



For pricing or more information about *in motion*™
TARGET STRATEGIES please contact:

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A large collage of various images related to physical activity, including people playing tennis, a family playing soccer, a person on a bicycle, a person in a wheelchair, and various people exercising. The images are in shades of brown and orange, with one central image in color showing a family playing soccer on a grassy field.

Physical Activity Target Strategies





Physician

"As a physician, I find *in motion*[™], and the PACE program provided by *in motion*[™], to be a valuable asset to both myself and my patients. It is imperative that we promote regular physical activity as a necessary part of the public's life."

School Administrator

"*In motion*[™] has contributed to a positive school atmosphere and morale. There was even a conscious effort by students to increase physical activity at home. Students were encouraging parents to become more physically active and participate with them!"

Workplace

"I have noticed significant changes in my staff. Employees who are physically active are less fatigued, happier and able to handle stress better."

Older Adult

"When I exercise I know I am making my body strong, but it has also made my 'mind' strong!"

Diabetes Participant

"Since I have been walking, it is incredible how I feel. I have been able to manage my diabetes and have reduced my insulin usage."

TARGET STRATEGIES

In motion[™] is a health promotion strategy, with a focus on community wide involvement in physical activity.

Through an investment of over two million dollars, building upon the learning's of numerous community-based health promotion initiatives, and several years of experience, an effective health promotion strategy called *in motion*[™] has been developed.

In motion[™]'s objective is to have all citizens incorporate regular physical activity into their daily lives for health benefits. It is a comprehensive approach that uses public awareness, education and motivation strategies, in combination with TARGET STRATEGIES and constant evaluation to reach all corners of the community.

The *in motion*[™] package will save your community a significant amount in up-front costs and, from our experience, at least two years of program design and development time. Take advantage of a strategy that has been developed by professionals, evaluated, refined through years of experience, and proven to work.

The *in motion*[™] strategy focuses on three population areas:

- ✓ Children & Youth
- ✓ Adult
- ✓ Older Adults

Five TARGET STRATEGIES are provided within these population areas:

- ✓ Children & Youth School Strategy
- ✓ Workplace Wellness
- ✓ Healthcare Referral
- ✓ Older Adults
- ✓ Primary Prevention of Diabetes

Collectively, the TARGET STRATEGIES encompass a wide-cross section of the population. The flexibility of the *in motion*[™] strategy and resources allows a community to choose the TARGET STRATEGIES that best suit the community's' priorities. Detailed resource packages are available for each of the TARGET STRATEGIES, which provide you with practical tools and resources to increase physical activity in your community.

TARGET POPULATION RESOURCES

These proven cost effective resource packages will benefit communities or organizations that are interested in implementing a physical activity strategy. The flexibility exists for communities to choose the resources that best meet their current needs.

The Target Populations are:

- CHILDREN AND YOUTH
- ADULTS
- OLDER ADULTS

Within these Target Populations, resources have been developed for:

- Children and Youth (elementary school resources)
- Workplace Wellness
- Healthcare Referral
- Primary Prevention of Diabetes
- Older Adults

Each of the TARGET STRATEGY resources include:

IMPLEMENTATION MANUAL

- Benefits of physical activity
- Rationale for implementing strategy
- Developing an action plan
- Recruitment Strategies
- Sustaining the initiative
- Evaluation tools- assist you in determining your success/outcome

PHYSICAL ACTIVITY RESOURCE GUIDE

- For "Champions" (leaders) who will be responsible for implementing strategies
- Provides practical and easy to use tools.
- Describes roles and responsibilities of *in motion*[™] Champions
- Key initiatives and ideas
- Resources to promote physical activity
- Evaluation tools

PRACTICAL AND READY TO USE *in motion*[™] TOOLS

- Power point presentation for key stakeholders
- Sample recruitment letters and flyers
- Information kit on the initiative
- Sample physical activity fact sheets
- Newsletters

CONSULTATIVE SERVICE (optional)

- Access to dynamic *in motion*[™] experts
- Consultative workshop on the delivery, process and resources
- Provision of ongoing support



PROGRAM OPTIONS (ADDITIONAL COST)

CD with production ready files for:

- *in motion*[™] T-shirts
- *in motion*[™] water bottles
- *in motion*[™] stickers
- *in motion*[™] temporary tattoos
- *in motion*[™] Widow decal
- *in motion*[™] Community banner
- *in motion*[™] poster

For pricing information on the Program Option resources or more information about the *in motion*[™] TARGET STRATEGIES, please see our contact information on the back page of this brochure.

