

LAUNCH *news*

An update on initiatives from Health Canada's Physical Activity Unit towards achieving the joint Federal-Provincial/Territorial target to reduce physical inactivity by 10% by the year 2003

Business Case for Active Living at Work Website Launched in Toronto Business District

A new website to help prompt employers to take action against workplace inactivity was successfully launched March 28th at the Imperial Life Company in Toronto.

The site, called *The Business Case for Active Living at Work*, was launched by Health Canada in partnership with the Canadian Council for Health and Active Living at Work (CCHALW).

Located at www.activelivingatwork.com, it is Canada's only comprehensive website dedicated to promoting the benefits of an active workplace.

The site summarizes research that shows workplace active living can improve productivity, morale, and job satisfaction, while reducing employee absenteeism and turnover. It also includes 'how to' sections, tips and case studies of active workplaces.



(L to R: Dr. Art Quinney, Dr. Peter Katzmarzyk, Dr. Julia Alleyne, Mr. David Franssen)

"The Business Case for Active Living website is great for business. For the first time in Canada, companies can turn to a single source to get quality information on being active to, from and at the workplace. Workplaces should start focusing on how to start their own active living policies and programs — It can make a real difference in the lives of their employees and to their bottom lines."

— Mr. Peter Ferland, VP of Sales and Marketing for Imperial Life Insurance

Press materials provided to the media at the launch stressed that the website is part of the federal government's commitment to strengthen its efforts to encourage physical activity among Canadians. The website is one component of a national strategy to decrease physical inactivity among Canadians by 10 percent by 2003.

The site is also one of the first initiatives to focus specifically on employers, who have an important role to play in supporting workers' intentions to become more active.

Key Experts Support New Site

At the launch Dr. Julia Alleyne, of the Sunny Brook Medical Centre, representing the College of Family Physicians of Canada, called on Canadian employers and workers to join forces to develop policies and programs that support and encourage daily physical activity to, from and at the workplace. →



Drs. Katzmarzyk and Quinney 'exercise their options' at the launch.

"Human beings were not designed to sit all day. We want to help employees get out of their chairs and on their feet. Active workers are healthier workers and, ultimately, more productive workers," she said.

Dr. Peter Katzmarzyk of York University's Faculty of Kinesiology and Health Sciences added that his team's recent research concluded that illness due to physical inactivity is costing the Canadian health-care system at least \$2.1 billion annually in direct health-care costs.

"Epidemiological data have established that physical inactivity increases the incidence of at least 17 unhealthy conditions, almost all of which are chronic diseases or considered risk factors for chronic diseases," he told the media.

Mr. David Fransen, former Director General of Health Canada's Centre for Healthy Human Development, added: "With more than 15 million Canadians spending half their waking hours at work, it's critical that workplaces help address the health burden of physical inactivity."

"Studies show that physical activity reduces stress and anxiety. At the same time, more than half the workforce

has little access to workplace health promotion. We do have an antidote — it's called exercising our options, and getting active in the workplace," said Dr. Art Quinney, spokesperson for CCHALW and Associate Vice President (Academics) at the University of Alberta.

The organizing team responsible for the launch reports that it was covered on-site by WebMD TV and Fairchild TV — the largest ethnic TV station in Canada.

The story also ran as part of City TV's popular business show "The Closing Bell" and Canada AM even included a mention of the site during its 'Coffee Talk' segment which aired the day after the launch.

Info about the launch was also distributed via the Broadcast newswire and the *Toronto Star*, the *Globe and Mail* and the *Medical Post* ran articles on the new website in the days that followed the launch. *Profit* magazine also indicated an interest in covering the story in an upcoming issue.

Interviews with the key spokespersons were set-up with CBC national radio as well as with stations in Ottawa, Windsor, Calgary and Oshawa.

