



Canadian Kinesiology Alliance
2019 Year in Review

**LET'S MOVE
FORWARD
TOGETHER.**

Canadian Kinesiology Alliance

2019 Year in Review -

basis for 2019 Annual Report/2020 AGM

as of Dec 30th 2019

Introduction

The year 2019 has drawn to a close and before entering 2020, the Canadian Kinesiology Alliance looks back on the various projects and events that marked the last year.

2019 was a busy year for the CKA!

Read the full highlights of 2019 in this 2019 Year in Review.

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1. #KinVision2022 Strategic Plan

🚩 A Marketing Plan & New Brand:

The CKA/ACK has put wheels in motion and has achieved another milestone – the increased awareness of the Marketing Plan & New Brand in conjunction with its #KinVision2022 Strategic Plan. The CKA / ACK continued working with UpHouse Inc. from Manitoba to help in raising awareness of the new brand for Kinesiology and provided marketing strategies until December 2019. The New Brand has been incorporated in many of the visuals used in activities. The CKA/ACK has provided new branding material for Kins to use: i.e. business cards, KinWordMark, etc.



🚩 CKA #KinVision2022 Strategic Plan - Year#2 - What did the CKA working on?

The CKA/ACK is very pleased to report that wheels are in motion, and picking up speed, as we head towards achieving the 2nd year of the KinVision2022 Strategic Plan

2019 to do list. Two action plans were drafted from the #KinVision2022 Strategic Plan in the 2 sectors of Communications and Research & Development. Actions identified in the plans were accomplished in working committees and prioritized by the Board of Directors.

1. 2019 NKW
2. Tradeshow Material Production
3. SEO Social Media (SM) Report
4. Seminar for directors and PKAs: Media, Governance, Conflict of Interest
5. Podcast Production
6. Matrix of Kin Specialists
7. Instagram Accounts: CKA, "Withakin,youcan"
8. List of University Liaison contacts to promote to (KinStartupKit.ca)
9. Producing material/articles for: CKA Blog, Podcasts, eNewsletter, SM accounts (FB, Linked-in, Twitter, Instagram)
10. NHO Relations: Continuing: EIMC, CCUPEKA, CLHIA, Kin Games, Diabetes; New NHOs: Canadian Mental Health Association, Canadian Pain Society, Canadian Task Force on Preventive Health Care, Canadian Cancer Society
11. Seek/Research Government funding (grants, etc)
12. Guide to Legislation
13. Sponsor Kit
14. Survey Kins on Sponsors
15. Boutique: How to ensure Kins use it
16. List of insurance companies to approach
17. Study possibility of an Annual Canadian Kin Conference
18. Website development: One stop shopping to include token with ProLink, Small PKA website solution, Membership requirements for Foreign applicants

🚩 Mid-Term Plan Review to align with 2020's Action Plans

Time flies! The CKA / ACK will undertake the process of planning for 2020 as we have reached the halfway point of our CKA / ACK Strategic Plan #KinVision2022!

The CKA/ACK proudly launched its #KinVision2022 Strategic Plan in 2018 and has followed this guide for two full years; this roadmap will guide the destiny of the kinesiology profession in Canada. 2020 is a pivotal year as it is the mid-point of the plan. In 2020, and onwards, the CKA/ACK will strive to continue developing action plans inspired by this bold strategic plan #KinVision2022.

The results of the past two years have put Kinesiologists and the profession of Kinesiology at the forefront of many mainstream current issues in NHOs, government agencies and the public. Many Kinesiologists have used the promotional tools now offered by the CKA/ACK. We are very proud to see that this has helped enhance the image and reputation of Kinesiology across the country.

The results are outstanding: we have reached record affiliation count of over 4200 kinesiologists; reached over 6M people with the National Kinesiology Week with its very popular promotional videos, social media ad campaign and PR campaign; and reached 10 times more visitors on the CKA Website. In helping PKAs in their development, the CKA has created and delivered a thorough Guide to Legislation; has helped PKAs in representing them in tradeshow and events such as the KinGames and the CLHIA – Insurance market tradeshow; and most recently, has begun to plan a series of seminars/webinars for Universities to promote the KinStartUpKit that helps students start their career with proper information on how kinesiology is practiced throughout Canada.

Back in September 2017, the input and participation of all in this strategic planning initiative was very important to Kinesiology in Canada, Kinesiologists and the CKA/ACK, and it remains important for the CKA as it undertakes an evaluation of the plan at its mid-term point. We will address ongoing challenges and will strive to advance kinesiology in Canada. Stay tuned!

✚ As the CKA approaches the end of the second year in its five-year Strategic Plan, it is evident that much has been accomplished to promote Kinesiology. The 2019 accomplishments and reports on our business plan for the New Year:

- A New Mental Health Marketing Campaign
- 6 Events to raise awareness of Kinesiology: 2 Human Resources Conferences, 1 Insurance Conference, KinGames, NHFD, NKW
- #KSUK Seminar/Webinar University Tour
- Feasibility Study of Annual National Kinesiology Conference and Awards Celebrations
- Seeking to sign new Sponsors
- Renewal Reminder and Continuing Education
- Reviewing the 2020 Action Plan: Setting Priorities

The CKA Board of Directors has a scheduled meeting in January to review action plans and to set priorities for 2020.

2. Governance

- ✚ Since 2017, the many actions to be accomplished from the #KinVision2022 Strategic Plan were made possible with the help of nearly– 15 Kins newly included in committees:
- 1. Communications Committee: Marketing Plan, Sponsors/partnership vs. revenue generation, eNewsletter, Events, i.e. National Kinesiology Summit, KinWeek, KinGames, NHFD, Universities CCUPEKA, EIMC, WHO, CSEP, ACSM etc
 - 2. Business R & D Committee: Lobby –Taxation, Insurance benefits, Legislation, etc
- ✚ CKA now has all 10 provinces represented on its Board of Directors with Kinesiology PEI and a Saskatchewan rep joined in. Newly elected Board and others added during the year – New comers: James Wendland (BC), Adam Yeski (AB), Simon Bourdeau (NB), and Scott Printz (SK)– Goodbyes & Thank you for your devotion to the CKA for many years to: Jake Waltson, Murielle Grangeon and Kendra Cooling
- ✚ Mandate given to OnBoard Training to present to the Board of Directors a training on Governance; CKA intends to expand the training sessions to the Board throughout the next years; its newly elected Board of Directors reviewed its governance model at the latest CKA Face-to-Face Board of Directors Meeting held from June 21st to 23rd 2019 in Kelowna, BC. This workshop was in line with the #KinVision Strategic Plan's goal to strengthen organizations, including itself, while also supporting the PKAs to pursue their vision and purpose. Mrs. Deb McClland from OnBoardTraining facilitated this workshop and provided many governance options for Board of Directors (BOD) to consider. No one BOD works exactly the same way. It was important to discuss how we can work efficiently in order to further our profession.

- ✦ The Governance Committee has taken into consideration the mandate given by the BOD to establish a RFP to mandate a consultant to produce a Governance Assessments of the CKA's policies and procedures, to identify items to be improved and then list subjects for future seminars.
- ✦ Produced a Conflict of Interest Policy and declaration form for Board of Directors.
- ✦ An online Director's Folder is now available to all the BOD. It is meant to be a folder holding all pertinent information a BOD member should be aware of i.e. Bylaws, Procedures & Policies Manual etc.
- ✦ The BOD approves the Policies & Procedures Manual including the new following items as amended in Aug 2019: Director's Code of Conduct, Affiliation Process, Conflict of interest Policy, BOD Performance Policy, PKA's Disciplinary Role, Guide Principles of BOD, BOD Terms of Reference, BOD Competency Matrix, BOD Orientation Agenda, Creating a BOD Work Plan and Consent Agenda Process
- ✦ Disciplinary Role to PKAs : In an era where current issues such as abuse, conflict of interest, and non-compliance to rules, standards and obligations, the CKA discussed with PKAs the role each would have to play should, one receive complaints about a kinesiologist's practice. Further to their discussion, it was reiterated to refer all abuse complaints and misconducts from kinesiologists (such as ethical concerns, lack of insurance, lack of continuing education) to PKAs for resolution including disciplinary/arbitration as required. In provinces where there are no PKAs, CKA will address these in line with Ontario laws.

3. Finance

- ✦ Revenue has increased in a total of 20% coming from increased sponsorships and membership dues; total expenses increased of 5% mainly because of the increased PR Campaign and Tradeshow/Events attended; operating expenses increased of reasonable 2%, which is 42% of revenue. A profit of 14 135\$ all inclusive but showing a profit of 56 493\$ in operations – an indication of good management practices. Amortization of websites over 3 years into its 3rd yr. Membership revenues up 7.7% at 157 650\$; sponsorship revenues are up 1.35%.
- ✦ The CKA has completed the use of its restricted funds allocated to the Marketing Campaign over 3 years: 100 000\$ were spent on different planning sessions, on SEO campaigns and on branding.
- ✦ TD Meloche still support CKA in its original 45 000\$ sponsorship over 5 years but are re-evaluation the success of this program vs. all affinity program at TD and has announced that they will reduce their participation from 2020 on to a simple Affinity Program based on sales of premium only.
- ✦ In addition to participating in the Affinity program, Hexfit has invested 3000\$ in KinWeek as a sponsor
- ✦ The CKA has terminated its partnership with Mobility Tape
- ✦ New Sponsorship Partnership: Implus with its RockTape Brand has signed a financial commitment over 3 years in a mix of bartered services and a financial contribution.
- ✦ RockTape have joined the Affinity Program offering preferred rate/rebate to Kins and remittance to CKA shared with PKAs.
- ✦ The new job opportunities section on cka.ca : Where to Begin my Job Search? and the ad opportunities section on cka.ca : Continuing Education - Ad placements have been a very well used by Universities and corporations. Revenue: 2 800\$
- ✦ The CKA Boutique does not generate much revenue as sales are low. The CKA must reflect on strategies to increase awareness and usage of this service to Kins. The online CKA Boutique offers the best to kinesiologists! The Canadian Kinesiology Alliance partners with companies that respect CKA values and have common elements in their respective missions. Companies have the opportunity to network, communicate and build brand awareness within the kinesiologist community. The CKA is proud to offer you preferential rates on products and services from its partners in order to help you in your practice of kinesiology. Take advantage of discounts.

4. Membership and Affiliation

- ✚ Kinesiology PEI joined CKA thus concluding a MoU and a CKA PKA Management Service Agreement to manage membership and continuing education programs
- ✚ SKESA have shown interest to be recognized as a PKA thus CKA has been guiding their process so that in due process they become CKA members. In the meantime, a representative for SK has been named to the CKA BOD
- ✚ In 2019, affiliation numbers reached a new record as CKA now counts 10 provinces represented and 4235 affiliated practicing Kins, 5.77% increase over 2018, lower than the 10% objective in the Strategic Plan KPI; with most increase from NBKA (22%), MKA (20%) and BCKA (12.8%) – 2 reasons: 1. Local recruiting activities 2. Rigorous follow-up from CKA membership management system; Provenance: From 32.8% ON (-2%/2018), 33.9% BC (+2.1%); 23.4% Qc (-1%); 6.1% AB (-0.1%); 0.4% MB (=), 0.8% NS, PEI; NB,NL.
- ✚ CKA Membership Dues were 38.93\$ in 2019 and will be 39.73\$ for 2020 renewals
- ✚ Amendment to CKA Affiliation and PKA Membership vs. Insurance: The CKA recognizes the incidence of mandatory CKA National Insurance Program via PROLINK on membership/affiliation numbers. Thus, it has undertaken a process of evaluating the consequences and the benefits for all parties, Kinesiologists, PKAs and the CKA, of an eventual amendment to the CKA affiliation and PKA membership. It would help manage the perceived barrier to membership terms being linked with the mandatory National Insurance Program. The obligation to carry professional insurance from the mandatory CKA National Insurance Program linked with PKA membership & CKA Affiliations was amended in time for the 2020 renewal process.
- ✚ As a condition of becoming and continuing as a practicing Member/Affiliate, every Member/Affiliate must have and maintain Professional Liability covering the scope of practice of kinesiology as defined by the CKA and the PKAs. The insurance may be held through the CKA National Insurance Program from PROLINK or your employer. You must attach your MANDATORY professional liability Insurance within 10 days otherwise we will have to invalidate your membership. You must provide your PROLINK insurance certificate or your workplace professional liability certificate.

2019
Another record year!
4235
affiliated
kinesiologists
Thank you!

1. National Insurance Program by PROLINK:

For 2020, the National Insurance Program through PROLINK is offered at significantly low rates due to reaching over 4000 members in this program. For example, Professional Liability begins at 49\$/yr.

a) Renewing members: PROLINK Insurance will be sending you an email (email address will appear as PROLINK.insure) regarding your Professional Liability renewal. Check your junk mail too! For some provinces in which links through Prolink are automated, pay your PKA dues and you will be linked to PROLINK directly.

b) New members : To obtain your Certificate of Professional Liability Insurance, PROLINK Tel .: 800.663.6828; Email: ZinabM@prolink.insure.

2. Workplace Professional Liability Insurance:

If you have coverage through your employer (Institutional i.e. Hospitals, etc), you must verify that the policy covers the full scope of practice for kinesiology as defined by the CKA and the PKAs and meets the requirements outlined below. If you carry professional liability insurance through your employer, you agree that you will not provide kinesiology services external to the business operations of the employer, thus one cannot also have a private practice outside of these workplace-related activities. This insurance through your employer, that is you are already covered by professional liability insurance, covering your acts of a kinesiologist, under the term kinesiologist, you must attach your proof insurability (or evidence of employability at an institution i.e. Hospital) and the signed. Consent Form provided in the registration process. These 2 documents will be requested upon accession/renewal. Note: CATA and CSEP Insurance with or without Kinesiology Rider is NOT accepted as it does not cover the entire scope of practice of kinesiology.

To be approved by CKA, your workplace professional insurance must include requirements. [Read more](#)

5. Services, Programs and Visibility to PKA

Affinity Program

- ✦ The Affinity program implemented a couple years ago: sharing remittance from partners 50-50% amongst 9PKAs: 7 780.95\$ received thus 3 890\$ redistributed to PKA (approx 435\$/PKA). The PKAs have decided to reallocate their amount to finance their participation in 2 events. Since participation fees were higher than this amount, the CKA absorbed the difference of 130\$ instead of charging PKAs.
- ✦ This Affinity Program also made possible that the CKA represents PKAs in partnership at 2 events: KinGames and CLHIA Insurance Conference.
- ✦ The Membership Management Platform now renders services to 5 PKA (+1 from 2018)– offer to small PKA to offer their membership an online solution (including payment and continuing education credit management), a business model based on self-sufficiency thus no charge to PKAs but to the end user –5 PKAs accepted: NLKA, NBKA, MKA, KPEI and KANS
- ✦ eNewsletter corner ‘News Sharing information’ section

6. CKA representations with NHO and others

- ✦ Differences between the CKA / ACK, CSEP and CATA: The CKA has available in the past 2 years a document to attempt to help and clarify the three professions of Kinesiologist, Exercise Physiologist and Athletic Therapist who are becoming more distinct and differ from one another by their scope of practice, their educational requirements for certification and their recognition by legal authorities and/or other organizations. CKA noted an increase in request for information and distinction of these professionals. This document is still very relevant and requested.
- ✦ Thank you to these NHO who have participated in the 2019 National Kinesiology week by supporting the event:

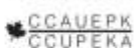
IN COLLABORATION WITH:



IN SUPPORT OF:



SUPPORTED BY:



✦ The CKA / ACK wishes to help the university community to communicate with its affiliated kinesiologists. The new chronicle in the CKA eNewsletter will eventually feature articles, abstract of research papers and other news from CCUPEKA and from Universities. No chronicle was provided in 2019.



