



Just Move It (JMI)

Toolkit

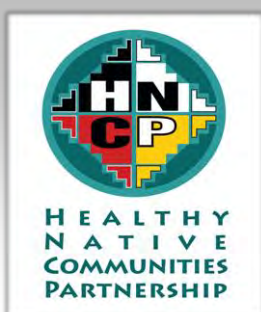


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March 1, 2014

Dear Indigenous Community Leader:

JMI is a North American campaign to promote physical activity for Indigenous Peoples. It is a successful initiative that engages communities and community programs across Canada and the United States to help get more people thinking about becoming active, to promote the idea that physical activity is fun, and to bring together people of all ages and physical abilities.

The JMI website is also a useful networking platform where community leaders in sport, physical activity and recreation can connect with each other and share stories and promising practices already happening in the area of physical activity. JMI members are able to access plans, tools and other supports on the website which are useful in planning events, developing promotional materials, tracking progress, and creating and printing project updates which help improve reporting quality.

This JMI toolkit offers you information on how to plan community physical activity and recreation events and how to register your physical activity program or events on the www.justmoveit.org. You will find this information very helpful and simple to use.

From the entire JMI team represented by the Assembly of First Nations (AFN), Inuit Tapiriit Kanatami (ITK), National Aboriginal Diabetes Association (NADA) and Healthy Native Communities Partnership (HNCP), we would like to welcome you to JMI and wish you the very best in your journey to bringing winds of change to Indigenous communities through the power of physical activity. Get yourself on the map and share your story!

Sincerely,
JMI Team



WHY JOIN JMI

Chronic diseases, such as diabetes and heart disease, are affecting Indigenous peoples at staggering rates. By expanding physical activity as part of a community lifestyle, an important element of wellness can be utilized to reverse chronic diseases. Through JMI you will have access to tools to plan community events to increase physical activity.

