

# ACTION PLAN – Coms Cttee

#	ACTION	GOAL/ STRATEGY	START/ END	RH & KPI (KEY PERFORMANCE INDICATOR)	\$
1	<p><b>1. CKA to reach at/to Organisations:</b></p> <p><b>1.1.</b> CKA to visit and present strategic plan to at least one event of 5 NHOs to increase and encourage NHOs to support business dev. initiative with Kins and PKA/ CKA, and to create a strong link of support to working together across the country.</p> <p>Professionals:</p> <ul style="list-style-type: none"> <li>• College of Kinesiology of Ontario</li> <li>• Canadian Physiotherapy Association</li> <li>• Canadian Ergonomics Association</li> <li>• Canadian Orthopedic Association</li> </ul> <p>Cause/Illnesses:</p> <ul style="list-style-type: none"> <li>• Arthritis - Arthritis Society of Canada</li> <li>• Alzheimer</li> <li>• Diabetes - Canadian Diabetes Association</li> <li>• ParticipAction</li> <li>• Asthma Society of Canada</li> <li>• Canadian Association of Cardiac Rehabilitation</li> <li>• Canadian Cancer Society</li> <li>• Osteoporosis Society of Canada</li> <li>• Heart and Stroke foundation of Canada</li> </ul> <p><b>1.2.</b> CKA to obtain a relationship with the following 6 organizations related to Kinesiology:</p> <ul style="list-style-type: none"> <li>• COKO</li> <li>• CCUPEKA</li> <li>• EIMC</li> </ul>	<p>Alignment with NHOs</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>	Priority #1	<p>Link with Fact Sheet on Economics, scope etc of Kins.</p> <p>List to keep open to adding other NHO and/or Causes Health and employer</p> <p>Allow Prov. For cause but keep National event by CKA or BofDir.</p> <p>KPI = contacted by 2019</p> <p>Attended at least 4 events eg: bottomline conference, military, NHFD</p>	<p>\$ Travel, lodging, meals Membership Registration Fees to Association</p> <p>See if NHO accept to pay for expenses.</p>

- CSEP, AT
- CASEM
- ACSM (not a priority)

Whilst identifying needs of NHO - identify location of national seminar within Canada and have CKA and PKA of province in which activities are taking place to participate ie: be potential guest speaker discussing kin and relationship to condition/ a booth/ stretch session, participate in Working Groups, Round Table Forum, Advocacy Group i.e. CCC Canadian Concussion Committee

**1.3.** Identify several NHO's to request to be published in current communications to their members by providing articles pertaining to kinesiology, exercise and guidelines as a means of initiating that relationship.

For example:

- Asthma Society of Canada
- Canadian Association of Cardiac Rehabilitation
- Canadian Cancer Society
- Canadian Diabetes Association
- Osteoporosis Society of Canada
- Heart and Stroke foundation of Canada
- Arthritis Society of Canada

Articles can be used on a number of social media different platforms.

Action

identify persons to approach NHO?

identify needs of NHO or services that could be provided?

delegate task force to manage those services? i.e. article to be written by then reviewed by chair prior to being sent?

**1.4.** NHFD – June 2<sup>nd</sup>, 2018

- Create an awareness campaign
- Repeat Tool Kit and use NHFD Website to post Kin Events
- Get on advisory council
- Try one more year then evaluate

2	<p><b>2. CKA to establish Policy &amp; Procedures for Prevention and Handling Abuse:</b></p> <ul style="list-style-type: none"> <li>• CKA vs. PKAs role's in processing complain</li> <li>• How client may file a complain</li> <li>• Process of examination and disciplinary options</li> <li>• How to guide Kins in prevention of abuse situation</li> <li>• How to help Kins in defence for abuse</li> <li>• Include in Continuing Education Credit (time in managing an abuse complain, time in defence)</li> <li>• Include section on CKA's website (I'm a Kin, I'm a client)</li> </ul>	<p>Strengthen organisations</p> <p>Align organisations or stakeholders</p>	<p>Priority #1</p>	<p>KPI: Policy and other documents done and published by 2019</p>	
3	<p><b>3. CKA to raise awareness about CKA:</b></p> <p><b>3.1.</b> Hire Marketing and Communications Consultant to produce a marketing and communication strategic plan including rebranding of CKA's activities (KinWeek etc)</p> <p><b>3.2.</b> Create position paper on interdisciplinary role of Kinesiologist in one's health spectrum: refine scope of practice to differentiate between Kinesiologist's and other health professions i.e. difference between Kin and Physio, exercise &amp; movnt therapist (Physio = acute injuries, Kin = chronic illness). Based on Kinesiologist role as stated in provinces where legislated. Focus on what a kin is, can do and not what kin ise not or can't do.</p> <p>Distribution:</p> <ol style="list-style-type: none"> <li>On TV and Radio Ad</li> <li>On CKA Website</li> <li>In presentation at PKA, KinNO, NHO &amp; Causes's events &amp; Cttee</li> <li>Use as message for NHFD and KinWeek 2018 Use event of different causes: Diabete, Parkinson, Heat &amp; Stroke, Alz, fall prevention</li> </ol> <p><b>3.3.</b> Create awareness campaign to Kins to push them to see CKA as a resource – a hub of information:</p> <ol style="list-style-type: none"> <li>Support PKA's best practices and tools: provide guidelines, send up-date, changes etc</li> <li>Make CKA the reference where to find the info. (how to make traffic come to the information)</li> </ol>	<p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>	<p>Priority #1</p>	<p>Engaging Marking Consultant to review and define roles of PR, Marketing, Website and design Marketing Plan</p> <p>Use the videos on other digital e.i. put video on ad before a</p> <p>Advertise with people that already have webinars etc.</p> <p>Link to student</p>	<p>KPI: Plan done by August by Marketing expert</p> <p>Committee to allocate funds</p>

