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Kansas City Physical Activity Plan Summit - Breakouts

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Kansas City Physical Activity Plan Summit - Breakouts

Overview

The Kansas City Physical Activity Plan Core Workgroup requested the assistance of the Wichita State University's Community Engagement Institute (WSU CEI) to facilitate five breakout sessions at the KCPA Plan Summit on September 29th, 2022. The purpose of the breakouts was to gather data points and themes around the areas of strengths, opportunities and barriers. Each group also spent time prioritizing possible next steps for the workgroups to consider moving forward. This information will better set up workgroups to make decisions and formulate a plan of action for implementation projects. The breakout groups were as follows: access to physical activity (2), policy, programming and professional development, training & education. WSU CEI facilitators developed a detailed plan utilizing the online Google platform, Jamboard, to walk participants through an engaging process to collect their thoughts and build space for group discussion and reflection.

This report and the attachments sent with it can be used by various workgroups to reflect and make more informed decisions about implementation projects, cross-sector opportunities and plan for barriers that may slow progress.

Breakout Group Full Notes

Below are the full notes to each of the five breakout groups. This includes a transcription of the Jamboard sticky notes as well as high level notes from group discussions. Please see PDF for the actual Jamboards.

Access to Physical Activity #1

Strengths

Notes from Jamboard

- Physical education during school day
- Connections with philanthropy-minded physical activity coaches/instructors
- Weighing in has a huge network of partners across KS. If we don't have the partner yet, we can try to recruit them!
- Many organizations in KC dedicated to physical activity
- Training on access and benefits targeted to child care providers
- Access to variety of community members
- Recess before/after school activity clubs
- Fundraising, relationship building with funding agencies
- Community opportunities after school day
- Sharing information on physical activity options available in the community for stakeholders
- Community engagement – working with existing community groups, coalitions, and residents.
- Mentors and resources of Children's Mercy.

- Partnership with BV ed foundation
- Development/expansion of adaptive and inclusive sports and rec through the city
- Support child care programs in accessing state funding opportunities to enhance and expand outdoor play.

What is surprising/exciting to you?

- A lot of opportunities within school sector – Carla – starts in executive office. Strength is partnership in schools and the opportunities that brings.

What themes are you seeing?

- Love the community engagement – UGPHD connecting the different existing projects/efforts and building in physical activity into those activities. Trying to connect systems and orgs.
- Schools, key partners in Blue Valley District. Schools already have captive audience.

Opportunities

Notes from Jamboard

- Joint efforts around public policy advocacy
- Economic development commissions
- The Whole Person
- Property developers
- Improved connections with child care, schools and parks and rec
- Bike/Walk KC
- Local Gov. parks, public works, urban planning, public health, transit.
- Advertising
- Children’s Mercy, KU med, HCA, etc.
- KC zoo?
- Parks/Rec – adult and youth programming
- Elected officials
- ASGKC.net
- Girls on the Run
- Variety KC
- Parks & Rec Depts
- Support for comprehensive city planning to increase access of physical activities across all sectors
- Pro sports foundations
- Eventbrite
- City planners
- KU Peds, KC, Healthy Kids, Children’s Mercy
- BBBS (Big Brother Big Sisters)

What is surprising/exciting to you?

- City planners – asking them to include usage and access to use what they are planning. Safety is a concern.

What’s missing?

- Elected Officials
- Advertising – how to get public knowledge?
- Connecting w/ local agencies to promote mass media campaign.

What themes are you seeing?

- Parks and Rec partnership
- Schools: Information sent home to target families, no idea what is actually read. Is the information being shared? How else can it be shared?
- Consistent messaging is needed from the varying partners.

Challenges

Notes from Jamboard

- Moving from training to implementation and change in behaviors
- Safety can be an issue for some child care providers accessing parks
- Cold weather opportunities
- Accessibility
- Safety
- Dissemination of opportunities (marketing), funding (P&R has limited \$), public mindset is not in coherence
- Socio-economic disparity
- Awareness
- Limiting screen time
- Prioritizing certain areas for improvements in walkability – particularly in lower income areas
- Tracking impact
- Access to indoor space in inclement weather
- Creating messages that resonate with specific groups. Thinking based on the survey information share in the larger group that Midwesterners weren't motivated by PA messaging.
- Costs
- Transportation
- Funding & Staff Capacity
- Access to Transportation

Asking for clarification

- Limiting screen time? Referring to childcare providers
- Costs (low income providers and families – sport leagues are costly, other options for getting involved in group programming – also equipment for childcare programs is costly)

What is surprising/exciting to you?

