



**Suzette Taggart**  
**KFL&A Public Health**  
Manager, Chronic Disease & Injury Prevention  
November 2, 2009

# Outline

- **Motiv8 Initiative**

- Strengthen team effectiveness
- Enhance collaboration
- Increase consistent messages



# Motiv8 Initiative

- Multi-dimensional approach
- Targeting adults in many sectors
- Eight evidence-based messages
- Improving awareness, enhancing motivation, building skills, and providing opportunity



# Motiv8 Initiative

- Eat a healthy breakfast every day
- Re-think your snack
- Be active every day
- Choose water
- Enjoy more vegetables and fruit
- Make meals at home
- Breastfeed babies
- Watch less TV



# Motiv8 Initiative Timelines

Jan  
2005

HWHL  
MOH  
Report

2005  
2006

HWHL  
Working  
Group

Nov  
2006

HWHL  
Community  
Forum

Jan  
2007

HWHL  
Staff  
Hired

Jan  
2008

Motiv8  
Initiative  
Launch



# Motiv8 Initiative

- **HWHL Working Group Characteristics**

- Shared a goal
- Had a sense of belonging to a team
- Built a clear process for gathering and sharing
- Appreciated colleagues' expertise



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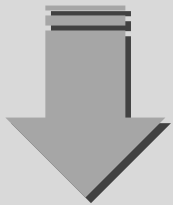
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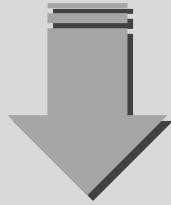


# Motiv8 Initiative Activities

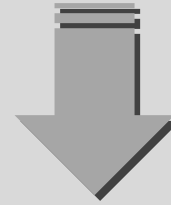
**Media  
Campaign**



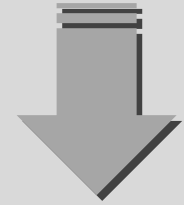
**Promotional  
Tools**



**KFL&A  
Public  
Health  
Programs**



**KFL&A  
Public  
Health  
Staff**



# Motiv8 Media Campaign

## Success Stories

### From couch potato to fitness enthusiast: How one man learned to love living well

By Steve Daily  
Waking, eating, taking a nap... for Steve McLean was considered any kind of physical activity was a rare event. "I figured that working was easy, but I got enough of that every day all right," says McLean.



McLean was not the fit person he is now. He had gained weight, and his health suffered. He was diagnosed with high cholesterol and high blood pressure. He had been told by his doctor that he needed to lose weight and get more exercise.

He decided to start with walking. He started walking every day, and he started to feel better. He lost weight, and his health improved. He started to enjoy walking, and he started to look for other ways to stay active.

He started to run, and he started to lift weights. He started to go to the gym, and he started to enjoy it. He started to feel like a new person, and he started to love living well.

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### Healthy lifestyle brings flower power

For Jim and his wife, Linda, the whole year is a celebration. They have been together for 30 years, and they are still in love. They have a beautiful home, and they have a great life.



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### Breastfeeding: not for women only

A woman's body is made for it. Breastfeeding is a natural part of a woman's life. It is a way to bond with your baby, and it is a way to keep your baby healthy.



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### Teens get skates—get active—with community's help

Teens are getting more active. They are going to the gym, and they are playing sports. They are getting more active, and they are getting healthier.



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### Be Active 10 minutes at a time!

Be active 10 minutes at a time. It doesn't matter how long you are active, as long as you are active. It is a way to stay active, and it is a way to stay healthy.