✦ The Canadian Society for Exercise Physiology (CSEP) Board of Directors has announced that CSEP has dissociated from EIMC. Also, they found it was no longer possible to hold the National Center License signed in 2012 with the American College of Sports Medicine (ACSM) [Read more](#)



✦ In the transition period for Exercise is Medicine Canada to a new governance structure, current EiMC Professional Network members will be able to

continue to recognize themselves as EIMC Exercise Professionals or Health Professionals. Membership to EIMC will be confirmed when governance structure will be set. Member Organizations are asked to provide funding to help in fulfilling its mission. The CKA is pleased to provide teleconference service free of charge to EIMC to use the CKA Zoom account for their meetings every six weeks.

- ✚ As you are aware, EIMC is no longer functioning with CSEP as the host organization. EIMC has decided to move forward as a non-profit organization and is pending status for this.
- ✚ At this time, CKA has agreed to provide in kind services and supporting the mandate of EIMC with teleconferencing services. Currently, EIMC is working on Prescription to Get Active and working on a collaborative draft for submission that will recognize individuals that require a higher level intervention from an individual with clinical applications. Further efforts are pending to increase funding revenues through workshops for physicians. It is recognized by EIMC that government grants are offered to match funds and the initiative of prescription to get active is anticipated to facilitate this within the following year.
- ✚ All organizations on the advisory council agree that EIMC is an important mandate to ensure a healthier future for Canadians and a prevention intervention to keep future healthcare costs low.



✚ Matias Golob, CKA Past-President, represented CKA at this Ontario Public Health Convention in Toronto last March 27-29th. It was an opportunity for strategy, leadership and practice to align to address emerging public issues and changes in the health sector.

- ✚ As you know, with the changes around the structure in the legislation in Ontario, CKA felt it was important to be present to better understand and to better help OKA & CKO. Mat will report to the CKA Board of Directors next time they meet. He returns with suggestions for strategies and actions to help out.



✚ In conjunction with 2019 NKW, the NHO relations created last year with the International Diabetes Federation was continued. This relation put CKA on an international recognition level for a second year in the history of CKA

CKA VISITS UBCO

- ✚ On June 21, 2019, the CKA met with UBC-Okanagan School of Health and Exercise Sciences to discuss the future of kinesiology in Canada, and how universities can meet the needs of kinesiology students. UBC has some innovative ideas about how they can change their curriculum and are starting talks with the BCKA to finalize the restructuring. UBCO hosted the meeting in order to share ideas, collaborate, and start a dialogue about the profession of kinesiology.
- ✚ The grand finale included a tour of their amazing research facilities! We were given personal tours of many labs, and learned about the great research being done into COPD, nutrition, behavioural change, and spinal cord injury. Thank you to Dr. Robert Shave (School Director), Dr. Tanya Forneris, Rebecca Frechette, Dr. Sally Willis-Stewart, Dr. Jonathan Little, Dr. Mary Jung, Dr. Greg duManoir, Dr. Neil Eves, and the many others who made it all possible!



✚ Through an invitation from the College of Kinesiologists of Ontario, Kathie Sharkey, R. Kin, CKA Director for OKA, has represented CKA whilst attending a meeting with the University Liaison Committee on December 9th 2019 at the College in Toronto.

✚ The College has established a permanent liaison committee involving Ontario university department heads and representatives from various associations. The committee meets annually to discuss

developments in the health regulatory field impacting kinesiologists and the practice of kinesiology in Ontario. Through increased awareness and understanding, the College may better support the continuing professional development of kinesiologists.

- ✚ CKA was pleased to participate in this opportunity and others in the future, for similar dialogues concerning emerging issues in health care and to advocate for kinesiology and kinesiologists across the country.



- ✚ Participation Report Card Gives Canadian Adults A Failing Grade

October 29th 2019. [The 2019 ParticipACTION Report Card on Physical Activity for Adults.](#)

- ✚ We are all busy with work and family and duties and spend too much time on our phones and sitting down at work and not enough time in the gym and exercising! The first-ever report card for adults from Participaction, a non-profit group that promotes healthy living, gives Canadians over the age of 18 a D for overall physical activity, finding most spend far too much time sitting and not enough time getting heart-pumping exercise.

- ✚ **Adults get an F when it comes to moderate-to-vigorous activity;** with the report finding just 16 per cent of adults get the recommended 150 minutes each week. Participaction scientist Dr. Leigh Vanderloo said we should all try to stand a bit more at the office instead of sitting or parking the car further from your destination and walking the rest of the way. The key is to make physical activity a key part of everyday routines. Adults who put in more than 7,500 steps per day likely meet the guidelines, but only 52 per cent of adults do this, says the report, released Tuesday. About 29 per cent get between 5,000 and 7,499 steps per day. Those with fewer steps are considered sedentary, and represent about 18 per cent of adults. Physical inactivity can lead to increased risk of chronic diseases, cognitive decline, falls and social isolation among older adults. The report gave the Canadian government a B- for promoting physical activity, but calls on all levels of government to ensure facilities and programs cater to adults as well as kids.

7. Advocacy - Legislation

- ✚ Ontario (Spring 2019): Many Kinesiologists have been watching, with interest, developments within the Ontario Government and in particular those impacting the field of health care. Here is an up-date from OKA:

The Ministry of Health and Long-Term-Care has for a while been looking into the current health-care model with a view to making changes to modernize and streamline healthcare in Ontario. These changes include changes to the Regulated Health Professions Act which concerned the OKA Board that deregulation of some regulated health professions could be on the table. OKA has been working diligently on behalf of the membership to prevent any changes that may negatively affect the regulatory status of kinesiology in Ontario. We are pleased to provide the following briefing to give some clarity on the current situation.

Further to attending on March 21, a conference call with the Ontario Ministry of Health and Long-Term Care's Director of Health Workforce Regulatory Oversight and key staff to discuss matters of professional regulation, OKA reports that the Ministry does not foresee any changes coming which would combine or deregulate existing regulated professions, including Kinesiology.

There is a general interest on the part of the government in looking at making changes to the Regulated Health Professions Act (RHPA). The Ministry noted that there was a previous movement to review the Act, noting that the legislation is 30 years old. The Ministry believes that the Act has not kept up with the changing pace of technology. At the moment, the Government has not finished developing an ironclad plan.

The RHPA focus of the government is currently on the topic of governance. The Ford Government views governance of regulatory colleges as integral to the overall functioning of the system and

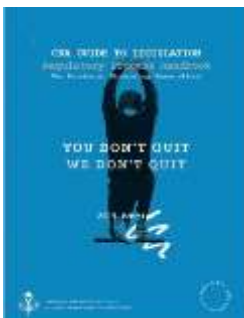
believes that the governance framework around the colleges is not working. They voiced interest in work done by the College of Nurses of Ontario's Governance Vision 2020 project. The Ministry noted that CKO has endorsed Governance Vision 2020. While the Ministry does not yet know if these governance changes will entail a wholesale change to the RHPA, they are intrigued by the proposal and see it as a different way of doing business.

The government does not see changes to the governance structure of regulatory colleges as unilateral moves. OKA was assured that the government would work closely with the OKA and other associations on such issues. The Ministry also noted that they received and have read and understood the letter OKA sent to them in December of 2011: this letter, voicing the concerns raised by our members, strongly advocated for the preservation of the regulatory standing of Kinesiology in Ontario.

The Ministry demonstrated an awareness of the issues surrounding Kinesiology, including noting that Ministry staff regularly attend CKO meetings. They expressed appreciation for OKA's productive working relationship with the College. As well, they noted that the Ministry is working to align its work going forward with the new "super-agency" model of health care rolled out by the Ford Government this year.

We will continue to engage with the Ministry to advocate for the interests of Registered Kinesiologists in Ontario.

- ✚ Quebec (Spring 2019): The FKQ's work on their request for legislation of kinesiologist in Québec has made giant strides. According to the recent statements of the Director of Research and analysis assigned to their case, the Office des professions du Québec (OPQ) believes in their request and would like to proceed to completion by the government. That is why these people who work on it, and who will be responsible for issuing the recommendation to the government, are doing everything to make the file request perfect. Did you know that the FKQ has been working on this project for 22 years now? These new advances strengthen our confidence in our process. [Here is a video](#) summarizing the steps of the latter. Knowing that the OPQ will soon have to discuss with the professional orders of health to evaluate the interfaces/interdiscipline of our professions, FKQ met the president of the Order of Physiotherapy of Quebec, in June 2018. This meeting was part of the goal to maintain good relations around the kinesiologists' request for supervision and professional collaboration in the field of our two professions. FKQ have also begun meetings with the government authorities, the Ministries of Justice, Health and Education, with the aim of highlighting the importance of our file request at these decisive meetings and finding the best mechanism for resolving issues taking into account government realities.



- ✚ CKA Guide to Legislation, *Regulatory Process Handbook*
- ✚ As kinesiology moves towards legislation in each province, the CKA is pleased to present a guide to the regulatory process for each Provincial Kinesiology Association. This handbook will guide PKAs in the legislative process.
- ✚ CKA/ACK is working to support PKAs in becoming regulated in each province, as per the goals set out in our #KinVision2022 Strategic Plan. In this respect, the CKA/ACK can act as a hub of information for PKAs and work to support regulation drives in each province.
- ✚ To that end, CKA/ACK has prepared a series of primers and guidelines intended to assist PKAs in their plan to make kinesiology a regulated health profession within each province. It is our hope that the guidelines contained here will ease this process and help us work to achieve our vision of ensuring that Kinesiology is broadly recognized by all Canadians as a leading health profession.
- ✚ Armstrong Strategic Group, an independent national strategic planning consultancy firm, was retained to assist the CKA / ACK in developing this handbook. The Armstrong Group has worked with

provincial, national and international organizations on similar mandates. Read the [Guide to Legislation](#)

- ✚ As we all begin the fall planning session for next year, the PKA Presidents have shared ideas and best practices at their last Round Table Forum Meeting held on Sept. 12th. The group felt the Guide offered a step-by-step plan to legislation, including a list of governmental agencies and ministers to contact, sample letters to use, and information to successfully begin a legislation process in each province. It is also used to explain to Kinesiologists (and others) how the process works, how different one province may be from another and how the actions of one province could influence law makers in other provinces.
- ✚ Currently, Ontario, and Quebec are awaiting government decisions on the future structure of the legislation process, while British Columbia is awaiting a change to the Act that governs health professions. We all look forward to positive steps towards legislation of kinesiology in the future.



✚ News from the College of Kinesiology of Ontario (Fall 2019)

In Ontario, there is a new law, effective July 1, that applies to everyone but may have special application to health care practitioners. The Missing Person Act allows police to make an "urgent demand for records" where the missing person has not been in contact with people they would expect to have been in contact with and there are reasonable grounds to believe their safety is at risk. Likely the exceptions in the *Personal Health Information Protection Act* (PHIPA) already permits this disclosure, but now cooperation is mandatory. [Read more](#)



Ontario Kinesiology Association
21 novembre, 9 h 11 min
Thank you to Speaker Ted Arnott for recognizing us in the legislative proceedings

✚ Representation in Legislation - OKA Queens Park Day 2019

✚ The OKA annual Queens Park day was a great success and included detailed discussions with the Minister of Health's Office and the Parliamentary Assistant to the Minister of Health responsible for Home and Community Care, and formerly mental health amongst many others.

✚ They had strong representation from all parties with dozens of discussions by their Board delivering the messages "Chronic Conditions, Chronic Costs" along with "Exercise Works". Their Board explained how Kinesiologists can use exercise and physical activity to reduce the chronic costs caused by over 25 chronic diseases identified by the Public Health Agency of Canada, including chronic pain and mental health.

- ✚ Also, as a result their ongoing initiative with the Speaker's Office, they gave out over 75 pedometers to MPPs and their staff and will be participating in the upcoming Queen's Park Health and Wellness day put on by the Legislative occupational nurse. By helping to look after the health and well-being of MPPs, they can help them look after the health and well-being of all Ontarians.



Representatives of Professional Regulators & Experts Study & Consult on Recommendations & Legislative Changes of BC to update the regulating health professionals (MHA 4th October 2019)

✚ BC Legislation

Major shakeup in regulation of health professionals proposed in B.C. to improve patient safety

✚ Patients in British Columbia could soon know about every single action taken by professional colleges in response to complaints about health-care workers, rather than just a select few.

✚ That's just one in a substantial list of proposals for reforming B.C.'s system for regulating health professionals, released by a cross-party government committee on Wednesday morning.

- ✚ The committee is recommending reducing the number of regulatory colleges in B.C. from 20 to five, revamping the makeup of college boards, making the complaint process more transparent and creating a new oversight body that would perform routine audits and systemic reviews of the colleges.

✚ "These changes will help ensure health professions are regulated more thoroughly and transparently, so that they are providing British Columbians the best care when they need it most," Health Minister Adrian Dix said. [Read more](#)

8. Awareness and promoting the Profession

Marketing tools for Kins distributed in renewal & Continuing Education Status reminder

- ✚ Once your dues are paid, the Canadian Kinesiology Alliance will forward you a Certificate of Affiliation which certifies that you are recognized by your National Professional Association.
- ✚ The CKA is providing you with simple tools to help increase your visibility and recognition as a Kinesiologist.
- ✚ Promote your services, and kinesiology, by using the different kinesiology branding tools made available to CKAMembers. Use them to confirm your client's next appointment and on your promotional material for Seminars, Clinics, Events, etc:

- Business Card: Ready to print after you fill in the fields with your name, your email, your phone number
- KinBadge "With a kin, you can...": Add to your promotional material
- Designation Logo: "Affiliated Kinesiologist" or other : Add to your email signature, your receipts, your client appointment confirmation, etc
- Thank you Card: Send to your clients to remind them of your services, for their birthdays, after having finished a program with you.



- ✚ Knowing that this initiative will bring awareness to the profession of kinesiology, we thank all kins for their support,



Communications Performance– SEO etc

- ✚ Means distribution of communications: The CKA has implemented new means of communications in 2018: RSS link to website News & Blog – No new publications in 2019
- ✚ The CKA Website performance (2019 vs 2018): 107 196 vs. 74 814 pageviews, 47 140 vs. 22 919 users, 86 106 vs 56 4246 unique pageviews, 46 446 vs 22 859 new visitors and 5661 vs 3549 returning visitors, 1m26 spent per page, most visited page: 5-ways-you-can-move-better-to-live-better-with-diabetes, Become affiliated, 5-facons-pour-mieux-bouger-et-pour-mieux-vivre-avec-le-diabete, scope-of-practice-of-kinesiology, kinesiologie-nouvelles/desjardins-ajoute-deux-nouvelles-offres-de-kinesiologie-a-ses-clients, find a kin, where to study Kinesiology in Canada; 137.92% increase sessions from social media - FaceBook and 676.23% increase from paid search.
- ✚ Social Media (2019vs 2018): – FaceBook: 2443 vs. 2166 followers, November re: KinWeek was very active: 23 823 vs 10 991 reached by boosting Profile Frame and most action buttons used.

SEO Report for this campaign and NKW - Marketing Campaign and NKW Reach

✚ Total audience reached: 6 427 415 people = increase of 613% from 2018 , 7 times more!

