OKA
Ontario Kinesiology Association

2018 Year in Review

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OKA developed the Exercise First campaign to promote Kinesiology and exercise through the provincial election

- **Exercise First**: A call to action urging candidates to support expanded access to guided exercise delivered by regulated professionals throughout the health care sector

- OKA developed the **Exercise First Advocacy Toolkit**, giving members the tools necessary to connect with their candidates and elected reps

- OKA conducted an Exercise First social media campaign, with social shareables going out through the OKA Twitter feed

- OKA developed an Exercise First advocacy video

- OKA developed contacts with candidates and asked them to commit to becoming Exercise First candidates

OKA developed shareable images like these as part of the online rollout of Exercise First.
• OKA led a delegation to Queen’s Park for our 2018 Advocacy Day
  o OKA conducted a Kin Breakfast with several MPPs, staffers and key personnel in the Ford government
  o OKA met with Speaker Ted Arnott to discuss the importance of Kinesiology
    ▪ As a result of this meeting, OKA is working closely with the Speaker’s office to assist in providing a regular series of exercise-positive tips, which the Speaker will make available to MPPs on a weekly basis
  o OKA was acknowledged on the floor of the House, as reflected in the Hansard transcripts
  o During the breakfast, OKA conducted 20 to 30 conversations with policymakers, staff and other key government figures, including Minister of Health and Long-Term Care Christine Elliott and Parliamentary Assistant responsible for Mental Health Robin Martin
  o OKA members’ messages were well-received and found receptive ears among the Ford government’s staff and ministers
Health and Wellness
Message of the Week
From the Ontario Kinesiology Association

Reducing Stress

November 19, 2018

It’s important for members to look after our stress levels.

The World Health Organization reports that people in emotional distress behave in ways that increase the incidence of poor health. But they also report that exercise provides psychological benefits for many people, including increased mental well-being.

In our daily routines, it is important to get up, move around, exercise and stay active to help reduce stress and improve our mental and physical well-being.

Have a good week,
The Speaker

• This notification was sent out by the Speaker’s Office to MPPs. OKA will be continuing to work with the Speaker through 2019 to provide ongoing information for the advice of MPPs concerning exercise and wellness.
• OKA has undertaken a comprehensive review and adjustment to our messaging and government relations approaches in order to better align with the priorities and campaign promises of Premier Doug Ford and the new government

• OKA’s asks have been adjusted and simplified to better reflect the Ford government’s priorities

• OKA drafted and sent out letters of congratulations for Premier Ford, Health and Long-Term Care Minister Christine Elliott and other new Members of Provincial Parliament across all parties, including those who acknowledged the Exercise First campaign

• OKA has developed new Ontario Health messaging pertaining to two new asks:
  o The integration of Kinesiologists into Ontario’s system of care for mental health
  o The integration of Kinesiologists and exercise-based therapies in caring for Ontarians suffering from chronic pain

• OKA filed pre-budget remarks preceding the 2018 Provincial Budget during the government of Kathleen Wynne
  o OKA’s pre-budget recommendations:
    ▪ Provide upstream programming for chronic disease prevention and management by incorporating Registered Kinesiologists, as a key component of Ontario’s health care through its primary care modelling
    ▪ Incorporate Registered Kinesiologists into a comprehensive primary care and family practice model, both through referrals and through integration with Family Health Teams and interdisciplinary primary care models
Encourage primary care physicians to refer patients to exercise professionals, namely Registered Kinesiologists, for non-cancer recurring pain. Take a fitness-first approach to the treatment of recurring pain.

Explore means of increasing the ability of Ontarians to access the services of an exercise professional, including: Family Health Team incorporation, funding and/or tax incentives for exercise programs targeting chronic pain, delivered by regulated exercise professionals.

Emphasize the importance and provide allocation for exercise-specific professionals into Primary Care Teams, focusing on the prevention and management of chronic disease (to align with the prevalence of Registered Dietitians in models such as Family Health Teams).

Make funding available to add Kinesiologists registered with the College of Kinesiologists of Ontario to Diabetes Education Teams.

Allow Registered Kinesiologists in these settings to provide ongoing physical assessments and exercise programming, counseling and follow-up sessions for patients.

Allow long-term care facilities greater latitude in tailoring their therapeutic exercise, physical therapies and functioning programs to the individual needs of their resident populations by opening up the Physical Therapy funding envelop to a broader range of therapy providers, and to better synchronize the delivery of mobility and functionality service in long-term care facilities with Nursing Restorative Programs.
• OKA met with Minister Christine Elliott’s office to discuss Kinesiology and the Ontario health system

• OKA provided written comments in response to the Ministry of Health and Long-Term Care’s *Aging With Confidence: Ontario’s Action Plan for Seniors*, and made the following recommendations for this strategy:
  - Incorporating regulated exercise professionals into SALCs and providing for the ability of these professionals to deliver one-on-one health assessments to SALC attendees if requested
  - Include the option for the new Active for Life Recreation Stream of the Ontario Sport and Recreation Fund to cover individual aerobic and functioning assessments by a registered exercise professional
  - Including regulated exercise professionals in provisions which would improve access to house calls
  - Including the services of regulated exercise professionals in the expansion of home care hours
  - Providing for the inclusion of regulated exercise professionals in the planned increased staffing complements being considered in Ontario’s long-term care homes