Walk and Roll: A Guide to Active Transportation To, From and At the Workplace

This resource is chalk-full of valuable data and information describing the benefits and needs for encouraging and supporting active transportation to, from and at the



workplace. A treasure chest of helpful tools that can be photocopied and distributed are included to help you assess workplace commuting patterns and suggest ways to facilitate active means of transportation and commuting to, from and at the workplace.

Contact Go For Green at 1-888-822-2838 to obtain further information on how you can get your copy or visit their web site at <www.goforgreen.ca>.

National Roundtable on Active Schools Set for Fall

A National Roundtable on Active Schools set for October 19-20th in Charlottetown is a key step towards addressing the serious problem of dwindling activity levels among Canada's children and youth.



The Steering Committee represents interest from the education, health, youth and recreation sectors to guide the development of the materials and the agenda for the Roundtable.

The Roundtable aims to achieve consensus on a common understanding of the barriers to creating Active Schools, make policy recommendations, develop a plan of action, and identify lead and supporting organizations to implement the plan.

To date, a Discussion Paper that will be the centerpiece of the Roundtable has been prepared and reviewed by the Committee. It is currently being circulated to potential attendees in advance of the event.

The event will come hot on the heels of recent research by respected exercise physiologist Mark Tremblay of the University of New Brunswick that showed an alarming trend of increasing obesity levels among Canada's young.

On April 27-28 the Steering Committee met in Ottawa to confirm the design of the Roundtable and establish the final invitation list.

"This is not an easy problem to solve and it's reaching almost epidemic proportions," says Don LeClair, Federal Co-Chair of the Roundtable's Steering Committee. "This issue needs to be taken seriously and we hope to explore some wise paths to follow to help Canada's younger generations become more active and ultimately, more healthy."

"Approximately 75 to 125 people are anticipated to attend the event, representing a wide variety of groups committed to increasing the physical activity levels of children and youth," says Roger Duval, Provincial Co-Chair. "The attendees will range from government departments at all levels to parent/teacher groups, public health organizations, and education administration interests such as the Canadian Principals' Association."

Follow-up to *Dose-Response Symposium on Physical Activity and Health Benefits* to be Held in Whistler

Health Canada and the US Centres for Disease Control (CDC) and Prevention hosted an international Symposium in Toronto in October 2000 in order to update and further clarify issues as they related to the role of physical activity in the prevention of disease, disability and premature death.

As a follow-up to the Toronto Dose-Response Symposium, the CDC and Health Canada are once again working together to host a North American conference at Whistler in September 2001 entitled, *Communicating Physical Activity and Health Messages: Science into Practice*.

Since the general public is very interested in knowing how much physical activity is required to achieve desirable health outcomes, the Whistler conference will examine this issue from a communication perspective.

By examining the Dose-Response Consensus Statements from the 2000 Symposium, leading communication experts will focus on their implications and provide insight into the most effective means of providing the general public with clear, concise physical activity messages.

In particular, the Whistler conference aims to bridge the evidence base on physical activity and health benefits to the evidence base on public health interventions, including: framing public health messages; effectiveness of communications campaigns; and individual-based interventions. For further information contact <www.participaction.com>.

SummerActive 2001 Update

Moving Millions To Get Active

SummerActive, Canada's largest and most popular annual physical activity initiative took place between May 11th and June 22nd. As usual, this year's campaign was packed with a lot of exciting events and prizes to motivate physical activity participants and leaders alike.

SummerActive encourages intermediaries such as teachers, coaches and recreation leaders to help Canadians 'Get Active' and 'Take The First Step' towards regular physical activity. This year's national goal is to get 1 million inactive Canadians moving during the early summer.

Kickoff highlighted new website features

A national media event helped kickoff SummerActive 2001 on May 11th in Toronto. To help Canadians become involved in SummerActive and raise awareness of the revised



SummerActive Launch panel leads media and guests in an activity break to kick off the SummerActive 2001 campaign.



Taoist Tai Chi for all ages at the Launch of SummerActive 2001 in Toronto's High Park .

