

IN MOTION™ COMMUNITY CHALLENGE

Background

In 2013, the Middlesex-London in Motion™ Community Partnership initiated the in Motion™ Community Challenge pilot. The Challenge encourages residents to be physically active while providing them the opportunity to track their physical activity minutes while being a part of a larger community initiative. The objective is to increase the awareness of the importance of physical activity while getting individuals, young and old, to move just a little bit more.

Physical activity minutes can be tracked on a paper tracker or through an app specifically developed for the Challenge that can be found at www.inmotion4life.ca. In 2013, the community tracked 2 million physical activity minutes.

2014 – ‘Up For the Challenge’

The 2014 in Motion™ Community Challenge will be bigger and better than 2013. The Partnership has been working diligently since early spring to strategize and plan the second successful Community Challenge which has been expanded to include Middlesex County. This year’s objectives are to surpass the 2 million minutes tracked in 2013 and to increase the number of participants taking part in the Challenge. The Challenge will be promoted using a multifaceted approach which will include the following:

- all 15 libraries in Middlesex (MS) County and 16 libraries in the City of London will have in Motion™ Community Challenge displays, distribute the paper trackers, award prizes in contests, and provide promotional items;
- in-person visit by a Partnership member to each of the 8 recreational managers in MS County to promote the Challenge;
- information being available at all community and recreational centers in the City and County;
- extensive print, billboard, radio, television and internet messaging;
- street flags will be flying on the lamp posts in downtown London on Wellington St., Richmond St., and Queens Ave. for the month of October;
- a social media campaign through twitter and Facebook including the Everyday Champion and other contests; and
- distribution of promotional items, posters and rack cards by community partners and the in Motion™ Community Challenge Street Team.

School Strategy – “The Envelope”

With the assistance of the London Catholic District School Board and Thames Valley District School Board Learning Coordinators, a new school component has been included in 2014. Each elementary school teacher in every school will get an envelope with participating instructions. The decision to participate will be up to the teacher. The strategy involves giving each child a paper tracker to take home to their family to encourage participation with their family outside of school hours. Suggestions for activities will also be provided to each teacher in an in Motion™ Community Challenge physical activity calendar that can be posted in the classroom.

All classes choosing to participate and returning 60% of their trackers will be entered into a draw for a class trip. All schools in the City of London and Middlesex County are encouraged to participate.

Launch

In lieu of an event launch, on October 1st, the in Motion™ Partnership Chair will make live morning appearances on 3 morning shows to announce the start of the month long Challenge. The Partnership decided on a radio launch for 2014 to broaden the reach to a larger audience.

Conclusion

Physical inactivity continues to be a public health concern in our community. The in Motion™ Community Challenge is one strategy in a comprehensive approach aimed at increasing the awareness of our community about the importance of physical activity and to support and encourage individuals to be physically active by participating in a Community Challenge.

The 2014 in Motion™ Community Challenge will be bigger and better, building upon the great inaugural campaign of 2013!

Are you ‘Up for the Challenge?’