

CANADA'S

Physical Activity Guide

to Healthy Active Living

ISSUE 2, APRIL 1998

Welcome to the second issue of *Launch News!*

Launch News will be produced several times over the course of the development and launch of *Canada's Physical Activity Guide to Healthy Active Living* to help keep you up-to-date. We aim to give you the latest news about the *Guide's* progress, and an opportunity to come forward with your questions regarding the *Guide* and its launch. If you have any comments regarding *Launch News*, please contact Randy Adams, Health Canada, by e-mail (Randy_Adams@hc-sc.gc.ca) or fax (613-941-6666).



Please circulate this newsletter.

Guide Developed Through Comprehensive Process

The evolution of *Canada's Physical Activity Guide*, from concept to creation, has involved many people and many stages of development. It began with a strong and growing body of evidence that physical inactivity is a serious risk factor affecting the health and well being of two-thirds of the Canadian population.

Inactivity leads to many Canadians having a lower level of health, a diminished quality of life, and a shortened life span, which also places significant demands on the health-care system for the treatment of many chronic diseases and other preventable health problems.

Steering Committee Formed

Health Canada and the Canadian Society for Exercise Physiology (CSEP) formed a Steering Committee to oversee the development of the *Guide*. The Steering Committee, co-chaired by the two organizations, included representatives from: the Canadian Fitness and Lifestyle Research Institute, the Interprovincial Sport and Recreation Council, the Active Living Coalition for Older Adults, and Active Living Canada.

Preliminary Market Research Conducted

Steps were then taken to validate the need for the *Guide* and determine the most effective approach to presenting the information. Interviews were held with key stakeholder organizations and front-line health and fitness practitioners. Focus-group testing was also conducted with members of the public.

Expert Scientific Review

A group of internationally-recognized Canadian scientists were then asked to lead a peer-reviewed

process to reach consensus on the technical content of the *Guide* and the *Handbook* (please see page 2 for more about these experts).

Prototypes Developed and Tested

Next, based on the information and findings from these steps, early prototypes of the *Guide* and *Handbook* were developed. The prototypes were then analyzed and evaluated through a national concept-testing phase which included more than 20 focus-group tests across the country with inactive Canadians, as well as front-line health and fitness practitioners. A survey of more than 150 public, voluntary and professional and stakeholder organizations was also conducted.

Both the *Guide* and *Handbook* have now been finalized and will be printed and ready for release this spring.



At a news conference on March 4th, the Canadian Paediatric Society, the Canadian Teachers Federation and the Canadian Association for Health, Physical Education, Recreation and Dance issued a call for action to boost physical activity levels in children. Participating in the conference (l-r) were Dr. Claire LeBlanc, Ms. Jan Eastman and Dr. Rick Bell.

Guide Endorsed By Many National Organizations

More than 40 Canadian organizations with an interest in promoting and encouraging healthy physical activity have officially endorsed *Canada's Physical Activity Guide to Healthy Active Living*.

These include organizations from a variety of sectors, such as:

- the Canadian Medical Association;
- the Canadian Nurses Association;
- the Canadian Cancer Society;
- the Canadian Mental Health Association;
- the Canadian Centre for Occupational Health and Safety;
- the Canadian Association of Principals;
- the Canadian Home and School and Parent-Teacher Federation;
- the Federation of Canadian Municipalities; and
- the Federal, Provincial and Territorial Ministers Responsible for Fitness, Recreation and Sport.

"Our goal is to reach every Canadian household with the important health messages contained in the *Guide*, and we can't do it alone," said Randy Adams, Health Canada Co-Chair of the *Guide* Steering Committee.

"These organizations play an important role in the lives of Canadians and we are working with them so we can help advance each other's agenda. This involves determining how the *Guide* can tie in with their own promotion of active living to their members," he said.

"Physical inactivity is as big a threat to our health as smoking a pack of cigarettes a day," said Dr. Nick Busing, President of the College of Family Physicians of Canada. "Canada's Physical Activity Guide will be an important tool for doctors to help them address this important health issue with their patients."

