners, program providers, organizations, community members) can access information and resources, but also include culturally appropriate messaging for communities within the North<ul style="list-style-type: none"><li>◦ Promote the message that physical activity can be accessible/easy</li></ul></li><li>• Another goal is to become an established partnership that is empowered by community members who will help identify barriers and ways to increase accessibility</li><li>• The Alliance could also take a leadership role in tackling the barriers, increasing accessibility, connecting with municipalities/government (i.e., funding), and providing educational opportunities</li></ul>
Building the network (it takes a village)	<ul style="list-style-type: none"><li>• Mentorship within communities of students, exercise providers &amp; health professionals in northern communities to build up leaders in Northern BC</li><li>• Advertising/promotion of what does exist already (i.e., accessible opportunities,)</li><li>• Creating synergies and connections</li></ul>

### Session 2: Summary of breakout conversations

Key themes	Notes
Target populations	<ul style="list-style-type: none"><li>• Emphasis on activity for everyone, and special interest in those often left behind in the north (ex. girls 12-17, people with disabilities)</li><li>• Changing messaging to focus on language and inclusivity, tailored specifically to the north and community context</li><li>• Aging populations, persons with spinal cord injuries, school aged children, recovery programs</li></ul>

	<ul style="list-style-type: none"> <li>• Need to train individuals in the north to work with these populations. Need expertise in the north, not just in health care but in the community setting</li> <li>• Keep focus limited and reasonable – key priorities as a starting point</li> </ul>
Acknowledging pandemic circumstances	<ul style="list-style-type: none"> <li>• Pandemic highlighted the importance of activity</li> <li>• Some reluctance for individuals and family to return to organized activity <ul style="list-style-type: none"> <li>○ Unsure if it's been replaced by alternative unstructured activities, outdoor activities, or no longer active</li> </ul> </li> </ul>
What could support communities in northern BC to be more active?	<ul style="list-style-type: none"> <li>• Funding <ul style="list-style-type: none"> <li>○ Mindful of unseen costs (travel, distance)</li> <li>○ Volunteer burnout</li> </ul> </li> <li>• Physical activity promotion through messaging and awareness</li> <li>• Reframe messaging as part of daily life – not something extra or hard to do. Promote social aspect and benefits of PA, active for life</li> <li>• Alliance supporting communities and smaller organizations with grant applications to secure funding</li> <li>• Identifying existing opportunities and pooling resources</li> <li>• Focus on accessibility as all members benefit from accessible communities <ul style="list-style-type: none"> <li>○ Accessible BC Act could support the alliance's efforts</li> </ul> </li> </ul>
What do you need and how can the Alliance support your organization or community?	<ul style="list-style-type: none"> <li>• Website or central hub</li> <li>• Quarterly meetings</li> <li>• Forums where login/membership is required may decrease use and accessibility</li> <li>• Highlighting new and promising programs and interventions across the region</li> </ul>
What is the best way to work with Indigenous groups like I-SPARC? Should we work in parallel? Should there be some cross-over?	<ul style="list-style-type: none"> <li>• Need to share a common vocabulary</li> <li>• Bringing the right voices to the table – ex. regional coordinators from I-SPARC in advisory group <ul style="list-style-type: none"> <li>○ Need to ensure representatives from target populations are present in advisory groups, etc.</li> </ul> </li> <li>• Building relationships</li> </ul>
How do you want to communicate with the alliance?	<ul style="list-style-type: none"> <li>• Organizations are eager to continue to be a part of the conversation. However, time and human resources can be a barrier, so semi-regular engagement is ideal. In-person meetings are preferred.</li> </ul>

**Based on the notes from the workshop and conversations with our facilitators and notetakers, we have developed the following DRAFT aims:**

1. To create a network for collaboration and information sharing that will support organizations and communities to promote physical activity in the north.
2. To foster physical activity opportunities and a culture of physical activity that is safe and inclusive for all.
3. To reframe physical activity for the north with a focus on outdoor recreation opportunities and movement, taking a holistic approach.

**We have also developed a TENTATIVE list of core values to guide PAANBC moving forward:**

- Inclusion

- Cultural safety
- Equity
- Friendship
- Collaboration
- Partnership

**Next Steps:**

1. We will schedule community forums for updates and connections 2-3 times a year (virtually for now, with the goal of in-person opportunities). Next meeting will be held in September 2022.
2. We will work to develop a website, newsletter, and social media channels to keep alliance members and communities in touch
3. We will conduct an environmental I scan to identify existing tools and resources available for promoting physical activity in northern, rural, and Indigenous community settings, and to understand the needs of organizations working in the north.