	2019	2018	%	Times more
Total	6 427 415	901 867	613%	7,1
Press Media Total	6 053 059	689 943	777%	8,8
No of media interviews & articles	70	27	159%	2,6
Social Media total	281 771	151 229	86%	
Activities total	92 585	60 695	53%	
No of events organized	32	47	-32%	
Diabetes/Osteoporosis Campaign	267 634	41 408	546%	6,5
CKA FB pages	40226	35 342	14%	1,1
CKA Posts (110 posts)	38785	18 098	114%	2,1
all activities (47)	6400	9 400	-32%	0,3
CKA Website	13574	7 251	90,2% new visitors	
NKW Website	3659	3 331	80,3% new visitors	
CKA Blog Diabetes/Osteoporosis	4078	1 047	4x times more seen	

✚ In total:

- - Engagement (Clicks on blog post & 15+ second views of the videos): 41,539 (8x higher than 2018: 5,096)
- - Reach: 116,587 people (4.6x higher than 2018: 25,270)
- - Impressions: Our ads were seen 267,634 times (6.5x higher than 2018: 41,408)
- - Average cost per result: \$0.30 (Up from \$0.11)
- - Amount Spent: \$2,277.62 (4x higher than 2018: \$564.45)

✚ Insights:

Spending 4x more during this time period drove a 4.6x higher reach than last year, as well as 8x the engagement. While it was a separate disease campaign with new creative, seeing a bit more than 4x the reach for 4x the spend could be correlative. Because your audience reach is quite vast, ~5.8 million for the English campaign, for instance (Location: Canada, Age: 35-65+, People who match: Interests: Kinesiology, World Diabetes Day or Physical exercise, Field of study: Kinesiology, Job title: Kinesiologist), the reach should increase along with an increase in budget. For \$0.30 on average per engagement, it would be difficult to find a more cost effective way to reach this qualified of an audience.

Also, the average spend for small businesses on Facebook is approximately \$1 - \$2K, so outspending that in a short time period is likely why we've seen more than 6.5x the impressions.

✚ Industry Benchmark Comparisons:

- Click-through-rate (CTR): 0.10% | Our Click-through-rate (CTR): 0.16%
- Average Video View: 10 seconds | Our Average Video View: 19.5 seconds
- Cost-Per-Click: \$1-2 | Our Cost-Per-Click: \$0.30

Diabetes Campaign continues

✚ The social media campaign launch in November with NKW has been successful in promoting kinesiology through collaborative efforts with the International Federation of Diabetes in 2018, and continues into 2019. The CKA has invested more than \$25,000 in 2019 towards marketing and communications campaigns for Kinesiologists, specifically related to Diabetes including videos, social

media graphics, social media posts and blog articles published on the new CKA Blog linked to an RSS feed. Thus each Kin working on the Hexfit platform automatically received notice of new posts.

✚ Campaign assets produced:

- Diabetes: Blog texts and images, social media posts (15/months) and small videos (5), complete video
- Diabetes Google Ad campaign referencing 45 key words, FaceBook Ad campaign using video

New Definitions & New Texts

- ✚ Many of the texts used in most CKA publications had not been reviewed in years. In light of having redesigned the French KinStartUpKit, four reviewed texts are now available on the website. The texts relate to: What is kinesiology, Kinesiologist's scope of practice, Why Legislation and the structure of kinesiology in Canada. Updating the texts will clarify a Kinesiologist's role and represent the diversity in our practice.
- ✚ Currently the practice of kinesiology varies from one province to another. The information in these texts may differ from what your province dictates. The main purpose of these texts is to present the current portrait of kinesiology (definitions, fields of practice, acts, etc.) across Canada, with information regarding resources in the various fields of kinesiology, practical tools, the extent of its scope of practice and other potentially useful documents. These documents are in perpetual revision as per the evolution of the practice of kinesiology in Canada. The CKA / ACK emphasizes that the aim of these documents is to help guide you. Should anyone require guidance in interpreting any of the provided information, they should seek the advice of their provincial kinesiology association.
- ✚ These texts will serve as preliminary texts and definition to be used by PKAs in their process to get kinesiology legislated in their province. The CKA encourages each PKA to begin the process towards legislation, bit by bit every year. It is a long journey. We wish you perseverance, patience and the best of luck. We remain available if we can be of any assistance.
- ✚ You can find the texts in the first tag "[about Kinesiology](#)" of the CKA Website.

Professional Designation: Goal to reduce confusion!

- ✚ Across Canada there is a wide range of terms used to represent professional kinesiologists, this causes ambiguity and confusion to the public, insurers and health professionals. For example, the following terms are used across our country:
- ✚ Practicing (BC), Professional (AB), Registered (MB & ON), Accredited (QC), Certified (NB and NL), Affiliated (NS, PEI, SK, CKA).
- ✚ The CKA's Strategic Plan states a goal to promote kinesiology across Canada. Therefore, the CKA has begun an open discussion with PKAs to reduce the number of professional titles of Kins to two: one when legislated and one when not legislated. This may require changes in Bylaws and or Policy & Procedures in PKAs and the CKA. Following up to the discussion from last meeting, the CKA BOD met in January and considered the positions of each PKAs as per information gathered on how this would affect them, their Bylaws or any provincial laws restrictions.
- ✚ The Board of Directors has gained the support of PKAs to use the designation title "Kinesiologist" without any qualifiers where possible, and with a qualifier when bounded by their Bylaws or Provincial Laws, for example to distinguish membership categories.



9. Events

2019 Kin Games - *A real success!*

- ✦ As part of the 2019 KinGames which took place from March 14th to 17th in Toronto, Ontario, the CKA / ACK promoted #KinStartUpKit.ca for a second year, a website dedicated to helping students of Kinesiology, Human Kinetics and Physical Activity as they enter the work force or continue further studies. .
- ✦ That's why #KinStartUpKit is a great tool for undergraduates and graduates to get started as Kinesiology practitioners. The CKA / ACK, together with its partner Hexfit Solutions, invited students to take the time to better understand how Kinesiology is practiced in Canada and thus help students achieve their career goals
- ✦ The CKA and its partner PKAs & Hexfit congratulates all who participated in the 2019 Kin Games, especially the winners:

#KinStartUpKit



- ✦ the overall winner and the dance winners



- ✦ the Academic challenge winners

- ✦ See you all next year at Brock University in Ontario!

- ✦ Thanks to Matias Golob, CKA Past President for attending, presenting and minding the CKA, PKAs & Hexfit booth.



2019 CLHIA MAY 7-9TH – VANCOUVER BC - The CKA / ACK (in partnership with all PKAs)

- ✦ CLHIA hosts over 200 insurers and claims associates in a tradeshow and CKA formally presented at the conference, plenaries and special events. CKA, represented by Minda Chittenden, BCAA by Daryl Reynolds, Zachary Betts, AKA by Jennifer Ball and guest speaker Dr. Robert Boushel, joined other NHOs such as the Canadian Massage Therapy Alliance, Canadian Chiropractors Association, Ontario Association of Osteopaths and other healthcare professionals as exhibitors. In 2018 & 2019, it was a prime spot to meet and greet CLHIA members. This National event aligns with the CKA / ACK 's commitment to raise awareness of the profession by aligning organizations, such as CLHIA, with our goals.
- ✦ A workshop was held on May 8th titled "With a kin, you can...." Kinesiology Services in extended health care benefit packages. CKA, as a governing body of Kinesiology in Canada, guided claim managers on "How we can help insurers to manage claims for benefits reimbursement? What are the tools available to validate claims? Why should benefits be reimbursed? How much can be saved?" Dr. Boushel discussed: Why is exercise so important for physical health? The change needed in policy related to healthcare, community and institutional levels and strategic initiative ideas in the workplace
- ✦ For 2020, the CKA will look into attending a Human Resource Managers' conference to discuss insurance and to request that Kinesiology services be added to the list of reimbursed health benefits across Canada.



2019 CKA AGM

- ✦ The Canadian Kinesiology Alliance/Alliance Canadienne de Kinésologie (CKA/ACK) hosted its Annual General Meeting on May 9th 2019 at 20 ET.
- ✦ The Nomination Committee had received applications for the 2019 Board of Directors positions available and the PKAs had confirmed their representative. The Notice of meeting and agenda was sent to all Kinesiologists on April 18th 2019.



- ✦ This year, in addition to the regular business of the AGM, there was a motion to bring a Bylaw change to reflect the current practice of accepting only one PKA per province. The 2018 Annual Report is available on the website. Everyone was welcome to attend via teleconference.

NHFD



JUNE 1st 2019 - ACROSS CANADA

- ✦ The CKA invited Kins to Get Ready to GET UP, GET OUT and GET ACTIVE on National Health and Fitness Day, Saturday June 1st, 2019. The CKA ACK encouraged Kinesiologists to take part in National Health and Fitness Day by organizing an event, to reach out to meet people ready to be active. Kinesiologists across Canada joined in activities in their communities. Promotional material could be found on CKA Website.
- ✦ This year there was a shift in momentum, for NHFD, a grassroots movement to make Canada the fittest nation on earth". With 407 communities who've proclaimed the first Saturday in June, NHFD, or otherwise supporting the initiative, there has been an increase of over 30% in support for the movement. More than 80 municipalities organized events. Kins were there too!
- ✦ For NHFD the NLKA and Memorial University - Human Kinetics and Recreation Faculty partnered with the City of St. John's to offer events with community members and organizations.
- ✦ On May 27th, 2019, we had the Proclamation of NHFD at City Hall Speaking was NLKA's Dr. Katie Wadden. Other NLKA members attending were Danica Benoit and Des Martin. Representing Memorial University was Drs. Linda Rohr and Jeanette Byrne.
Visit: <http://www.stjohns.ca/event/national-health-fitness-day-2019> & <https://vocm.com/.../events-planned-for-national-health-and-.../>

National KinWeek - November 11 to 18th 2019

- ✦ As part of the 2019 National Kinesiology Week, presented by Hexfit, held from November 11 to 18th and World Diabetes Day on November 14, the Canadian Kinesiology Alliance (CKA) reached more than 6 million people.
- ✦ Throughout the week, the Canadian Kinesiology Alliance reminded Canadians affected by diabetes that Kinesiologists, as part of a professional health team, can help them to move better, live better. Canadians were invited to take on the MoveBetterChallenge to find strategies and opportunities to lead a more active lifestyle. More than 40 activities were happening during National Kinesiology Week, www.nationalkinweek.ca.
- ✦ Our thanks are extended to all who participated and to the following groups for their active and ongoing participation throughout the process:
 - Hexfit – official presenter of the National Kinesiology Week
 - RockTape - the official kinesiology tape
 - Kinesiologists that have organized activities, and for some, more than one!
 - Provincial Kinesiology Associations (8)
 - International Diabetes Federation
 - UpHouse Inc as Social Media/Marketing Campaign
 - Ah! Com as Public Relations Consultant, Sophie Allard, APR
 - and partners :



IN COLLABORATION WITH:



IN SUPPORT OF:



SUPPORTED BY:



- ✦ **Theme:** “Move better, live better” The 2019 NKW Campaign supports Diabetes and November 14th World Diabetes Day and will bring awareness of Kinesiology and perform community outreach activities in November.
- ✦ **“MoveBetterChallenge”** Kinesiologists from across the country want Canadians suffering from diabetes, and other chronic diseases, to move better. During that week, people are invited to log their exercise minutes and/or kilometres to be part of a national cumulative challenge: MoveBetterChallenge. You can visit www.nationalkinweek.ca to record walks, runs, rides, encourage others to move better to live better and so much more. Log your exercise minutes and kilometres to participate in the contest to win a home Rocktape home recovery kit
- ✦ **Activities:** 32 activities (32% decrease from 2018) carried out by a dozen kinesiologists and 9 PKAs: meeting, seminar, webinar, physical activities and much more marking the initiative and the creativity of the Kinesiologists when comes to make the world "move". Many activities were not logged on the Website by Kins. This PKI (Key Performance Indicator) is not valid since the number of events is not representative of the actual number of events occurring.
- ✦ **Public Relation Campaign:** 70 articles and interviews, mainly from Radio(13), Papers (23), TV (2) and Web(30) for a reach total of 6 053 059 people (156% increase from 2018, 2,5 times more than last year in activities and 777% in reach, 8,7 times more than 2018). Reason: National Papers and Web.
- ✦ **Social Media Campaign :** 110 Daily pre-during-post event posts on FB, messages, videos, sharing other posts and inviting people to bare the KinWeek Profile Frame during the week.
- ✦ Last year, the CKA led the development of videos, blog and social media posts to introduce the ways a kin can help people move better to live better with diabetes. Videos to introduce the MoveBetterChallenge presented by a kin and a client with diabetes were also created to encourage folks to interact with the challenge and Kin Week-affiliated events. Google text ads and Facebook were chosen to promote these assets and grow CKA’s reach with people with diabetes; fitness enthusiasts; and those interested in or working in the field of kinesiology. Last year, we were challenged to consider if spending more during this time period would generate exponentially more traffic. We put more budget into this condensed amount of time (the Kin Week period). We also kept the ongoing Search ads running so general traffic would still drive to the CKA site, while pushing the diabetes-specific campaign message simultaneously.
- ✦ **Videos and graphics tools:** 1 video on Diabetes (FR&EN), 1 Intro Video (FR&EN), 5 video graphics for FB posts, banner, posters, withakinyoucan badge(see appendix for details)
- ✦ **New Creative: The Intro Videos** - From a cost perspective, the intro videos had very low cost-per-clicks (\$.02 for French and \$.04 for English) compared to industry benchmarks of \$1.72 on Facebook. They also had average viewing rates of 22 and 12 seconds, respectively (above the 10-second average), and helped us reach 30,984 more people.
- ✦ The intro videos had an above-average rate from Facebook for quality (ad relevance to the audience) as well as engagement. However, our ads didn’t generate any likes or comments. CKA’s organic posting of these videos outperformed the ads in terms of likes, shares and comments. If the CKA would like to create these videos again next year, we’d encourage only boosting these organic posts after it gains some traction with your audience/followers, rather than scheduling these as ad campaigns. We’d also encourage a higher-quality creative which promotes shareability and interaction.
- ✦ **Website:** New refreshed and more complete information website including toolkit, event postings, etc.
- ✦ New 4 ways to take on the MoveBetterChallenge

- ✚ **Move-o-Meter**, Week Overview, Start a Training Program, Meet an Affiliated Kin
- ✚ **eBlasts (5)** to over 4100 Kins: 5 eblasts (Oct 11 Get ready, Oct 25+Nov 4 Put on events, Nov 11 Launch and Nov 14 WDD) with an open ratio between 20-42%.

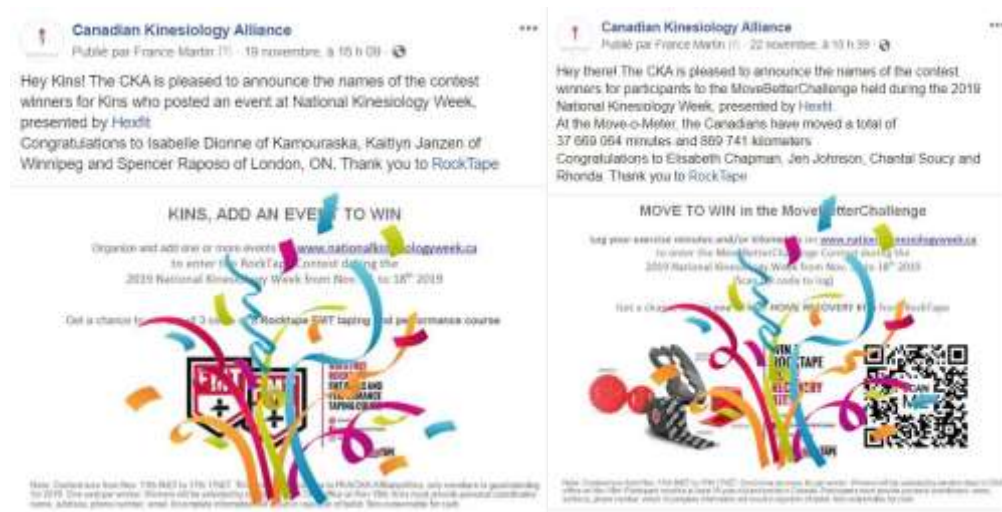


- ✚ **Ambassadors:** This year, four ambassadors helped in promoting the event: 2 pairs of a client and a Kin (FR and EN), namely Elisabeth Turgeon and André Gaudreau, and Adam Yeske and Marcus King. This was a tremendous successful initiative as, when showing their intro video and making interviews, produced more reaction from Diabetics that we have ever had in the past with other causes.