SummerActive website, the Sun chain of daily newspapers ran a series of promotional pieces in the week leading up to the kickoff event itself.

Of particular interest to fitness leaders, the revised SummerActive 2001 website now features dynamic 'leader forums', where leaders can share tips and ideas on how to organize and promote a successful SummerActive event.

By simply logging on to <www.summeractive.canoe.ca> visitors are encouraged to access a variety of leader materials, messaging tips, and other easy-to-use resources that will make it simple for them to help individuals incorporate physical activity into daily living.

For the campaign itself, SummerActive kits provided interested intermediaries with tools and ideas on how to let Canadians know **where** and **how** to get active in clubs, workplace fitness facilities or community centres.



What is SummerActive?

As a joint Federal-Provincial/Territorial initiative, SummerActive is a major national campaign designed to increase awareness about the importance of physical activity to health as well as a range of other social, political, and economic issues.

Through the support of Health Canada, the campaign is an important community-based public education and promotional initiative that is part of a balanced strategy to increase levels of physical activity among inactive Canadians.

Participants who followed these steps qualified for some of the best prizes in the history of the campaign, which grows in popularity each year.

Registration – an easy way to win shopping sprees & prize packages

For starters, thanks to the generous support of *SummerActive* partners — Foot Locker, Sun Media and Canoe.com — *SummerActive* 2001 offered physical activity leaders the chance to win a \$200 shopping spree from Foot Locker. All leaders had to do to be eligible to win was register their physical activity event or program online at www.summeractive.canoe.ca.

Further up the prize ladder, any program that encouraged people to take up physical activity — such as organizing a ‘Community Walk-a-Thon’ or ‘Bring a Friend to the Club Day’ — rendered participants eligible to win one of three shopping sprees that were awarded each week for the entire six weeks of the *SummerActive* campaign.

What’s more, individuals who participated in get active programs were eligible to win one of five \$100 Foot Locker Prize Packages awarded daily — including a *SummerActive* T-shirt, sun visor, sunglasses, shoelaces, sneaker protector, heel pad, athletic socks, and \$20 gift certificate — all wrapped up in a great nylon drawstring bag.

At the end of the campaign, every Canadian who registered their participation in physical activity was eligible to win one of six \$500 Foot Locker shopping sprees.

Look for a report on some of the unique activities and results of this year’s campaign in the next issue of *LaunchNews*.

Kids Take Physical Activity Clues from *Animal Athlete* Exhibit

A unique exhibit at the Canadian Museum of Nature in Ottawa proves we’re not as different from our four-footed friends as you might think at first glance. Young animals — just like young children — build coordination, strength and specific skills for survival from physical activity during playtime early in life.

The exhibit, which opened last September, lets visitors go foot-to-paw against the animal kingdom’s greatest athletes to demonstrate the benefits of being physically active.

Canada’s Physical Activity Guide to Healthy Active Living is also featured in the exhibit, to show kids and parents alike ways they can build physical activity into their daily routine to improve their strength, endurance and flexibility, and their health.

A hands-on exhibit where visitors can test their athletic prowess from running to weight lifting to balancing, kids also learn that size doesn’t always matter when it comes to physical abilities.

While the elephant is a traditional symbol of strength, relative to body weight it is actually the tiny ant that wins the competition because it can lift 52 times its own weight with its jaws alone!

Like the *Guide*, the exhibit also ensures visitors don’t forget the role good nutrition plays in leading a healthy lifestyle when combined with regular physical activity. Just don’t follow the example of the world’s smallest mammal, the shrew – it eats food equal to twice its body weight on a daily basis.



CAL Consultations Net Key Conclusions

The Coalition for Active Living (CAL) netted a pair of key conclusions from its series of national consultations conducted over the last 12 months, according to Don LeClair, who serves as the liaison between CAL and both the federal and provincial levels of government.