- Need to reinforce and create new culture of what being active means. It can be walking around the neighborhood. Mindset of having to be part of organized sport to do anything. Historical building of cities and neighborhoods don't support physical activity in daily life.
- Creating/changing culture biggest challenge.
- Costs – even using bicycles or footballs.
- Opportunities to promote free activities.
- Awareness – what is available and where?
- Tracking impact – tracking program numbers
- Messaging looks so different from community to community.
- The design of roadways and streets impacts PA access.
- LHD is working on community connectedness through parks.

Reflections

- Culture- how easy is it for someone to just step outside and go for a walk? Built environment and community input are really important.
- Fundraising aspect of the work – Need to start at top, only way things will happen is in buy in from commission and individuals with deep pockets.

Priorities

Ideas from Sticky Notes

- Partner with high \$/visibility organizations.
- Develop SAFE areas/facilities to be utilized
- Develop programs/areas/facilities to be utilized when outdoor physical activity isn't an option.
- Improve safety and connectivity of spaces where people live.
- Engage residents of communities to identify barriers to active transport in certain areas and engage representatives to hear this feedback.
- Improve awareness through mass media campaign that connects with different public/private agencies, health institutions, and non-profits.
- Mobilizing and raising up the community voice
- Encouraging a culture of walking, biking, rolling and using public transit
- Engage with elected officials
- Transportation, are there any free public transportation resources for those in the community that cannot use services such as Lyft, Uber, or even has their own vehicle?
- JoCo is a pretty big county filled with highways and it would be unsafe and difficult to commute without a vehicle.
- Education on physical activities available.
- Training on best practices around physical activity for young children
- Connections to organizations and parks and recs to promote physical activity

- Advertising: getting the word out to the community of the activities and resources that are available for them to use for physical activity with themselves, kids, grandkids and so forth.

Additional discussion

- Engaging communities is theme: those that are active and already at the table. Historically disinvesting neighborhoods. (What's equitable?)
- It can take a lot of time to help mobilize those communities that aren't mobilized.
- Safety is theme. (perceived vs real)
- Designed spaces – stigma around public transit. Transit doesn't support schedules.
- Education might be part of safety.

Access to Physical Activity #2

Strengths

Notes from Jamboard

- Girls on the Run's mission is to bring our program to schools and physical activity to girls in our community
- Safe community activities for physical activity
- Some employers and insurance covering gym memberships
- I am kind, motivated, have the ability to reach a large amount of patients and families through my work. and I like to model activities for my patients.
- Facilities available in KC metro
- Many semi professional or professional sports groups in the area that role model activity and have been supporting additional programs and facilities to promote their sports
- Great parks and rec departments across the metro and beautiful parks
- We have strong support from the administration wanting us to work in this space in the region. Physical activity was part of the White House Conference on Nutrition.
- There is a variety of outdoor environments.
- Almost 50 school districts that have play equipment
- Vision Zero programs for safe access to our streets, paths, and parks
- Safe access/business buy-in, investment and involvement/ employer programs that provide results and ROI
- Getting the information about physical activity opportunities to people and organizations in a way they can access.

Group discussion

- Not surprising, strengths are mostly known
- People have top 5 things and it's interesting, patients might not know of free resources, wish we had universal site to share with people these opportunities
- Kansas City has lots of sports teams and outdoor areas for PA, including parks and recreation and schools
- Employer incentives

Opportunities

Notes from Jamboard

- Notes from camps/activities getting back to healthcare – in the clinical chart so physicians/clinical team can support and reinforce
- Health care sector has lots of opportunities to work with schools (promote increased physical activity), faith based (join together for WWAD), and parks and rec (put together list of safe places to play)
- cont. improvements In communication of opportunities to the right person at the right time (i.e. available opportunities, pop-up to clinical team during medical visits)
- Mention on the previous slide promotion of physical activity and programming from we,11 known athletes In the community. Expanding Girls on the Run programming to parks in the community
- Getting the information about physical activity opportunities to people and organizations in a way they can access.
- Parks has a lot of opportunity to work with schools for out of school programming, also health and wellness and behavioral based programming for youth and parents/guardians
- Making information about programs in park and recreation setting or at schools available in a way healthcare providers could use to share with their patients.
- Within the summaries from the sector special session presentations – we heard a little about kits/bag distribution to CC programs. Sounds like a great cross over to the Early Childhood Sector!
- Girls on the run is a great example of a cross sector program.
- Taking advantage of schools in faith-based settings and promoting access to playground or gym facilities for their congregants
- Safe access/ business buy-in, investment and involvement/employer programs that provide results and RQI
- Partnering with sports sector to promote sport sampling to identify what activities kids might be interested in and doing this with a focus on kids of diverse sizes and abilities.
- Communication messaging to promote the work across all sectors
- Create info brochures or flyers for providers to share with patients
- Advertise size diversity in programs to let people know opportunities exist, representation in advertisements
- Having a way to ask families in a healthcare setting if they are interested in any physical activity programs (list of programs/opportunities in schools or parks/rec)
- Garmin, META, etc. as funding sources/sponsors