- ✚ **2 Contests:** 2 Contests offering prizes offered by RockTape Canada: one for Kins to encourage them to post an event, another for participants of the MoveBetterChallenge. The Move-o-meter was linked to Hexfit's software thus the exercise minutes and kms were automatically recorded when a Kin entered data for in their clients' file, and 67 people from outside this system recorded their data.
- ✚ **THANK YOU TO OUR AMBASSADORS:**



- ✚ **CONGRATULATIONS TO WINNERS!**



10. R&D Kin Business & Development

- ✚ **Differences between Insurance Coverages offered by PROLINK vs. CSEP, CATA, KinInsurance.ca:** To help Kinesiologists in understanding the difference between the insurance programs offered on the market,

CKA / ACK produced a document that highlights of a brief analysis of Insurance Programs offered by CKA / ACK vs CSEP vs CATA vs. KinInsurance.ca . CSEP Insurance Programs vs. CKA (PROLINK) 1. CSEP bundles insurance premiums into their membership fees vs. CKA and PKAs which separate insurance through PROLINK for greater transparency. 2. CSEP does not automatically include coverage for Kinesiology. It is an optional package to be purchased for \$85 in addition to the standard PLI coverage costs included in CSEP membership: For example, \$2M...

- ✚ **Kin Insurance Program (ProLink-Trisura) – Additional Coverage:** PROLINK Trisura has extended the program to Student with at least 2 years of university training in Kinesiology to access an Insurance Coverage supervision to include supervision/oversight of rehab assistants, namely rehab assistants, physical therapy, occupational therapy”.
- ✚ **Guide to Legislation:** The Guide to Legislation was produced (see Legislation section) in conjunction with CKA's #KinVision2022 Strategic Plan to develop services and programs that enhance the capacity of Provincial Kinesiology
- ✚ **University Tour - #KinStartUpKit – Seminar/Webinar:** Ms. Emma Nicholson was for a brief time the CKA Coordinator of the #KinStartUpKit Seminar/Webinar University Tour project. Emma , a first-year Kinesiology Master's student at McMaster University, left this project to take on other professional activities. The CKA will revisit this position in a permanent staff for 2020. The mandate includes designing an action plan which entails two main streams: contacting University Liaisons to set presentation dates and times, and producing the seminar/webinar material. The CKA is looking forward to working on this project in 2020.
- ✚ **Kin online Services :** PROLINK provided advice to Kinesiologists on the question of them providing online services. Prolink can confirm to the CKA/ACK affiliates and the leaders of the PKAs that a member is covered under the CKA insurance program if a member in one province provides advice and services over the Internet or telephone to patients in another province. The CKA E&O and CGL policy covers members practicing anywhere in Canada. The complicating issue is related to the scope of practice and registration with the regulatory body in a province. The province where the patient resides typically determines the scope of practice that must be followed. CKA members need to be careful when providing professional services that are reimbursed / paid for by a health insurer if the member is not registered to practice in the province where the patient receiving their services resides. There is a possibility that the health insurer will not pay for their services rendered to a patient if the Kin is not registered with the regulatory body in the province where the patient received the service. The health insurer could then also consider issuing a complaint against the Kin in the province where they are registered to practice resulting in a disciplinary investigation against the Kin. It is always more complicated when services are rendered across provincial borders using the Internet or telephone.
- ✚ **Professional Insurance Program:** As the actual insurance program agreement comes to an end in December 2019, the CKA would normally begin a process of seeking RFP. As actuaries like to analyze RFP with at least 5 years of data, the actual agreement would provide only 3 years of data. Thus, the CKA has decided to continue with PROLINK and TRISURA without proceeding to a RFP process. The existing agreement is extended for more 2 years until Dec 2021 with PROLINK and TRISURA, the actual insurance program and provider.

✚ **How a Kin Can Help Clients Get Reimbursed? - Insurance Benefits -**

Desjardins adds two new Kinesiology offerings for its clients

Published in OKA's Kinsight , Nov 2019

One of Canada's largest insurance providers is making Kinesiology a regular part of its plans – and then some. Until 2019, Desjardins Insurance covered Kinesiology as part of its extended health benefits when clients asked for it. Now, however, the company has begun proactively offering Kinesiology as a standard option to all clients with 50 or more plan members.

On top of that, Desjardins has added Kinesiology to their new Healthy Weight program package – a program aimed at tackling Canada's growing obesity crisis. "As an insurer, we have to do everything we can to help our clients support their plan members who need help managing their weight," says Martin Nadon, Product Manager, Health and Speciality Products. "Covering Kinesiology treatments is an integral part of how we're going to do that. "It can coach plan members on the safest and most effective physical fitness programs for their personal situation. It can also help prevent injury and frustration, and it will encourage them to keep up with their exercise programs and continue to progress."

Desjardins' new Healthy Weight program aims to tackle that challenge. The program includes obesity drug treatments as well as support from key health professionals, including Kinesiologists, alongside



psychologists and dieticians. Desjardins recommends that claimants check their coverage information before submitting claims to ensure they are covered for Kinesiology treatments. Claimants should also ask about what maximums may apply, such as maximum fee per visit or number of treatments per year. The Ontario Kinesiology Association is pleased to see Kinesiology increasingly being recognized by providers like Desjardins as a vital benefit. OKA will continue to work on behalf of members to further promote Kinesiology as an essential extended health benefit. **source: "Obesity in Canada" Report of the Standing Senate Committee on Social Affairs, Science and Technology, March 2016. / « L'obésité au Canada », Rapport du Comité sénatorial permanent des Affaires sociales, des sciences et de la technologie, mars 2016.*

11. Publication of abstract & articles - Science of Kin + R&D + Partners

- ✚ List of communications and others distributed to the Kins and rate of successful reach (opening rate) (See detail in Appendix)
- ✚ 2019 List of publications and communications with Affiliated Kins
- ✚ Awareness – Events : 8 email mass mailing to Kins : NHFD 62%, NKW Prep 48%, NKW Day 30%, (4 issues x 2 languages)
- ✚ eNewsletter: 8 issues to kins, NHO and Partners : average of 38% opening rate, (4 issues x 2 languages)
- ✚ Better tools to Kins from Partners: 8 email mass mailing to Kins: 39% (4 issues x 2 languages)
- ✚ List of articles provided to Kins
- ✚ Science of Kinesiology: 16 articles (8 issues x 2 languages)

12. News from the PKAs – Sharing information:



- ✚ BCAK AGM is on May 4th with a Pro-D event focused on Mental Health and Lung Disease Rehabilitation. BCAK recent newsletter addressed fake/poor research, an article promoting the ProLink health benefits insurance, coverage of the recently released provincial health report and a legal article on the use of experts in bodily injury litigation, along with news related the government and our operations.
- ✚ The BCAK invested in a radio marketing campaign that targeted three regions of the province – Greater Vancouver area, Southern Vancouver Island, and the Okanagan (Kelowna, Penticton and Vernon) during the past 4 weeks (from May 27, 2019 to June 24, 2019). The total audience reach was 450,000. The purpose of the campaign was to raise awareness about the work that Kinesiologists do, and how Kinesiologists can help clients improve health and wellness. There were three separate 30-second messages for each of the three regions and each message was designed to measure performance and return on investment (ROI) by sending listeners to the BCAK website and to the Find a Kin page.
- ✚ The BCAK has launched its radio and tv campaign throughout the summer and it will continue into fall. Check out the Three (3) radio ads:
 - [BCAK Gotta Move - BCAK Radio Ad - Annonce radio](#)
 - [BCAK What is a Kin & Find a Kin - BCAK Radio Ad - Annonce radio](#)
 - [BCAK Whats Holding You Back - BCAK Radio Ad - Annonce radio](#)
- ✚ As part of our government outreach program, BCAK attended the Board Voice annual conference on November 1 and 2, 2019. The conference theme was "Circles of Engagement" and attendees and presenters focused on defining, strengthening and improving relationships (amongst associations, levels of government, members, and the public). Presenters covered multiple topics. Key benefits to attending were hearing first-hand the government priorities and strategies that are aligned to our industry sector; making contacts and connections with other provincial organizations; and learning how those provincial organizations work to gain the recognition they require from both government and the public. The BCAK will use this information to improve their outreach program.
- ✚ BCAK has also been made aware of the latest development in the review of the Act as a position paper to modernizing the provincial health profession regulatory framework has been published. More to come as BCAK reviews it.



✚ The Alberta Kinesiology Association had their Annual General Meeting on March 16, 2019. The meeting started with educational seminars on Motivational Interviewing by Dr. Joanne Pawluk and Concussion Management by Codi Isaac, both of which were extremely informative and well received. Following the education sessions, the AKA's members voted to approve the new bylaws, as well as the work the discipline committee is doing in coming up with a discipline process and guidelines. Both of these are of key importance in moving the profession of Kinesiology forward in 2019. A new board was also introduced and the AKA board is comprised of: Heather Tercier - President

- ✚ The Alberta Kinesiology Association has been working hard to inform our membership group on educational opportunities. The AKA is hosting a course on Concussion - Recognition and Return to Work and Sport. This course is being held on September 7, 2019 in Edmonton. If you are interested in registering, please visit our website at albertakinesiology.ca for more information. We are also hosting a Motivational Interviewing course in early November. Our membership numbers are also continuing to grow as more and more kinesiologists in Alberta join our association!
- ✚ The AKA has appointed a new representative to the CKA board of directors, Adam Yeske, who will succeed Jordan Javier. Adam is a new AKA member. He is very motivated and very eager to become a member. AKA organized a successful seminar on concussion management. They hope to have equal or better participation in our next seminar in November and will focus on motivational interviewing. Apart from this, they spent a lot of time preparing for the renewal season, preparing Kin Week and generating ideas for local promotion.
- ✚ The Alberta Kinesiology Association was excited to host multiple events throughout Kinesiology week both in Calgary and Edmonton. Some sessions were cancelled due to low enrolment but the engagement of Kinesiologists in Alberta to offer these sessions was inspiring. Briefly:
 - Nov. 23 & 24 - AKA hosted a sold out session with Dr. Joanne Pawluk (PhD, BScOT) - Motivational Interviewing Certification Course - Level 1
 - 22% of the Membership have already renewed for 2020; registration started on Monday, November 4.
 - Calgary and Edmonton KINweek - Nov. 11-15 - due to low enrolment, 4 Diabetes & Exercise sessions were cancelled. We are incorporating an 8 week lead time for all promotion and marketing of 2020 Events.
- ✚ Lastly, we are working hard to establish a relationship with local universities to better advertise our association to the student bodies and staff of such institutions. We plan on scheduling information sessions for both the staff and students in the near future.



✚ MKA is going through a governance change. A new Board of Directors should be named in spring.

✚ In the fall, a new Board of Directors was elected as MKA had its first AGM in a long time on Nov. 13th 2019 during NKW: President: Nicole Chappellaz, VP: Evan Van Dale, Treasurer/secretary: Adam Timble . The focus in the next few months will be to plan this revival of the Manitoba Kinesiologists Association.



✚ The Ontario Kinesiology Association is pleased to announce the 2019 Spring Professional Development Summit taking place on May 4, 2019 at the University of Waterloo.

✚ The **2019 PD Summit** promises a full day of educational opportunities to assist Kinesiologists in their professional practice, and also to assist in satisfying your regulatory college self-assessment requirements. Register here

✚ The **2019 Annual General Meeting** has taken place on Saturday May 4, 2019 at the University of Waterloo - AHS Expansion Building. More info here

✚ Early June, OKA launched #OKAMentorMoment video series! Watch the first ones now.

<https://www.facebook.com/ontariokinesiologyassociation/videos/312863539624103/>

What do you like about being a Kinesiologist?

<https://www.facebook.com/ontariokinesiologyassociation/videos/859347804426170/>

Kinesiologists have so many career possibilities

<https://www.facebook.com/ontariokinesiologyassociation/videos/353850208652542/>

- ✚ OKA has a brand new website with features that will make browsing and transactions easier. Find out: www.oka.on.ca streamlining process with automated and integrated insurance purchase, board appointments are open September 20, the orientation meeting will be held on November 23rd. 5 new positions open to the Board, in preparation for Queen's Park Day November 21
- ✚ OKA has launched its new refreshed website <https://www.oka.on.ca/index.html> with as theme: Promoting Kinesiology as an integral part of Ontario's healthcare system. See their new look! Also new is their logo: new color, more vivid.



- ✚ All freshly published, the annual report of the FKQ presents the summary of the work as well as a report of the FKQ communication campaigns and the evolution of their membership! FKQ President will address all at the 31st Congress 2019 to begin on May 4th 2019.
- ✚ All kinesiologists or students in kinesiology are welcome to attend the great regional tour of the **États généraux 2018-2019** (General Assessment) which will take place in different areas in Quebec. At these meetings, the following are discussed: Get to know the preliminary recommendations pertaining to previous meetings; Take comments from discussion pertaining to the profession in Québec; Address the next steps in the evolution of the profession! Free registration
- ✚ Great news for workplace kinesiology project as Quebec's Minister Charest has just announced the creation of the Business Financial Assistance Program for Physical Activities. Businesses with 5 to 499 employees, including not-for-profit organizations and cooperatives, will receive up to \$40,000 in financial assistance.
- ✚ The QKF is pleased to inform you that our website has been revitalized and is now completely bilingual. Important documents, such as the Code of Ethics, the Exam Study Guide and the General ByLaws, are now translated! Also, new online courses have also been added and several others are being developed.
- ✚ Is record keeping a mystery for you? You often ask yourself "What should I write?", "Can I share the file?", "Is record keeping compulsory? Do not wait any longer! Learn about the techniques used for record keeping that meets kins' standards, in the comfort of your home and at the time you desire. The 24-hour movement continuum: Now 3 credits offered! As a kinesiologist, you are called to discuss sleep and sedentary behavior. Learn how through our new webinar! Ranked in the top 10 conferences given at the 2019 QKF Congress, Dr. Jean-Philippe Chaput now offers you an 2-hour content on the subject. [Learn more](#)
- ✚ Did you know that several videos on kinesiology are in the documentation center of the FKQ website? In addition to videos, there are several important pieces of information, such as:
 - Documents on the practice of kinesiology;
 - Practice tools;
 - Salaries of kinesiologists by job function and placement statistics
 - The old editions of the Infokine;
 - Etc.
 - [Documentation Center](#)



- ✚ The NBKA is active in promoting the renewals and recruiting new members. It also has invited people to rethink their mobility through a seminar on active transport « Winter Cycling Seminar » and reminded them of tips and fun ideas for making physical activity a bigger part of your life. A toolkit was created last year for New Brunswickers. It contains information, worksheets and motivational stories that will help you understand how becoming more active can improve physical fitness, as well as your mental, social, spiritual and emotional health. ;
- ✚ The New Brunswick Kinesiology Association (NBKA) has hired its first summer student to join the team and aid in the association's development for the summer of 2019. The NBKA has also committed to its



first annual university student bursary that will be awarded to an undergraduate student in New Brunswick who is pursuing a degree in Kinesiology for the 2019/2020 school year.

