



# Fall...*in motion*

October, 2011



## Planning Toolkit

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## What is Fall...*in motion*?

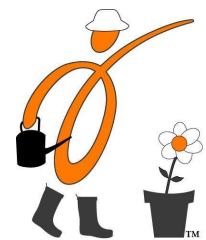
**Fall...*in motion*** is an annual campaign that encourages members of our community to be physically active. It starts with a kick-off event—the GINORMOUS Walk— then we want our residents to declare they will get or stay active during the month of October. Our aim is to promote physical activity habits that will last into the winter months when people tend to be less physically active.

### 1. The GINORMOUS Walk Friday, September 30th

The GINORMOUS Walk is the kick off event that encourages people to start making physical activity a part of their daily lives. Although it is called a 'walk', any type of physical activity will do.

- ⇒ On your own: Be active for at least 30 minutes in any way during that day and then register your activity on the ***in motion*** website ([www.in-motion.ca](http://www.in-motion.ca)). Last year, over 23,000 people registered their activity and this year our goal is to beat that record.
- ⇒ Or at River Landing: Everyone is invited to join us at River Landing for a community walk along the Meewasin Trail for 30 minutes at noon on Friday September 30th. Schools, workplaces, community groups, families and individuals are all encouraged to meet at the River Landing Amphitheatre and after a short welcome, we will make our way towards the university bridge in a brisk walk,.
- ⇒ In your neighbourhood: You can plan your own neighbourhood walk or event. Get your friends and neighbours together and plan a 30 minute walk. Then get together for a potluck supper, or just some healthy treats and socializing.
- ⇒ In your Community: if you are in a rural area, smaller town or city, get a group together and plan a community walk. See more information on planning an event in this tool kit.

Whatever activity you do on September 30th will qualify you to be a part of this event. Register your activity that you did on September 30th at the ***in motion*** website by **October 15th** at the latest and you will be eligible for great prizes! If you are in a group or facility, one person may register for a whole group of people.



*in motion* Proudly Presents

# Fall...*in motion* 2011



**Declare to GET Active and STAY Active this FALL!**

## Kick Off Fall with the **GINORMOUS WALK**

Our goal is to have everybody physically active on  
**September 30, 2011**

Join the *in motion*  
ambassadors on  
**September 30th at noon**  
at the  
**River Landing  
Amphitheatre**



**OR**

Be physically active  
for **at least 30**  
**minutes.**  
On your own, with  
friends, at work or  
school.

Submit your activity and make your declaration  
*Make it Count* to stay active throughout the FALL

Go to: [www.in-motion.ca](http://www.in-motion.ca)  
or call 655-3648

*Win Great Prizes!*

- \* Elliptical Trainer
- \* School Dance Party
- \* Cardio Bike
- \* And Much MORE!

Please submit your September 30th activity and your Declaration to be Physically Active  
by **October 15** to be eligible for prizes.

### THANKS TO OUR SPONSORS AND SUPPORTERS

Sponsored by:



Supported by:



The StarPhoenix





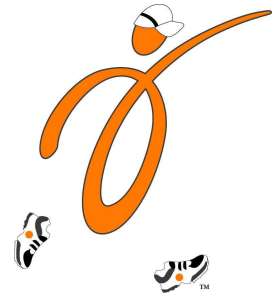
## 2. Physical Activity Declaration — October 2011