Group discussion

- Opportunities to communicate access to PA opportunities
- Providers are in a position to share information about PA activities with patients and families
- Opportunity to track if people participate in programs when they are given information, could be accomplished by offering incentives or something as result of participation, tracking attendance, having a track for completing different things
- Help with funding for people to participate in programs

- Have a tool to help identify programs that are appropriate for people's ability and experience, don't want people to be discouraged if they show up to an event and are either over or under qualified to participate in the activity
- Mobile recreation unit to go to parks to provide activities and equipment
- Look for opportunities with MCOs to do mobile interventions, meet people where they are and provide opportunities
- Opportunities to address transportation, funding, work together on common challenges
- Opportunities to bring parents into the work, they are strong voices when used appropriately, need to engage them
- Send Jodi Dickmeyer list of activities, will combine and share with patients
- Technology, use provider portals to share opportunities with families

Challenges

Notes from Jamboard

- Access, money, transportation, knowledge of programs, and desire to be physically active.
- Funding or cost to participate
- Transportation
- Yes to funding and transportation
- We rely on teachers to coach and volunteer. Teachers are exhausted and do not have the capacity to more to their plate.
- Getting the word out about programs or opportunities for physical activity
- Competing priorities or activities
- Time challenges/commitment/resources and transportation access/tracking incentives for goals and success to stay motivated
- Programs available for people of all abilities
- Perceived barriers, accessibility (safe routes?) scheduling (work, family life, inclusion)
- Location (in addition to transportation). Sometimes you have transportation but the location is so far away the time to get there impacts access/participation
- Personal motivation
- Asking patients to use health portals, is there a way to do that to share programs with families more directly?
- Need to do better sharing info with each other
- Language differences
- Using technology effectively

Group discussion

- Competing priorities, families with competing priorities for getting to activities with limited time and resources
- Physical activity has been engineered out of society, needs to be put back into daily life
- Technology can seem complex, there is so much data, privacy of patient records, how can we use data and technology well? There is not a one size fits all approach
- Keeping information updated and accessible

Priorities

Notes from Jamboard

- Pilot a community wellness hub in a park or community setting that is a place for communication, access to resources, from sectors
- Pilot a community wellness hub from technology perspective (systems mapping) that is maintained and kept up to date.
- Better coordination and communication with stakeholders on setting goals, benefits and value proposition inherent in physical activity programs
- Leverage media for communication centralization
- Centralizing communication
- Get feedback from Kansas Citians?
- Continue to talk with other sectors to strengthen our work
- Create a map of physical activity locations and transportation options to reach those places.
- Gathering and distribution of programming and resource information (hub or somewhere for it to be collected.)
- Create a list of available opportunities for physical activity.
- Providing equitable physical activity opportunities (reduce and remove the barriers of transportation, funding, time and place, etc.)
- CMS guidelines coverage, reimbursement for members that will affect policy ultimately employer/provider buy-in for these programs through sharing pertinent data we currently use.

Group discussion

- Need to centralize information and make it easy for people to find what they need and learn about opportunities
- Could pilot a central hub approach
- Could have KCPA phone app as hub
- How can updates be automated, it's not feasible for everyone to share information and expect it to be put in the right place at the right time
- Technology needs to be sustainable, maintained, kept updated, can it be open source so everyone can update and not rely on a few people

Policy

Strengths

Notes from Jamboard

- Complete Streets policies
- Understanding of Complete Streets
- Medical educator
- Children's Mercy is one of the largest orgs in the region—has some level of clout
- Past experience in community health
- ADA policies for access to all
- Partnerships

- Enthusiasm for the topic
- Lots of great orgs in the region doing this work (MARC, BikeWalk KC, etc.)
- Effective communication
- Lots of great experience in policy work on our team
- Social media best practices
- Safety policies for safe spaces for others to recreate
- Lots of data supporting policy work
- Using data that we have or data that we can obtain from partners to inform our action
- Provider education
- Great scholarship program to ensure inclusion for all for programs

What is surprising or exciting to you?

