



For pricing or more information about the HEALTH PROMOTION strategy please contact:

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A large collage of various people engaged in different physical activities, including running, playing tennis, cycling, and playing basketball, all in a warm, orange-toned color palette.

How to Implement the in motionTM
Health Promotion Strategy



HEALTH PROMOTION



In motion™ is a health promotion strategy, with a focus on community wide involvement in physical activity. It is a comprehensive approach that uses targeted strategies to reach all corners of the community.

The goal is to have all of the citizens in a community include regular physical activity into their daily lives for health benefits. Through an investment of 2 million dollars combined with years of experience, in motion™ has developed into a revolutionary health promotion strategy.

For many years we have known about the benefits of physical activity. These benefits include prevention of chronic disease and enhancement of quality of life in the community as well as a substantial reduction in healthcare cost. Recent research has confirmed that the benefits of physical activity go far beyond our greatest expectations.

The challenge is no longer whether physical activity is important but rather how to mobilize large percentages of populations to actually become physically active on a regular basis.

On the national stage, organizations such as Health Canada and the World Health Organization have determined that physical activity is extremely important in terms of healthy lifestyle and reduction of health care costs.

The in motion™ health promotion strategy will provide you with the tools to get your community mobilized to capture the health benefits of daily physical activity, and to substantially reduce health care costs.

Using proven in motion™ methods of building partnerships, increasing community awareness, focusing on target areas and measuring success is the most effective way to improve the health of the people within your community.

The in motion™ health promotion strategy uses a comprehensive public awareness plan in combination with a targeted community-based approach that has proven to engage the public to increase their physical activity levels.

In motion™ uses a detailed 10-step approach to create a health promotion strategy. The 10-step approach will take you through a process beginning with establishing a common vision, building community partnerships and resulting in an implementation strategy to increase physical activity levels in your community. The in motion™ strategy then provides you with the tools to establish a system of communications and to develop a marketing plan. To ensure that you're in motion™ strategy is successful; an evaluation plan gives you the means to measure your community's success and progress.

In parallel to the implementation of the in motion™ strategy, your community may choose one or all five of the target areas offered by in motion™. You can mix and match the target areas that best suit your community, or you can implement all five target areas at a pace that can be managed by your team. Detailed resource packages are available for each target area, which provide practical strategies and resources to increase physical activity in your community.

GETTING STARTED - ASSISTANCE OPTIONS

The in motion™ team can assist your community to become "in motion", at a level based on your needs.

CONSULTATION PACKAGE - Phase 1

A One Day Orientation to the in motion™ health promotion strategy.

A senior member of the Saskatoon in motion™ team will share our experiences and answer questions.

This orientation will provide a good overall understanding of the in motion™ process and allow for interested partners to ask questions.

- You and your potential partners will have enough information to decide if the in motion™ strategies, learnings and possibly resources would be useful for your community.

From experience it will build interest and assist you in getting commitment to this community-wide initiative.

- This step can be highly valuable in convincing senior management to proceed with a similar strategy for your community, with or without the further assistance of our Saskatoon in motion™ team of experts.

CONSULTATION PACKAGE - Phase 2

A comprehensive Consultation and Resources Package designed to save you considerable time and money.

It consists of ten person-days of consulting, plus a complete master set of our six, information-packed physical activity Implementation and Resource Manuals.

The consultation, based on our experience in planning a community-wide physical activity strategy, will walk you through the details of our 10 step planning approach, including:

- Strategies for developing and maintaining partnerships
- Framework for the development of your communication plan
- Emphasis on five primary target groups, with development strategies for targeted community initiatives
- Strategies to measure your success

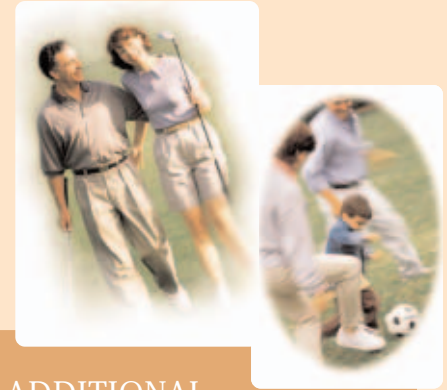
The consultation team, and the consultation agenda (including topic emphasis) will be planned in cooperation with you to ensure that we fulfill your expectations.

COMPLETE PACKAGE - Phase 3

Includes the above Consultation and Resources, plus the successful in motion™ marketing and promotional tools.

Our branding has allowed in motion™ to become recognisable as an exciting and energetic physical activity strategy.

This option is for communities who are interested in adopting the in motion™ strategy in its entirety, including all visual identity products, which can be easily adapted to your community (e.g. logo, posters, banners).



ADDITIONAL PRODUCTS AND SUPPORTS

WEB SITE

The World Wide Web has become an essential communication tool but, the process of developing, testing and maintaining an effective web site is costly and time consuming.

- The Saskatoon in motion™ web site has been cloned and can be customized to your community.
- Available for purchase with both Phase 2 and Phase 3 or on its own.

IMPLEMENTATION AND RESOURCE MANUALS

Available for each of the 5 targeted Strategies:

- Children and Youth
- Older Adults
- Workplace Wellness
- Healthcare Referral
- Primary Prevention of Diabetes



For pricing details or more information about the in motion™ strategy and our consultation services, please see our contact information on the back page of this brochure.