



FROM VISION TO PLANNING

FORUM REPORT

SUMMARY

On Tuesday, May 11, 2010, sixteen Manitoba exercise professionals gathered at the University of Winnipeg to take the second step towards fulfilling our association's vision of a thriving profession in our province. We summarized the ideas and feedback voiced during ***Vision Night*** on March 2nd, and defined relevant projects that would advance us along goal-oriented guidelines. Our membership voted on priority projects and unanimously agreed upon initiating the identified top four projects outlined in this report. From here on, specialized work-groups will be responsible for the conception, planning and accomplishment of each project, supervised by a selected project manager. The completion of these projects will bring new value to professional and student MEPA members in the areas of professional recognition, promotion of services and professional development. All exercise professionals and kinesiology students are encouraged to unite under our association and take share of our common efforts and rewards.

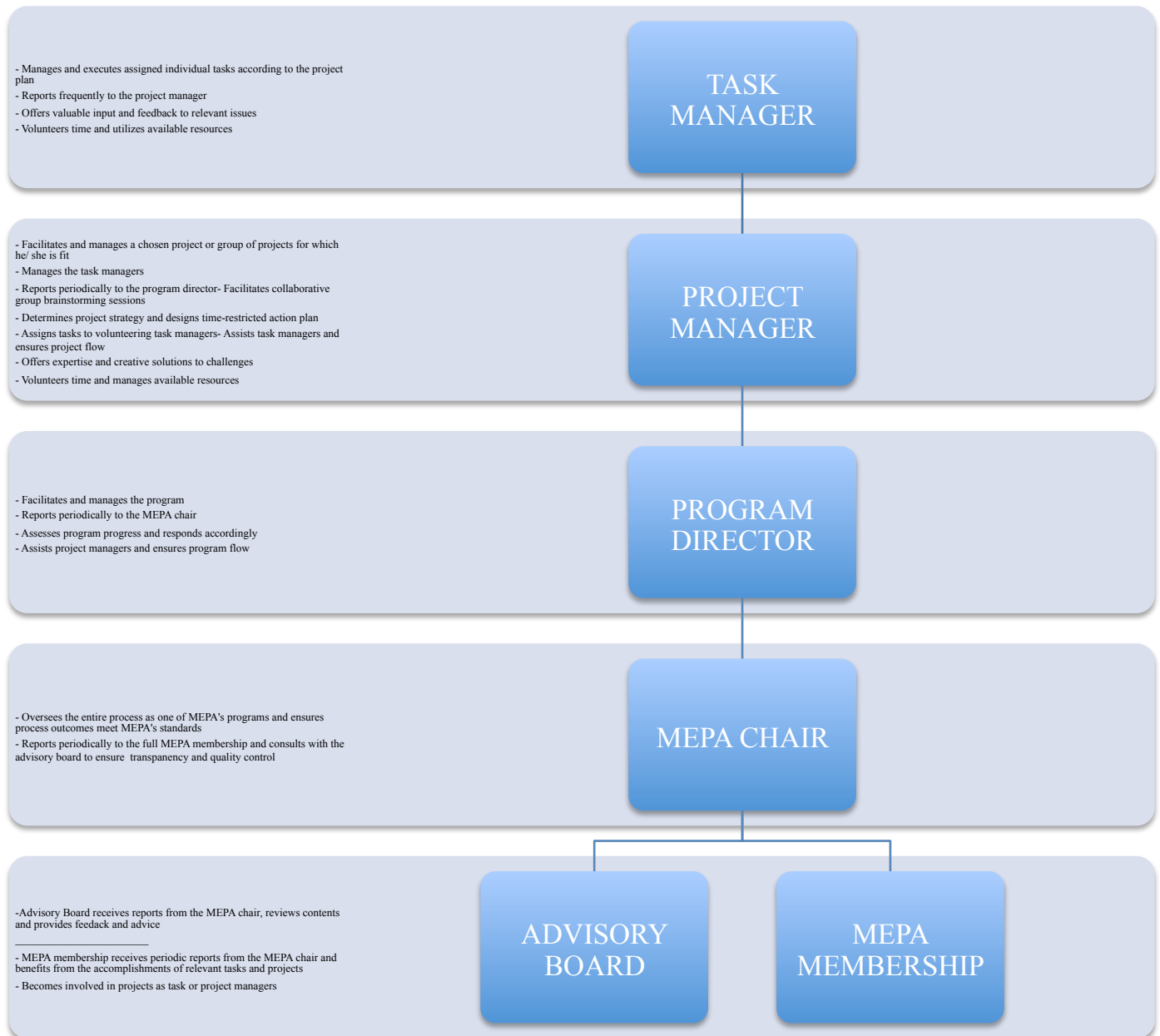
To join MEPA and become involved in one of our priority projects, please visit www.mepa.ca and follow the instructions in the *Membership* section. We look forward to building-up our profession together with you.

FORUM AGENDA

- 6:00 PM Doors Open
- 6:30 PM Welcome & Introductions
- 6:35 PM Casting a Vision for the Program and its Outcomes
- 6:40 PM Forum Overview: Structure, Process and Outcomes of the Meeting
- 6:50 PM Presenting Major Projects & Identifying Additional Ones
- 7:00 PM Voting on Priority Projects
- 7:10 PM Summarizing all Final Projects & Breaking-up into Specialized Groups
- 7:20 PM Group Administration (devising structure within each group)
- 7:30 PM Project Definition & Task-based Breakdown
- 7:50 PM Forum Re-Assembly, Event Summary, Future Instructions
- 8:00 PM Closing/ Open-space for further discussion, feedback & networking
- 8:30 PM Room Cleared

FRAMEWORK

The **FROM VISION TO ACTION** program is based on a success-proven strategy to engage communities like ours to take control of their future and realize their visions through powerful win-win interactions. This member-driven strategy focuses on what is important to us all and on what *we can* do about it. The framework is simple: The completion of each project brings value to the membership. Each member contributes to a given project by completing specific tasks. All processes are monitored, evaluated and supported centrally before being communicated with the entire membership through summarized progress reports and integration of acquired benefits.'