• OKA provided written comments on Health Quality Ontario’s *Draft Quality Standard for Low Back Pain: Care for Adults with Acute Low Back Pain*, and made the following recommendations:
  - Specifically reference Kinesiologists as among the providers from whom low back patients seeking primary care should receive an assessment
  - Incorporate self-management and empowerment of patients to self-manage, through the tools and guidance provided by Kinesiologists, into policies concerning providing information to the patient
- Incorporate guided exercise programming delivered by a professional such as a Registered Kinesiologist as one of the non-pharmacological treatments explicitly recommended for low back pain

- Increase emphasis on supporting return-to-work through workplace assessment and ergonomic modifications, including a thorough assessment from a professional specializing in physical functioning, mobility and ergonomics

- OKA engaged with the Central Toronto Community Health Centre in order to explore adding Kinesiologists to their team and services
• OKA took on a leading role in the OCDPA in 2018
• OKA attended Queen’s Park Week with OCDPA
  o OKA maintained a booth at this lobby week, speaking with key Provincial stakeholders about the role Kinesiology can play in eliminating hallway medicine
• OKA took an active role on the OCDPA Membership Committee
  o OKA led the way in expanding OCDPA’s membership base, working to integrate Ontario nurse practitioners, the Ontario Cardiac Health Foundation and the Association of Family Health Teams of Ontario into the organization
• OKA was active on OCDPA’s Government Relations Committee
  o With OKA’s assistance, OCDPA organized the only debate in the Ontario 2018 election focused on health
    ▪ Debate was aired on TVO and hosted by Steve Paikin
    ▪ Members of all four parties were represented, including current Minister of Health and Long-Term Care Christine Elliott
• OKA contributed to OCDPA’s comprehensive chronic disease prevention strategy, implementing new language calling for the integration of exercise as prescription into the primary care system
OKA travelled to St. John’s, Nfld. To attend the annual Canadian Life and Health Insurance Association conference

- OKA drafted and designed a presentation at CLHIA to be delivered by OKA’s Ontario representative to the Canadian Kinesiology Alliance, Kathie Sharkey
- OKA maintained a booth on the trade show floor at CLHIA; engagement was strong, with over 50 sets of information given out and roughly 150 attendees engaged
- OKA participated in breakout sessions throughout the conference, including a session on “the Medicalization of Unhappiness” concerning the over-prescription of anti-depressants for mild to moderate depression – all in the room agreed on the importance of exercise
- OKA engaged an investigator from SunLife in a discussion about exercise treatments and wellness
- OKA established communication with Green Shield and began to develop an exercise program for Green Shield policy holders – this process is currently ongoing

- OKA is conducting additional research into the insurance industry in order to expand efforts to incorporate Kinesiology into workplace wellness programs, employee assistance programs (emotional health) and extended health benefits
- OKA attended a session in Toronto, The Future of Benefits, hosted by Benefits Canada
- OKA conducted outreach to retired municipal workers, and was able to get Kinesiology on their agenda for consideration in 2019
• OKA is preparing comprehensive tools to advocate with the Government of Ontario concerning regulatory reform and the potential for changes in how professions are overseen

• OKA conducted a review on the McMaster Health Forum’s report to the Wynne government concerning options and attitudes on regulatory reform, and briefed the Coalition of Regulated Health Professional Associations (CORHPA)

• OKA conducted a review of the regulatory and self-regulatory model favoured in the United Kingdom, which may be under consideration by the Ford government

• OKA has begun drafting a letter to the Ford government strongly making the case for why Kinesiology should remain a regulated profession
OKA’s Academic Advisory Committee is working to establish a practice-based research network – a network which will link researchers to practicing Kinesiologists and vice versa.

The goals of this network:

- Assemble, adapt and refine best practice guidelines to begin populating the network’s knowledge bank.
- Assemble, adapt and refine existing client/patient assessment tools and resources to begin populating the network’s knowledge bank.
- Explore and select a suitable web platform to host knowledge bank resources such as documents (e.g., best practice guidelines), videos (e.g., mentoring moments, video blog, video research summaries like select journals now offer) and other knowledge transfer and exchange resources (e.g., e-learning courses).
- Initiate the first PBRN-driven research project to explore the integration/utilization of practicing Registered Kinesiologists within Family Health Teams in Ontario.
- Identify other related knowledge transfer and exchange hubs (e.g., Utopian, PEN, CSEP, etc.) and explore synergistic opportunities.

OKA’s AAC, consisting of Registered Kinesiologists from university Kinesiology programs across Ontario, continues to develop the PBRN in 2019.
• OKA joined Scott Thomas in participating in a spring session of the Rehabilitative Care Alliance

• OKA continued our social media campaign, developing new shareable images to promote Kinesiology, including the Proud Kin series of shareables

• OKA conducted three focus groups in 2018 with Kinesiology students as we work to develop a new student and graduate strategy through 2019

OKA developed shareable images like these as part of the ongoing effort to promote Kinesiology on Facebook and Twitter.