- There is great experience to work from/build on.
- Children's Mercy is one of the largest organizations and they have clout!
- Glad to see that social media best practices are a strength! I don't have that experience.
- Partnerships—can influence, can provide leverage needed in policy work.
- Having the amount of representation here and that we are thinking similarly about the work.
- Data and supporting policy--ties in with partnerships and sharing of information.
- Collaboration and partnerships—helps to have when justifying funding needs.

What themes are you seeing?

- Communication is a theme
- Support for the work

Opportunities

Notes from Jamboard

- Learn from each other. E.g. one municipality can share how they passed a certain policy.
- Data for grant applications from partners
- Marketing of programs
- Healthier community
- Media Communication is the key
- Acknowledgment of discriminatory practices in our region that limit physical activity for groups of people.
- Anything with kids—reaches kids and their families. Sports, school, etc.
- Inviting other groups to join us for large events
- Joint effort to reach more people to be aware of what is available for them
- Add BikeWalk KC to regional coordinators (answer was Yes)
- Parks and Rec with other sectors, as P and R is city/county org that encompasses lots of other groups
- Access to healthcare institutions in the region (CMH, UMKC/UH, KUMC, St. Luke's, etc.)
- Does KC Chamber still have a Health KC program (answer was Yes)
- Coordinating REGIONAL work and policies: MARC??

What is surprising and/or exciting to you?

- Acknowledgment of discriminatory practices in our region that limit physical activity for groups of people—acknowledging that we don't do enough now to address this from a current and historical context/perspective. Always need to be doing more and doing better. Through more effort here, we could transform how we approach the PA plan and transform how people have access to it.
- Parks & Recreation work across sectors—P and R is a city & county organization that encompasses other groups. For upcoming races and corporate games event, Parks & Rec has been meeting with orgs/businesses around diversity and inclusion to enhance inclusivity for and at these events—expansion and more knowledge being shared.
- UMKC—strong effort to address equity
- Capitalize on our resources around equity work—find the existing resources and coordinate with businesses and others. Could we ask the KC Chamber to reach out to members to help collect info on resources and connections already available?
- Policy—we have already seen success at city-level implementation. Ex. intersection of high vehicle-fatality areas and decriminalizing jaywalking. How can we utilize this policy work?
- No one is currently attending this summit from the KCMO area—This is an untapped connection that could have advantages if strengthened, look for opportunities to get them at the table.
- Cities and policies—discussion of zoning and transportation are important. Find what is important to them and how it links to this work.
- What is the opportunity to get other voices to the table?

What themes are you seeing?

- Coordinate regional work and policies. Sharing the work across cities, counties, and municipalities.
- Regional coordinator/coordination connections.
- Opportunities for equity work in policy.
- Transformation through the work—approach is important, addressing discriminatory practices, helping people gain access
- Don't duplicate the work
- Reaching more people

Challenges

Notes from Jamboard

- Big orgs (like CMH) have specific policy agendas that prevent them from advocating on other things (like active living).
- Marketing restrictions of partners
- Other community groups doing duplicate work and not joining forces.
- Lack(?) of regional coordination efforts
- Midwesterners reported lack of responsiveness to media health messaging
- Complete Streets changes can take a long time before seeing changes in built environment (and that's even after the education and policy-making process!).
- Continued building of low-density, suburban way that discourages active travel.

- Slow buy-in process from public
- Often in cross-sector work people ‘don’t speak the same language’.
- Allowing those who are systemically underrepresented to invite us to their table and tell us what they need even though we are considered “experts”. They are experts in their community needs.
- Most of us are not policymakers so this work can be daunting at times.
- Policy is very hard! Takes a long time and requires lots of capacity building/advocacy.
- Funding
- Time for implementation
- Not having enough staff to do the work or attend meetings like this so they’re in the dark about the work being done.

What is surprising and/or exciting to you?

- Time and staff are mentioned in multiple ways—is definitely problematic when you don’t even have enough staff for the work, policy can take a back seat. Lack of time and adequate staffing can lead back directly to funding issues.
- The restrictions of the orgs we work for can pose a challenge—how an org can/cannot market, is there a specific policy agenda, cannot work across sectors on certain policy work (for example, church and state).
- Not speaking the same language across sectors—What is said may not be what is interpreted, different interpretations are based on what experience a person or organization has/does not have with a certain issue, policy, etc. Sometimes we have to be interpreters of the work depending on whom we are talking with. For example, transportation policy may talk about things in terms of density. We may not know anything about density and are left with a gap in our understanding and need additional explanation or leave it up to interpretation.
- Policy is HARD!!! Hard to do, hard to communicate out, hard when you don’t even have enough staff for regular day-to-day work to even get to policy started and/or in place.
- Getting each other to the table on a regular basis—staying accountable to the work.
- We need to join forces—no reason to duplicate work already being done. How do we effectively do this? How do we know what work is already out there being done—keeping up with resources?
- We are missing people at the table.
- How to include community members in the work to capture and honor community needs and lived experience.
- When we get a request from the community, oftentimes it is a slow buy-in process (need time to build the trust) to commit to the work, there can be communication gaps/gaps in time for consistent communication to occur.
- In reference to surveys, data collection, and data interpretation, oftentimes how we interpret the data could cause us to miss something (what was written as a comment is not at all what was meant by the participant). How we are forming the surveys, use of language, etc. is important. Are we including community member voices at the very beginning as the survey is being developed? How are they included throughout the process to inform what needs to be communicated through the survey, how the questions are formed, etc.