WHAT ARE THE BENEFITS

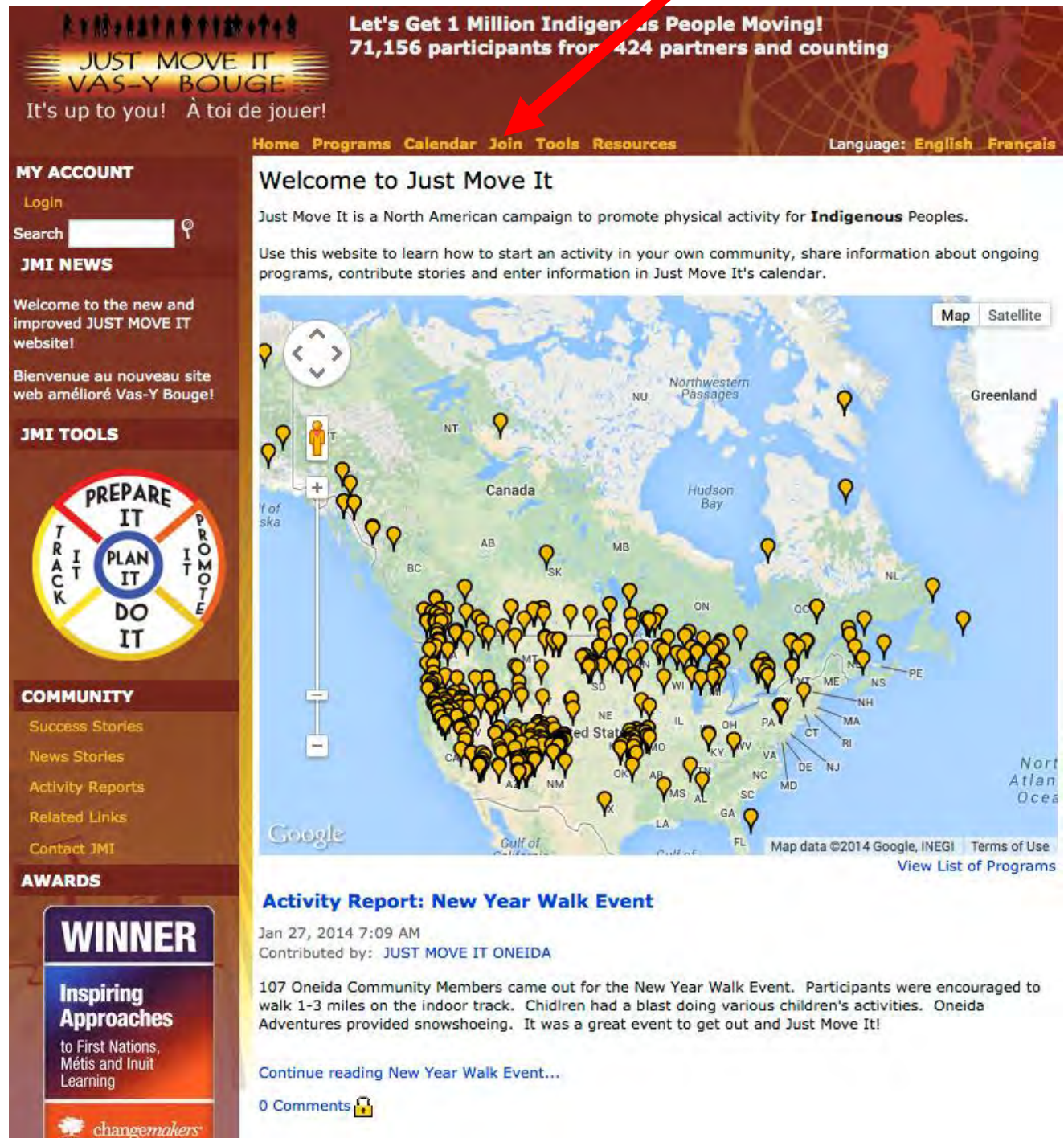


- Get information, resources and tools to plan community events to help reverse incidence and occurrence of chronic disease such as heart disease and diabetes in your community
- Provides an opportunity to share promising practices in the area of physical activity and recreation
- Share your success stories and promising practices from your community
- Connect with your fellow community leaders and learn from their success in planning, preparing, promoting, doing and tracking community events
- Plan, prepare, promote, do, and track your events ... do it again



HOW TO JOIN JMI

To join the Just Move It website, please go to www.justmoveit.org which will take you to the home page. On the home page, please find and click on 'Join' tab.




JUST MOVE IT
VAS-Y BOUGE
It's up to you! À toi de jouer!

Let's Get 1 Million Indigenous People Moving!
71,156 participants from 424 partners and counting


Home Programs Calendar **Join** Tools Resources Language: English Français

MY ACCOUNT
Login
Search


JMI NEWS
Welcome to the new and improved JUST MOVE IT website!
Bienvenue au nouveau site web amélioré Vas-Y Bouge!


JMI TOOLS


COMMUNITY
Success Stories
News Stories
Activity Reports
Related Links
Contact JMI

AWARDS
WINNER
Inspiring Approaches
to First Nations, Métis and Inuit Learning


Welcome to Just Move It
Just Move It is a North American campaign to promote physical activity for **Indigenous** Peoples.
Use this website to learn how to start an activity in your own community, share information about ongoing programs, contribute stories and enter information in Just Move It's calendar.


Map data ©2014 Google, INEGI Terms of Use
[View List of Programs](#)

Activity Report: New Year Walk Event
Jan 27, 2014 7:09 AM
Contributed by: JUST MOVE IT ONEIDA
107 Oneida Community Members came out for the New Year Walk Event. Participants were encouraged to walk 1-3 miles on the indoor track. Children had a blast doing various children's activities. Oneida Adventures provided snowshoeing. It was a great event to get out and Just Move It!
[Continue reading New Year Walk Event...](#)
0 Comments 



HOW TO SIGN UP ON THE JMI WEBSITE

Once you hit 'Join' tab, you will be redirected to the 'Sign Up' page. On the sign up page you can read about benefits of joining JMI. Please read the information carefully and scroll down to the bottom of the page. Click on 'Sign up to be a Just Move it Partner Program' to continue.

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Home Programs Calendar Join Tools Resources Language: English Français

MY ACCOUNT
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Search

COMMUNITY
Success Stories
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Signup

A Just Move It activity is a great way to get your Indigenous community started on their journey to wellness. The goals are:

- to get people thinking and talking about being more active,
- to promote the idea that physical activity is fun,
- to bring together people of all ages and physical abilities
- to build family and community support.