- ✚ After four years representing NBKA on CKA Board of Directors, Kendra Cooling has passed on the torch to Simon Boudreau. Kendra's last project as President of NBKA is the organization of the Fall Conference on October 5th 2019 at University of New-Brunswick, Fredericton, titled Dissing the Doldrums . The FKQ and KPEI will participate as guest speakers. Proud to see PKAs sharing good practices. [About the conference](#)
- ✚ The Walk with Your Kinesiologist event was held in the city of Bathurst at the K.C. Irving Center, with 40 people. The Walk with Your Kinesiologist event also took place in the city of Moncton at the Crossman community center walking track where several walkers meet daily. This fall, the AKNB also focused on improving the visibility of kinesiology, among other things, through participation in the patient's voice organized by the [NB Network on Innovations in Primary and Integrated Health Care](#) and also with a radio interview to promote kinesiology during National Kinesiology Week



✚ The Newfoundland & Labrador Kinesiology Association (NLKA) is excited to share news about its most recent developments! February saw the first edition of our e-Newsletter, Kinnected - an email blast aimed at keeping members up to date with important announcements, local events, continuing education opportunities, employment opportunities, and current research or research opportunities. To be better informed of prospects, the NLKA has also formed an alliance with other Allied Health Professional associations in the province to reciprocally communicate information about upcoming local seminars and events for continuing education opportunities for members.

As well, in an effort foster a stronger relationship with students and faculty; we have welcomed professor Dr. Jeannette Byrne as our School of Human Kinetics and Recreation Liaison. We look forward to working with Dr. Byrne to coordinate opportunities for Kinesiology students to listen to, learn from and network with working professionals in our field.

- ✚ The Newfoundland & Labrador Kinesiology Association (NLKA) is focused on preparing the NKW and recruiting students at universities; raising awareness of the existence of NLKA; and aligning for renewals on November 1st
- ✚ The NLKA had a successful National Kinesiology Week 2019 in Newfoundland! We started the week with a recreational group activity, Hike with a Kin, where Board member Katie Wadden led a group of participants along Sugarloaf Path, part of the beautiful East Coast Trail. Our second event was a Lunch & Learn for students on Memorial University campus in the School of Human Kinetics & Recreation. We had two topics, the Janeway Lifestyles Program, which teaches young people to manage Diabetes and to have a body-positive approach to wellness, and Clinical Prosthetists discussing exercise prescription following lower limb amputation. Our third event was a speaker's series called MOVE Talks (Motivational, Original, Vibrant, Educational) where we had 8 guests share 7 minutes or less of their experience of how movement changes lives. We heard from a cancer survivor, a visiting Danish researcher, a clinical rehabilitation business owner, and a yoga therapist, among others. We finished Kin Week with our Annual General Meeting to report the past year's activities and discuss our new Yearly Action Plan for 2020. The focus for our upcoming year is on growing our community as well as maintaining our association.



✚ KANS presented at the Kinnections event at Dalhousie in February 2019 with the the goal of increasing awareness and providing information to the student population. To reach the greater population, we have recently begun to implement our website, which will allow us to provide more in-depth and accessible information about Kinesiology in NS. We are also very excited for our first official face-to-face Board of Directors meeting at the end of April 2019. Further developments to be announced following our meeting!

- ✚ KANS' current focus is on generating interest from both studying and practicing Kinesiologists, as well as growing connections with the general public and other professions. We have recently begun to implement our website, which will allow us to provide more in-depth and accessible information about



Kinesiology in NS. We have also been invited to sit in on the NBKA's annual AGM on October 05, 2019 – an opportunity that we are very thankful for and excited to attend! As one of the smaller provinces, we are so grateful to have the support of the CKA and our 9 Provincial kin associations to help get KANS up and running. 2020 will be a big year for us – stay tuned for some exciting updates!

- ✚ KANS continues to build an expanding network of students and working professionals. We were invited to attend the 2019 NBKA annual Conference and AGM at Université de Moncton. This was an incredible opportunity to connect Presidents of FKQ, NBKA, KPEI, and KANS, and we look forward to future collaborations. Our Vice President and Director of Education, Jordan Smith, recently presented at Acadia University to speak about her role in Kinesiology here in NS. As the awareness of KANS continues to spread throughout our province, we are looking forward to a busy year in 2020!



✚ Kinesiology PEI has formally incorporated. We have also launched our own website (kinpei.ca), and adopted a logo. We plan to have a launch event later this spring.

- ✚ Interest in the field of Kinesiology in PEI continues to grow. This spring, University of PEI recently had their largest ever number of Kinesiology graduates. Earlier this month Kinesiology PEI President Travis Saunders presented to the PEI Family Medical Association on the benefits of prescribing physical activity to patients, and the role of Kinesiologists in exercise prescription

13. .Thank you to all volunteers:

- ✚ eNewsletter: Editors/Collaborators: Marki Wong, France A. Martin, Des Martin, Kathie Sparkey, Minda Chittenden, Muriel Ouankine, Alexandre Paré, David Dulude
- ✚ Working Committes: Communications & R&D: Jordan Javier, Simon Bourdeau, Kathlyn Hossack, Kathie Sharkey(OKA), Chelsey Clarke (ON), Kaitlyn Janzen (MB), Leanne Smith (ON), Amy Syed (ON), Charmi Lad (ON), Rachel Robertson, Amanda Bradshaw (BC), Sylvia Hui (BC), Des Martin, Matias Golob, Serge Bourdeau, Daryl Reynolds (BCAK), Jean-Philippe Tessier (Qc), Stephen Maniscalco (ON) Sanja Schreiber, James Wendland, Adam Yeskie
- ✚ Standing Committes::Governance, Nomination, Finance & Audit, Board of Directors, President's Round Table Forum: Marie-Claude Leblanc, Kathie Sharkey, Minda Chittenden, Kendra Cooling, Mat Golob, Serge Bourdeau, Angelie Carter, Kathlyn Hoaack, Adam Yeskie, Stuart Moulton, Valérie Lucia, Ashley Hiscock, Heather Tierce, James Wendland, Marki Wong, Angelie Carter, Hardip Jhai, Gerren MacDonald, Sharon Stone, Travis Saunders, Krista Crozier

14. APPENDIX

2019 List of publications and communications with Affiliated Kins

List of articles provided to Kins

2019 List of publications and communications with Affiliated Kinesiologists :




Type	Name/Nom	Date	contacts / no opened-ouverture	Opening rate-Taux ouverture
Announcement - Communiqué	CKA Season's Greeting & 2020 Activities	Dec 20 2019 13:09:51	3631 / 1370	37.73 %
Announcement - Communiqué - FR	Voeux de l'ACK & activités 2020	20 déc. 2019 13:01:05	1192 / 335	28.1 %
eNewsletter - EN	CKA eNewsletter - Winter 2019	Dec 6 2019 12:12:00	3636 / 1721	47.33 %
eBulletin - FR	eBulletin de l'ACK - Hiver 2019	6 déc. 2019 11:43:00	1193 / 509	42.67 %
Providing better tools to Kins - Partners - EN	CKA eAnnouncement - RockTape Winter Courses	Nov. 15 2019 12:38:00	3658 / 1285	35.13 %
Providing better tools to Kins - Partners - FR	eCommuniqué de l'ACK - Formations RockTape	15 nov. 2019 12:20:00	1193 / 484	40.57 %
Announcement - Communiqué - FR	Lancement - Semaine nationale de la kinésiologie 2019	11 nov. 2019 00:27:00	1218 / 521	42.78 %
Annonce ponctuelle EN	Launch of The 2019 National Kinesiology Week	Nov 11. 2019 00:20:00	3665 / 1393	38.01 %
Announcement - Communiqué - FR	3e - eInvitation - Semaine nationale de la kinésiologie - Préparatifs	1 nov. 2019 18:40:00	1218 / 527	43.27 %
Announcement - Communiqué EN	3rd eInvitation - 2019 National Kinesiology Week Preparations	Nov. 1 2019 18:29:00	3429 / 1518	44.27 %
Announcement - Communiqué EN	2nd eInvitation - 2019 National Kinesiology Week Preparations	Oct. 25 2019 15:22:00	3436 / 1399	40.72 %
Announcement - Communiqué - FR	2e - eInvitation - Semaine nationale de la kinésiologie - Préparatifs	25 oct. 2019 15:06:00	1181 / 544	46.06 %
Announcement - Communiqué FR	eInvitation - Semaine nationale de la kinésiologie - Préparatifs	11 oct. 2019 12:31:00	1182 / 532	45.01 %
Announcement -	eInvitation - 2019 National Kinesiology Week Preparations	Oct. 11 2019	3451 / 1400	40.57 %

Communiqué EN		12:17:00		
Providing better tools to Kins - Partners - FR	eCommuniqué de l'ACK - Partenariat avec RockTape	8 oct. 2019 11:05:00	1193 / 510	42.75 %
Providing better tools to Kins - Partners	CKA eAnnouncement - RockTape Partnership	Oct. 8. 2019 10:18:00	3458 / 1332	38.52 %
eNewsletter - EN	CKA eNewsletter - Fall 2019	Oct 1. 2019 16:40:00	3485 / 1287	36.93 %
eBulletin - FR	eBulletin de l'ACK - Automne 2019	1 oct. 2019 16:09:00	1210 / 500	41.32 %
Providing better tools to Kins - Partners	Continuing Education Opportunity	August 28 2019 17:19:00	3493 / 2088	59.78 %
Providing better tools to Kins - Partners - FR	Occasion de parfaire votre formation continue	28 août 2019 17:04:00	1168 / 619	53 %
Providing better tools to Kins - Partners	CKA helping advancement of Kinesiology	August 21 2019 15:31:00	4931 / 1721	34.9 %
Providing better tools to Kins - Partners - FR	L'ACK au service de l'avancement de la kinésiologie	21 août 2019 15:08:00	2148 / 628	29.24 %
eNewsletter - EN	CKA eNewsletter - Summer 2019 - Erratum	July 3 2019 10:09:00	4935 / 1230	24.92 %
eBulletin - FR	eBulletin de l'ACK - Été 2019	28 juin 2019 19:04:00	2145 / 443	20.65 %
eNewsletter - EN	CKA eNewsletter - Summer 2019	28 juin 2019 12:33:00	1831 / 1182	24.47 %
Announcement - Communiqué FR	Re les Kins à se préparer pour la Journée nationale de la santé	6 mai 2019 00:32:00	2064 / 664	31.11 %
Announcement - Communiqué FR	CKA invites Kins to get ready for NHFD	6 mai 2019 00:21:00	1856 / 1975	40.67 %
Announcement - Communiqué FR	Convois à l'AGA 2019	18 avr. 2019 18:00:00	227 / 616	30.39 %
Announcement - Communiqué FR	2019 AGM Notice of Meeting	18 avr. 2019 17:50:00	1873 / 1768	36.28 %
eBulletin - FR	eBulletin de l'ACK - Printemps 2019	29 mars 2019 00:49:00	185 / 399	21.86 %
eNewsletter - EN	CKA eNewsletter - Spring 2019	29 mars 2019 00:36:00	1488 / 1502	31.05 %
Announcement - Communiqué FR	CALL FOR NOMINATION / AVIS DE MISE EN CANDIDATURE	1 mars 2019 01:19:00	183 / 590	14.1 %
Announcement - Communiqué FR	AVIS DE MISE EN CANDIDATURE	1 mars 2019 :22:00	1613 / 483	29.94 %

List of articles provided to Kins :

Type	Name	Date
Partners	<p>How to "Spring Clean" inactive routines with physical activity - <i>Awareness of profession</i></p> <hr/> <p>A ParticipAction Blog to share: Give yourself a big round of applause, Canada. We made it through another rough winter. And while some parts of our great nation are still dealing with less-than-ideal forecasts for the next couple weeks. Read more</p> <hr/> <p>Comment faire le "ménage du printemps » des habitudes sédentaires grâce à l'activité physique - <i>Visibilité de la profession</i></p> <hr/> <p>Un blogue de ParticipAction à partager : Nous méritons une bonne main d'applaudissement. Nous avons traversé un autre hiver difficile. Et alors que certaines régions font encore face à des prévisions loin d'être idéales pour les deux prochaines semaines (chapeau à Thomsen River, dans les Territoires du Nord-Ouest, où il a fait -37 degrés Celsius la semaine dernière sans tenir compte du facteur de refroidissement éolien!), le premier jour du printemps est enfin arrivé. Suite de la lecture ici</p>	Mar 2019
Partners	<p>What Kinesiologists need to know about Kinesiology Tape <i>Science of kinesiologie</i></p> <hr/> <p>By: Kathie Sharkey R.Kin and Amanda Tankovich (Guelph Humber 3rd year student) Kinesiology tape has been a popular topic lately and there is a lot of information but looking at the clinical studies and it is important to evaluate if using this tool is appropriate for you and your clients. I took a course back in 2011 and I like having tape as a tool I can use to help my clients. I consistently use the tape for common things like posture resetting and alignment, stabilizing knees, and for different pain issues. Find Mobility Tape on CKA Boutique. . Read more</p> <hr/> <p>Qu'est-ce que les kinésologues doivent savoir sur le ruban de kinésiologie? <i>Science de kinésiologie</i> Par: Kathie Sharkey R.Kin et Amanda Tankovich (étudiante en troisième année de Guelph Humber)</p> <hr/> <p>Les bandes de kinésiologie sont un sujet populaire et il y a beaucoup d'informations sur celles-ci. Mais il est important d'examiner les études cliniques et de déterminer si l'utilisation de cet outil est appropriée pour vous et vos clients. J'ai suivi un cours en 2011 et j'aime bien utiliser la bande magnétique pour aider mes clients. J'utilise régulièrement le ruban pour des tâches courantes telles que la réinitialisation et l'alignement de la posture, la stabilisation des genoux et différents problèmes de douleur. Retrouvez Mobility Tape sur la Boutique de l'ACK. Poursuivre (texte anglais)</p>	Mar 2019
Partners	<p>Hexfit - A valuable tool included in your affiliation <i>Business Development</i></p> <hr/> <p>The CKA proudly announces the renewed sponsorship agreement with Hexfit for the next five years. Hexfit now becomes an official sponsor of the CKA. Included in your CKA affiliation, kinesiologists will receive a one-month subscription to Hexfit platform* in addition to the 10% discount rate per month if your PKA has also concluded an agreement with Hexfit. Hexfit continues to collaborate in promoting kinesiology and helping kinesiologists in their practice. Jake Watson, kinesiologist, compared Hexfit to other exercise software and concluded: "I was impressed with Hexfit and their operations. They were much clearer than other software co. in relation to demonstrating the operations features of their system. Hexfit came across well established and innovative. Their system integration with services that would be provided by a kinesiologist seem to have been well researched and user friendly" After review of Hexfit's offer, the CKA will endorse Hexfit as a product: well established, innovative and collaborative in providing PKA/CKA with their services beyond the program. *(max: 50\$)</p> <hr/> <p>Hexfit - un outil essentiel inclus aux frais d'affiliation <i>Développement des affaires</i></p> <hr/> <p>L'ACK annonce fièrement l'entente de renouvellement conclue avec Hexfit à titre de partenaire de la kinésiologie pour les cinq prochaines années et devient un commanditaire officiel de l'ACK. Inclus dans les frais d'affiliation à l'ACK, les kinésologues affiliés recevront un mois du premier abonnement à la plate-forme Hexfit * en plus du rabais de 10% par mois si votre APK a également conclu un accord avec Hexfit. Hexfit continue de collaborer à la promotion de la kinésiologie et à aider les kinésologues dans leur pratique.</p>	Mar 2019