Organizations endorsing the *Guide* will be listed on the back cover of the *Guide Handbook* and will be taking an active role in its promotion and distribution. Representatives of several organizations that have endorsed the *Guide* indicated they were pleased to support an approach to promoting daily physical

Your Scientific Review Team

The following four advisors applied their experience and expertise to ensure the contents of the *Guide* and the *Handbook* are technically accurate.

Claude Bouchard, Ph.D.

Dr. Claude Bouchard is the Donald B. Brown Research Chair on Obesity at the University of Laval. He is involved in researching the genetic and molecular basis of obesity, along with the associated cardiovascular and diabetes risk factors.

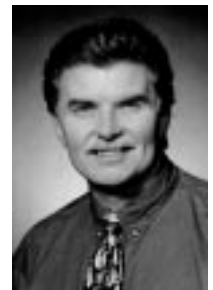


Dr. Bouchard also studies the genetics of how the human body responds to regular exercise in terms of:

- cardiorespiratory endurance;
- body composition and fat distribution;
- blood pressure;
- insulin and glucose metabolism; and
- lipid and lipoprotein profile.

Larry Brawley, Ph.D.

Dr. Larry Brawley is a Professor in the Department of Kinesiology and the Department of Health Studies and Gerontology at the University of Waterloo. He is well known for his work on the psychological aspects of adhering to exercise and the social psychological aspects of fitness promotion.



Dr. Brawley's work has been published in the health, psychology, clinical and physical activity literatures, including the "U.S. Surgeon General's Report on Physical Activity and Health" and a recently published major review on "Physical Activity and Health-Related Quality of Life" in normal and diseased populations. He is also the author of a chapter concerning "Problems with Assessing Perceived Barriers to Exercise" in a 1998 edited book.

Lise Gauvin, Ph.D.

Dr. Lise Gauvin is an Associate Professor in the Department of Exercise Science at Concordia University in Montreal. She also holds an associate research position at the University of Montreal's Groupe de recherche interdisciplinaire en santé (GRIS) and is an associate member of the Center for Research in Human Development (CRDH) at Concordia University. →

Dr. Gauvin teaches courses in Exercise Psychology and Health Behaviors. Her research focuses on the psychological outcomes and determinants of acute and chronic physical activity.



The results of Dr. Gauvin's research have been presented at numerous international conferences and published in a variety of scientific journals, including *Health Psychology*, the *Journal of Applied Social Psychology*, the *Journal of Health Psychology*, the *Journal of Community Health*, and the *Journal of Sport and Exercise Psychology*.

Roy Shephard, MD, Ph.D.

Dr. Roy Shephard is Professor Emeritus of Applied Physiology in the Faculty of Physical Education and Health and the Department of Public Health Sciences at the University of Toronto.



He is also Visiting Scientist at the Defence and Civil Institute of Environmental Medicine, and CTAL Resident Scholar in Health Studies at Brock University. Dr. Shephard holds MBBS, MD, and Ph.D. degrees from London University, and honorary doctorates from the Université de Montréal and the University of Kent.

Since coming to Toronto in 1964, he has worked mainly on population studies of physical activity and health. Dr. Shephard is a former president of the American College of Sports Medicine and the Canadian Society for Exercise Physiology, and he holds citations for scientific contributions from each of these organizations. He has also published a large number of books and scientific papers in the general area of physical activity and health.

Partner Profile

A look at The Canadian Society for Exercise Physiology (CSEP), one of the key organizations leading the development and distribution of Canada's Physical Activity Guide to Healthy Active Living

CSEP has been instrumental in providing the expertise and administrative coordination needed to develop the content and design principles of both the *Guide* and the *Handbook*.

Founded in 1967, CSEP's mission is to promote the generation, synthesis, transfer and application of knowledge and research related to exercise physiology (encompassing physical activity, fitness, health, and human performance).