Activities are great places to share information about positive physical activity opportunities within your community, and to link people with healthy lifestyle campaigns.

Any activity where Indigenous people are moving can be a Just Move It activity - a run, a walk, a bike ride, a hike, an aerobics program, a dance, or any other type of physical activity.

1. Sign up to be a Just Move It Partner Program
2. Our US or Canadian Coordinator will review your account. When accepted you will receive your Just Move It Partner username and password.
3. Use JMI tools to organize, prepare, promote, do, and track your activity.
4. Once you've decided on a location, a time and a date, login and add an activity to the calendar.
5. After the activity, login and submit an activity report to add your count of participants to the growing number of JMI participants nationwide - as we move together towards our goal of ONE MILLION Indigenous people moving!
6. Login and add your stories and pictures and be recognized for your community's achievements.
7. Your completed activity is a wealth of knowledge and learning about what it takes to start and sustain physical activity efforts in Indigenous communities. Login and share your activity recipes and tools with other people who are eager to learn from you.

[Sign up to be a Just Move It Partner Program](#)



COMPLETE THE SIGN UP FORM

Once you click on 'Sign up to be a Just Move It Partner Program' you will be redirected to a form where you need to create your username and password details and enter information about your program. Please choose a login that you can easily remember and password that will be hard to break.

Go through each section and enter information about your program as well as your contact information such as mailing address and telephone numbers. Once you have completed the form, please click 'Save' at the bottom of the page.

Once you have successfully created your login and username and entered information about your program, you will be contacted within 48 hours confirming your account. You should be able to login to your account thereafter.

Employer

Title

Address 1

Address 2

City

State/Province

Postal Code

Country

Phone

Fax

Email

How did you hear about JMI?

Area

Program Information

Name

Activity Types

☐ Program Address is same as User

Address 1

Address 2

City

State/Province

Postal Code

Country

Start Date

Description - include program purpose, key features, age groups, partners, and aspects you are excited about.

Community

Home Page

☐ Help Getting Started?

SAVE



HOW TO USE THE JMI WEBSITE

Please enter your username and password that you had chosen and submit to log in. Once you have logged in, you have several choices from the menu at the left side of your screen such as: create new activity, list activities, create new story, create new activity recipe, my account, and JMI tools etc.



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Home Programs Calendar Join Tools Resources Language: English Français

BIGGEST LOSER

- Create new Activity
- List Activities
- Create new Story
- List Stories
- Create new Activity Recipe
- List Activity Recipes
- Help

PROGRAM

- List Programs

MY ACCOUNT

- My Account
- Create new Question
- List Questions
- Logout

Search

JMI NEWS

Welcome to the new and improved JUST MOVE IT website!

Bienvenue au nouveau site web amélioré Vas-Y Bouge!

JMI TOOLS

COMMUNITY

Welcome to Just Move It

Just Move It is a North American campaign to promote physical activity for **Indigenous** Peoples.

Use this website to learn how to start an activity in your own community, share information about ongoing programs, contribute stories and enter information in Just Move It's calendar.

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[Continue reading New Year Walk Event...](#)

0 Comments

If you are ready to sign up your program,
please go to www.justmoveit.org



IMPORTANT FEATURES OF THE JMI WEBSITE

CREATE NEW ACTIVITY

Here you will be able to create and publicize a new activity about your program. You can add a short description about the activity and include start and end dates and times. This is a great way to let others know about your program features.

LIST ACTIVITIES

In this section, you will be able to see all activities you have created in a list format. This is a great way to see what activities you have listed for your program. Here you can also update your activities.

CREATE NEW STORY

In this section, you will be able to share a story about your program. This can be a success story or perhaps a milestone achieved in your program. This is a great way to let others know how well you are doing

LIST STORIES

Here you will be able to see stories you have created. It is a great way to reflect retrospectively and recount all successes and milestones you have achieved.

CREATE ACTIVITY RECIPE

Here you will be able to share a recipe for the success of your activity. Share your wisdom about what works and what does not and encourage other Indigenous communities to follow suit in promoting and changing their communities through Physical Activity.