	<p>Jake Watson, kinésologue, a comparé Hexfit à un autre logiciel d'exercice. Voici ses conclusions: «J'ai été impressionné par Hexfit et ses opérations. La démonstration des fonctionnalités d'exploitation de leur système était beaucoup plus claire que les autres logiciels. La plateforme Hexfit s'est avérée être cohérente et innovante. Son intégration de système avec les services qui seraient fournis par un kinésologue semble avoir été bien documentée et est facile à utiliser. Elle contient maintenant une gamme d'exercices provenant de la même société que Physiotec, donc aucune différence entre les deux... La surveillance des clients et la possibilité de collaborer avec d'autres professionnels de la santé constituent sans aucun doute un atout important. Ceci vous permet de partager l'accès du programme d'un client spécifique avec d'autres professionnels de la santé, même si ces derniers n'utilisent pas le produit Hexfit. Parallèlement à la législation imposant au kinésologue de conserver les informations du client conformément à des exigences spécifiques, Hexfit propose des fonctionnalités et des modules de bibliothèque qui ne peuvent qu'aider les utilisateurs dans ce domaine. Après avoir terminé l'examen des deux produits, j'opterais pour Hexfit, un outil plus cohérent, innovant et collaboratif pour fournir les services à l'ACK au-delà du programme.»*(max: 50\$)</p>	
Partners	Cyber & Privacy Risks : What Canada's Kin should know	Mar 2019
Science of Kinesiology	<p>Consistent participation in organized physical activity predicts emotional adjustment in children Frédéric N. Brière, Arianne Imbeault, Gary S. Goldfield & Linda S. Pagani</p> <p>A study published in "Pediatric Research" indicates that continued participation in organized physical activity is related to better emotional adjustment in primary school children. The results of a new study conducted by Frédéric N. Brière, a professor at the School of Psychoeducation at the University of Montreal, show that children who participate in organized physical activity on a continuous basis tend to experience better emotional health at the age of 12. "This is important information for parents who are wondering if they should enroll their child in a sports activity supervised by a coach," says Professor Brière. The years of primary school are a crucial moment in the development of children and parents want to contribute to their well-being. Read more</p> <hr/> <p>Les sports et la maîtrise des émotions vont de pair chez les enfants</p> <hr/> <p>Frédéric N. Brière., Arianne Imbeault, Gary Goldfield et Linda S. Pagani ont publié l'article «Consistent participation in organized physical activity predicts emotional adjustment in children» dans l'édition de mai de la revue Pediatric Research. Cette étude publiée indique qu'une participation continue à des activités physiques organisées est liée à une meilleure adaptation émotionnelle chez les enfants du primaire. Les résultats d'une nouvelle étude menée par Frédéric N. Brière, professeur à l'École de psychoéducation de l'Université de Montréal, montrent que les enfants qui participent de manière continue à des activités physiques organisées tendent à éprouver moins de difficultés émotionnelles à 12 ans. «Il s'agit d'une information importante pour les parents qui se demandent s'ils devraient inscrire leur enfant à une activité sportive encadrée par un entraîneur, souligne le professeur Brière. Les années du primaire sont un moment crucial dans le développement des enfants et les parents souhaitent contribuer à leur bien-être.» À lire</p>	June 2019
Science of Kinesiology	<p>Organized sports in childhood linked to better emotional health in adolescence: study</p> <ul style="list-style-type: none"> • PRESSE CANADIENNE, Updated: June 9, 2019 <p>A study of Quebec children has found a link between consistent participation in organized sports in childhood and better emotional health once the child reaches the age of 12. Intuitively, parents know that sport is good for their children. But some Université de Montréal researchers wanted to evaluate the impact of organized sports on the level of psychological distress of their teenagers. Organized sports are activities that are supervised by a coach, whether it be a team sport, such as soccer, or an individual sport, such as tennis, and that are practiced regularly between the ages of six and 10. The researchers' goal was to see how regular participation in sports contributed to reducing emotional difficulties beyond the children's other characteristics and their families. The result? Children who participated regularly in organized sports were... Read more</p> <hr/> <p>Sports organisés dans l'enfance liés à une meilleure santé émotionnelle à l'adolescence: étude</p> <hr/> <p>Une étude sur les enfants québécois a révélé un lien entre la participation constante à des sports organisés dans l'enfance et une meilleure santé émotionnelle au-delà de 12 ans. Les parents savent intuitivement que le sport est bon pour leurs enfants.</p>	June 2019

	<p>Certains chercheurs de l'Université de Montréal ont toutefois voulu évaluer l'impact des sports organisés sur le niveau de détresse psychologique des adolescents.</p> <p>Les sports organisés sont des activités supervisées par un entraîneur, qu'il s'agisse d'un sport d'équipe, tel que le football, ou d'un sport individuel, tel que le tennis, sports qui sont pratiqués régulièrement entre six et dix ans.</p> <p>L'objectif des chercheurs était de voir dans quelle mesure la pratique régulière d'une activité sportive contribuait à réduire les difficultés émotionnelles en écartant les autres caractéristiques de l'enfant et de sa famille.</p> <p>Le résultat? Les enfants qui participaient régulièrement à des sports organisés étaient. À lire</p>	
Science of Kinesiology	<p>Get Active Alzheimer's Disease and Related Dementia</p> <hr/> <ul style="list-style-type: none"> • Exercise is Medecine  NEUROSCIENCE NEWS - MAY 23, 2019 <p>Being active can help people with Alzheimer's disease and related dementia (ADRD) feel better, move better and sleep better. Experts now say that any physical activity counts toward better health — even just a few minutes!</p> <p>Getting Started - Aerobic Activity - Strength Training - Other Types of Physical Activity</p> <p>People with ADRD are safe to be active as long as they are guided and monitored in a similar fashion to older adults without ADRD. Physical activity for people with ADRD should be adjusted based on the person's symptoms and physical status. Progress people at a rate that helps them "stick with it". Exercise in nursing homes or senior facilities is encouraged when there are properly trained staff to monitor safety. Read more</p> <hr/> <p>L'exercice est la nouvelle prescription principale pour les personnes ayant des problèmes de santé mentale</p> <hr/> <ul style="list-style-type: none"> •  NEUROSCIENCE NEWS - MAY 23, 2019 <p>L'ajout de l'exercice en tant que traitement pour les patients dans les établissements de soins psychiatriques présente des avantages et se révèle plus efficace que les médicaments ou la psychothérapie seule. L'exercice aide à réduire les symptômes de troubles mentaux tels que l'anxiété, la dépression, la colère et l'agitation psychomotrice. Les chercheurs disent que l'exercice aide également à développer et à intégrer un sens de soi plus équilibré chez les personnes atteintes de troubles mentaux. A lire</p>	June 2019
Science of Kinesiology	<p>Exercise is the new primary prescription for those with mental health problems</p> <hr/> <ul style="list-style-type: none"> •  NEUROSCIENCE NEWS - MAY 23, 2019 <p>Adding exercise as a treatment for patients in psychiatric care facilities has positive benefits and is proving to be more effective than medications or psychotherapy alone.</p> <p>Exercise helps reduce mental health disorder symptoms such as anxiety, depression, anger and psychomotor agitation. Researchers say exercise also helps to develop a more balanced and integrated sense of self for those with mental health disorders. Read More</p> <hr/> <p>« Soyez actif » avec la maladie d'Alzheimer et la démence connexe</p> <p><i>Exercice est une médecine</i></p> <hr/> <p>Être actif peut aider les personnes atteintes de la maladie d'Alzheimer et de la démence connexe (ADRD) à se sentir mieux, à bouger plus et à avoir une meilleure qualité de sommeil. Les experts disent maintenant que toute activité physique contribue à avoir une meilleure santé, même si ce n'est que quelques minutes seulement!</p> <p>Débuter - Activité aérobique - Musculation - Autres types d'activité physique</p> <p>Les personnes atteintes de la maladie d'Alzheimer peuvent être actives sans danger si elles sont guidées et surveillées de la même manière que les adultes plus âgés sans ADRD. L'activité physique des personnes atteintes de la maladie d'Alzheimer devrait être adaptée aux symptômes et à l'état physique de la personne. Progressez à un rythme qui les aidera à rester actifs. L'exercice dans les maisons de retraite ou les établissements pour personnes âgées est encouragé lorsqu'un personnel formé en conséquence pour surveiller la sécurité est en service. À lire</p>	June 2019
Partners	<p>Hexfit:</p> <p>Partners with CKA for several years, Hexfit quickly became the reference software for kinesiologists in Canada. Already collaborating with the Federation of Kinesiologists of Quebec and newly with the Ontario Kinesiology Association, we are constantly working on developing tools adapted to your specific needs. In fact, a kit of documents dedicated to kinesiologists in Western Canada will be available soon.</p> <p>If your provincial association (PKA) is not yet a partner, know that we are in discussion with them. Several PKAs will join Hexfit in the coming months for your biggest benefit.</p> <p>Hexfit is becoming more and more involved with universities. We would like to congratulate the</p>	June 2019

	<p>University of Ottawa (https://www.uottawa.ca/) for considering the use of the software, and Concordia (https://www.concordia.ca/), which will officially begin to use it in September. Contact our team of Hexperts to see how we can help you!</p> <p>Our mission has always been to optimize the achievement of your clients' objectives and we continue to work in this direction by developing functionalities based on your specific needs! For more information about our software: http://hxft.co/fetps</p> <p>Hexfit :</p> <p>Partenaire avec l'ACK depuis plusieurs années, Hexfit est rapidement devenu le logiciel de référence pour les kinésiologues au Canada. Déjà en collaboration avec la Fédération des Kinésiologues du Québec et nouvellement avec l'Association des Kinésiologues de l'Ontario, nous travaillons constamment pour développer des outils spécifiques à vos besoins. En effet, une trousse de documents dédiée aux kinésiologues de l'Ouest Canadien sera bientôt disponible.</p> <p>Si votre association de province (APK) n'est pas encore partenaire, sachez que nous sommes en discussion avec eux. Plusieurs APK se joindront à Hexfit dans les prochains mois pour vous avantager.</p> <p>Hexfit est aussi de plus en plus implanté dans les universités. Nous tenons à féliciter l'Université d'Ottawa (https://www.uottawa.ca/) qui envisage l'utilisation du logiciel, et à Concordia (https://www.concordia.ca/) qui commence officiellement en septembre. Communiquez avec notre équipe d'Hexperts pour voir comment nous pouvons vous aider!</p> <p>Notre mission a toujours été d'optimiser l'atteinte des objectifs de vos clients et nous continuons à travailler dans cette direction en développant des fonctionnalités basées sur vos besoins réels! Pour plus d'informations sur notre logiciel : http://hxft.co/zt8a2</p>	
Partners	<p>Polar :</p> <p>From POLAR Blog: Is a Quick Workout Better than No Workout? Read more</p> <p>Polar has operated its own sales, marketing and distribution subsidiary in Canada for several years and has decided to transition to a full-service distributor model. Effective April 15th, 2019 Polar Electro has appointed Outdoor Gear Canada (OGC) as their distributor for Canada.</p> <p>"To all Polar Canada partners (CKA), athletes, ambassadors and collaborators, on behalf of Mark Pavsek and I, it has been a real pleasure working with you. I have had the chance to meet great people with the common desire to help others make a better life for themselves through promoting a healthy lifestyle. I wish you all the best for the future hope our paths will meet again", says Steven Boulet, X- Polar VP marketing.</p> <p>CKA Affiliated Kinesiologists can still benefit from preferred rates when purchasing POLAR through the CKA BOUTIQUE.</p> <p>Polar : Du Blogue POLAR, A lire</p> <p>Polar exploite sa propre filiale de vente, de marketing et de distribution au Canada depuis plusieurs années. Cependant, elle vient de décider de passer à un distributeur qui offre un service complet. Depuis le 15 avril 2019, Polar Electro a choisi Outdoor Gear Canada (OGC) comme distributeur pour le Canada.</p> <p>«À tous les partenaires, athlètes, ambassadeurs et collaborateurs de Polar Canada (CKA), au nom de Mark Pavsek et de moi-même, ce fut un réel plaisir de travailler avec vous. J'ai eu la chance de rencontrer des gens formidables ayant le désir commun d'aider les autres à améliorer leur qualité de vie en promouvant un mode de vie sain. Je vous souhaite le meilleur pour l'avenir, et j'espère que nos chemins se retrouveront », a déclaré Steven Boulet, vice-président marketing de X-Polar. Les kinésiologues affiliés à l'ACK peuvent toujours bénéficier de tarifs préférentiels lors de l'achat de POLAR en passant par la BOUTIQUE CKA.</p>	June 2019
	<p>Human Kinetics</p> <p>Human Kinetics has just released the following new publications. Order with these links for rebate!</p> <p>Dumbbell Training 2E - Whether you are an athlete wanting to improve your sport performance or a fitness enthusiast wanting to improve upon your current exercise regime, you can use dumbbells to achieve your goals related to fitness, weight loss, increased muscle mass, or improved athletic performance.. https://canada.humankinetics.com/.../dumbbell-training-2nd-ed...</p> <p>The Modern Art & Science of Mobility - Whether you are a casual exerciser or an elite athlete, you will learn how to preserve and maintain your body with over 300 exercises designed to improve mobility, facilitate recovery, reduce pain, and activate muscles. https://canada.humankinetics.com/.../modern-art-and-science-o...</p> <p>Methods of Group Exercise Instruction, 4E - goes beyond theory to help fitness instructors and managers understand the why behind class and program design, the proper way to cue participants, and the variety of modalities they can use in their teaching. Revised and reorganized based on current industry best practices. https://canada.humankinetics.com/.../methods-of-group-exercis...</p> <p>Human Kinetics :</p> <p>Human Kinetics vient de diffuser les nouvelles publications suivantes. Commandez avec ces liens</p>	

