



Healthy Together Now  
Share & Learn  
December 7 & 8, 2011

Highlights of our Collaborative Work  
"the voice of community experience"

## Introduction & background

On December 7 & 8, 2011, Healthy Together Now community members, partners and regional healthy authority staff from all across Manitoba came together for the Healthy Together Now, Share & Learn held in Winnipeg. The theme - *Growing ....Healthy Together Now* guided both the content and the focus for the event.

We came together with a purpose in mind, and through Share & Learn we strived to:

- Connect mental wellbeing with overall health
- Learn more about the life cycle of community programs
- Share creative solutions to common issues
- Build on the experiences and wisdom of each other
- Learn more about strengthening our initiatives

The following information is a reflection of the vast experience and community knowledge that was gathered throughout the Share & Learn using a wide range of formats.

Thank-you to everyone for your willingness to participate, share your community knowledge and experiences.

If you have any questions, please contact: Betty Kozak, Coordinator, Healthy Together Now at [Betty.kozak@gov.mb.ca](mailto:Betty.kozak@gov.mb.ca) or 476-7843



Photo by: Tannis Campbell

## Community Truths: *Hints, Tips and Suggestions*

- Mentor participants to become leaders (where possible)
- Interactive, interesting, reliability, trust, relationship, confidentiality, respect & fun
- Don't shy away from initiatives re: changing environment and policy ... education & skill building is done all the time
- Serving our community to improve healthy lifestyles
- Don't forget to laugh
- Fun first to include everyone - games, play, laughter - Structure second; to build relationships and leadership
- Fun! Fun! Fun!
- Work hard to reach vulnerable populations (because they are harder to reach)
- Involve target group in planning
- **T** – two or more
- **O** - others
- **G** – growing
- **E** – everyone
- **T** - teamwork
- **H** – helping
- **E** – experiences
- **R** – resources
- Social connectivity that is all inclusive & sustainable, be a mentor to build & grow natural skill sets in people
- Listen to your youth.... they need a voice!
- Engage the interest and enthusiasm of the younger generation – you will need them
- Humility – you will make mistakes; take responsibility and learn from them
- There are no failures – only learning opportunities
- Keep going, stay committed
- Community know and trust and forgive long term committed people
- Working together makes healthy communities
- Longer running reliably scheduled activities need little/ no promo
- A successful event isn't measured by the number of participants' showing up
- Honour self and others' values & ideas
- Just ask...

- about people's needs and interest and skills
- people if they would like to do .... (this or that) to help with events, programs
- for assistance and help ... people love to help!
- people to join committees, to volunteer
- Mentor and coach to:
  - ensure youth and new people get engaged and on board (to replace us!)
  - build healthy relationships and behaviours
- Go where people already/naturally gather to...
  - Identify needs and what already exists
  - Promote & deliver services
  - Recruit volunteers
- Caring for our people and community
- Everyone is creative – Try it
- Get to know the recreation director in your community
- Be flexible
- Eat for wellness, exercise for fun/play
- Model volunteering and honour your volunteers
- Let volunteers know what is expected of them
- Relationships make things happen!
- Making the healthy choice the easy choice is not enough ... it needs to be the most attractive choice
- Do less and take the time to build relationships
- Listen to your community
- Many disabilities are hidden but so are many abilities. You won't know what your community can do, if you do not ask.
- Get to know people by name therefore be it:
  - co-committee members
  - volunteers
  - stakeholders
  - funders
  - committee representatives
- Be responsive and listen to their needs
- Have a back-up plan
- Know your community's strengths and build on them!
- Believe in your community's ability to do it!
- Use a solution focused approach – what works!
- Don't forget to say "thanks"
- Praise we raise
- Be appreciative, courteous to views of others
- Plan events affordable to everyone
- "Growing Healthy Together Now" – ideas generated from this discussion should be included in Healthy Together Now and Share & Learn evaluation
- Enjoy what you do!
- Look, Listen, Learn

- Living a healthy lifestyle is a state of mind!
- Dream big and believe!
- Breathe, Believe, Receive
- Be open minded and willing to compromise
- Action = Reaction
- Put people first in all you do

# Growing .....Healthy Together Now

## Opening Word Exercise

### Instructions:

Note: Participants were divided into groups that focused on one of the four words (growing, healthy, together, now). Participants were asked to create a statement that describes your current work with Healthy Together Now with an emphasis on the word *Growing (or Healthy, or Together, or Now)* **or** make a statement that describes your community (related to HTN) using the word *Growing (or Healthy, or Together, or Now)*