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### Great benefits at this workplace Easy access to physical activity

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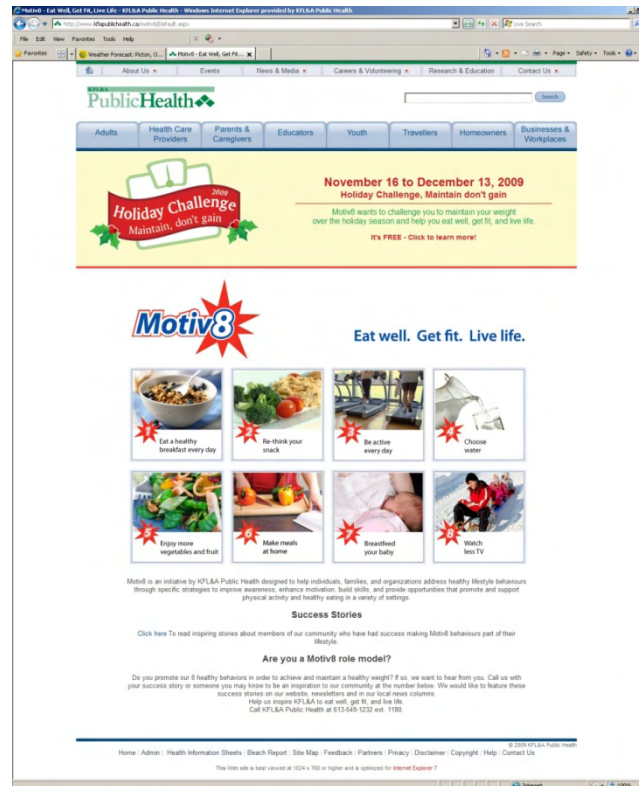
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# Motiv8 Media Campaign

## Website



# Motiv8 Promotional Tools



Cookbook



Gym Bag



Grocery Tote



Milk Bag Opener



Oven Mitt and Pot Holder



Stress Star



T-shirt



Exercise Band



Exercise Ball



Slingpack



Veggie and Dip Container with Nutrition Fact Label



Notepads



Lunch Bag



Measuring Cups and Spoons



Magnets



Water Bottle



Pedometer



Mini Tote



# KFL&A Public Health Programs

## Motiv8 Workplace Series



# KFL&A Public Health Programs

## Holiday Challenge

Public Health  
November 24, 2008 to January 4, 2009

**Holiday Challenge**  
Maintain, don't gain

Tip of the Day  
If you know you're ready to get it!

**6 Week Holiday Challenge**

Week 1: Over the next six weeks, Motiv8 will provide tips and tools to help you stay on track by sharing on how to be physically active during the holiday season. Begin the Holiday Challenge now!

Week 2: **Toolkit**  
If you have just joined the challenge, don't forget to check out all resources that will keep you on track during the six week challenge.

Week 3: **Success Stories**  
To read inspiring stories about members of our community who have joined the challenge, click on the stories below.

Week 4: **Are you a Motiv8 role model?**  
Do you promote our eight healthy behaviours in order to address our need to have fun? Call us with your success story or a question for our community at the bottom below. We would like to hear you! Call us at 1-877-567-5676 or visit us at [www.eatwellgetfitlifelife.ca](http://www.eatwellgetfitlifelife.ca).

Week 5: **Participation is Free**  
Participation is free. We great prizes!

Week 6: **Participation is Free**  
Participation is free. We great prizes!

**Honeyed Yogurt Fruit Salad**

Makes 4 servings (1 cup / 250 mL)

**Nutrition Information Per Serving**

Calories: 210  
Fat: 2 g  
Sodium: 46 mg  
Carbohydrate: 47 g  
 fibre: 3.8 g  
Protein: 5 g

**Fruit Salad**

2	bananas, peeled and sliced	2
1 cup	seedless grapes	250 mL
1 cup	melon, peeled and cubed	250 mL
1 cup	fresh strawberries or raspberries	250 mL
2	kiwis, peeled and sliced	2

1. Prepare fruit salad just before serving.
2. Gently combine all ingredients in large bowl.
3. Divide among 4 dessert bowls and drizzle with Yogurt and Honey Sauce.

**Yogurt and Honey Sauce**

1 cup	plain yogurt	250 mL
3 tbsp	liquid honey	45 mL
1 tbsp	lemon juice	15 mL
1 tbsp	orange juice	15 mL
1/2 tsp	vanilla extract	1 mL

1. Sauce is best when prepared in advance.
2. In bowl, mix all ingredients.
3. Chill for 1 to 2 hours before serving.

Recipe provided by Dany Forman of Canada's dietitians.ca

Each week we will feature quick, easy, and healthy recipes for you to impress your friends and relatives this holiday season.