	<p>pour obtenir un rabais!</p> <p>"Dumbbell Training 2E " - Que vous soyez un athlète désireux d'améliorer vos performances sportives ou un passionné de fitness souhaitant améliorer votre régime d'exercice actuel, vous pouvez utiliser des haltères pour atteindre vos objectifs en matière de forme physique, de perte de poids, d'augmentation de la masse musculaire ou de performances sportives. https://canada.humankinetics.com/.../dumbbell-training-2nd-ed...</p> <p>The Modern Art & Science of Mobility - Que vous soyez un sportif occasionnel ou un athlète d'élite, vous apprendrez comment préserver et entretenir votre corps avec plus de 300 exercices conçus pour améliorer la mobilité, faciliter la récupération, réduire la douleur et activer les muscles. https://canada.humankinetics.com/.../modern-art-and-science-o...</p> <p>Methods of Group Exercise Instruction, 4E - va au-delà de la théorie pour aider les instructeurs et les responsables de la mise en forme à comprendre la raison derrière la conception des cours et des programmes, la manière appropriée de guider les participants et la variété de modalités qu'ils peuvent utiliser dans leur enseignement. Révisé et réorganisé en fonction des meilleures pratiques actuelles du secteur. https://canada.humankinetics.com/.../methods-of-group-exercis...</p>	
	<p>Mobility Tape:</p> <p>The CKA / ACK encourages Kinesiologists to use Mobility Tape's unique collection of kinesiology taping products to reduce rehab times and support active people amongst many other benefits. Mobility Tape will actively work with the CKA / ACK to grow awareness and understanding of products and services and increase adoption rates amongst the kinesiology practice. Kinesiologists understand that taking the time to exercise while experiencing injury or discomfort in movement, can be a daily struggle for many people.</p> <p>This is why we stay on top of the most current and innovative research to ensure that our clients are supported with the most current material and equipment, to continue exercising efficiently and effectively. With our understanding of the relationship between exercise, physical functioning and healing management, we can ensure that our clients' exercise programs, include Mobility Tape to support them in their movement will have the greatest benefit on their overall health.</p> <p>L'ACK encourage les kinésioles à utiliser la collection unique de produits de kinésiologie de Mobility Tape afin de réduire les temps de rééducation et soutenir les personnes actives entre autres. Mobility Tape travaillera activement avec l'ACK pour mieux faire connaître et apprécier les produits et services ainsi qu'augmenter le taux de leur utilisation au sein de la pratique de la kinésiologie. Les kinésioles comprennent que faire de l'exercice quand on a une blessure ou quand on ressent un inconfort pendant le mouvement peut devenir un combat quotidien pour de nombreuses personnes.</p> <p>C'est pourquoi nous restons au fait des recherches les plus récentes et les plus innovantes afin de nous assurer que nos clients bénéficient du matériel et des équipements les plus récents pour continuer à faire de l'exercice de manière efficace et rentable. Grâce à notre compréhension de la relation entre l'exercice, le fonctionnement physique et la gestion de la guérison, nous pouvons nous assurer que les programmes d'exercices de nos clients ainsi que Mobility Tape les aidant pendant le mouvement, offrent les meilleurs avantages pour la santé globale.</p>	
Partners	<p>TD Insurance:</p> <p>TD Insurance Auto Centres are the one-stop that can handle your needs all in one place. Read more</p> <p>TD Assurances :</p> <p>Les centres auto TD Assurance ont un guichet unique répondant à vos besoins en un seul endroit. A lire</p>	June 2019
Science of Kinesiology	<p>Does the Endocannabinoid System Link Depression and Exercise?</p> <ul style="list-style-type: none"> • Jacob Meyer;Laura Ellingson;Kelli Koltyn;Aaron Stegner;Jee-Seon Kim;Dane Cook; Medicine & Science in Sports & Exercise. 48(11):2207–2215, November 2016 August 14th, 2019 posted by Angie Hunt-Iowa State <p>How does exercise improve the mood of people with depression? New research looks to the endocannabinoid system for answers. The endocannabinoid system is made up of the body's naturally occurring cannabinoid molecules and their receptors, says Jacob Meyer, an assistant professor of kinesiology at Iowa State University. Activation of these receptors appears to strengthen connections in the brain and may influence pain and depression. In a new study, Meyer and colleagues measured endocannabinoid levels and changes in mood before and after exercise sessions with varying levels of intensity. They found a significant boost in endocannabinoids and improvements in mood following prescribed moderate-intensity exercise.</p> <p>"Finding alternatives to medication is important for the treatment of depression," Meyer says. "If we can figure out how exercise works with the endocannabinoid system, we could then design optimal exercise interventions."Read more</p> <hr/> <p>Le système endocannabinoïde lie-t-il la dépression et l'exercice?</p>	Sept 2019

	<ul style="list-style-type: none"> • Jacob Meyer; Laura Ellingson; Kelli Koltyn; Aaron Stegner; Jee-Seon Kim; Dane Cook; Medicine & Science in Sports & Exercise. 48(11):2207–2215, November 2016. Titre original: Does the endocannabinoid system link depression and exercise? August 14th, 2019 affiché par Angie Hunt-Iowa State <p>Comment l'exercice améliore-t-il l'humeur des personnes dépressives? De nouvelles recherches se penchent sur le système endocannabinoïde. Le système endocannabinoïde est composé de molécules de cannabinoïdes naturellement présentes dans le corps et de leurs récepteurs, explique Jacob Meyer, professeur adjoint de kinésiologie à l'Iowa State University. L'activation de ces récepteurs semble renforcer les connexions dans le cerveau et peut influencer sur la douleur et la dépression. Dans une nouvelle étude, Meyer et ses collègues ont mesuré les niveaux d'endocannabinoïdes et les changements d'humeur avant et après les séances d'exercices à différents niveaux d'intensité. Ils ont constaté une augmentation significative des endocannabinoïdes et une amélioration de l'humeur après un exercice d'intensité modérée. «Il est important de trouver des alternatives aux médicaments pour traiter la dépression», déclare Meyer. Si nous pouvons comprendre le fonctionnement de l'exercice avec le système endocannabinoïde, nous pourrions alors concevoir des interventions optimales pour l'exercice. » Lire (article en anglais)</p>	
Science of Kinesiology	<p>Exercise at Given Percentages of VO₂max: Heterogeneous Metabolic Responses Between Individuals</p> <hr/> <ul style="list-style-type: none"> • Friederike Scharhag-Rosenberger, Tim Meyer, Nina Gaßler, Oliver Faude, Wilfried Kinderman. (2010). Journal of Science and Medicine in Sport, 13 (2010) 74–79 <p>Adaptation : Alexandre Paré, Kinesiologist, CSCS Personal note:</p> <p>Maximum oxygen uptake (VO₂max) is generally considered to be the most important indicator of endurance and cardiovascular function. When considering a large number of aerobic training studies, the intensity of exercise is indicated as a percentage of VO₂max.</p> <p>Endurance sport Athletes and coaches are constantly trying to find the precise metabolic changes to produce a predictable adaptation phase. However, several study results suggest that identical training intensities expressed as percentages of VO₂max. could induce different metabolic responses between 2 individuals.</p> <p>It's a long article but worth the read. You will be surprised! Read the article</p> <hr/> <p>Des entraînements faits à un pourcentage précis du VO₂max génèrent des réponses métaboliques hétérogènes chez les individus</p> <hr/> <ul style="list-style-type: none"> • Friederike Scharhag-Rosenberger, Tim Meyer, Nina Gaßler, Oliver Faude, Wilfried Kinderman. (2010). Journal of Science and Medicine in Sport, 13 (2010) 74–79. Titre original: Exercise at given percentages of VO2max: Heterogeneous metabolic responses between individuals <p>Adaptation : Alexandre Paré, Kinesiologist, CSCS Note personnel :</p> <p>La consommation maximale d'oxygène (VO₂max) est généralement considérée comme l'indicateur le plus important de l'endurance et de la fonction cardiovasculaire. Lorsqu'on examine un grand nombre de d'études portant sur l'entraînement aérobie, on remarque que l'intensité de l'effort est indiquée en pourcentage du VO₂max.</p> <p>Du côté des athlètes et des entraîneurs de sports d'endurance, ceux-ci tentent sans cesse de trouver la sollicitation métabolique précise afin de produire une adaptation prévisible. Cependant, plusieurs résultats d'études suggèrent que des intensités d'entraînement identiques et exprimées en pourcentages du VO₂max. pourraient induire des réponses métaboliques différentes entre 2 individus.</p> <p>C'est un long article qui mérite d'être lu. Vous seriez surpris! Lire l'article adapté Lire l'article original en anglais</p>	Sept 2019
Partners	<p>The Association of Kinesiologists of New Brunswick is excited to announce a new collaboration with Hexfit, an interprofessional customer tracking software. Through this collaboration, NBKA promotes the interest of its members by including technology in practice and demonstrating an openness to cooperate with the various professions in the field of health.</p> <p>Through this collaboration, NBKA provides its members several advantages including discounts on the software, a custom-made electronic documents toolkit (Evaluation, Physical Tests, Medical History, etc.) and much more! Discover all the details: toolkit.nbka-aknb.ca</p> <p>C'est avec enthousiasme que l'Association des kinésologues du Nouveau-Brunswick annonce une collaboration avec la compagnie Hexfit qui développe un logiciel de suivi clients interprofessionnels. Avec cette collaboration, NBKA promet l'intérêt de ses membres en incluant</p>	Sept 2019

	<p>la technologie dans la pratique et en montrant une ouverture à coopérer avec les diverses professions du domaine de la santé.</p> <p>Avec cette collaboration, NBKA offre à ses membres le bénéfice de plusieurs avantages dont des rabais sur le logiciel, une trousse de documents électronique développé sur mesure (Évaluation, Tests physiques, Historique médicale, etc.) et beaucoup plus encore! Découvrez tous les détails :trousse.nbka-aknb.ca</p>	
Partners	<p>The Canadian Kinesiology Alliance proudly announces a partnership with Implus LLC's brands " RockTape®".</p> <hr/> <p>OTTAWA, October 1st, 2019 - The Canadian Kinesiology Alliance / Alliance Canadienne de Kinésiologie (CKA / ACK) is pleased to announce that it has entered into a partnership with Implus Footcare, LCC, an innovative provider of athletic, fitness, and outdoor accessory products ranging from footcare and seasonal accessories to fitness and recovery solutions. The CKA / ACK encourages Kinesiologists to use Implus' brands " RockTape®", a global leader in sports medicine products and education, with kinesiology tape, powerful pain-relieving topicals, unique evidence-informed education seminars, mobility tools and joint support accessories. Implus/RockTape Canada will actively work with the CKA / ACK to grow awareness and adoption rates amongst the kinesiology practice.</p> <p>RockTape, the official tape for kinesiology.</p> <p>RockTape offers Movements solutions to over 50 000 professionals Worldwide. Help people move more and move better with RockTape! RockTape is a global leader in sports medicine products and education, RockTape helps patients and athletes "go stronger, longer®" with the world's best kinesiology tape, powerful pain-relieving topicals, unique evidence-informed education seminars, mobility tools, IASTM tools and joint support accessories.</p> <p>Functional Movement Techniques (FMT Certification courses) are led by industry leading experts in movement assessment and therapy. FMT courses present a revolutionary way of thinking about how we move and how we injure. They integrate innovative mobility and stability strategies, along with a movement-based; practical kinesiology taping framework – to deliver RESULTS.</p> <p>Kinesiologists are invited to UNLOCK YOUR MEDICAL PRICING and get up to 50% off + exclusive benefits. We've worked hard to earn the trust of practitioners across the globe. We hope you join the thousands of others who've chosen RockTape.</p> <p>All CKA members receive a 20% off on all FMT Certifications with code "CKAFMT20".</p> <p>About Implus LLC & RockTape Canada</p> <p>Implus LLC is home to over 20 brands, an industry-leading consumer packaged goods company specializing in fitness, outdoor, sporting goods and footcare products. Implus LLC are in 8 locations across the globe and more than 20 brand products are distributed in more than 70 countries. Visit: www.rocktape.ca</p> <hr/> <p>L'Alliance canadienne de kinésiologie annonce fièrement un partenariat avec la marque d'Implus LLC's nommée " RockTape®"</p> <hr/> <p>OTTAWA, le 1er octobre 2019 - L'Alliance canadienne de kinésiologie / Canadian Kinesiology Alliance (CKA / ACK) a le plaisir d'annoncer qu'elle a conclu un partenariat avec Implus Footcare, LCC, un fournisseur de produits innovants de sport, de fitness et d'accessoires de plein air allant du soin des pieds et des accessoires de saison aux solutions de remise en forme et de récupération. L'ACK encourage les kinésioles à utiliser les marques d'Implus «RockTape®», leader mondial des produits de médecine sportive et de formation, en utilisant la bande magnétique, les puissants analgésiques pour soulager la douleur, en participant aux séminaires de formation uniques basés sur des données probantes, en se servant des outils de mobilité et accessoires de support pour les articulations. Implus / RockTape Canada collaborera activement avec l'ACK pour accroître la notoriété et l'adoption de la pratique de la kinésiologie.</p> <p>RockTape propose des solutions « Movements » à plus de 50 000 professionnels dans le monde. Aidez les gens à bouger plus et mieux avec RockTape! RockTape est un leader mondial dans les produits et la formation en médecine sportive. RockTape aide les patients et les athlètes à « être plus forts, plus longtemps » avec les meilleures bandes de kinésiologie au monde, de puissants analgésiques pour le soulagement des douleurs musculaires et articulaires, des séminaires éducatifs uniques fondés sur des données probantes, des outils et accessoires pour la mobilité et le support des articulations.</p> <p>Les cours de certification sur les techniques de mouvement fonctionnel (FMT) sont dirigés par des experts du mouvement, de la performance et de la réadaptation. Les cours de FMT présentent une manière révolutionnaire de penser à la façon dont nous bougeons et nous nous blessons. Ils intègrent des stratégies innovantes de mobilité et de stabilité, ainsi qu'une approche pratique pour l'application des bandes de kinésiologie basée sur le mouvement et conçu pour donner des RÉSULTATS.</p> <p>Obtenez votre prix spécial pour professionnels de la santé sur rocktape.ca et obtenez jusqu'à 50%</p>	Sept 2019

	<p>de rabais + des avantages exclusifs. Nous avons travaillé fort pour gagner la confiance des professionnels de la santé à travers le monde. Nous espérons que vous rejoindrez les milliers d'autres personnes qui ont choisi RockTape.</p> <p>Tous les membres de l'ACC épargnent 20% sur toutes les certifications FMT avec le code "CCAFMT20".</p> <p>À propos d'Implus LLC et de RockTape Canada</p> <p>Implus LLC est une société de produits de grande consommation qui regroupe plus de 20 marques,, spécialisée dans les articles de fitness, de plein air, de sport et de soin des pieds. Implus LLC est présent sur 8 places d'affaires à travers le monde et plus de 20 produits de marque sont distribués dans plus de 70 pays. Visitez: www.rocktape.ca</p>	
Partners	<p>Human Kinetics has just released the Pilates Anatomy, Second Edition. Order with these links for rebate!</p> <p>Choose from 46 exercises to target a particular body region and delve deeper to stretch, strengthen, and finely coordinate specific muscles. See which key muscles are activated, how variations and minor adjustments can influence effectiveness, and how breathing, alignment, and movement are all fundamentally linked as you work to tone the body, stabilize the core, improve balance, and increase flexibility. See More</p> <p>Remember that you will see your rebate only at the end of the purchase process.</p> <p>Human Kinetics vient de publier la deuxième édition de Pilates Anatomy. Pour obtenir un rabais commandez en cliquant sur ces liens!</p> <p>Choisissez parmi 46 exercices pour cibler une région particulière du corps afin de l'étirer, la renforcer et effectuer une coordination entre muscles spécifiques. Voyez quels muscles clés sont activés, comment des variations et des ajustements mineurs peuvent influencer sur l'efficacité, et comment la respiration, l'alignement et les mouvements sont fondamentalement liés lorsque vous travaillez pour tonifier le corps, stabiliser le tronc, améliorer l'équilibre et la flexibilité. Détails</p> <p>N'oubliez pas que vous ne verrez votre rabais qu'à la fin du processus d'achat.</p>	Sept 2019
Partners	<p>It's All In The Mind – How To Mentally Prepare For A Marathon</p> <hr/> <p>The mental side of running should never be underestimated. Therefore, taking our marathon performances to the next level, we need to spend some time developing our mental approach as well.</p> <p>Have a read about the professional tips on how runners can mentally prepare for a marathon from our latest blog post!</p> <p>Tout est dans la tête - Comment se préparer mentalement à un marathon</p> <p>It's All In The Mind – How To Mentally Prepare For A Marathon</p> <p>Le côté mental de la course ne doit jamais être sous-estimé. Par conséquent, pour porter nos performances marathon à un niveau supérieur, nous devons également passer un peu de temps à développer notre approche mentale.</p> <p>Découvrez les astuces professionnelles sur la façon dont les coureurs peuvent se préparer mentalement au marathon de notre dernier blogue!</p>	Sept 2019
Partners	<p>Kin online Services</p> <hr/> <p>PROLINK provided advice to Kinesiologists on the question of them providing online services. Prolink can confirm to the CKA/ACK affiliates and the leaders of the PKAs that a member is covered under the CKA insurance program if a member in one province provides advice and services over the Internet or telephone to patients in another province. The CKA E&O and CGL policy covers members practicing anywhere in Canada. The complicating issue is related to the scope of practice and registration with the regulatory body in a province. The province where the patient resides typically determines the scope of practice that must be followed.</p> <p>CKA members need to be careful when providing professional services that are reimbursed / paid for by a health insurer if the member is not registered to practice in the province where the patient receiving their services resides. There is a possibility that the health insurer will not pay for their services rendered to a patient if the Kin is not registered with the regulatory body in the province where the patient received the service. The health insurer could then also consider issuing a complaint against the Kin in the province where they are registered to practice resulting in a disciplinary investigation against the Kin. It is always more complicated when services are rendered across provincial borders using the Internet or telephone.</p> <hr/> <p>Services de kinésiologie en ligne</p> <hr/> <p>PROLINK a émis des recommandations sur la question des services en ligne et conseils fournis par les kinésiologues. Prolink rassure les affiliés de l' ACK et les dirigeants des APKs : un membre d'une province est couvert par le programme d'assurance si celui-ci fournit des conseils et des services par Internet ou par téléphone aux patients d'une autre province. La Police générale d'assurance, d'erreur et d'omission couvre les membres exerçant partout au Canada.</p>	Sept 2019