- ⇒ The October Declaration Challenge is designed to remind people to make physical activity a priority and declare that they will be active for the month of October. For those people who haven't been active for a while or need to increase their physical activity, it's a great way to motivate yourself to move.
- ⇒ Using a variety of tools and tips, such as activity logs, helps you to keep track of how much you are doing and motivate you to do more or to keep going. This should be a kick-start to long-term activity, and not just a one month commitment.
- ⇒ Some tools and tips are also included in this resource or visit **www.in-motion.ca** for more information.
- ⇒ If you have been active, you may want to look at how much activity you are doing and at what intensity level. It's important to challenge your body so that your body doesn't get used to one level of intensity. Try to work at a pace that brings your heart rate up so that you are breathing a little harder, your heart beat is faster and that you may even be sweating a little.
- ⇒ **Make your declaration to stay physically active for the month of October** and be eligible to win great prizes! Send us your Declaration Form by either emailing it to [inmotion@saskatoonhealthregion.ca](mailto:inmotion@saskatoonhealthregion.ca), by fax at 655-4498, by mail to **in motion** #101-310 Idylwyld Dr N. Saskatoon, SK S7L 0Z2 or call us at (306) 655-DOIT (3648). Please only submit your declaration once and submit it **by October 15th**.
- ⇒ Prizes will be awarded through random draws of received declarations. Our major prize sponsors are include Flaman Fitness and Celebrated Sound. Win prizes such as fitness equipment, a school dance party, passes and more!
- ⇒ Prize winners will be notified by either phone or email.

**FLAMAN**  
Fitness

*Celebrated Sound*  
Music Services Inc.





# Fall...*in motion* 2011

## Declare your Physical Activity!

Physical Activity—do it for life! ~ Physical Activity—do it for life! ~ Physical Activity—do it for life! ~ Physical Activity—do it for life!

I \_\_\_\_\_ do declare that I will stay  
*your name*

physically active for the month of October!

\_\_\_\_\_  
*Contact info (phone or e-mail)*

To submit your declaration send to [inmotion@saskatoonhealthregion.ca](mailto:inmotion@saskatoonhealthregion.ca),  
call **655-DOIT**, fax **655-4498** or mail to  
**in motion** #101-310 Idylwyld Dr N. Saskatoon, SK S7L 0Z2

Physical Activity—do it for life! ~ Physical Activity—do it for life! ~ Physical Activity—do it for life! ~ Physical Activity—do it for life!

To start your month long **DECLARATION** of physical activity....  
join the **GINORMOUS Walk - Friday September 30 @ noon**

♦ Be physically active for 30 minutes on your own OR at River Landing Amphitheatre

**Chances to win GREAT PRIZES** — submit your activity for September 30th and

your Declaration to stay active for October by **OCTOBER 15TH** at [www.in-motion.ca](http://www.in-motion.ca)

♦ Win great prizes including:

- An elliptical and upright cardio bike from Flaman Fitness
- 1 lucky school will receive a dance party from Celebrated Sound
- And much MORE!

Fall...*in motion* sponsored by:





### 3. Tools & Tips

Get “in motion” by including physical activity into your daily routine. Even small amounts of activity can help make a difference to your health. For more information go to [www.in-motion.ca](http://www.in-motion.ca)

#### Tips for Physical Activity

- Choose physical activities that you enjoy, and remember it is always worth trying something new.
- Take a class with friends - yoga, pilates, dance classes and martial arts are a great way to stay active and have fun.
- Include physical activity into your coffee breaks, lunch breaks or right after work.
- Use the stairs instead of taking the elevator or escalator.
- Start a walking group or challenge co-workers to walk 10,000 steps a day.
- Try a “Walking Week Challenge” to encourage walking to and from work for at least one week. You can move onto a “Walking Month Challenge”.
- When you drive somewhere, park far away and walk the extra distance.
- If you don't have time for 30 minutes of activity at once, or if 30 minutes of continuous activity is too much for you, try breaking it up into three ten minute sessions, just ensure that activity is continuous for ten minutes.

#### 4. Tools & Tips - Healthy Eating

Eating well begins with eating a variety of foods each day to get the nutrients you need for good health. Making healthy food choices will help you maintain a healthy weight, include fibre and reduce fat, sugar, and salt. Go online: [www.healthcanada.gc.ca/foodguide](http://www.healthcanada.gc.ca/foodguide)

##### Tips for Healthy Eating

- Start your day with breakfast - research has found that those that do eat healthier for the rest of the day.
- Include fruit at each meal or snack - most Canadians do not eat adequate servings.
- Eat at least one dark green and one orange vegetable a day.
- Don't forget milk or yogourt - even adults need the calcium, and vitamin D they provide.
- Choose lower fat dairy products including cheese.
- Include fish once or twice a week as an excellent source of omega 3 fats.
- Satisfy your thirst with water. Limit soft drinks, iced teas, and other drinks.
- Keep healthy snacks with you. Fruit cups, flavoured tuna tins, crackers, nuts are all easy to enjoy.