### **Growing:**

- Growing means supporting each other so we feel safe to make changes for the better- as individuals and in the community
- Growing involves an all-inclusive approach using a modeling platform promoting all four pillars
- Growing partnerships and growing connections to work together to make positive changes in, within and for the community
- Communities are like a community Garden. They need to be tended to, by weeding out the things that may not work, you need to cultivate the seeds of ideas and enjoy the rewards of a healthy harvest shared among family, communities and friends

### **Healthy**

- **H**umans  
**E**nergizing and  
**A**ctively  
**L**iving  
**T**ogether  
**H**armoniously from  
**Y**outh to the end of time
- Healthy People make a healthy community and healthy communities make healthy people
- "Healthy" is a journey not the destination for our communities
- Individuals, families and communities balancing physical, mental, emotional and spiritual wellness for a long and healthy life.
- Being healthy starts with:
  - building relationships with community people in the early years, youth, adults, families and seniors
  - building upon those conversations and making partnerships for healthy communities across Manitoba

## Together

- Two or more  
**O**thers  
**G**rowing  
**E**veryone  
**T**eamwork  
**H**elping  
**E**xperiences  
**R**esources
- Collaborating  
Brainstorming  
Partnering  
Like-minded  
Common goal  
Opposite apart  
Community, municipal, government, provincial, Federal  
Human resources  
Compromise
- Together, we embrace and engage the strength of our partnership and overcome our struggles through spirit
- We are a small core group in our communities working with diverse ages and organizations encouraging them to work together in partnerships towards the goal of healthier and happier lifestyles

## Now

- Learn from yesterday, plan for the future and live healthy together now
- Why wait? Let's start now!
- Now is the time for our communities to partner together to work towards better health and well-being
- Our communities are **NOW** becoming more active and healthy with a focus on physical activity, mental health, tobacco cessation, and healthy eating
  - Now being able to access physical activity equipment
  - Now focusing on mental well-being
  - Now are using evidence based tools
  - Now more physically active
  - Now more aware of prevention
  - Now connecting communities

# Creative Solutions to Common Issues

## Global Café Process

### **1. Getting past planning and talking**

- Start talking
- Small steps with a timeline
- Communication
- Just do it
- Get the right people involved
- Allocate tasks and duties
- Have a report back date
- Set goals
- Write a convincing proposal
- Call a meeting
- Celebrate accomplishments
- Start promoting your idea
- Empower people
- Take action (enough talking)
- Set a "timer"
- Show examples of other projects
- Pilot a project
- Visit or show people other successful projects that are similar to what you are proposing
- Enlist action-oriented people
- Keep the vision

### **2. Growing relationships and real collaborations**

- Support each other (reciprocate favours)
- Open communication
- Think on the same pages
- Flexible
- Non-judgemental
- Good listener
- Praise someone
- Develop newsletters
- Build on peoples' strengths
- Find common thread between groups
- Wait for them to call or you call them
- Seek out partners /volunteers
- Sharing in planning and resources
- Positive volunteers

- Keep it fresh
- Challenge one and another
- Give more than you get
- Never assume
- Do what you say that you are going to do
- Go for coffee/ speak honestly
- Have regular meetings & communication contact with email
- Have debriefing meeting
- Have celebrations with group
- Make it so everyone wins – get something out of partnership
- Communicate so everyone is on same page
- Agree that it's okay to disagree and come up with a shared solution
- Have collaborations that make sense
- Always seek out new partnerships
- Stay focused

### **3. Getting community interested**

- Encourage
- Recognition of interest
- Finding out what matters to them:
  - their interests (through surveys, etc)
  - what are the common goals
- Get a few key people in the community involved
- Post sign-up sheets
- Share some success stories and some examples of what's been done
- Work with existing groups and in their locations and at their events
- Offer some incentives (door prizes, food, credit for volunteering, etc)
- Recruit volunteers to promote the idea
- Catchy theme, guest speaker or role model known to community
- Give community people responsibilities (e.g. Photovoice, etc)
- Advertise your idea (radio, promote in schools, word of mouth, posters, Facebook, twitter, newsletters)
- Participate in others' event/celebrations and get to know people
- Get community leaders involved
- Explain or show why it's important (benefits & spin offs)
- Find at least one "Champion" who can share her/his passion
- Giving community feedback on past & existing programs
- Visit other communities where "it" already exists