	<p>Create incentives to come and visit website, FB etc continuing education or responding to survey, FB Contest: add a word, reply trivial question, like the page, article to be published on website or eNewsletter sharing good practices</p> <p><b>3.4. Study the possibility to establish the distribution of awards in Kinesiology on an annual basis:</b></p> <ol style="list-style-type: none"> <li>Kin of the Year</li> <li>Kin Student of the Year</li> <li>Kin Event of the Year</li> <li>Kin Research of the Year</li> <li>Student scholarship</li> </ol>		<p>Priority:</p> <ol style="list-style-type: none"> <li>e), b),</li> <li>a), d)</li> <li>c)</li> </ol>	<p>scholarship to bring them on website</p> <p>see what CSEP does, BCAA' FKQ etc</p>	
4	<p><b>4. KinGames – March 22-24, 2018 UofAB - KinGradStartUpKit</b></p> <ol style="list-style-type: none"> <li>Attend event as Major Sponsor of Academic Challenge</li> <li>Present in conferences of small groups of team: Strat Plan, Start-up Kit, membership and continuing education, legislation, PKA's role and How to promote Kin</li> <li>Create a GradKin Start-up Kit with Hexfit to be distributed to KGames participants (Academic and Sport)</li> <li>Meet with AKA to create link and get them involved and supporting CKA's initiatives.</li> <li>Get CCUPEKA cooperation to distribute Kit to Kins not attending KinGames in faculties of all universities</li> </ol>	<p>Align organisations or stakeholders</p> <p>Raise awareness</p>	<p>Priority #1</p>	<p>KPI: Presented at PresidentRdTb Kit material and distribution method determined (Hexfit) Kit produced and distributed</p>	
5	<p><b>5. Create a platform</b></p> <p><b>5.1. Blog, Chatroom for resource sharing information and good practices between CKA, PKAs and Kins...use to bring kins together....</b></p> <ol style="list-style-type: none"> <li>Determine who will take care of this blog and nurish it...</li> <li>Include a google drive (or Hexfit tools) to upload things ex: admission, assessment tools....</li> <li>Unify and/or provide resources where not available</li> </ol>	<p>Strengthen organisations</p> <p>Align organisations or stakeholders</p>	<p>Priority #1</p>		

	<p>usually ex: baseline to start up practice, study notes for exam/legislation</p> <p>d) Study possibility to include in Hexfit Grad Kin Start-up Kit for Kins Games and university.</p> <p><b>5.2.</b> Add one option under the drop down tab for I'm a Kin – Job Opening Listing (Employment Opportunities and Educational opportunities) to develop resource and knowledge sharing professional development</p> <p><b>5.3.</b> Advertise online courses and seminars on CKA website and jobs opportunities as potential revenue stream.</p> <p>Action  Identify costing for website additions and functionality?  Identify institutions and/or companies?  develop pricing for this service?  approach companies with opening offer and potential subscription?  See R&amp;D Cttee Action Plan</p>	<p>Raise awareness</p>		<p>Create page in I'M a kin, @Job opportunities@ linked to PKA's job opportunities pages.</p> <p>Bring to PresRdTble</p> <p>KPI:  Slack Chatroom created  CESP Platform done  Job Careers links done  All PKAs linked to Platform to actively contribute.</p>	
<p>6</p>	<p><b>6.</b> KinWeek – Nov. 12-18<sup>th</sup> 2018:</p> <ol style="list-style-type: none"> <li>1. Create an awareness PR Campaign (repeat interviews)</li> <li>2. Find Key Spokesperson</li> <li>3. Find Message (new)</li> <li>4. Find Statistical study to emphasize that Kin services are worth it!</li> <li>5. Repeat experience with Hexfit's National KinWk Website</li> <li>6. Push ALL PKAs to participate in the dates of KinWk</li> <li>7. Find new tools to promote Kins: repeat FB Frame, try FB Live (one per prov)...try to get TV Morning Show "exercise or health" interview...</li> <li>8. Build Testimony Videos</li> </ol>	<p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>	<p>Priority #1</p>	<p>Get a new name for this event.</p> <p>Rebranding</p> <p>Use complete name and words</p> <p>Marketing expert com campaign</p>	<p>\$ 10 000 PR  \$ 5 000 Key Spokesperson (honorary, \$ Travel, lodging, meals)  \$ Statistical Research to buy or to conduct  \$ FB Boost &amp; Campaign  \$ Video Production</p>

7	<p>Add a Kin University Faculty/Research Section in the eNewsletter to publish research papers and articles by Canadian Kinesiologists</p> <p>Including the Kin Faculties on the E-Newsletter mailing list.</p> <p>University Kin Student Ass. Article to be included</p>	<p>Align organisations or stakeholders</p> <p>Raise awareness</p>	<p>Priority #1</p>	<p>Need to discuss with Pres RdTble not to overstep what they already do. Include faculty rep on mailing list</p> <p>Link scholarship awards to having to publish in CKA eNewsletter</p>	
8	<p>Establish the basis for creating an Annual Canadian Kinesiology Event i.e. Canadian Kinesiology Summit on Human Movement! To be held in 2019</p> <p>Conferences &amp; university research presentation Awards distributed Revenue generation (Sponsors, marketplace tradeshow)</p> <p>See R&amp; D Cttee Action Plan</p>	<p>Awareness and strength Kins practice</p> <p>Revenue Generator</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>	<p>Priority #3</p>	<p>Build up in AGA of PKA</p> <p>Save the date!</p>	<p>Maybe launched in 2020</p>