The consultations took place on-site in every province except for Quebec and Manitoba, whose representatives – like those in the three territories – opted to submit written reports in lieu of one-on-one interviews.

Averaging about two hours each, the consultation sessions focused on answers to the following three key questions posed to a group assembled by the person responsible for physical activity promotion in each province or territory:

- 1) What are the top three to four national issues relating to our common goal to ‘ensure that the environments where Canadians live, learn, work and play support physical activity?’
- 2) What are the solutions deemed necessary, effective and realistic?
- 3) What are the actions that the Coalition could take between April 2001 and the end of 2002 to complement work carried out by other organizations?

Key conclusions & areas of interest identified

Based on the answers received, CAL came to the following two conclusions:

- 1) The respondents unanimously agree that the primary role of the Coalition should be to bring a coordinated national approach to advocacy on behalf of the promotion of physical activity.
- 2) Advocacy should be focused on the following five main areas of interest:
 - Infrastructure;
 - Access;
 - Cultural diversity;
 - Child/youth and community school links; and
 - Communications and marketing.

Strategic approaches and next steps

On April 6-7, the seven CAL facilitators and a selected group of respected thinkers on the issue of physical activity from across Canada met in Ottawa to address the five areas outlined above and develop specific strategic approaches.

During the first weekend in June a subsequent meeting was held with the partner organizations that comprise CAL to build on these strategies over the next 18 months to 2 years. The meeting agenda also included a review of the governance model and leadership approach of the Coalition itself.

It’s important to make the distinction that the purpose of CAL is not to undertake activities itself but to act as a coordination and facilitation mechanism only. More specifically, CAL aims to coordinate activities between organizations, bringing a ‘value-added’ quality to each initiative. For more information on CAL, contact <ckryzanowski@mach.gov.sk.ca>.

The Coalition for Active Living is a group of organizations and individuals working together to promote healthy, active living amongst all Canadians, enhancing quality of life, and reducing the risk of illness associated with sedentary lifestyles. CAL’s current membership includes over 70 organizations and agencies that share a mutual interest in increasing the physical activity levels of Canadians to achieve health benefits.



DMs Meet to Review Progress Towards 10% Reduction Goal

On April 10th in Toronto, federal and provincial/territorial (FPT) Deputy Ministers (DMs) responsible for fitness, recreation and sport met to receive and discuss progress reports in advance of the Ministers Conference set for August 8-10th in London, Ontario.

The Deputy Ministers endorsed the efforts of the FPT Fitness and Recreation Advisory Committee to develop a background paper and briefing note with action-oriented recommendations for consideration by Ministers at the upcoming August meeting.

The paper and briefing note included information on how best to address barriers in the social and physical environments, such as cultural diversity and infrastructure issues.

Another item up for consideration was the proposal put forth by Sport Canada for an official *Canadian Sport Policy*. The *Policy* was the subject of a series of national consultations held from the spring of 2000 into late winter 2001.

Ultimately, the reports from the FPT representatives were intended to provide the DMs with a measure of the progress being made in preparation for the Ministers Conference, which is held every two years on the occasion of the Canada Games.

Strategic policy directions on the table

At that meeting, the Ministers will review joint activities undertaken by officials and set future strategic policy directions.

Key physical activity-related items on the agenda will include:

- An update on the status of the 10% physical inactivity reduction target set in 1997;
- Proposed recommendations related to physical activity research (including current Physical Activity Benchmark



data from the Canadian Fitness and Lifestyle Research Institute);

- Physical activity communications activities;
- The recreational use of performance-enhancing drugs; and
- Community sport issues.

The Ministers will also review recommendations from the 2000 National Roundtable on Active Living for Aboriginal Peoples and consider the upcoming 2001 National Roundtable on Active Schools set for October 19-20th in Charlottetown.

