

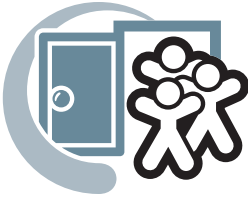
Making the Case

Building support for increased
access to physical activity
for health



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Making the Case Workbook

This workbook will guide you through the development of a presentation to raise awareness about health inequity and how promoting inclusion and access to physical activity can impact your community.



A joint initiative of
BC Recreation and Parks
Association and the Heart
and Stroke Foundation of
BC & Yukon.



ActNowBC.ca

An initiative of these
BC Healthy Living Alliance
members



Canadian
Cancer
Society
BRITISH COLUMBIA AND YUKON



Canadian
Diabetes
Association



Dietitians of Canada
Les diététistes du Canada



HEART &
STROKE
FOUNDATION
OF BC & YUKON
Finding answers. For life.



WHEN TO USE THIS PRESENTATION

This presentation may be adapted for a number of situations:

- Raising awareness and understanding about the links between inequity and poor health.
- Reinforcing the importance of access to physical activity for health and social well-being in our communities.
- Sharing information or research on community needs.
- Advocating for support or commitment to addressing inequitable access to physical activity.

HOW TO USE THIS PRESENTATION KIT

Print out this workbook and use it as a guide for preparing for your presentation. There are five areas of focus that shape the development of the presentation:

- Learn** Review the information sheets and follow up with additional resources to learn more
- Engage** Involve supporters and build a team
- Plan** Identify who this information should be shared with, why this message is important to them, and what the benefits are
- Act** Share this information and present your “ask”
- Reflect** Follow up with questions raised or actions that were decided upon

A check box “☐” indicates a suggested action. Check them off as you progress through the workbook so you can keep track of what is complete.

Getting started – download resources

- ☐ Information sheets, videos and tools are downloadable at www.physicalactivitystrategy.ca.
 - Click “Everybody Active”; then click “Everybody Active Resources”; then click “Learn”
- ☐ To give you a head start, download the Making the Case PowerPoint.
 - Follow the instructions above, and click “Plan”
 - Use this workbook to help plan your presentation

LEARN

The first step is to gain a better understanding of the issues and key concepts.

“Health inequities occur when some people – because they have more money, higher status, more education, etc. – have a better chance of being healthy.” (*Turning the Tide*)

Health inequity

Health inequity is a result of exclusion. An unintended outcome of exclusion is that people do not have equal chances to be healthy because of factors such as income, social status, education and/or access to services.

Research on these factors, or determinants, has shown that income and social status has a stronger influence over health than smoking or genetics. Many of these determinants are based on social, economic, political, environmental and cultural systems. This means that decision-makers can impact policies and programs that improve equitable access to services in their communities.

- See **LEARN** information sheet: *HOW DOES INEQUITY AFFECT HEALTH?*
- Watch *Population Health – The New Agenda Video* by Vancouver Coastal Health

The role of physical activity

Physical activity can improve and maintain health, particularly by protecting against certain chronic diseases and reducing stress.

Physical activity can provide inclusive opportunities to build self confidence and social networks, as well as opportunities to participate in community life. Ensuring that physical activity opportunities are inclusive and easily accessible can help individuals regain a sense of control over their lives.

Finally, in BC it is estimated that physical inactivity costs over \$211 million in direct health care costs.

- See **LEARN** information sheet: *WHY DON'T PEOPLE PARTICIPATE?*

Physical activity is a necessary part of a healthy lifestyle; it is not merely a luxury. Higher rates of physical inactivity and chronic disease have been correlated with lower income. In BC, our poverty rate is 13% - the highest of all Canadian provinces. Also, 23% of all working poor Canadians live in BC.

Everyone in the community needs equal access to build and maintain health through physical activity without relying on affordability. Physical activity will not end poverty, but it can help mitigate some of the negative health effects related to inequity. Contributing to healthy communities is everyone's responsibility.

- See **LEARN** information sheet: *WHY DOES POVERTY MATTER?*

Hint:

Take just 15 minutes a day to review the material.

Keep track of your progress with the check boxes.

Did you know?

Chronic stress, like that experienced when constantly threatened by housing and food insecurity, weakens the immune system.

A weakened immune system makes one more vulnerable to disease.

◀ All resources listed here are downloadable at:

www.physicalactivitystrategy.ca

- Click “**Everybody Active**”
- Then click “**Everybody Active Resources**”
- Then click “**Learn**”



What information stood out for you? Note some key points about how poverty affects health and participation in physical activity.

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PowerPoint slides 4 & 5 ▶

PowerPoint slide 3 ▶

What role does your organization play? Note any supporting information, such as a mission or vision statement, existing policy or strategy, or any other commitment or direction.

Poverty means more than low income. It means struggling to meet basic needs, like food, shelter & clothing.

It also means not being able to access a comfortable quality of life, like:

- Meaningful employment
- Adequate & affordable housing
- Health & well-being
- Safe neighbourhoods

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Poverty in your community

- Visit your local government’s website and look for “Community Profile”
- Visit the Statistics Canada website www.statcan.gc.ca and click “Community Profiles” in the left-hand menu

PowerPoint slide 11 ▶

What is your community’s poverty rate?

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PowerPoint slide 12 ▶

How many adults, age 35 to 54, live in your community?

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Note any significant statistics here (eg. lone parent families, immigration, aboriginal)

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ENGAGE

The next step is involving partners and garnering support on the issue.

Use this section to plan who you can work with in your community on health inequity and access to physical activity.

