

# MOVE IT!

Exploring Active Community Innovations – A Virtual Forum  
MAY 17, 2017 | 9AM – NOON

Is your organization building active communities and based in the Interior or Island Health regions? Join this online forum to better understand the issue of physical activity, get inspired by ideas for innovative applications and learn how to apply for grant opportunities.

**Register** [www.planh.ca/acfunding](http://www.planh.ca/acfunding)  
or email [celeste@bchealthycommunities.ca](mailto:celeste@bchealthycommunities.ca)

## Agenda

### Introduction to Active Communities

Matt Herman, Executive Director of Healthy Living and Health Promotion, Ministry of Health, Victoria

### Making the Links: Improving Access & Inclusion for Physical Activity and Active Communities

Andrea Carey, Director of Operations and Special Projects, Sport for Life Society, Canada

*Making the Links: Improving Access & Inclusion for Physical Activity and Active Communities* will explore the inclusive concept of Physical Literacy, how it relates to physical activity, and explore how to address the barriers faced by marginalized populations, and propose solutions to be more inclusive in planning and programming.

### Active Community Design

#### Safe and Preferred Bicycle Lane Infrastructure

Kay Teschke, Cycling in Cities, UBC, Vancouver  
*Building to make bicycling a transport option for women (and children).* Women make up half the population and they take half of motor vehicle trips, half of walking trips, and half of transit trips ... but only a quarter of bike trips. Why isn't this fun and economical way to get around seen as an option and what can we do about it?

#### Active Living By Design

Tim Schwantes, Active Living by Design, North Carolina  
*Where Do the Children Play?* Parks, playgrounds, and other public play spaces can often be dictated by outsiders or what has worked elsewhere. But what happens when you allow residents to take ownership and help plan and define what and where play happens in their own neighborhoods? Hear about such success stories and innovative partnerships in Rochester, NY and Flint, MI.

### Age-Friendly Active Transportation Planning

Luke Sales, Director of Planning, Qualicum Beach  
*Age-Friendly Transportation Plan* in Qualicum Beach. The Town of Qualicum Beach wishes to maintain and improve mobility for people of all ages and abilities, particularly for those who chose active modes of transportation, such as walking and cycling. To accomplish this, the Town has developed an Age-Friendly Transportation Plan.

### Approaches to Collaboration & Collective Action

#### Collective Impact to Prevent and Reduce Childhood Obesity

Cheryl Moder, Vice President, Collective Impact, Community Health Improvement Partners, San Diego  
*Reducing and Preventing Childhood Obesity in San Diego County.* Established in 2006, the San Diego County Childhood Obesity Initiative is a multi-sector coalition focused on reducing and preventing childhood obesity by advancing policy, systems, and environmental change through collective impact. Cheryl Moder will discuss how collective impact principles can be applied to a broad-based public health/obesity prevention effort, the role of local government as both a partner and a funder, how to develop and sustain partnerships, and examples of successful obesity prevention strategies resulting from public-private partnerships.



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## Speakers

### Introduction to Active Communities

**Matt Herman, Executive Director of Healthy Living and Health Promotion, Ministry of Health, Victoria**

Matt Herman is the Executive Director of the Healthy Living & Health Promotion Branch within the BC Ministry of Health where he has worked for the past 12 years. Matt's branch is responsible for leading policy and programs that address the primary risk factors for chronic diseases and injuries through a healthy settings approach, including schools, communities and workplaces. The branch is also responsible for providing a public health approach to alcohol and gambling policy and positive mental health. Matt has worked in the field of health promotion for over 20 years and emigrated from Scotland to BC in 2004.

### Making the Links: Improving Access & Inclusion for Physical Activity and Active Communities

**Andrea Carey, Director of Operations and Special Projects, Sport for Life Society, Canada**

Andrea is the Director of Operations and Special Projects for the Sport for Life Society. She is passionate about getting more Canadians active and building physical literacy throughout the lifespan, and is a consultant working on a variety of national inclusion projects around Aboriginal peoples, persons with a disability, Newcomers, and females. She has a BA in Leisure Service Administration and a MEd in Leadership Studies. Andrea shares her volunteer time by contributing as a Board Director for the Canadian Paralympic Committee (for the past six years), a Board Director Active Living Alliance for Persons with a Disability, and a Board Member of KidSport Greater Victoria.

### Active Community Design

#### Safe and Preferred Bicycle Lane Infrastructure

**Kay Teschke, Cycling in Cities, UBC, Vancouver**

Dr. Kay Teschke is Professor in the School of Population and Public Health at the University of British Columbia. She initiated the Cycling in Cities program of research in 2004. It investigates factors that encourage or discourage bicycling and transportation infrastructure associated with increased or decreased risks of cycling injuries.

### Active Living By Design

**Tim Schwantes, Active Living by Design, North Carolina**

As a Project Officer at Active Living By Design (ALBD), Tim Schwantes works on local and national initiatives that support community partnerships' efforts to improve public health through changes in local policies and the built environment. Tim provides technical assistance, collaboration support, and monitoring efforts for funded partnerships across the country. He also contributes to advancing evaluation, health equity, and communication initiatives with community members through report writing and tool development. Tim earned master's degrees in social work and public health, as well as a B.A. in public policy with a specialization in health policy, from the University of North Carolina at Chapel Hill.

### Age-Friendly Active Transportation Planning

**Luke Sales, Director of Planning, Qualicum Beach**

Luke Sales is the Director of Planning for the Town of Qualicum Beach, where a strong tradition of urban planning is mixed with an enthusiasm for innovative approaches to building healthy and resilient communities. Since joining the Town in 2007, Luke has helped pushed the boundaries on green building, coastal planning, food security, affordable housing and anything else he can use as a lever to make our community happy and vibrant.

### Approaches to Collaboration & Collective Action

#### Collective Impact to Prevent and Reduce Childhood Obesity

**Cheryl Moder, Vice President, Collective Impact, Community Health Improvement Partners, San Diego**

Cheryl Moder is Vice President of Collective Impact at Community Health Improvement Partners (CHIP), a San Diego non-profit organization. Using a collective impact model, Cheryl is responsible for mobilizing partnerships among multiple sectors and coordinating countywide efforts to prevent and reduce childhood obesity in a county of 3.2 million. Cheryl oversees multiple programs including the San Diego County Childhood Obesity Initiative, the Chula Vista Racial and Ethnic Approaches to Community Health (REACH) program, and a robust food systems department. Prior to her work with CHIP, Cheryl served as a consultant to many health and human service organizations in the field of health promotion, communications, grant writing, and research as vice president of Moder Research & Communications, Inc., and worked for many years in the field of tobacco control and prevention.



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