CSEP offers a variety of services and unique programs

Annual General Meeting: CSEP hosts an annual scientific conference in the fall of each year. This venue allows Canadian (and other) researchers to share and debate recent research findings through special symposia, free communications and poster presentations.

The Canadian Journal of Applied Physiology (CJAP): Physical Activity, Health and Fitness: CSEP's premiere scientific publication, the CJAP, is a bi-monthly journal that focuses on the relationship between the biological sciences, physical activity, health, and fitness. It is available through Human Kinetics Publishers, Inc.

The National Fitness Appraisal Certification and Accreditation (FACA) Program: The FACA Program offers two levels of certification providing standardized physical activity, fitness, and lifestyle appraisal guidelines across Canada. In addition to offering the FACA Program, CSEP is recognized as the International Site for the American College of Sports Medicine (ACSM) programs offered in Canada.

The Canadian Physical Activity, Fitness and Lifestyle Appraisal (CPAFLA) Resource Kit: Consisting of a manual, CD or cassette and Personal Plan for Active Living, the CPAFLA represents CSEP's plan for healthy active living. It outlines the proper procedures for the appraisal and counselling of Canadians aged 15-69, emphasizing the health benefits of physical activity.

Other resources available through CSEP:

- The Physical Activity Readiness Questionnaire (PAR-Q)
- The Physical Activity Readiness Medical Examination (PARmed-X)
- The Physical Activity Readiness Medical Examination for Pregnancy (PARmed-X for Preganancy)
- The Professional Fitness and Lifestyle Consultant Resource Manual
- Vitality Monograph
- Active Living During Pregnancy — Physical Activity Guidelines for Mother and Baby

For more information, contact: CSEP, 185 Somerset St. W., Suite 202, Ottawa, ON K2P 0J2, Tel: (613) 234-3755, Fax: (613) 234-3565, E-mail: info@csep.ca, Web site: www.csep.ca

Physical Activity Captures Media Attention Again

The Canadian Paediatric Society and the Canadian Teachers' Federation joined forces at a Toronto news conference on March 4 to urge parents, politicians, and policy-makers to take action to increase the physical activity levels of children and teenagers.

The Canadian Association for Health, Physical Education, Recreation, and Dance (CAHPERD) also participated in the news conference, providing critical analysis and recommendations to increase the quality of physical education programs in schools.

Held during an assembly in an elementary school recognized by CAHPERD for its excellent Phys. Ed. program, the conference featured "BJ Birdie", "Scully", "Carlton the Bear" and "Raptor", all mascots for the four professional sports teams based in Toronto.

Speakers at the event included: Dr. Claire LeBlanc of the Canadian Paediatric Society; Jan Eastman, President of the Canadian Teachers' Federation; and Dr. Rick Bell, President of CAHPERD.

The conference, coordinated by members of the communications team assisting with the development and launch of *Canada's Physical Activity Guide to Healthy Active Living*, garnered the attention of both national and local media, including television crews from CBC, CTV, and Global.

In addition, radio interviews took place with many stations, including CBC programs in every province and territory. Print coverage was also extensive and prominent, highlighted by front-page stories in both the Montreal Gazette and the Hamilton Spectator.



Dr. Rick Bell, President of CAHPERD, presents an award to Ms. Annie Cornelius, Principal of Second Elementary School and Ms. Marguirita Jackson, Superintendent of the Toronto District School Board for its quality physical education program.

"There is no question that students benefit from physical activity academically, socially, and psychologically...If physical activity is not valued outside the school environment, then we can't expect it to be valued at all."

— Jan Eastman,
President, Canadian Teachers' Federation

"Parents have an important role to play in the daily activities of children. We recommend that parents themselves be physically active, not only to benefit their own health, but because they are their children's most important role models."

— Dr. Claire LeBlanc,
Canadian Paediatric Society



During an assembly before the news conference, students at Second Elementary School were joined by mascots of the Toronto Blue Jays, Argonauts, Maple Leafs and Raptors as they demonstrated one of their phys-ed routines.