See **PLAN** information sheet: *POTENTIAL COMMUNITY PARTNERS*

1) Is there already a group or committee focusing on physical activity or poverty-related causes?

- Active Communities
- Community social planning
- Poverty response or action network

NAME OF GROUP:

CHAIRPERSON:

PHONE NUMBER:

EMAIL:

NAME OF GROUP:

CHAIRPERSON:

PHONE NUMBER:

EMAIL:

2) Partners who provide physical activity opportunities in your community:

- Municipal recreation departments
- Facilities contracted by your local government
- Community-based recreation and sport associations
- Schools/Community Schools
- Private fitness studios and gyms

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

◀ All resources listed here are downloadable at:

www.physicalactivitystrategy.ca

- Click “Everybody Active”
- Then click “Everybody Active Resources”
- Then click “Plan”

Hint:

Take just 10 minutes a day to do your internet searching.

Note your contacts in the areas provided.



3) Partners who can provide data or research information:

Health Authority

- Contact your local health authority for someone involved in population health, healthy living or community development.

Social Planning

- Do an internet search to see if:
 - Your local government has a social planning department.
 - Your community has a social planning group or committee.
- Try the key words “social planning” and your community’s name.

College or University

- Check to see if your local college or university has a program in health promotion, recreation or recreation therapy, or human kinetics.

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

4) Partners that work with people affected by poverty

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

5) Community members affected by poverty

NAME:

PHONE NUMBER:

EMAIL:

Hint:

Need more space to record community contacts?

Record additional contacts on page 13.

PLAN

Once the group has formed, the PLAN section will help guide the development of your presentation's key message.

Work with your partners to identify who to share this information with, why this message is important to them, and how they will benefit.

❑ Download the *Making the Case* PowerPoint and *Presentation Notes* from www.PhysicalActivityStrategy.ca as a starting point for your presentation.

❑ Brainstorm as a group:

- WHO** makes or influences decisions in my community?
- WHAT** are you asking for?
- WHAT** information supports your ask?
- WHY** would they take action? What is at stake for them? What is the benefit?
- HOW** would they gain or lose as a result? What information will alleviate concerns?

For example:

Local Governments: Local governments can implement policies and strategies that address social inclusion, equity and access to services.

The “ask”: That the [[municipality of xxx]] take a leadership role in addressing health inequities in the community, by developing a strategy to promote inclusion and improve access to physical activity and recreation for low-income community members.

Supporting information:

- Information sheets
- Community profile & needs assessment
- Focus group results

Benefit: Meeting a demonstrated community need. Building a healthier community.

Gain or Lose: Developing a strategy will require financial investment, but the outcome will be a plan that contributes to improving the health and quality of life of those in need in our community.

Who is your target audience? (Who makes or influences decisions?)

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What is your “ask”?

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Hint:

Brainstorming the presentation is always exciting.

Stay focused by asking “Is what we’re doing contributing to our objective?”

- ◀ All resources listed here are downloadable at: www.physicalactivitystrategy.ca
- Click “**Everybody Active**”
- Then click “**Everybody Active Resources**”

As a group, brainstorm a list of potential audiences first.

Narrow your target audience from that list.

◀ PowerPoint slide 15



What information supports your “ask”? Which partners speak best to the info?

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Why would they take action? What is at stake for them? What is the benefit?

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How would your audience gain or lose as a result? What information will alleviate concerns?

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PowerPoint slide 12 ▶

What other initiatives are already happening that you can build on?

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PowerPoint slide 13 ▶

What local research has been conducted?

(eg. needs assessment, case studies, focus groups, interviews, surveys)

If no local research has been done, perhaps a needs assessment or community engagement could be your “ask.”

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ACT

Raise awareness by sharing this information.

The following list will help you prepare for most group presentations:

1. What are you asking for?

- Have you focused your request?

2. Gathering your information

- Consider your audience and any background on your issue that may be relevant
- Check with your partners for relevant information and real-life stories
- Research your issue, including current statistics (look at LEARN section of this workbook)

3. Arranging to speak before a group

- Contact the group spokesperson or leader
- Ask to be placed on the meeting agenda
- Is there someone in the group that can offer support/consultation?
- Can you provide written information prior to meeting?
- Ask about technical details
- PowerPoint
 - Screen
 - Laptop
 - Extension cords
 - Flip chart and pens
 - Room set-up

4. Preparing to give your presentation

- Practice your presentation using PowerPoint
- Be prepared to answer questions
- Consider your appearance (dress comfortably/conservatively)
- Bring business cards
- Bring along well-behaved supporters
- Arrive early – in time to relax and set-up/prepare
- Remember your tools
 - Computer (if required)
 - Your PowerPoint presentation (have an alternative ready in case of technical difficulties)
 - Handouts (adequate copies for your audience)
 - Other tools you might need (screen/laser pointer/pen/paper/etc)

5. Follow-up

- Thank the people who provided assistance
- Ask for feedback on the presentation
- Provide follow-up information as required
- De-brief with your supporters

Presentation date:

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Time:

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Location:

▶

Contact person:

▶

Phone number:

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Email:

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Logistics & other info:

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REFLECT

Follow up with questions raised or actions that were decided upon. Debrief with your partners to identify what could be improved and next steps.

At the end of your presentation

What questions were raised?

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What did you commit to following up on?

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Hint:

Thank your partners for their support.

Does the group wish to continue working together on more projects that remove barriers to physical activity?

Debrief with your partners

Strengths of the presentation

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Areas of improvement

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Opportunities that arose

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Concerns that were expressed

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ADDITIONAL CONTACTS

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

NAME:

TITLE:

PHONE NUMBER:

EMAIL:

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