Upcoming Canada's Physical Activity Guide for Children & Youth Making Strong Progress

More progress has been made on Canada's Physical Activity Guide for Healthy Active Living for Children and Youth. This first ever-set of national guidelines for children and youth will build awareness about the importance of physical activity to healthy growth and development.

The new Guide will also encourage first steps toward behavioural change, increasing the likelihood that children and youth will adopt physical activity as an important part of their daily lives.

A joint initiative between Health Canada and the Canadian Society for Exercise Physiology (CSEP) as well as other key partners, the Guide will serve as the foundation to reduce physical inactivity among young Canadians and help address the growing epidemic of childhood obesity.



messages, design issues, venues for distribution and products that would appeal to children, youth and key intermediaries such as parents, teachers, physicians and recreation leaders.

- Prototypes of the Guide were then developed for use in a smaller series of focus tests that took place in May.
- Next up will be the concept testing stage in early summer, to evaluate the practicality of the Guide and its components.

Key recent developments

Other recent developments include the formation of an Evaluation Committee to begin work on the framework that will be used to evaluate the success of the Guide's implementation and other key factors.

A Youth Advisory Committee representing youth from all regions of Canada are providing input along the way.

In addition, the Canadian Paediatric Society held a National meeting to initiate a *Physical Activity and Health Strategy* with the Guide as the flagship component.

Action needed now

Two-thirds of Canadian children are not sufficiently physically active for optimal growth and development. Other research indicates an alarming trend that sees both children and youth spending an increasing amount of time sitting inside watching tv, playing computer games and surfing the Internet instead of being physically active.

The Guide Advisory Committee anticipates launching the new Guide by late 2001 or early 2002.

Progress to date

In the works since March of 1999, the Guide has already passed several key stages of development:

- Initially, leading scientists developed two background papers on the relevant biological and psychosocial issues as they relate to physical activity for children and youth.
- These papers have undergone a peer review here in Canada and internationally.
- The papers are currently being developed into a publishable format and are slated to be published in a key health journal.
- This step was then followed by a literature review of marketing strategies for similar initiatives, in conjunction with a series of comprehensive national focus tests. The tests aimed to identify and explore attitudes, values,

New 'Go for Green' Prescription Pad a Unique Communication Tool

In partnership with Health Canada, Go for Green and the College of Family Physicians of Canada (CFPC) recently collaborated on the design and distribution of a new communication tool called *Your 'Go for Green' Prescription!*

Uniquely Canadian, the new Go for Green Prescription Pad was distributed to more than 15,000 family doctors across Canada as an insert with the May issue of CFPC's *Canadian Family Physician* magazine.

The Prescription Pad is also available online so individuals can make their own physical activity commitment instantly by visiting the Go for Green

website at <www.goforgreen.ca> and the CFPC's *Physical Activity and Health Strategy* at <www.cfpc.ca/Physactiv/eng/ph_act.htm>.

With two-thirds of Canadian adults not active enough for optimal health benefits and three out of five children and youth aged 5-17 years not active enough for optimal growth and development¹, there is an urgent need to address our increasingly sedentary lifestyles.

Employing a wide variety of unique and innovative communication vehicles helps reinforce the message that regular physical activity is important for Canadians of all ages and all stages of life. The Go for Green Prescription outlines numerous suggestions for getting active in the outdoors while, at the same time, helping create a healthier environment.

Your 'Go for Green' Prescription

Follow your 'Go for Green' Prescription and get two things for one – be physically active in the outdoors and help create a healthier environment.

Name: _____ Date: _____

Rx

Commit to improving your health by doing the following activities for at least _____ minutes _____ times a week.

- Leave the car at home and walk to work/school
- Cycle to work/school
- In-line skate
- Ice Skate
- Garden (organically)
- Play outdoors
- Help clean a local park or school
- Mow or cycle for moweds
- Cut grass (with a push mower)
- Plant a tree
- Bike with a parent/friend
- Canoe
- Snowshoe
- X-country Ski
- Use the stairs
- Walk the dog
- Other _____

Sign by: _____

Starting slowly is very safe for most people. Not sure? Consult your health professional.

