

#	ACTION PLAN – R&D Cttee	Goal/ Strategy	start/ END	RH & KPI (Key Performance indicator)	\$
1	<p>To create a guide - Steps to getting Kinesiology to be legislated in a province: Use ON, FKQ's experience, share good practices, issues to be aware of etc...</p> <p>Follow-up on PKAs action plan to be/to begin legislation process and coach them in the process.</p>	<p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>		<p>PresRdTble</p> <p>Information gathering and Survey</p> <p>Platform access</p> <p>Report to Board by Fall 2018</p>	<p>In 2018:</p> <ol style="list-style-type: none"> <li>1) PresRdTble ask PKAs Presidents (besides OKA and FKQ?) what legislative practices, resources and material they would want to have access to. Put this on a Platform - SLACK?</li> <li>2) PresRdTble ask/survey PKAs Presidents what best practices they would like to see on a platform. Depending on results ask PKAs to share (if available) this material. Place on Platform.</li> </ol>
2	<p>Define the actual statut and/or profile of Kinesiologists and their practice in order to determine the best way to strategize in the many development issues ie: insurance, taxation etc.</p> <p>Compile a national scan/review of KIN related positions in Governmental Agencies (ie. Health Care ) and the many other titles of positions a kin might have in the workforce. Are they Unionized - if so ? What are the qualifications? Private practice, self – employed? (seek info from Atlantic, Central and Western KIN associations and Web searches).</p>	<p>Kin Profile</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p>		<p>PresRdTable</p> <p>And have survey#Cencise</p>	

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3	<p>Profile several outstanding kin practitioners to promote and showcase our profession (e.g., exercise physiologist working with COPD pts, specialized Schroth spinal deformity therapy which is what I do, etc.)</p> <p>Describe scope of practice, health help related to medical issues vs kin as not related to therapy and more as Fitness professional. Example and testimony of Kins “what do they do, what is their prof. daily”</p>	<p>Kin Profile</p> <p>Raise awareness</p>		Meet a kin	#2
4	<p>Create a document: establishing the status across Canada.</p> <p>1) Literature review of KIN services in practice - outcome based.</p> <p>2) Compile national scan of Insurance providers (Group and Individual Health plans) that accept/reimburse for KIN services not just on a list of professionals. What are the exact services? (seek info from Atlantic , Central and Western KIN associations, major Employers Insurance health plan policies, Insurance Companies/policies web search). Get to know who is who in insurance co. Contacts: Adjustors, Redressers, Dir of clientele etc.</p> <p>3) Some insurance Co. covers some prov. only ex: Desjardins in Qc but not in AB...make it uniform across Canada</p> <p>4) Some people get their Kin services reimbursed by their Health Expense Account (kin included)</p>	<p>Insurance</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p>	<p>In 2018:</p> <p>1) PresRdTble ask PKAs Presidents what documents and list of Insurance providers accept/reimburse KIN services.</p>	<p>Compile Insurance information and develop fact sheet</p> <p>Report on level of commitment to participate</p>	<p>In 2018:</p> <p>2) Ask PKA’s Pres if willing to participate and commit to lobbyist project (Funds)?</p>
5	<p>Hire a Consultant/lobbyist to establish a strategy to approach Insurance Co. and have Kinesiologists recognized as deductible income tax medical services</p> <p>NOC: National Occupational Classification (fed gvt) put on website, let insurance co. know.</p> <p>Pres RdTable to create a joint ventures</p> <p>RFP for Lobbyist</p>	<p>Insurance Taxation</p> <p>Align organisations or stakeholders</p>	<p>In 2018:</p> <p>Develop RFP for Lobbyist.- Spring 2018</p> <p>PKAs Pres and RD Comm to review/rank RFP</p>	<p>See what FKQ has done, get info already available</p> <p>Lobbyists hired</p> <p>National Task Force developed</p>	<p>\$10 000 or more depending on additional fnd form PKAs</p>

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			application Summer 2018: Develop National Task Force – ask a PresRoundt able		