### **4. Building capacity to get things done and keep them going**

- Talk to as many people as you can
- Get interested, like-minded people

- Looking for strengths in people
- Be a leader
- Advertising & promoting
- Be enthusiastic
- Flexibility
- Capacity needs assessment – find out what people need to know
- Training new leaders
- Find the right person in community
- Find person with passion
- Recognize those who have special talents and gifts
- Training community members
- Being positive
- Learning from mistakes or past events
- Prevent small “clique” from taking over projects
- Celebrate successes
- Getting the “right” people and sufficient people involved
- Training the “trainers” – workshops, encouraging them to attend, access to workshops
- Build on programs already happening – extend and expand on them
- Ambitious
- Find people who are committed to project
- Pay people – honourariums – to support volunteers
- Get volunteers
- Break up tasks – divide & conquer
- Short term tasks
- Partnerships to share resources – regionalizing
- Involve leadership – nurses, chief & council, mayor
- Seek out “shakers and movers” – informal leaders who have influence
- Build on peoples’ strengths
- S.P.A.R.K. (in Wpg) – builds organizational capacity, free program that matches skilled volunteers

## **5. Burnout – Stress**

- Only try to change those things that can be changed
- Remember to celebrate
- Make small changes
- Clearly defined roles & expectations
- Involve new community members
- Try to get rid of other stressors
- Re-evaluate your goals
- Designate
- Take your vacation
- Establish rewards and gifts
- Share jobs (e.g. co-chairs)

- Make time for fun
- Pray
- Separate home/work life
- Problem solve
- Take time for yourself
- Stress management (go to one – don't run it)
- Stay physically fit
- Don't be too hard on yourself
- Recognize who owns the problem
- Designate time to talk things through with colleagues
- Designate time for fun
- Know when to say no
- Only take on things you can handle
- Delegate
- Swap jobs/tasks
- Celebrate successes
- Have a networking meeting
- Focus on positive
- Know when it's time to let go
- Take a break

## **6. Lack of funding**

- Fundraise
- Partner with agencies that have funding
- Train a person to apply for grants effectively
- Join CEDNET
  - lobbying for government for long term projects
  - have funders work together
- Email / connect with contact to inquire about funding opportunities
- Substitute an aspect of plan for something less expensive
- Providing recognition to funders (plaque)
- Ask for donations
- Be creative
- In-kind contributions
- Share resources /partnerships for resources (e.g. accountant)
- Approach local Service Clubs
- Working together – combine funds
- Gain community support/understanding ("buy-in" for the project)
- Potlucks – rather than purchasing food
- Corporate sponsors (e.g. t-shirts with their logo)
- Approach other charities
- Make a credible case to present to funders
- Multi - agency committees

## **7. Lack of Long-term commitment for projects that work**

- Has the need been met?
  - What gained initial commitment?
  - Balance of new stakeholders and old stakeholders
- Encouragement
- Share proven benefits of the projects
- Ensure succession – find and train appropriate people to take over
- Education to motivation
- Ensure means to an end (contingency plans)
- Create new ownership
- Threaten to wind it up
- Benefit for person in organization (think of ahead of time)
- Celebrate successes
- Tweak project so eligible for additional /different funding
- Rotating schedule for volunteers
- Tweak to maintain interest of planners and participants
- Ongoing public relations
- Find new partners with some interests

## **8. Conflicting priorities at the community level**

- Compromise – could change (pieces of it)
- Have priorities set out and get community to vote for most important to them
- Have realistic goals – can it be done? How?
- Volunteers /community members on board that do not have conflicting priorities – may need to re-think /re-plan
- Timing – assess – do it now? Wait?
  - smaller timelines
- Ask to do it as a trial
- Rank priorities by “do ability” (most funding/resources available)
- Listen to what community wants
- Keep big picture up front
- Partner with people you think you shouldn’t
- Get on common ground – are all needs met?
- Communicate/open mind
- Building relationships
- Needs Assessment – clear vision for wants
- Evidence based
- Sometimes you just need to walk away – re-focus
- Leave ulterior motives at the door
- Make sure you are reaching your target and audience

## **9. Not enough promotion or ways to share success**

- Connect with resources, networking
- Look to join information sessions/health fairs (piggyback with local events)
- Connect with existing groups
- Willing to share successes and include challenges
- Send photos and stories to local papers
- Think outside the box
- Word of mouth
- Posters/school announcements, doctors offices, government agencies, family resource centres
- Use technology; Facebook, twitter, blog, websites
- Calendars with dates and events
- Local newsletters
- Coffee shop chats
- Member of local newspaper on your board
- Relationship with newspapers
- Community bulletin board
- Radio stations
- Community garage sale with messages
- Friendship Centres
- Regional Health Authorities
- Service Clubs
- Chamber of Commerce