	<p>L'issue plus complexe est liée au champ d'exercice et à l'enregistrement auprès de l'organisme de réglementation d'une province. La province de résidence du patient détermine généralement le champ d'exercice à suivre. Les membres de l'ACK doivent faire preuve de prudence lorsqu'ils fournissent des services professionnels remboursés / payés par un assureur si le membre n'est pas inscrit pour exercer dans la province où réside le patient qui reçoit ses services. Il est possible que l'assureur ne paye pas les services qu'il a rendus à un patient si le Kin n'est pas enregistré auprès de l'organisme de réglementation de la province où le patient a reçu le service. L'assureur pourrait alors également envisager de déposer une plainte contre le Kin dans la province où il est autorisé à exercer, donnant lieu ainsi à une enquête disciplinaire contre le Kin. Les complications sont toujours plus grandes lorsque les services sont rendus au-delà des frontières provinciales par Internet ou par téléphone.</p>	
Partners	<p>Tips Before You Start Your Next Home or Condo Renovation Advice from TD Insurance – a CKA partner helping Kins</p> <p>Fall is known to be a season for renovations. Whether you're planning a major renovation project, or just making some minor upgrades, there are steps you can take to make the process less stressful. Here are a few tips from the Insurance Bureau of Canada (IBC) that can help you understand the importance of having the right insurance protection.</p> <p>Contact us before you begin any work. Whether you're using professional contractors or considering a do-it-yourself project, speak with one of our insurance advisors to make sure you understand your coverage. Remember, your coverage may be limited during renovations.</p> <p>Check your policy. It's best to confirm your insurance policy details as well as your condo's policy before you retile your bathroom or turn your den into a bedroom. You'll want to make sure your policy remains in effect and that you have suitable coverage for the type of renovation work you're having done.</p> <p>Vacating your home or condo? Due to increased risks, your policy may not be valid if your residence is unoccupied while renovations are being made. If your home or condo is vacant for a longer period of time (more than 30 days) you may need a vacancy permit, so you can rest assured that your home or condo is covered during this time.</p> <p>The value of your home or condo may change, and you have responsibilities. It's important that you let us know of any changes to your property, as it may affect your coverage. Since your insurance is designed to cover the costs of both your home/condo and its contents, the renovations may change the amount of betterments and improvements required on your policy to make sure you're fully covered.</p> <p>Find a reliable contractor. Reach out to your network of friends and family in your search for potential contractors. You will want to work with contractors that come highly recommended, have relevant qualifications, solid references, and can provide proof of insurance. It's important to get confirmation from the contractor that they have appropriate insurance coverage.</p> <p>Get the right documentation. Make sure to request a contract in writing, a detailed estimate with the work you expect, and the start and completion dates. You should also have an itemized list of building materials with the cost of those materials, as well as the total project cost.</p> <p>More paperwork, less problems. As you may have realized by now, you need to have more than building materials to get your renovation started. Aside from the proper insurance coverage, it is also your responsibility to get the legal permits and the appropriate condo board approval that allow you to do work that meets the local building codes. Or you can request that your contractor obtains all the necessary permits for you.</p> <p>Staying stress-free during renovation projects can be tough sometimes, as unexpected situations can arise. However, establishing clear communications with your contractors and insurer can help provide the support necessary for your project.</p> <p>Keep in mind that TD Insurance has various options to meet your home or condo insurance coverage needs. Contact us to speak with an advisor today. https://www.tdinsurance.com/products-services/home-insurance/tips-advice/condo-renovations</p> <p>Conseils avant d'entreprendre des rénovations dans votre maison De TD Assurance – un fier partenaire de l'ACK aux services des Kins</p> <p>Quelle que soit l'ampleur des travaux de rénovation que vous planifiez, vous pouvez diminuer votre stress en suivant certaines étapes. Voici quelques conseils du Bureau d'assurance du Canada (BAC) pour vous aider à comprendre l'importance d'avoir la bonne protection d'assurance.</p> <p>Communiquez avec nous avant d'entreprendre les travaux. Que vous fassiez affaire avec un entrepreneur professionnel ou exécutiez les travaux vous-même, parlez à un de nos conseillers en assurance pour vous assurer de bien comprendre votre protection. Rappelez-vous que votre protection peut être limitée pendant les rénovations.</p> <p>Vérifiez votre police. Il est préférable de confirmer les clauses de votre police d'assurance ainsi que la police de votre copropriété avant de changer le carrelage de la salle de bain ou de transformer le</p>	Sept 2019

	<p>séjour en chambre à coucher. Assurez-vous que votre police reste en vigueur et que votre couverture est adaptée au type de travaux que vous faites faire.</p> <p>Cessez-vous d'occuper votre maison ou votre copropriété pendant les travaux? En raison des risques accrus, votre police peut ne plus être valide si votre résidence est inoccupée pendant les rénovations. Si votre maison ou copropriété est inoccupée pour une période prolongée (plus de 30 jours), vous aurez peut-être besoin d'un permis d'inoccupation pour avoir la certitude qu'elle est toujours couverte.</p> <p>La valeur de votre maison ou copropriété peut changer et vous avez des obligations. Il est important de nous informer des modifications apportées, car elles peuvent avoir une incidence sur votre couverture. Comme votre assurance est conçue pour couvrir la valeur de votre maison ou copropriété et son contenu, les rénovations pourraient entraîner des modifications à votre police et vous pourriez ne plus être entièrement assuré.</p> <p>Faites affaire avec un entrepreneur fiable. Faites appel à votre réseau d'amis et aux membres de votre famille pour trouver des entrepreneurs. Vous préférerez sûrement faire affaire avec des entrepreneurs qui vous ont été chaudement recommandés, qui possèdent les titres de compétence appropriés, ont de bonnes références et peuvent fournir une preuve d'assurance. Il est important que l'entrepreneur confirme qu'il détient la couverture d'assurance appropriée.</p> <p>Obtenez les documents appropriés. Demandez un contrat écrit et un devis détaillé faisant état des travaux qui seront exécutés et des dates de début et d'achèvement. Vous devriez également avoir une liste détaillée des matériaux de construction et de leur coût et connaître le coût total des travaux.</p> <p>Plus de documents, moins de problèmes. Comme vous avez pu le constater, vous avez besoin de bien plus que des matériaux de construction pour commencer vos rénovations. En plus de la protection d'assurance appropriée, vous devez aussi obtenir un permis et l'approbation de votre conseil de copropriété pour effectuer des travaux qui répondent aux codes du bâtiment locaux. Ou vous pouvez demander à votre entrepreneur d'obtenir tous les permis nécessaires.</p> <p>Il est parfois difficile d'éviter le stress des rénovations, car on ne peut pas toujours tout prévoir. Toutefois, vous pouvez obtenir le soutien nécessaire en communiquant clairement avec votre entrepreneur et votre assureur.</p> <p>Rappelez-vous que TD Assurance offre diverses options pour répondre à vos besoins d'assurance habitation. Communiquez avec nous dès aujourd'hui pour parler à un conseiller. https://www.tdassurance.com/produits-et-services/assurance-habitation/infocentre/renover-une-copropriete</p>	
<p>Science of Kinesiologie</p>	<p>This article was released a year ago, are we seeing changes? Exercise specialists should be members of our health care team</p> <hr/> <p>Aaron Jattan MD CCFP Brent Kvern MD CCFP FCFP, Canadian Family Physician December 2018, 64 (12) 879-880</p> <p>The radiograph in Figure 1 belongs to a 57-year-old teacher who, owing to a knee injury as a teenager, has lived with knee pain for most of her adult life. After requiring a meniscectomy in her 20s and an osteotomy in her 30s, she battled severe osteoarthritis by her early 40s and, as a result, became sedentary and overweight, with a body mass index of more than 35 kg/m². She initially presented to her family doctor with complaints of knee pain while teaching her students every day. Soon the pain caused her to wake at night, requiring her to take regular analgesics. She described the pain as "9 out of 10" when she was wait-listed for a total knee arthroplasty.</p> <p>One year later she described her pain as "1 out of 10" and had her name removed from the wait list. The most important change while she was wait-listed was that she began to exercise under the care and guidance of experts, and it is time that we include these experts, such as Kinesiologists, on our allied health care teams. Well-known benefits Family physicians know and believe in the wide-ranging benefits of exercise. Read more</p> <hr/> <p>Cet article a été publié il y a un an. Voyons-nous des changements? Les spécialistes de l'exercice devraient faire partie de notre équipe de soins de santé</p> <hr/> <p>Aaron Jattan MD CCFP Brent Kvern MD CCFP FCFP, <i>Medicine & Science in Sports & Exercise</i>. 48(11):2207–2215, Canadian Family Physician December 2018, 64 (12) 879-880. Titre original: Exercise specialists should be members of our health care team</p> <p>La radiographie de la figure 1 appartient à une enseignante de 57 ans qui, victime d'une blessure au genou à l'adolescence, a enduré la douleur pendant la majeure partie de sa vie adulte. Après une méniscectomie dans la vingtaine et une ostéotomie dans la trentaine, elle a eu un cas d'arthrose sévère au début de la quarantaine, ce qui l'a conduit à mener une vie sédentaire et à développer un surpoids, avec un indice de masse corporelle de plus de 35 kg / m². Elle s'est d'abord présentée à son médecin de famille en déclarant avoir des douleurs au genou tout en continuant à enseigner tous les jours. Bientôt, la douleur a commencé à la réveiller la nuit, l'obligeant ainsi à prendre des</p>	<p>Dec 2019</p>

	<p>analgésiques réguliers. Lors de son inscription sur la liste d'attente pour une arthroplastie totale du genou, elle décrivait la douleur comme étant de « 9 sur 10 ».</p> <p>Un an plus tard, elle annonçait que sa douleur était de « 1 sur 10 » et était retirée de la liste d'attente. Le changement le plus important survenu depuis son inscription sur la liste d'attente est qu'elle avait commencé à faire de l'exercice sous la surveillance de spécialistes. Il était donc temps que nous incluions ces experts, tels que les kinésiothérapeutes, dans nos équipes de soins paramédicaux. Avantages bien connus : les médecins de famille reconnaissent et croient aux nombreux avantages de l'exercice. À lire (article en anglais)</p>	
<p>Science of Kinesiology</p>	<p>Short Daily Walks Ward Off Disability In Older Adults</p> <hr/> <p>April 9th, 2019 - posted by Marla Paul-Northwestern As reported in the <i>American Journal of Preventive Medicine</i>:</p> <hr/> <p>One Hour a Week: Moving to Prevent Disability in Adults With Lower Extremity Joint Symptoms</p> <hr/> <p>Dorothy D. Dunlop, PhD^{1,2} Jing Song, MS³, Jennifer M. Hootman, PhD⁴ Michael C. Nevitt, PhD⁵ Pamela A. Semanik, PhD, APN⁶ Jungwha Lee, PhD, MPH² Leena Sharma, MD¹ Charles B. Eaton, MD, MS^{7,8} Mark C. Hochberg, MD, MPH^{9,10} Rebecca D. Jackson, MD¹¹C. Kent Kwok, MD^{12,13} Rowland W. Chang, MD, MPH^{1,2,14}</p> <p>Just one hour of brisk walking a week staves off disability in older adults with arthritis pain, or aching or stiffness in a knee, hip, ankle, or foot, research finds.</p> <p>"This is less than 10 minutes a day for people to maintain their independence. It's very doable," says lead author Dorothy Dunlop, professor of preventive medicine at Northwestern University Feinberg School of Medicine. "This minimum threshold may motivate inactive older adults to begin their path toward a physically active lifestyle with the wide range of health benefits promoted by physical activity."</p> <p>An estimated 14 million older adults in the United States have symptomatic knee osteoarthritis, the most common form of osteoarthritis. Approximately two in five people with osteoarthritis—most of whom have it in their lower joints—develop disability limitations. Read the original article</p> <hr/> <p>Une courte marche au quotidien retarde l'invalidité chez les adultes plus âgés</p> <hr/> <p>Publié le 9 avril 2019 par Marla Paul, Northwestern Publié dans <i>American Journal of Preventive Medicine</i>, Titre original: One Hour a Week: Moving to Prevent Disability in Adults With Lower Extremity Joint Symptoms</p> <hr/> <p>Une heure par semaine: agir pour prévenir l'invalidité chez les adultes présentant des symptômes articulaires aux membres inférieurs</p> <hr/> <p>Dorothy D. Dunlop, PhD^{1,2} Jing Song, MS³, Jennifer M. Hootman, PhD⁴ Michael C. Nevitt, PhD⁵ Pamela A. Semanik, PhD, APN⁶ Jungwha Lee, PhD, MPH² Leena Sharma, MD¹ Charles B. Eaton, MD, MS^{7,8} Mark C. Hochberg, MD, MPH^{9,10} Rebecca D. Jackson, MD¹¹C. Kent Kwok, MD^{12,13} Rowland W. Chang, MD, MPH^{1,2,14}</p> <p>Selon des recherches, une heure de marche rapide par semaine permet d'éviter la mobilité restreinte chez les adultes âgés souffrant de douleur arthritique, de douleurs ou de raideurs au genou, à la hanche, à la cheville ou au pied.</p> <p>« Moins de 10 minutes par jour suffisent pour que les personnes puissent conserver leur indépendance. C'est très faisable », déclare l'auteure principale Dorothy Dunlop, professeure de médecine préventive à la Feinberg School of Medicine de la Northwestern University. « Ce seuil minimum peut motiver les personnes âgées inactives à commencer leur cheminement vers un mode de vie physiquement actif avec le large éventail d'avantages pour la santé que l'activité physique promet. »</p> <p>Aux États-Unis, environ 14 millions d'adultes plus âgés souffrent d'arthrose symptomatique du genou, la forme la plus courante d'arthrose. Environ deux personnes sur cinq atteintes d'arthrose - la plupart d'entre elles en souffrent aux articulations inférieures - développent des limitations dues à ce handicap. Lire l'article original en anglais</p>	<p>Dec 2019</p>

Social Media Campaign Results

CKA/ACK

Dec 5th, 2019

Summary