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6	CKA and all PKAs to contact the Private insurance companies and find out if they have an application process for having their members accepted as verified service providers. They ask for updated information every 5 years or so, and the requirements continue to increase on their forms, such as competency assessment, criminal records checks, professional practice standards, in addition to the standard ethics and defined scope of practice items.	Insurance –  Strengthen organisations  Raise awareness  Align organisations or stakeholders		Link to Action 4	
7	Create a guideline paper: The logistics that needs to be established when assessing new members, determining membership requirements and the various professional guidance documents associations should have in place for PKA members, all which are similar to regulated health profession colleges to comply with Insurance CO. Questionnaire.	Insurance  Strengthen organisations  Align organisations or stakeholders		Repeat 2	
8	Organize a petition to support adding kin to the list of professionals supported by the health plans: general public petition to increase credibility of request.	Insurance  Strengthen organisations  Align organisations or stakeholders		See with lobbyist if worth it	
9	To meet at least 5 insurance compagny to present what is Kinesiology and how/why Kinesiologists should be added to the list of professionals	Insurance  Raise awareness		lobbyist	\$ travel, lodgin, meals

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10	To meet the CPHR Canada, Chartered Professionals in Human Resources to inform them of and to ask support in request to their HR employer that Kinesiologist be added automatically on the list of professionals for which services are reimbursed FAM	Insurance Raise awareness		lobbyist	\$ travel, lodgin, meals
11	To hire a lobbyist to establish a strategy to have Kin service NOT taxable and to approach MNAs, minister of finance, and other law makers  Increase the presence and importance of kinesiology in the various levels of government	Taxation Align organisations Raise awareness		lobbyist	\$10 000
12	Create a GradStudent Start-up Kit providing tools and information needed to bridge from student life to practice. Distribute at KinGames and to all PKAs' Student list (email) Make available on the CKA Website Working CCUPEKA to endorse it and to help CKA to present to classes or Guest speaker for 2-3 classes...	Students Strengthen organisations Align organisations or stakeholders Raise awareness		Link with com action pplan	\$ travel, lodgin, meals #1
13	...to PKA....Create a course in universities or be a guest speaker for 2-3 classes to inform kins to be better be aware of the reality of the job market Position Kins in terms of the differences they make by service provided rather than being seen as just a fitness specialist create a template of what is to be said...send hope dream of the professional ***to CKA....Working CCUPEKA to endorse it and to establish course to be provided by Kins ...	Students Strengthen organisations Align organisations or stakeholders Raise awareness		Pres RdTable See that volunteers to attend, pay their expenses	\$ travel, lodgin, meals

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14	<p>To visit and present Strat plan to each <u>PKA's</u> AGM and at least one BofDir Mtg :</p> <p>To increase and encourage PKAs to support business dev. initiative from CKA, same for insurance, taxation, organisation and governance</p> <p>To create a strong link of support to working together across the country.</p> <p>To reinstate communications,</p> <p>To emphasize leader position and</p> <p>To set a cooperative link to accomplishing initiatives together</p>	<p>Alignment with PKAs</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>		<p>Attending and Presenting Strap plan at each PKA AGM</p> <p>Feedback on Presentation</p> <p>Late Fall Report on AGM attendance and feedback</p>	<p>\$ travel, lodgin, meals</p> <p>In 2018:</p> <ol style="list-style-type: none"> <li>1) Capture PKAs AGM dates and assign BOD member to attend.</li> <li>2) Develop Strap plan Presentation and Feedback template – electronic</li> <li>3) Attend each PKA AGM and present – a BOD attend if possible.</li> </ol>
15	<p>To visit and present Strat plan to at least one event of <u>5 NHOs</u> : to increase and encourage NHOs to support business dev. initiative with Kins and PKA/ CKA;to create a strong link of support to working together across the country;to reinstate communications; to emphasize leader position and to set a cooperative link to accomplishing initiatives together</p> <p><u>Professionals:</u></p> <ol style="list-style-type: none"> <li>a) College of Kinesiology of Ontario</li> <li>b) Canadian Physiotherapy Association</li> <li>c) Canadian Ergonomics Association</li> <li>d) Canadian Orthopedic Association</li> </ol> <p><u>Cause/Illnesses:</u></p> <ol style="list-style-type: none"> <li>a) Arthritis - Arthritis Society of Canada</li> <li>b) Alzheimer</li> <li>c) Diabetes - Canadian Diabetes Association</li> <li>d) ParticipAction</li> <li>e) Asthma Society of Canada</li> <li>f) Canadian Association of Cardiac Rehabilitation</li> <li>g) Canadian Cancer Society</li> <li>h) Osteoporosis Society of Canada</li> <li>i) Heart and Stroke foundation of Canada</li> </ol>	<p>Alignment with NHOs</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>		<p>Comm Committee</p>	<p>\$ travel, lodgin, meals</p>