LIST ACTIVITY RECIPES

In this section, you will be able to see what activity recipes you have created. It is a great way to stay encouraged to keep on sharing.

CREATE NEW QUESTION

Here you will be able to ask questions. Perhaps you are seeking advice on how to organize a program or activity in your community? No matter what your question is, we will be able to assist.

JMI TOOLS

This section will give you a unique feature of allowing you to track progress, identify promising practices and learned lessons as well as print updates of your events which may be an excellent tool to improve your project reporting quality.



COMMUNITY SECTION

In the community section, you will be able to receive, learn and adapt information from your fellow Physical Activity champions. Here you can view other success stories, programs, news activity reports and contact the JMI team.

- Success stories
- News stories
- Activity reports
- Related links
- Contact JMI

MY ACCOUNT

In this section you will find your personal information associated with your account: your name and email address. You will be able to update your profile as well as your username and password information.

CONTACT JMI

If you have any questions about JMI or need help with signing up on the website, please contact:

- Shelley Frazier at justmoveit@hncpartners.org or
- Alisher Kabildjanov at diabetes@nada.ca

If you do not have access to the Internet, we have a sign-up sheet that you can fill out and mail or fax it to us. Please find the form on page 18.



HOW TO PLAN AN EVENT

When planning an event, it will be helpful to take the time with your team to clarify your goals and understand why you are doing it.

Use this worksheet to plan, prepare, promote, do and track your event. Use the space on the right to write down your planning ideas and methods.

Use a planning calendar on page 16 to help with the planning process and timelines.



PREPARE IT – Get clear about your intentions and goals

Purpose:

Event name:

People (who will participate):

Obtain support or volunteers:

PLAN IT – Bring together your planning team and decide

Supplies:

Activities:

Venue:

Date and time:

How will it happen:

Staffing & volunteers (what are key roles):

Registration process:

PROMOTE IT – Get the word out

Generate buy-in:

Send invitations:



Promote incentives:

Make a poster (sample attached):

Make copies and hand out:

Post your event on the JMI Calendar

www.justmoveit.org

DO IT – Tips on what to do on the day of the event

Be there on time:

Set up:

Register and greet participants:

Welcome and introduction:

Ensure safety and security:

Just move it:

Thank participants:

Clean up:

TRACK IT & SHARE IT

Develop and distribute comment card or survey (samples attached):

Gather participant feedback:

Lead a conversation with staff and volunteers:

Record the feedback:

Post your story and pictures at

www.justmoveit.org:

Celebrate success (how will you):

Next steps:

Do it again:



GATHER PARTICIPANT FEEDBACK FORMS

Following are two examples on how you can track feedback about your event. Use these forms as you see fit. You may change the forms to suit your needs/style.

1 – COMMENT CARD

Thank you for participating in today's event! We would appreciate your feedback on your experience.

What did you enjoy most?

What improvements would you like to see for the next event?



2 – SURVEY

Name of Event: _____

	On a scale of 1 to 5 (1 being unsatisfactory and 5 being excellent)				
	1	2	3	4	5
1. How would you rate the planning of the event?					
2. How would you rate the promotion of the event ahead of time?					
3. How would you rate the quality of activity and benefits to your health?					
4. How would you rate the materials provided?					
5. How would you rate the venue of the event?					
6. How would you rate the event overall?					
7. What comments, suggestions, or ideas do you have for future events or activities?					



SAMPLE POSTER

INSERT A RELEVANT PICTURE OR GRAPHIC

Name of the event: _____

WHO: _____

WHAT: _____

WHERE: _____

WHEN: _____

WHY: _____

INSERT YOUR CONTACT INFORMATION

Name:
Email:
Phone:

INSERT YOUR
LOGO IF
APPLICABLE

Make plenty of copies and distribute at health centres, community centres, band offices, and other public facilities. You can also scan your poster and email or post it on social media sites.

**Post info about your event on the JMI Calendar at
www.justmoveit.org**



SAMPLE CALENDAR

The following calendar will help you prepare your thoughts and plans for your community event or event for Indigenous Canada JMI Day 2014 scheduled on October 29, 2014.