What themes are you seeing?

- Staffing challenges—turnover, losing to burnout, funding to hire enough staff
- Not enough time
- Funding
- Missing some people at the table
- Policy is daunting work
- Do more to include those community members who can articulate the need. Bringing the opportunity to them in their communities, spaces, times of day, etc.

Priorities

Ideas from sticky notes

- Communication barrier, collecting data from the community, and resources.
- Better messaging and communication/marketing, being aware of all the resources that are out there, and getting those folks to the table.
- Community partners, communication/understanding and building trust within our communities and with partners (regionally as well as not just local), and inclusion.
- Engage with city officials for collaborative work, develop collaboration to advocate for priorities, and find out what decision-makers need to know around active living.
- Determine a regional entity (e.g. MARC, KC Chamber, BikeWalk KC, or create a new entity) to coordinate efforts across state line and multiple counties, and marketing and social media for existing KC Plan.
- Work with city officials, develop collaborations, find out what decision-makers need to convince them active living is a priority.
- Finalize the plan; implementation; full rollout.

Additional discussion

- Communication and messaging are key themes and important moving forward.
- We need to ensure that the person or persons we are needing our message to get to (i.e. city officials, etc.) are the ones actually receiving it. Not getting to just someone on staff who then does not forward it and/or misinterprets it when passing it along. For policy to put into action it needs to go directly to the right person—direct communication!
- Three things: Through good communication, we can help to achieve follow thru and action.
- Policies-some can be flexed, some include grey areas, can partnerships be expanded to help in these instances?
- Who are we sharing our reports and data out to? What are they doing with that info to help in this process?
- Work in the focus area of physical activity is in the minority—we need to make the connections so it becomes important, top of the list, high priority (i.e. how will it help increase city revenues, improve traffic in their neighborhoods?) Determine what they (city and county officials want to hear, and what is important to them—tailor the messaging to make this connection for them). The bottom line, they want to hear the cost vs benefit.
- Sharing of resources, time, and energy is necessary
- Join forces so not to duplicate the work/efforts/development
- Engage as a region

- Coordinate entities across county and city lines!
- Build the wheels and share them with others—not reinventing. Work together for the common good

Programming

Strengths

Notes from Jamboard

- BikeWalkKC can leverage its active transportation policy work and experience to make sure physical activity and the right to movement is part of our region’s policies.
- Working with parks on promoting their programs.
- Current relationships with childcare centers.
- Event management experience.
- BikeWalkKC provides bicycle and pedestrian programming to our region’s schools. We would love to have our Safe Routes to School curriculum and programs in every school.
- Partnerships with several different organizations and groups including schools, JCPRD, health department, childcare centers, etc.
- Affordable programs
- Partnerships with local professional teams
- Great parks and rec facilities in the community
- Current partnerships with YMCA’s, schools, and parks & rec
- Working with schools to get kids more active – providing them with tools and resources.
- Great trail systems
- Camp WIN programming expansion via partnerships throughout the year.
- Adapting programs for individuals with disabilities.
- Promoting other organization’s programs/activities.
- Desired outcomes
- Quality programs
- Connections with variety of local metro programs and some others at state level
- In our neighborhood (Rosedale); Our summer and after school programs. Our trail system. Organized and connected neighborhood groups and businesses tht get a lot done.

Group discussion

- Partnerships and connections among different groups
- Need to be able to work with collaborative partners (especially parks/recs) for affordable options for children/families
- Great facilities – leveraging (are they being used in the way they should be)
- Adaptive programming for disabilities – sometimes not highlighted/shared
- Relationships with childcare centers – a surprise as we often think about schools and not centers
- Adaptive programs – Don’t know they always tap into community-based programs. Great programs established but finding/sharing them with families.

