

ALBERTA CENTRE FOR
Active Living

STRATEGIC PLAN
2015—2018

STRATEGIC PRIORITIES FOR 2015 – 2018

WHO WE ARE

The Alberta Centre for Active Living (ACAL) was established in 1989 and focuses on the promotion of physical activity in Alberta.

We are unique in Canada and are known nationally and internationally for effective knowledge mobilization and advocacy.

We are a research centre of the University of Alberta (U of A)'s Faculty of Physical Education and Recreation. We receive operational grant support from Alberta Culture and Tourism (ACT).

MISSION

Promoting active living by bridging research, practice and decision-making.

VISION

To improve health and quality of life in Alberta by influencing active living policy and practice.

1 To develop and maintain partnerships, relationships and networks.

- To create, identify and provide opportunities for networking to share information, learning and effective practice.
- To promote and facilitate collaboration to support more effective delivery of services.
- To have diverse representation across sectors and geographically.
- To provide support and information for policy development and implementation.
- To continue to develop relationships with government, to inform decision-makers and bring forward solutions to societal challenges at all levels.



2 To develop and maintain a provincial, national and international profile.

- To reach different audiences by using a variety of distribution methods.
- To use publications, products and presentations as a means to promote the Centre.

3 To reach traditional and non-traditional partners and audiences with relevant evidence-based physical activity and sedentary behaviour information.

- To coordinate, collaborate and partner with both traditional partners and non-traditional audiences.

4 To provide evidence-based services and tools/products, such as evaluation, knowledge translation and activity tracking.

- To support organizations to build their organizational capacity and developmental potential.
- To enable organizations to access relevant information, guidance, advice and resources.
- To enable organizations to access high quality and diverse learning opportunities.
- To use KT strategies to increase physical activity and decrease sedentary behaviour participation.

5 To have diverse funding sources.

- To diversify funding to ensure sustainability.



AT OUR CORE

The Centre achieves excellence in its operations and conduct using these values and guiding principles.

Values

- **Accountability** – responsible reporting to stakeholders and funders
- **Adaptability** – flexible, able to respond to changes
- **Excellence** – high quality services and information; commitment; innovative knowledge development; evidence-based information
- **Integrity** – having high principles
- **Respect** – fairness, inclusiveness, encouraging of wellness through work-life balance
- **Responsibility** – trustworthy, respected

Guiding Principles

- **Population-health approach** – advocate for the creation of social and physical environments that are supportive of physical activity for Albertans of all ages, abilities, and cultures.
- **Integrated approach** – use multi-sectoral, multi-strategic, multi-disease and multi-risk factor approaches to address community participation, supportive policy decisions, intersectoral action, appropriate legislation, health care reforms, and collaboration with non-governmental organizations, industry and the private sector.
- **Evidence-based and sustainable** – use evidence-based strategies and interventions and sustain them over extended periods of time. Knowledge translation is a sustained strategy for ensuring that audiences can understand and use evidence-based information and resources.
- **Comprehensive, inclusive and preventative focus** – focus on primary prevention, as well as management of diseases and conditions that are improved through regular physical activity. Reducing common risk factors (e.g., physical inactivity and sedentary behaviour) reduces the risk of developing a chronic disease over the long term.
- **Alignment with provincial and national policy** – align goals and outcomes provincially with the Active Alberta policy and nationally with the Active Canada 20/20 strategy to work collaboratively with government and partners.
- **Partnership and collaboration** – work collaboratively with other organizations and practitioners on an ongoing basis. Funders and other provincial active living organizations, such as the members of the Alberta Active Living Partners, are key partners.

Executive Management Group

- (Chair) W. Kerry Mummery, Dean, Faculty of Physical Education and Recreation, U of A
- Roger Kramers, Executive Director, Recreation and Physical Activity Division, Alberta Culture and Tourism (ACT)
- Amanda Gelinas, Senior Transportation Engineer, City of Edmonton
- Nora Johnston, Director, ACAL

Advisory Board

- (Chair) Amanda Gelinas, Senior Transportation Engineer, City of Edmonton
- Nicki Armstrong, Registered Nurse Case Manager, Alberta Health Services, Calgary
- Heather Hanson, Assistant Scientific Director, Alberta Health Services, Calgary
- Dean Kozak, Senior Advisor, Recreation and Physical Activity, Alberta Culture and Tourism, Edmonton
- Andrew McCloskey, Health Promotion Facilitator II, Alberta Health Services, Calgary
- Nora Johnston, Director, ACAL

Research Advisory Board

- (Chair) Dr W. Kerry Mummery, Dean, Faculty of Physical Education and Recreation, U of A
- Brad Babiak, Director, ACT
- Dr Tanya Berry, Associate Professor, Faculty of Physical Education and Recreation, U of A
- Taranjeet Birdi, Public Health Agency of Canada, Western Region
- Dr Nicole Culos-Reed, Associate Professor, Faculty of Kinesiology, University of Calgary
- Dr Jon Doan, Associate Professor, Faculty of Kinesiology & Physical Education, University of Lethbridge (U of L)
- Dr Tish Doyle-Baker, President, Alberta Public Health Association
- Alim Gillani, Project Lead, Alberta Health, Government of Alberta
- Dr Michelle Helstein, Associate Dean, Faculty of Kinesiology and Physical Education, U of L
- Dr Terra Murray, Assistant Professor, Faculty of Health Disciplines, Athabasca University
- Dr John Spence, Professor and Associate Dean, Faculty of Physical Education and Recreation, U of A
- Dr Penny Werthner, Dean, Faculty of Kinesiology, University of Calgary
- Lisa Workman, Exercise Specialist, Edmonton Southside Primary Care Network
- Nora Johnston, Director, ACAL
- Dr Soultana Macridis, Research Associate/ Knowledge Translation Specialist, ACAL

Connect with us

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