Try something new!

[www.eatwellgetfitlifelife.ca](http://www.eatwellgetfitlifelife.ca)

Worried the holidays will weigh you down?

**Holiday Challenge**  
Maintain, don't gain

Avoid holiday weight gain. Log on for free tips, ideas, and recipes.

[www.eatwellgetfitlifelife.ca](http://www.eatwellgetfitlifelife.ca)

November 24, 2008 through January 4, 2009

Avoid Holiday Hangover

[www.eatwellgetfitlifelife.ca](http://www.eatwellgetfitlifelife.ca)

Avoid holiday weight gain. Log on for free tips, ideas, and recipes.

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Maintain, don't gain

November 24, 2008 through January 4, 2009

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# KFL&A Public Health Programs

## Colour Your Day to Pause and Play

**Colour Your Day to Pause & Play**

**Instructions:** Colour in when you want to limit your screen-time to no more than two hours a day. Shut off your screens and do a different activity. You may want to try with one day a month or one day a week to start then progress to two and by the end of a couple of months you will be seeing a decrease in your screen-time. Your body and your family will thank you for it.

Turn over for tips and ideas.

### Turn off your screens and tune into play!

We know that the time children, adolescents and adults spend in front of a computer or TV will influence how much time they spend in active play and physical activity. Television viewing is associated with increased sedentary behaviour, decreased physical activity, reduced energy expenditure and increased unhealthy food intake. These factors can lead to an increased risk of being overweight or obese. Consider limiting your screen time to no more than 2 hours a day.

### What could you do with your time instead?

- Tune into talking about your day during family meals.
- Try out local indoor or outdoor recreational facilities.
- Sign your family up for an interesting class.
- Visit your local library and better yet-use active transportation like walking or cycling to get there.
- Make a personal or family commitment to try a new activity each season.
- Go outside and play with your family, go for a walk or walk your dog.
- Check out and explore local hiking trails and conservation areas.

### Tips for decreasing screen time:

- Take the television out of the bedroom.
- Spend quality time playing card or board games, reading or take up a hobby (with your child). If you take this little bit out it is more adult focused.
- When you do sit down to watch some TV, get up and try an exercise or two during commercial breaks. This will get your blood flowing and make you feel more alive.
- Be a role model, if your children see you enjoying a hike, a bike ride, or a game of catch, they're more likely to want to follow along and to be active throughout their lives.
- Remember the 3 P's: Practice turning off screens, Plan for screen time, and Play, just get outside and play!

Use the calendar on the next page to follow you or your family's progress in decreasing your screen time during the year. Just color in the days you will take on this challenge and try something new!



# KFL&A Public Health Staff

## Breakfast Speaker Series

***Join us***

**February 14, 2008  
8:30-11:00 a.m.  
Auditorium A & B**

**Enjoy a quick,  
healthy breakfast  
while Dr. Steve Hotz,  
PhD, C. Psych,  
engages us in  
'Succeeding at Health  
Behaviour Change!'**

Dr. Steve Hotz received his PhD in Clinical Psychology from the University of Ottawa. He has developed programs and techniques targeting motivation and behaviour change based on a well validated, research-based model that explains how people change and stay changed.

Dr. Hotz is the President of Health Behaviour Technologies Corporation and Adjunct Professor in the Faculty of Medicine at the University of Ottawa. Dr. Hotz consults nation-wide on brief intervention programs for health behaviour change, mental health, and health promotion.

*This is an all staff mandatory educational event.*  
Please contact your director if this event presents a conflict within your schedule.



# KFL&A Public Health Staff

## Bulletin Boards



# KFL&A Public Health Staff

For Your Health Committee





# Conclusion

## Strong Teams, Collaboration, and Consistent Messages

- Trust, respect and support
- Team commitment
- Shared vision
- Open Communication
- Empowerment and involvement
- Learning environment



# Conclusion

- **Motiv8 Initiative**

- Stronger teams

- Enhanced collaboration

- More consistent healthy eating and physical activity messaging





**Questions?**