Opportunities

Notes from Jamboard

- To education funders about the importance of investing in PA programming, especially as it relates to health equity.
- Great facilities all over the city that can be utilized in a partnership for the whole community.
- Partnerships between community programs and local clinics to adapt for individuals with disabilities.
- Leveraging after school activities.
- Partnering with local Healthcare providers/experts
- Larger reach and impact with marketing/communication for promotion of activities, partnerships, etc.
- Greater advertisement of existing programs – highlighting what is available to wider audience.
- Promoting alternative exercise opportunities.
- Getting existing programming out onto our trails, bikes, lanes, etc.
- Learning from others locally, regionally, nationally
- Bringing regionals/metro resources into neighborhoods.
- Community organizations that are not currently involved in physical activity strategies but bringing them on board.
- Opportunity to divorce body size from health. We need to stop demonizing larger bodies.
- Continue to break down silos – cross collaboration & multi-disciplinary.
- Partnering with neighborhood associations – attend meetings and present on how to be physically active in a particular neighborhood.
- Alternative exercise and relating it to everyday skills (i.e., gardening and how we can compost weeds, etc.)

Group Discussion

- Multi-disciplinary but silos make it different to break down barriers. Continuing to have conversations and bringing those to the table. Provide the opportunity.
- Promoting alternative exercise opportunities. Exercise through gardening, walking in neighborhood (daily activities).
- Greater advertisement of the programs. Promoting better than before. Connections made today can be a good start.
- Summit held every two years including sector/guests.
- Metro area of KC is similar to DC area – interesting group sometimes we don't know what's happening across the state line. Each state has its own goals, programming. Can capitalize and learn from each other more.
- Themes – getting the word out about existing programs so people are aware. Not everyone may be aware of it. Mass media will work on this.
- Newsletters are great but there are several and sometimes get lost. Could they be joined together with a central sharing. Great to connect with sectors but the broader audience may require partnering with a communications company with digital advertising to target those they want.

- Many organizations are small non-profits with a selected interest/mission. Often too small to share information out to neighborhoods. Is there a central space in KC to share (website with links to events). For example, listing accessible playgrounds to use when referring patients. KC Physical Activity website could be used.

Challenges

Notes from Jamboard

- Motivation – for organizers and participants.
- Competing priorities and programming.
- Affordability for ALL.
- Variety
- What is the best communication tool/media to promote programming. How can we get the message out to the appropriate audience.
- Money and time (which costs money).
- Access (location, transportation to and from, etc.) & time of day.
- Language barriers
- Time
- Where can the central location for information be?
- A disconnect among programs.
- Disinterest in physical activity.
- Engaging partners

Group Discussion

- Disinterest in physical activity – how do you get them engaged? Midwesterners don't connect the benefits of physical activity.
- Access – finances, time, location, ability to access what is presented, transportation, working multiple jobs
- Our organization works on nutrition, food safety and health – how to prioritize what and when? Sometimes it's a stretch to prioritize. Difficult finding enough time to partner and meet with an organization who has physical activity as a priority. For organizations who don't prioritize it, it can be difficult to be at all the meetings. Want to be engaged and be there but organizations have other focuses. Finding the balance of being involved, contributing, and fitting it all in.
- Supporting research of the community – trying to get that perspective with challenges. SDoH is an influence on how people see health and physical activity.
- Reminded daily (grew up in Western KS) – life for their family was the same as everyone in the community. Didn't have the variety of challenges people work with now. Address basic living needs for community members so they can consider physical activity as a priority. When talking to doctors, teachers, others, knowing what other resources can help as well (e.g., scholarship to provide for them).
- Language barrier is an issue. Different and multiple cultures/languages. How do we get the message out to them can be more difficult.
- Research – trying to engage non-English speaking communities as well. Needing a process to follow to translate materials. Try to engage community members/target population

through advisory groups/tackling language barrier. Coordinating with community leaders/community leaders to find the “trusted voices.”

Priorities

Notes from Jamboard

- Create a stronger partnership with Parks & Rec
- Accessible communications
- Start with a priority audience to target programming communication.
- Accessibility for ALL
- Finding a central location for resources
- Have a closer relationship with partners
- Community outreach to promote physical activity.
- Making enough time to collaborate/bring other existing programs into our community.
- Making enough time to get the word out about our programs
- Connecting our programs.
- Inviting and inclusive spaces and locations, including different languages, signs, leaders, etc.
- Creative innovative programming that is engaging and outside the traditional thinking of ‘physical activity programming’ (e.g., reaching audiences virtually)
- Mutual beneficial activity (benefits parents & child)
- Communication, access, partnerships