## 5. Why be active?

### Being physically active has many benefits including:

- Increased energy
- Reduced risk of chronic diseases such as heart disease & stroke
- Weight management & control
- Reduced risk of osteoporosis
- Better muscle tone
- Improved sleep patterns
- Decreased appetite and cravings
- Helps control high blood pressure
- Helps control depression and mood swings



### Factors that promote lifestyle change:

- **Goal setting and planning**—set **SMART** goals: Specific, Measurable, Attainable, Realistic, and Timely
- **Time management and scheduling**—schedule activity into your day planner—make it a priority!
- **Self awareness**—know your abilities, but don't be afraid to push yourself a little. You have to challenge your body to see results
- **Personal preference**—find activities that you like to do. Try a variety of **NEW** activities so you don't get bored
- **Habits**—Make activity a habit. It may take up to 6 months for a habit to form. Once being active is a habit, you won't want to stop
- **Knowledge**—knowledge is power! Read about fitness, health and nutrition. The more you know, the more confidence you will have
- **Buddy System**—find someone who has the same fitness goals as you—motivate each other!

### Tips for Success:

**Set goals** — post your goals. Make your goals realistic and easy to achieve. Start with weekly goals, then set monthly and even a yearly goal!

**Develop a lifestyle plan** — log your progress. Use the points listed above (factors that promote lifestyle change) to break down barriers. Stick to your plan — **YOU CAN DO IT!**

**Make a commitment**—Decide that this is the time to make those changes! You may want to write a contract to yourself or with a buddy.

**Revise and revisit your plan**—Make necessary changes along the way if needed, but revisit your plan regularly to ensure you are staying on track.

**Make physical activity a habit**—seek support from friends and family and keep it simple!

**Reward yourself!!**

Follow these tips and you will be well on your way to seeing success! Good luck!

## 6. Planning an Event

Here are eight steps to follow for planning your community event:



### Step 1: Form a Committee

Find out who, in your community would like to participate in the planning – include people of all ages to ensure that the event includes aspects for everyone.

### Step 2: Brainstorm

Once the list is generated, determine what your group is capable of doing.

### Step 3: Develop a Plan

Write your plan down and give everyone a copy. Some items to consider are the number of volunteers, the date, finding a space, food, etc. Develop a timeline and checklist for items to be completed and by whom. Think about a plan “B” if the event is to be held outside and the weather is bad. Determine if you can move the event indoors or modify it so that you don’t have to cancel completely.

### Step 4: Create a Budget and Set Goals

Plan a budget for your event to determine the event’s financial feasibility. A budget will help you identify expenses, as well as expected net proceeds. Determine if you can find in-kind donations or sponsorship for your event. Your goals are an important part of the planning process so you can use them to measure your success. How many people do you want to attract? Are you raising funds?

### Step 5: Promote Your Event

Determine who your target audience is for the event, (i.e., families) and then promote it through various channels. Eye-catching posters, emails, Facebook pages, etc are a great way to get the message out. Promote through school newsletters, community bulletin boards, workplaces and word of mouth.

### Step 6: Event Day

Use your checklist the day prior and the day of the event to ensure everything has been looked after. There are often last minute details that may have been overlooked, so be sure there is someone in charge that can take care of those.

### Step 7: Post Evaluation

Gather your committee together and discuss how successful the event was. If possible ask participants to provide feedback either through one on one discussions or surveys. Your evaluation will help you decide whether you’ll plan another similar event, or may spark energy and enthusiasm to do more events.



## 6. Planning an Event cont'd

### Step 8: Say Thank You

Be sure to thank all your volunteers and supporters for being a part of the planning and implementation. Events, no matter how small, tend to take a lot of time and work. Celebrate your successes!



**Saskatoon  
Health Region  
*in motion***