FORUM PROCESS

- All proposed projects were filtered through the voting process
- Four priority projects/ project areas were voted for and supported:
 - MEPA Marketing & Advertising Campaign
 - MEPA Educational Events
 - Job Shadowing Program
 - Kinesiologist Introductory Package
- Each of the projects was supported by a number of volunteers who committed as a specialized work-group to driving the project towards completion
- Each work-group identified a project manager, a number of task managers and outlined a list of relevant tasks that would ensure progress; preliminary project deadlines were also determined where estimates were possible
- The evening was concluded with a summary of the outcomes and instructions for the next steps

FORUM OUTCOMES (GROUP PROGRESS)

MEPA Marketing & Advertising Campaign

1. Project Manager: Seema
2. Task Managers: Gerren, Brent, David, Kimi, Sheena
3. Task List:
 - a. Television Ideas
 - i. (Free) – Community Access to Programming
 - ii. (Free) – Breakfast Television
 - iii. (Free) – Shaw Cable
 - iv. (Free) – CTV Community Profile
 - v. (?) – Global TV
 - vi. (?) – U of W Scrolling News
 - b. Radio
 - i. Ace Burpee – Morning Show
 - ii. (Free) – CBC Radio – Up To Speed
 - iii. (Free) – U of W Radio Show
 - iv. (Free) – U of M Radio Show
 - c. Internet
 - i. (Free) – Facebook/ Twitter
 - ii. (Free) – E-mail
 - d. Newspapers
 - i. (Free) – Uniter/ Lands/ Herald...
 - e. Posters/ Pamphlets
 - i. Health Care Locations
 - ii. Fitness Centers
 - iii. Nursing Homes
 - iv. Educational Institutions
 - v. “Big” Business
 - vi. Community Centers
 - f. Personal Communication
 - g. Membership Campaign
4. Project Deadline: -

MEPA Educational Events

1. Project Manager: -
2. Task Managers: Enid, Robert
3. Task List:
 - a. Outreach to University Kinesiology Students
 - i. Informing them about MEPA and professional parameters
 - b. Speaker/ Presentations at meetings (e.g.: 30 minutes)
 - i. Examples could be reps from different chronic disease organizations
 - ii. WRHA
 - iii. Experts in an area (out in the field, in university)
 - iv. Health Care Liaison
 - v. (Membership Perk)
 - c. MEPA Forum/ Expo
4. Deadline: Start presentations in September/ October
5. Note: KSA – pres. ... Student-to-student promo works best to catch their attention

Job Shadowing Program

1. Project Manager: Melissa
2. Task Managers: Shawn, Alyson, Lisa, Daniel, Momtchil
3. Task List:
 - a. Find out who is already involved with the program
 - b. Need to make new contacts from areas that are not already involved
 - i. Promotion/ advertising for awareness of program
 - c. Info on requirements for shadowing
 - i. For both businesses and students
 - ii. Pamphlet
 - d. Support from profs on promotion for MEPA program
 - e. Areas that we need find agencies to participate
 - i. Various sub-headings for areas of expertise
 1. Elite training
 2. Health-based
 3. Management
 4. Planning
 5. Fitness testing (worker based, POPAT)
 6. Preventative health promotion
 7. Chronic disease preventing
 - a. Hypertension
 - b. Diabetes
 - c. Heart & Stroke
 - d. Cancer care
 - f. Talk to girl from U of W council
 - g. People to contact (help make contacts)
 - i. Colleen Plumton
 - ii. Kyle Turcotte
 - iii. Dr. Ready
 - iv. Dr. Butcher (?)
4. Deadline: TBA

Kinesiologist Introductory Package

1. Project Manager: Pam
2. Task Managers: Kirk, Michelle, Momtchil
3. Task List:
 - a. How to engage the working professionals in the field?
 - b. “Core document”: PIN Toolkit – re-crafted for MEPA by MEPA
 - i. Discussion at MEPA to confirm identity/ professional image
 - ii. “Marketed” to dietitians, physio, allied health professionals
 - iii. Prevention aspect – what would be involved?
 - iv. Reaction to media/ articles as relates to MEPA’s scope of practice
4. Deadline: (2015)

NEXT STEPS

1. In the following few days, each project manager will receive a set of guidelines for initiating and facilitating his/ her work-group.
 2. Each group from here on becomes self-directed and begins its project by formulating a detailed project plan with assigned tasks according to an open preliminary timeline.
 3. The first specialized work-group report will be submitted to the program director by each project manager, once a detailed project plan has been laid out.
 4. The subsequent program progress report will be submitted to the MEPA chair by the program director within one week of receiving all four initial specialized work-group reports.
- In addition, as MEPA continues to receive new members and requests for engagement opportunities, these new members will be referred to the managers of their projects of choice. Work-groups are expected to grow significantly over the coming weeks and months.
 - All qualified exercise professionals and kinesiology students are strongly encouraged to join our association and plug into one or more of our work-groups and/or offer their views on existing or new projects. To do so, please visit www.mepa.ca and follow the instructions in the *Membership* section. Membership fees are as follows: \$50 for professional members/ \$25 for student members
 - For more information, please send your questions to mepa@mepa.ca .

On behalf of the MEPA executive team, thank you for reviewing this report, for supporting our profession by joining our family and for helping us drive forward towards our common cause by sharing your time, energy and talents with us.

Sincerely,

Momtchil Momtchilov
MEPA Vice-Chair/ Program Director