Additional discussion

- Coming up with a central location to find all the resources and connecting with programs.
- Solidifying partnerships identified in strengths. Parks is a prime opportunity. Created community health hubs – would be a great way to get messaging out to the broader area.
- Leveraging learning from KC PA plan is a great opportunity but maybe expanding that more. Communication piece – getting it out more to those who need it. Could Summit be more frequent? More learning to take place. Don’t re-create the wheel, especially when looking at other states/regions.
- Parks has central location of website and newsletters going out to people. Include signage in different languages so they know how to find things within the park system. Many parks are small in different neighborhoods. Not everyone is going to a website to get information. Having some type of information within the residential park to lead to programming/services for more information. Heartland conservation has signage with QR code to website for more information. Could that be used at local parks?
- Pandemic had positive outcome regarding increased use of technology. How can we reach those audiences who cannot travel to the park? Virtual learning options available? What would virtual programming look like?
- Communication, Access, Partnerships – A lot of good things happening in the community. Time, energy, other resources are there – we don’t take the time to learn about them. Conversations often held including the statement, “How did we not know?”
- Need to really know the community to promote events. Go to where people are. Example NE portion of KC. Hispanic community very large. Different areas parks & rec could partner with groceries to promote activities. Creating partnerships with grocers.

- Every organization gets caught up with great priorities/ideas. But should focus on one idea and dive 100% in. All priorities are great but sometimes we should take a deep dive into the right one/the right priority. Just try it.
- CDC said to start with a priority audience.

Professional Development, Training, Education

Strengths

Notes from Jamboard

- Strategies for best practices
- Participation in evidence-based train the trainer (PALS) to educate childcare providers
- Collaboration with other professionals
- We have a pretty good carrot in WIC to access parent's time to discuss the benefits of physical activity
- Many well-educated individuals who would love to work with adults on their professional development and provide further expertise
- Most professions require some continuing education requirements that we can utilize to create professional curriculum
- Collaborating with state agencies to get training approved for providers in early childhood
- Ability to self-reflect, and find ways to improve

What is surprising and/or exciting to you?

- Train the Trainer (PALS) is awesome but isn't as widely known as it should be
- Being able to provide childcare provider consultations is under-utilized
- PALS is powerful and should be expanded as much as possible
- NAPSACC participation would be a great strength for early childhood
- Kansas is going to offer PALS at some point during our funding year with Nemours.
- Need to make continuing education mandatory. Most professionals require continuing education.
- How do we make it enjoyable, engaging, exciting and uplifting?
- Thinking about PE teachers. They are often left out and there is a unique opportunity with Children's Mercy that could help with early primary school. PE activities to bring ideas and expertise to the teachers

What themes are you seeing?

- People really do want to work together and learn more things
- People know that things aren't what there should be and that there's a need
- Scheduling is going to be tough to make it reach as many people as possible
- We have a lot of well-educated people with expertise
- We have the skill to do a lot of professional development.
- There's a need (and challenge) to communicate to stakeholders our desire to work together
- Theme/Opportunity: How do we get stakeholders involved in more? How can we train volunteers to more targeted support?

Opportunities

Notes from Jamboard

- Collaboration with both states to approve clock hours for early care and education providers
- Mass media to touch all other sectors with education
- As an occupational therapist, I have the pleasure and opportunity to partner with educators, families and the medical community to promote PA initiatives
- Adding in mental health professionals as well as EQ specialists to learn how to develop mind, body, spirit and emotions
- Ways to educate parents in a way that feels helpful
- Healthcare to schools
- The ability to learn from the best
- Providing a hands on and engaging approach as opposed to the traditional lecture style
- Healthcare to sports (coaches, parents, players)
- Sports to schools and vice versa
- Collaboration with health professionals to provide health focused training to early care and education providers
- Strengthen the relationship between early childhood and school district/charter schools

What is surprising and/or exciting to you?

- Occupational therapist and educators partnering with professionals. This combination could be powerful
- I like the idea of providing a hands-on engaged approach with small groups. You get much better education from it and more engagement

What's missing?

- Organizations that wouldn't typically be involved in physical activity. Parks and rec are a big player and we haven't engaged enough with them
- We should be reaching out to as many partners as possible to inform them of their impact and ability
- Minimize Silos!
- Bring everyone to table
- Training in obesity and PE activities. Training at schools
- Julia McLeary in WA state has talked to sports sector group. One of the main contributions of their orgs is from organizations like boys and girls club (which is a place that isn't a traditional PA or sports org) and they have lots of good input on how to add physical activity. They also identified need for kids with PA.
- Parental education in a way that feels helpful
- Know your audience and what they want, and are interested in
- Connecting with people in a way that is helpful and meaningful for them. Oftentimes these programs have good intent but they come across very condescending or punishing to parents and that's the wrong message

- How can we encourage, promote, and explore ideas from “unusual” stakeholders?
Must be respectful
- Potential opportunity: Online Family Groups
- Collaboration with mental health and Social Emotional Intelligence Groups.
Promoting physical activity doesn’t help if there isn’t the confidence to act or wanting to move/be healthy
- Eliminate stigma. Obesity is huge stigma associated with mental health

What themes are you seeing?