## **10. Limited ability to keep things going**

- Don't be afraid to ask for help
- Share the vision
- Network with others
- Developing partnerships
- Getting ideas from other communities
- Recruit volunteers with specific skills
- Simplify
- Have participants help with other program (mentoring)
- Downsize event
- Drop events
- Modify events
- Have people share their story about why the project is important
- Know when it's over (it's not a failure)
- Linking with other communities
- Share
- Donation for equipment/ supplies
- Issuing a challenge (e.g. walking challenge)

## **11. Promoting without money**

- Facebook
- Monthly newsletters
- Signs along the road
- Bring a friend
- Word of mouth
- Community billboards; credit unions, recreation facilities, church
- Existing website, newsletters
- Community service announcements (free)
- Get out there and tell people - coffee shop
- In-kind donations (hall for free)
- Piggy back on existing event (info-mercial)
- Bring media representative on your board of directors
- Find partners with existing promotion resources e.g. Facebook, newsletters etc
- Phone-a –friend
- Develop relationships with newspapers, radio, TV.
- Flyers in classes or existing programs
- Through schools/daycares
- Existing service groups
- Local newspaper story
- Flyer in delegate bags of related conferences
- Mass email distribution
- School & recreation newsletter
- Library
- Health in Common
- Health fair
- Phone call to radio
- Ask community businesses for donations

## **12. Getting and keeping volunteers**

- Ensure everyone has a role and knows their role
- Make volunteer tasks meaningful
- Have options for short-term commitments
- Always say “please” and “thank-you”
- Make it as easy as possible
- Recruit students to get on board for credits
- Be realistic – volunteers do require our time; they do not replace paid staff
- Rotation so they are not always on call
- Just ask! People sometimes just need to be asked
- Celebrate successes with volunteers and community
- Hold appreciation events
- Be excessive with compliments

- Build meaningful relationships – get to know them
- Recognition and incentives (earned )
- Regular “thank –you’s” at meetings, etc.
- Recognize the power of influence each person has as a member
- Certificates to acknowledge / show appreciation
- Be aware of their availability and call when they can say “yes”!
- Don’t forget students – school – university – leadership
- Treat your volunteers; snacks, foods, outings
- Social gatherings
- Find out what they are good at and interested in ... then match to task
- Get to know them by name and say their name when addressing them or speaking of them (we love to hear our name!)

# Lifespan of Community Health Initiative

## 1. Idea/concept Phase

**What:** *Getting an idea developed to the point where people can get involved*

How	Advice
<ul style="list-style-type: none"> <li>• Consider community needs,</li> <li>• Have a diverse working group</li> <li>• Research topic, target group</li> <li>• Identify:               <ul style="list-style-type: none"> <li>leaders/champions</li> <li>funding sources</li> </ul> </li> <li>• Marketing/promotion /timeline</li> <li>• Bring knowledge to the people               <ul style="list-style-type: none"> <li>Use props to illustrate e.g. food models</li> </ul> </li> <li>• How to highlight the benefits of why it benefits the individual /community</li> </ul>	<ul style="list-style-type: none"> <li>• Have a passion for an issue, involve passionate people, “like –minded” and diverse people should be involved</li> <li>• Make people think it’s their idea to make them more involved</li> <li>• Success stories, inspire others by your own accomplishments</li> <li>• Don’t give up, no doesn’t always mean no</li> <li>• Manage conflict &amp; change</li> <li>• “RAFF” = Relationships, Action, Fun, &amp; Food</li> </ul>

## 2. Community Engagement Phase

**What:** *Getting people involved*

How	Advice
<ul style="list-style-type: none"> <li>• Personal invitation, targeted invitations to groups who might be interested e.g. youth – schools, seniors – seniors groups</li> <li>• Identify key partners/contacts “movers &amp; shakers”; specifically tailor invitation to what they can bring to the table</li> <li>• Connect with partners who have resources e.g. city, municipal. School Division, RHA &amp; Health Promotion</li> <li>• Connect with councillors to bring awareness to particular ward/area</li> <li>• Connect with networks that already exist</li> <li>• Engage different population that may not always be involved, focus groups</li> <li>• Offer reward to participants e.g. food</li> <li>• Use media to spread word, email, Facebook</li> <li>• Use Photovoice to get other ideas involved</li> <li>• Respond to participants point of view - be prepared to change</li> </ul>	<ul style="list-style-type: none"> <li>• Look at times &amp; needs when people can come – evening, child minders</li> <li>• Be wise about venue – keep it neutral</li> <li>• Keep an open mind</li> <li>• Let everyone have a voice</li> <li>• Be welcoming, not exclusive</li> <li>• Listen to feedback - be flexible</li> <li>• Be clear about objectives, be goal orientated, achievable</li> <li>• Give people tasks to do</li> <li>• Be timely in terms of giving people tasks – involve people – it promote ownership</li> </ul>