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16	<p>To obtain a seat on at least one committee of the following 5 organizations related to Kinesiology: (External Coms) :</p> <p>to reinstate communications, to emphasize leader position and to set a cooperative link to accomplishing initiatives together</p> <ul style="list-style-type: none"> <li>a) COKO</li> <li>b) CCUPEKA</li> <li>c) EIMC</li> <li>d) CSEP</li> <li>e) CASEM</li> <li>f) ACSM</li> </ul>	<p>Align with NHOs/Kin related</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>			\$ travel, lodgin, meals
17	<p>To define a Sponsorship Benefit Package to then approach potential corporate sponsors.</p> <p>CKA to conclude partnerships with industry corporations to become Sponsor and/or Affinity Program: FAM</p> <ul style="list-style-type: none"> <li>a) Under Armour</li> <li>b) Polar</li> <li>c) DJO Global, Inc</li> <li>d) PROFORMANCE KINESIOLOGY (USA, MEDELCO Inc.(CAN), OrthoCanada CAN</li> <li>e) Business: Accounting Firm, Marketing Firm, Law Firm.</li> </ul> <p>HK: bookreview payback to CKA, FB Post \$/reach. Volunteers get to keep book</p>	<p>Revenue Generator</p> <p>Strengthen organisations</p> <p>Raise awareness</p>		#1	\$ travel, lodgin, meals
18	<p>To investigate what gov grants (causes etc) and to apply where possible.</p>	<p>Revenue Generator</p>		See MCL	

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19	<p>To establish a publishing guideline for advertising on website, eNewsletter and customized communications to Kinesiologists for:</p> <ul style="list-style-type: none"> <li>a) Kinesiology products and services</li> <li>b) Job Openings and Job Applications</li> <li>c) Events</li> </ul> <p>Create webpage sections and self booking/revenue generator sections.</p> <p>See Communications Cttee Action Plan: advertise job posting opportunities, webinar ads, courses and seminars ads: 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?</p>	<p>Revenue Generator</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>			<p>\$ Website configuration, automated system</p> <p>\$ Advertise the service of Job postings etc.</p> <p>#2</p>
20	<p>Create a pan-Canadian platform for sharing tools and best practices By a FB Group – Private to share between Kins or Blog, Forum</p>	<p>Awareness and strength Kins practice</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>		<p>See Darren and Minda re: their channel that they use. Slack free</p>	<p>#1</p>



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21	<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 Communications Cttee Action Plan</p>	<p>Awareness and strength Kins practice Revenue Generator</p> <p>Strengthen organisations</p> <p>Align organisations or stakeholders</p> <p>Raise awareness</p>		ok	

Ref: <https://www.canada.ca/en/revenue-agency/services/tax/individuals/topics/about-your-tax-return/tax-return/completing-a-tax-return/deductions-credits-expenses/lines-330-331-eligible-medical-expenses-you-claim-on-your-tax-return/authorized-medical-practitioners-purposes-medical-expense-tax-credit.html>

according canada.ca it is possible to request to add a profession:

<https://www.canada.ca/en/revenue-agency/services/tax/tax-professionals/income-tax-rulings-interpretations/requesting-changes-list-provincially-territorially-authorized-medical-practitioners.html>