	4 months before the event	3 months before the event	1-2 months before the event	Event day
Event ideas	<input type="checkbox"/> Find an activity	<input type="checkbox"/> Link age groups	<input type="checkbox"/> Collect activity/supplies	<input type="checkbox"/> Celebrate even
Partnership & Volunteers	<input type="checkbox"/> Partnership & Linkages	<input type="checkbox"/> Human resources – staff, volunteers, C&C Committee <input type="checkbox"/> Coordinate partnerships	<input type="checkbox"/> Volunteers	<input type="checkbox"/> Distribute and review event task / job descriptions
Infrastructure		<input type="checkbox"/> Committee of stakeholders: involve community (youth, adults & elders) <input type="checkbox"/> Discussion & planning – location/time	<input type="checkbox"/> Delegate responsibilities, resources & costs	<input type="checkbox"/> Calendar / schedule for the event
Promotion	<input type="checkbox"/> Introduce the Just Move It idea <input type="checkbox"/> Why is it coming? (build interest)	<input type="checkbox"/> Recruit Just Move It team <input type="checkbox"/> Seek community input for event	<input type="checkbox"/> Promote event <ul style="list-style-type: none"> ○ Poster ○ Facebook ○ Radio ○ Community ○ School 	<input type="checkbox"/> Talk about event success
Motivation	<input type="checkbox"/> Creating awareness	<input type="checkbox"/> Telling success stories (getting your name on the map)	<input type="checkbox"/> Sell your event <input type="checkbox"/> Promote your incentives <input type="checkbox"/> Personalize the participants	<input type="checkbox"/> Positive reinforcement

Visit the JMI website at www.justmoveit.org for activity ideas and more information.



FOLLOWING ARE IDEAS ON HOW TO PROMOTE YOUR EVENT AND IDENTIFY RESOURCES

HOW TO PROMOTE YOUR EVENT	IDENTIFYING YOUR RESOURCES
<ul style="list-style-type: none"> • Radio station messaging • Other advertising – flyers, friends – oral, newsletter, bingo hall, facebook/social media • Recruitment – volunteers, word of mouth, incentives for volunteers • Thank you cards and acknowledgment of volunteers and participants • Involve the youth/school/children and families • “Move it, move it” song/dance from kids movie (Madagascar) • Handing out flyers at Health Fair (or link with Health Fair) • Advertise on the NADA Facebook • Use influential people in community (Chief, Council, and health workers) • Link with nearby communities or other community events 	<ul style="list-style-type: none"> • Human resources – volunteers, front line workers (all programs), Elders • Financial – from organizations, individuals, fundraising, outside agencies • Media – Internet, newspaper, radio • Locations for events • Volunteers, personally ask them to help • Sponsors-donations, fundraising

Please let us know how we can improve this toolkit by email at: diabetes@nada.ca or phone at: 204-927-1221.



SIGN UP TO BE A JUST MOVE IT MEMBER FORM



Title of your program and project _____

What is your program / project doing to get indigenous people moving? Please describe. *If you need more space, please write on the back of this page.*

Purpose:

Key features:

Age group(s) service:

Partners:

Highlights / Achievements:

Contact person name: _____

Title: _____

Organization: _____

Phone #: _____ Email: _____

Mailing address: _____

City: _____ Province: _____ Postal code: _____

I understand that my information will be loaded on the Just Move It website (justmoveit.org).

DATE: _____ SIGNATURE: _____

Please fax the completed copy to NADA office at: 204-927-1222 or mail to: NADA, B1-90
Garry Street, Winnipeg, MB R3C 4H1

This sheet can be ripped off, completed and mailed or faxed!



NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

PHYSICAL ACTIVITY RESOURCES AND LINKS

- The Physical Activity Approaches at the Ground-Level: Promising Practices Targeting Aboriginal Children and Youth: are fifteen successful and inspirational physical activity initiatives from each Canadian province and territory as well as two international case studies. This diverse collection offer insight into consistent promising practices and recurring challenges that may be emulated or pre-empted for the benefit of successful programs in communities. The report was commissioned by the FPT Physical Activity and Recreation Committee (PARC), and was produced by Johnston Research Inc: www.nada.ca/wp-content/uploads/1034.pdf
- Benefits of Physical Activity Handbook Benefits of Physical Activity for First Nations, Inuit and Métis Communities: Sharing Knowledge and Community Leading Practice has been developed to encourage the use of the Canadian Physical Activity Guidelines in First Nations, Inuit and Métis communities. www.nada.ca/wp-content/uploads/1180.pdf
- Best Practices - Physical Activity Programs for Aboriginal Youth: This report, undertaken by The Aboriginal Physical Activity Working Group (APAWG), formed under the direction of the FPT Physical Activity and Recreation Committee (PARC) and the Healthy Living Issue Group (HLIG) in 2007. It describes the best practices in successful community-based programs, strategies and communication tools for increasing physical activity levels of Aboriginal youth in urban, rural, and remote communities. www.nada.ca/wp-content/uploads/1070.pdf
- Physical Activity Guidelines: The Public Health Agency of Canada (PHAC) supported the Canadian Society for Exercise Physiology (CSEP) in reviewing the scientific evidence on physical activity and in developing the new guidelines for various age groups. <http://www.csep.ca/english/view.asp?x=804>
- Physical Activity During Pregnancy: This fact sheet explains the benefits of physical activity during pregnancy and shows some stretches that pregnant women can do <http://www.nada.ca/wp-content/uploads/1071.pdf>
- The Alberta Centre for Active Living is a key advocate of physical activity and physical activity expertise as well as a primary source of research and education on physical activity for practitioners, organizations, and decision-makers This website has a number of useful physical activity resources translated in many different languages including Physical Activity Counselling Toolkit for practitioners :www.centre4activeliving.ca/our-work/toolkit/resources
- The Aboriginal Physical Activity Fact Sheet developed by the National Collaborating Center for Aboriginal Health is a culturally relevant resource that provides background information for the need to increase physical activity in Indigenous communities as well as tips and information <http://www.nccahccnsa.ca/Publications/Lists/Publications/Attachments/72/Physical%20Activity.pdf>
- The Northern Links website will help you provide culturally relevant and physically engaging opportunities for your community: www.northernlinks.org.
- The Active Circle website supports Aboriginal communities to become active and healthy: www.activecircle.ca/en/home



FREQUENTLY ASKED QUESTIONS (FAQ)

Q: What is *Just Move It*?

A: *Just Move It* (JMI) is a highly successful North American Campaign to promote physical activity for Indigenous communities. JMI members are connected via a web-based networking tool that promotes and showcases the many promising practices already happening in the promotion of physical activity in these communities.

Q: Is *Just Move It* available to First Nations and Inuit communities in Canada?

A: The Assembly of First Nations, the Inuit Tapiriit Kanatami, the National Aboriginal Diabetes Association in partnership with the Healthy Native Communities Partnership in the United States, are collaborating and exploring ways to promote JMI and Physical Activity for the benefit of First Nations and Inuit communities.

Q: What are the expected benefits of having JMI in Canada?

A: The benefits are many. Hosting JMI in Canada will provide First Nations and Inuit communities with a culturally adapted and proven community networking platform where communities in Canada can connect with each other, and with communities in the United States, to share promising practices already happening in the area of physical activity. JMI helps to build family and community support around active living. JMI partners have access to tools and resources which help them to get people thinking about becoming more active, to promote the idea that physical activity is fun, and to bring together people of all ages and physical abilities.

Q: How can I become a JMI Member?

A: It's very simple. Visit www.justmoveit.org and use this toolkit to sign up to receive a JMI user name and account. Once registered, you can access [JMI tools](#) to help you organize, prepare, promote, host, and track your activities. Promote your events on the JMI calendar and after you have hosted your activity, login and submit an activity report, including pictures and stories, and add your count of participants to the growing number of JMI participants nationwide.

Q: My community is in Canada and I want to join now? Can I?

A: Absolutely. Any community who has a Physical Activity program or program in disease prevention and health promotion can join JMI. It is easy as 1, 2, and 3 and is free. The benefits of joining JMI are plentiful. Just join and get your program on the map of North American.