### **3. Designing the Structure and Plan Phase**

**What:** *Sorting out roles & key actions*

#### **How**

- Have an idea
- Goals/outcomes defined
- Involve target audience in planning
- Decide project timeline
- Determine partnerships
- Decide on location , who will be involved & available
- Identify the facilitator
- Know your budget
- Promotion & advertisement
- Plan for evaluation

#### **Advice**

- Ask community to become involved in planning so it is their idea
- Clear on roles; paid/unpaid (written & revisited)
- Expect the unexpected – plan B /revisit regularly
- Choose a place that where people naturally gather
- Activities connected to goals & outcomes, offer incentives
- Look for facilitation expertise
- Budget needs to include: in-kind, sponsors, volunteers, grants
- Communicate with your partners to avoid conflicts
- Share lessons learned

### **4. Growing a New Initiative Phase**

**What:** *Getting it grounded - year one to five*

#### **How**

- Research: community need and resources
- Build new partnerships & collaboration
- Networking
- Public relations/advertise; word of mouth, invitations to leaders/partners/key people
- Engage people, connect with groups/stakeholders
- Find funds/grants: identify what resources you have to work with
- Be consistent: time, date, place & accessible
- Be reliable
- Feedback tool/process: what's working, needs adapting, be flexible
- Share accomplishments
- Enable others
- Understanding trends of community
- Evaluation
- Succession planning – keep it sustainable

#### **Advice**

- Get leadership group together to share responsibility
- Find the champions in the community
- Be strategic with partnerships
- Build leaders
- Use media and free social networks; Facebook, internet
- Expand skills but utilize your strengths
- Look for hands, heart & head within your group
- Be flexible & open to change
- Avoid duplication
- Evaluation - continual & meaningful

<b>5. <u>Mature Initiative Phase</u></b>	
<b>What:</b> <i>Aging well and keeping on track – Evaluating impact &amp; results</i>	
<b>How</b>	<b>Advice</b>
<ul style="list-style-type: none"> <li>• Revisit goals &amp; objectives</li> <li>• Identify gaps</li> <li>• Adjust delivery as needed</li> <li>• Continue to recognize &amp; value all stakeholders &amp; people involved</li> <li>• Incorporate new ideas, keep it fresh, keep up to date</li> <li>• Get “new blood” &amp; ideas – get new people to buy in &amp; get on board as participants or organizers</li> <li>• Feed &amp; nurture the passion that brought people to the project</li> <li>• Grow the resources – funds, people, materials, champions</li> <li>• Succession planning for leaders</li> <li>• Community continues to support</li> <li>• Consistency</li> <li>• Celebrate successes, &amp; milestones publically</li> <li>• Tweak to adjust to changes in committee or to implement/duplicate in new committee</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation – on a regular basis</li> <li>• Hold annual meetings</li> <li>• Surveys, forums, community meetings, suggestion boxes</li> <li>• Communicate successes &amp; challenges - volunteer appreciation event</li> <li>• Make sure community still has interest</li> <li>• Recruit new people &amp; ideas – send newsletters, cards &amp; promote that would be glad to have them join next year</li> <li>• Progress reports/ updates to funders &amp; give them credit</li> </ul>
<b>6. <u>Ending an Initiative Phase</u></b>	
<b>What:</b> <i>Knowing when to bring it to a close, ending well</i>	
<b>How</b>	<b>Advice</b>
<ul style="list-style-type: none"> <li>• Celebrate accomplishments</li> <li>• Evaluate – SWOT analysis – barriers, pros, cons – specific measurable, brief &amp; relevant (overall impact on community, feedback documented)</li> <li>• Measuring success</li> <li>• Acknowledge and thank funders &amp; contributors – publically, thank-you cards, volunteer dinner/ appreciation night</li> <li>• Acknowledge participants</li> <li>• Share information collected in the evaluation</li> <li>• Document evaluations &amp; record what worked/ what didn’t work</li> <li>• Debrief (kick –off ending party )</li> <li>• Announcement that initiative will be ending</li> <li>• Prepare for reactions</li> <li>• Move forward /next steps</li> </ul>	<ul style="list-style-type: none"> <li>• Knowing when it has come to an end &amp; time to let go</li> <li>• Taper program off</li> <li>• After evaluations, make revisions, other ideas to improve (use old project to create new ones)</li> <li>• Use media to help with publicity (newspaper, radio)</li> <li>• Community celebration</li> <li>• Communicate results with contributors, AGM, share at recognition dinner – include both positive &amp; negative</li> </ul>