- Ability to collaborate with health care professionals and educators
- Access
- Necessity of engaging mental health organizations
- Using engaging conversations as a way to look at access
- That people WANT to collaborate and get things done
- There is a need to engage employers in factories and industrial complexes about providing PA access
- Speaking with admins/people in charge that bring prof dev opportunities to workers they need to listen to the benefits of WHY we want to do this. Overall health and wellness.
- A need to focus on environmental culture change in school settings. Opportunity for PA throughout day, not just during PE/Breaks

Challenges

Notes from Jamboard

- Getting the leadership on board with the need for PA initiative PD for their staff
- Coordinating schedules of disparate groups
- Cost
- Time needed for training
- Determining the right curriculum
- Getting training approved in both states
- Cost, appropriate time, location
- Getting on demand or online training approved for clock hours
- Health care professionals to develop training. 2) work with state agencies for approval for on-demand/remote training 3). Work with EC sector group to identify gaps in professional

What is surprising and/or exciting to you?

- None of these are surprising
- Make sure content is easily digestible by everyone
- Avoiding industry specific lingo
- Making sure it’s accessible and there are a variety of meeting types (in person, hybrid, online, maybe asynchronous) and keeping in mind rural internet access

- Consider other peoples ability to access
- Being inclusive starts with promoting access for all

What themes are you seeing?

- Time and cost
- Time isn't just meeting time, but approved time to do the planning, work, contacting, and connecting
- Authority buy-in is necessary
- Schedule coordination is difficult
- Knowing: who can do what, when, what it costs, and who can volunteer.
- Consistent language and messaging

What might get in the way of making progress?

- Trying to build inertia
- Motivation
- Creating something from whole cloth is always difficult
- Bravery to approach legislators and explain importance to the community
- Confidence
- Knowing the people who can help move and shake things.
- Stigma. Words matter. Obesity, “winners don't do drugs” were given as examples
- Looking Cross-sector – us assuming that everyone knows what physical activity is
- Lack of common language

Priorities

Notes from Jamboard

- Intentional PA education showcasing a team-based approach. Allowing space and time for self-reflection and accountability for PA educational initiatives
- Implementation group focused on developing professional development curriculum tailored for cross-sectors/groups
- Use common language in education
- Create different ways of accessing the
- Collaborate with health care professionals to develop training
- Work with state agencies for approval for on-demand/remote training
- Work with EC sector group to identify gaps in
- Time needed to educate, implementation group to develop training program, on demand or online training approval for continuing education credit
- Creating a toolkit for enhancing academic language in physical education

Additional discussion

- What is standing out to you?
 - To make sure we engage the whole community
 - That we need to get out of our silos
 - Looking for partners where we don't always look for partners

- Getting the whole community into conversation
- These are good themes for our implementation groups
- What is missing?
 - Acknowledging team members who are participating, knowing that we all bring things to the table.
 - Finding the motivation and time for professional development
- What are themes?
 - Need for a cross-sector group to create curriculum and education
 - Access in a variety of ways. On-demand, online, etc.
 - Including calls to action when talking about these trainings
 - Making trainings applicable to real life
 - Tailoring trainings to specific sectors and specific work
 - Accessibility
 - making sure content is engaging and uses common language
 - Knowing this language will be eventually in front of a patient, family, or kid who might have little to no knowledge of what we are talking about
 - Trainings that meet people where they are
 - Developing interpersonal skills and communication skills for communicating with varied groups
 - Cross-sector training development. Not just health care developing and hosting trainings
 - Stakeholders at table during creation
 - Establishing and building relationships with who we are training
 - Relationships drive motivation to learn new things and grow
 - Target trainings to who wants them and what they need

Conclusion

We recommend this report or subsections of this report be shared with any active workgroups to support them in identifying implementation plans, partners and action steps. It is encouraged for groups to discuss the plan for measuring results as well. Questions such as: what are our intended outcomes?; what meaningful measures would indicate that we are on track to achieving our goals?; what resources are needed to implement this project?; what indicators of success we could track? could be a starting place to discussing measures.