

<b>POSITION TITLE:</b>	Community Action Team Member (volunteer)
<b>ACCOUNTABLE TO:</b>	Lucknow Recreation Department
<b>SUPPORTED BY:</b>	Grey Bruce Health Unit/municipality Contact: Jennifer Croft
<b>SERVICE TERM</b>	One Year

### **Position Overview**

The Community Action Team (CAT) Members are responsible for encouraging and motivating residents in their communities to make healthier lifestyle choices by providing accurate and consistent information about physical activity and its benefits. Acting as physical activity advocates, the CAT Members will share the information contained in Canada's Physical Activity Guide to Healthy Active Living through presentations and energizers and by attending exhibits at various health events/fairs. CAT members will collaborate with existing physical activity professionals and programs in Grey and Bruce Counties and particularly those initiatives underway as part of the "PLAY in Bruce Grey" strategy.

### **Commitments**

The minimum commitments of this position include:

- Becoming a trained CAT Member by attending an initial 4 hour orientation session
- Attending required county-wide CAT group meetings (anticipated 1-2 times per year for approximately 2 hours each time; teleconference participation will be the first preference)
- Participating in periodic professional development.
- Providing leadership to a minimum of three activities per year in their local community.

### **Key Result Areas**

Supported by the municipality and the Grey Bruce Health Unit, the CAT Members aim to:

- Increase awareness of "PLAY in Bruce Grey" and its activities
- Increase awareness of physical activity and its benefits in the primary target group of families with school-aged children.
- Increase awareness and use of local physical activity information resources, including Web sites, printed material, local individuals and organizations.
- Produce enjoyable and informative sessions.
- Help increase the activity levels of Bruce Grey residents.
- Help increase the number of people volunteering to be CAT members.

### **Position Activities:**

- Promote PLAY brand, concept, specific events (e.g. Turn Off the Screens) and initiatives.
- Promote the *PLAY in Bruce Grey* initiative to workplaces, schools, health care providers using centrally prepared presentation materials.
- Assist at community events, specifically with the Play Challenge activity.
- Respond to and proactively seek media coverage for physical activity and the *PLAY in Bruce Grey*.
- Stay abreast of developments in the field of physical activity as well as local opportunities and resources for families to be active.
- Support local leaders in new initiatives
- Identify and recognize local examples of successes (in workplaces, schools, families)
- Advocate for municipalities to designate their communities as “play-friendly” and/or “youth friendly” as well supportive of equitable access to local programs and services.
- Identify and promote informal, local spots as gathering points for such things as group walks.
- Provide written updates and required monitoring details of activities undertaken.

### **Support:**

The CAT Member will have access to the following support to complete the position activities:

- A central resource person responsible for receiving and assigning requests to specific CAT Members.
- Various information resources, including Canada’s Physical Activity Guide to Healthy Active Living, and the CAT Orientation Manual.
- Existing physical activity partnerships in Bruce Grey
- Partnering municipalities of *PLAY in Bruce Grey*
- The other CAT members across Bruce Grey.

### **Feedback:**

The CAT Member will receive feedback through:

- Evaluation data collected through events, services and programs
- CAT meetings.
- Various events.

### **Qualifications:**

- 19 years of age or over
- Successfully complete a local police check
- An interest and an ability to learn and share information about physical activity and its benefits.
- Physically active on a regular basis – a good role model.
- Basic knowledge about maintaining a healthy and active lifestyle.
- Experience in presentations to small groups. Writing and interviewing with the media is an asset.

- Time to participate in the program (approximately 8-12 hours per month).
- Ability to communicate effectively
- Experience in community work, leadership, or as a community volunteer is an asset.
- CPR/First Aid training is an asset.