



Provincial Advocacy Strategy Key Messages and Policy Recommendations

Background

Two key message documents have been created to assist physical activity promoters from across the province to deliver consistent messaging from a public health perspective around the issues of both Access to Recreation and Physical Literacy. Within the key message documents are suggestions for how Physical Activity promoters may utilize these documents to assist them with the work they are doing within their own health units.

Below is an advocacy strategy that will be implemented at the provincial level to raise awareness of Access to Recreation and Physical Literacy as priorities, to build internal and external capacity around these issues, and to provide support to the membership so that they may begin to address or continue to work on these issues within their health units. OSPAPPH members and key stakeholders will be consulted as the strategy moves forward in an effort to increase uptake, action and create synergies between provincial, regional and local efforts.

OSPAPPH acknowledges that health units across the province may have various capacities and resources to respond to these issues. While some health units may have done a great deal of work with regards to Access to Recreation and Physical Literacy, some health units may just be at the very preliminary stages. It is up to each health unit to determine what, if any, strategies, are appropriate for their health unit.

Step 1: Dissemination of Key Messages – January - February 2013

Step 1 of the Advocacy Plan focuses on the dissemination of the Access to Recreation and Physical Literacy Key Message documents to the OSPAPPH membership. Members will be offered the opportunity to participate in a live webinar where the final key message documents and the next steps in the Advocacy Strategy plan will be shared along with potential ideas for consideration by health units to align their efforts. OSPAPPH will also host a separate but similar webinar for stakeholders such as PARC/OPHEA, Heart and Stroke Foundation, the Chronic Disease Prevention Managers in Public Health Group, and others. Following the webinars, members and stakeholders will be given the opportunity to provide feedback on the Provincial Advocacy Strategy via a short online survey.

OSPAPPH Executive will:

1- Launch of Key Messages via webinar/teleconference to membership and stakeholders (separate)

- Presentation of Key Messages and Policy Recommendations
 - Overview of development and consultation process
 - Provide examples of how the Key Messages have already been used
 - How to access the documents
- Provide overview of Provincial Advocacy Strategy
- Discuss the short online consultation survey regarding the Provincial Advocacy Strategy

2- Disseminate consultation survey to OSPAPPH membership and stakeholders for feedback on Provincial Advocacy Strategy.

3- Send letters to appropriate Ministries/Provincial Stakeholders to raise awareness of the issues and share policy asks.

What OSPAPPH Members can do:

1- Participate in webinar/teleconference

2- Access the Key Messages documents

3- Complete the online consultation survey

Step 2: Building Public Health Capacity – Winter/Spring 2013

Step 2 of the plan will focus on building the knowledge, resources and capacity of PA promoters within public health to address Access to Recreation and Physical Literacy.

OSPAPPH Executive and Working Groups will:

1- Deliver professional development webinars on Access to Recreation and Physical Literacy for OSPAPPH membership.

- Present ‘business case’ for the use of key message documents for public health
 - Expand on why physical literacy and access to recreation are important public health issues and tie into our mandate
- Provide overview of the next step of Provincial Advocacy Strategy
 - Discussion of what OSPAPPH may do at the Provincial level
 - Discussion about how the key messages may be used by health units and shared with local stakeholders and partners.
 - Discuss use of social media and proactive media relations as a tool for disseminating Key Messages.
- Provide member health units with copy of webinar presentation
 - Ask PH staff to use webinar presentation to share key message documents with HU staff and where appropriate their Boards of Health

2- Create section on OSPAPPH website for health units to access and share tools, resources, and practices related to key messages.

What OSPAPPH Members can do:

1- Participate in Physical Literacy and/or Access to Recreation webinar & provide feedback during discussion period.

2- Disseminate Key Messages documents and educate staff within their own health unit.

Step 3- Building External Capacity Provincially and Locally – Spring/Summer 2013

Step 3 speaks to OSPAPPH’s desire to increase awareness and build capacity around the issue of Access to Recreation and Physical Literacy. OSPAPPH plans to build external capacity at the provincial level by discussing with strategic partners ways to better work together, such as finding common ground around the key messages and aligning efforts.

Building external capacity at the local level involves participation by the OSPAPPH membership. Using the website platform identified in Step 2, physical activity promoters will be able to access and share tools, resources, and practices to help build local support and improve advocacy efforts with key partners and stakeholders in their community. These partners and stakeholders can include (but are not limited to) Boards of Health, recreational departments, healthy community committees and schools.

OSPAPPH Executive will:

1- Determine appropriate media activities and timing

2- Identify opportunities to attend specific conferences to present Key Messages and Provincial Advocacy Strategy

- PARC, OPHEA, PRO etc.
- Identify other opportunities.

3- Submit application to next round of Heart and Stroke Foundation Spark Advocacy Grant (due on May 1, 2013)

What OSPAPPH Members can do:

1- Where appropriate, provide support to OSPAPPH by forwarding media release to their local media outlets; follow OSPAPPH on Twitter and re-tweet posts.

2- Access and share tools, resources, and practices related to key messages on OSPAPPH website.

3- Disseminate and share Key Messages with local stakeholders.

- *Present the Key Messages and Policy Recommendations to their local Boards of Health and, if appropriate, ask for letter supporting OSPAPPH’s provincial policy asks*
- *Using the Key Messages to build a case to support:*

Provincial Advocacy Strategy
Key Messages and Policy Recommendations



- *Municipal recreation policies*
- *School boards/schools in offering quality daily physical education*
- *Childcare providers to include quality programming; and*
- *Other*

Step 4- Policy action

Step 4 of the Strategy speaks to the provincial policy action. OSPAPPH intends to move forward with this step regardless of the outcome of the Heart and Stroke Foundation Spark Advocacy Grant application.

OSPAPPH Executive will:

1- Develop a provincial level policy action plan

- Determine immediate and subsequent priority policy asks and timelines in collaboration with OSPAPPH members and stakeholders
 - Develop media advocacy plan based on priority policy ask; and
 - Create advocacy resource guide for identified policy ask. This guide will include template tools for local level use (e.g. letters to MPP, media releases, Twitter updates, etc.)
- Repeat process with other identified priority policy asks in subsequent years in collaboration with OSPAPPH members and stakeholders.

What OSPAPPH Members can do:

1- Provide input to and collaborate on the development of the provincial level policy action plan

2- Use the policy action plan/advocacy resource guides to support health unit efforts at the local level.