



Internship Placement Form

Background Information:

Name of Organization/Unit: Montr al – M tropole en sant  (MMS): Syst me alimentaire montr alais (SAM) and Montr al physiquement active (MPA)

Organization Webpage: <https://sam.montrealmetropoleensante.ca/>

Description of Organization:

Montr al – M tropole en sant  (MMS) is a network of over 350 partners who collaborate to create environments conducive to healthy living in Montr al. MMS is composed of two networks. The Syst me alimentaire montr alais, (SAM) is coordinated by a food policy council, aims to ensure access to healthy, affordable, diverse, sustainable and local food. Montr al physiquement active (MPA) is a network focused on promoting physical activity for all segments of the population. Both networks pay special attention to the issues related to their areas of expertise and the social inequalities of health.

Supervisor at Organization: Anne Marie Aubert

Placement Description & Logistics:

Title of Internship Position: Project Assistant Intern I

| Description | Tasks for students | Final Outputs |
|--|---|---|
| Analysis of new Qu bec government policies designed to promote local food purchasing (SAM) | <ol style="list-style-type: none"> 1. Understand the context of the project and its relation to the Conseil SAM's integrated action plan. 2. Identify key policy interventions recently announced by the Qu bec government. 3. Identify which markets are targeted and which businesses are intended to benefit from these policies. 4. Summarize the opportunities that these new policies present for businesses. 5. Name the gaps and limitations in these policies: which markets are left out, which businesses are not eligible? | <ol style="list-style-type: none"> 1. Clear project mandate that shows how the outputs are complimentary to the objectives of the action plan. 2. Summary of recent policy announcements and details. 3. Analysis of markets and businesses targeted, as well as those who are excluded from the policies' scope. 4. Presentation that can be shared with small businesses to show what opportunities are available and under what conditions the businesses can take advantage of those opportunities. 5. Presentation that can be shared with policy makers to show gaps and limitation in policies, including recommendations on how to extend those opportunities. |

Title of Internship Position: Project Assistant Intern II:

| Description | Tasks for students | Final Outputs |
|---|--|--|
| Identify new target markets for plant-based, prepared food products that can be grown/prepared with local foods (SAM) | <ol style="list-style-type: none"> 1. Understand the context of the project and its relation to the Conseil SAM's integrated action plan. 2. Identify plant-based prepared food products that are currently on the market and who is targeted for their sales 3. Identify plant-based meals that are popular with specific segments of the population 4. Of these meals, select 3-5 that can be prepared using local products 5. Write a "pitch" for the development of these new local, plant-based prepared food products | <ol style="list-style-type: none"> 1. Clear project mandate that shows how the outputs are complimentary to the objectives of the action plan. 2. Summary of plant-based prepared foods currently on the market and their target consumer base. 3. Proposal for the development of 3-5 new plant-based prepared foods that use local products, including target consumers for these products and other considerations for marketing. 4. Summary of the selected meals, including their nutritional benefits and contribution to the local economy. 5. A pitch deck completed in collaboration with the supervisor and team members. |

Title of Internship Position: Project Assistant Intern III:

| Description | Tasks for students | Final Outputs |
|---|--|--|
| Strategy for promoting awareness of planetary health diet to consumers and business (SAM) | <ol style="list-style-type: none"> 1. Understand the context of the project and its relation to the Conseil SAM's integrated action plan. 2. Literature review of the EAT-Lancet report on the planetary health diet and subsequent reactions (uptake/criticism). 3. Look at evaluations of previous public health campaigns or other marketing campaigns designed to influence food consumption and identify elements of success. 4. Propose target messages and means of communication for a | <ol style="list-style-type: none"> 1. Clear project mandate that shows how the outputs are complimentary to the objectives of the action plan. 2. Summary of reactions to the EAT-Lancet report. 3. Summary of elements of success for public health campaigns. 4. Proposal for a public health campaign promoting the |

| Description | Tasks for students | Final Outputs |
|-------------|---|--|
| | public health campaign promoting the planetary health diet, including adaptations for various segments of the Quebec/Montreal population. | planetary health diet, focused on Quebec/Montreal. |

Title of Internship Position: Project Assistant Intern IV

| Description | Tasks for students | Final Outputs |
|---|--|--|
| Identification of new partners, funders for MPA | <ol style="list-style-type: none"> 1. Understand the role and functioning of the organization 2. Verify needs assessment conducted to determine potential partners to support the organization to remain sustainable 3. Develop research to assess the impacts and outcomes activities from 2014 to 2019 4. Identify potential key partners, funders, etc. and further develop business plan for organization 5. Conduct research on impact investing and other social investment funds related physically active lifestyle | <p>Business plan for MPA to submit for potential sources of funding and other resources, including:</p> <ol style="list-style-type: none"> 1. Summary of organization functions 2. Summary of organization needs identified 3. Findings from assessment of organization impact and outcomes 4. List and brief summaries of potential key partners and recommended approaches for partnerships and funding sources 5. Summary report on social investment funds and other funding sources relevant for MPA |

Title of Internship Position: Project Assistant Intern V:

| Description | Tasks for students | Final Outputs |
|--|--|---|
| Analysis of policies and actions implemented to revive a physically active lifestyle in Montreal (MPA) | <ol style="list-style-type: none"> 1. Understand the role and functioning of the organization 2. Verify needs assessment conducted 3. Identify the partners who could benefit from a boost in support, in Montréal 4. Conduct online research and review literature on current support for physical activity in Québec and Montreal, and summarize literature reviewed | <ol style="list-style-type: none"> 1. Summary of organization needs identified 2. Maps of the partnerships of MPA 3. Summary report on policies and actions implemented to revive a physically active lifestyle in Montreal 4. Summary report on comparison policies and actions implemented to revive a physically active lifestyle in Montreal and Québec |

| Description | Tasks for students | Final Outputs |
|-------------|--|---|
| | 5. Identify potential actions and partnerships needed to complement current actions and policies | 5. Suggestions of interesting and potential actions and partnerships to complement the current actions and policies in Montreal |

Title of Internship Position: Project Assistant Intern VI:

| Description | Tasks for students | Final Outputs |
|--|---|---|
| Strategic positioning for the expertise and mandate of MPA (MPA) | <ol style="list-style-type: none"> 1. Understand the role and functioning of the organization 2. Identify the recognized expertise and mandates of similar organizations in Quebec/Montreal 3. Identify key partners for MPA be able to access different areas of expertise 4. Identify the kind of expertise that could be developed uniquely by MPA 5. Outline a strategy to position MPA as having a unique mandate and expertise | <p>Business plan for organization based on the needs identified at the beginning of the process</p> <ol style="list-style-type: none"> 1. Summary of organization functions (expertise/mandates) 2. Map of other similar organisations/partners and their mandates/expertises, highlighting existing and potential partnerships 3. Proposal for a strategic positioning for MPA in terms of its expertise and mandate as well as the supporting partnerships. 4. Summary report on potential expertise that can be developed by MPA. 5. A strategy proposal and presentation regarding MPA's unique positioning and expertise. |

- Number of Interns: **1-4**
- Days/Times: **Times are flexible, with a combination of virtual and in person hours**
- Location: **200 – 5455, av. de Gaspé, Montréal, H2T 3B3**
- Placement Start Date: **Fall, 2022**
- Placement End Date: **Flexible according to the project and scholar availability**
- Number of Hours per Week: **Part-time to Full time**

Additional Information: **Specific projects may fall under the supervision of another member of the team, in particular those related to MPA. Scholars wishing to take on a project with SAM or MPA must have functional oral and written French language comprehension.**