Check out the back for suggestions on getting active

Minister Rock Gives Speech During the National Summit on Sport

On April 28th, Federal Health Minister Allan Rock gave a speech in Ottawa to participants in the *National Summit on Sport*. The following are some excerpts from that speech, which highlighted the many benefits of partnership between Health Canada and other groups interested in increasing the physical activity levels of Canadians:

"...I like to remind people that I'm Minister of Health, not Minister of Illness, and that is where the accent ought to be kept and that is why Health Canada puts such a tremendous accent on health promotion, on disease prevention, on finding new ways to inspire Canadians to stay healthy, by encouraging healthy lifestyles.

...Health Canada includes fitness as part of the responsibility of my governmental department and we work in partnership...in meeting that responsibility, but there is much more to do...

We are setting targets. Ministers responsible for fitness have determined that by the year 2003, two years from now, acting together, we want to reduce by 10% the level of inactivity in Canada and Health Canada is spending millions of dollars every year to support community and provincial and national groups which encourage fitness.



¹Canadian Fitness and Lifestyle Research Institute. 1998 *Physical Activity Monitor*. Ottawa, Ontario

Now let me talk a bit about what we can do, I believe, together in partnership...Each of you can be ambassadors for fitness. Each of you can serve as role models for youth. Each of you can help us inspire the nation to live a healthier life. You can help us achieve the goals of preserving our health-care system.

There is all kinds of talk about the pressure on Canadian medicare, how we are going to be able to afford what we are providing as services as the population ages, as the cost of technology increases, as pharmaceutical products become more expensive but you know, recently the Canadian Cancer Society issued a news release and a physician with the Society said that we could cut in half the projected increase in the incidence of cancer in this country by changing the way we live: diet, physical activity and lifestyle.

Can you imagine reducing by one half the burden of cancer on the health-care system in the course of the next 20-25 years? Isn't that one of the answers we should look to when we are examining the question of how will we keep health-care sustainable into the future? Isn't that an objective which is worthy as a national goal and isn't that something we should work for together?

One of the things we have done ... is to create a sort of momentum now...We have to drive it forward, we have to take advantage of it... It must include physical activity for health and it has got to involve partnerships between you and me.

Can we do that together in the years ahead? ... I will be working closely together to take advantage of your willingness to help and together, whether it is with smoking or physical activity or making people understand the connection between their lifestyles and their health, I believe that working together, we can make this a healthier nation. Thank you very much for everything you have done. I look forward to working with you in the future. Merci."

National Symposium on the Canadian Diabetes Strategy

A National Symposium on the Canadian Diabetes Strategy was held in Montreal during February 2001 to provide a forum to achieve consensus on outstanding gaps in diabetes prevention and control. It also helped build partnerships across sectors and regions to effectively address these gaps, including ideas on how to effectively promote physical activity and healthy eating.

The Symposium was a stepping stone towards the development of a broad, long-term national strategy that could include the full continuum of related issues, from diabetes prevention and education, to treatment, research and surveillance.

The results included a commitment on recommendations that could encompass areas outside federal jurisdiction, and actions that could more effectively be accomplished by other organizations. For more information, contact: Philippe_Dussault@hc-sc.gc.ca

Literature Search Reveals Key Findings re: Counseling Patients on Physical Activity

A literature search conducted by the College of Family Physicians of Canada and Health Canada revealed some important findings to help better understand current issues in physical activity counseling and what has worked for different populations.

The search aimed to boost the efficiency of counseling tools used by family physicians, who play a central role in health promotion and are key counselors to increase patients' awareness of the benefits of physical activity.

While few Canadian studies exist to date, an international body of medial literature about physical activity counseling by family physicians and other health-care providers was reviewed.

The key findings are summarized as follows:

1. Canadian studies to date have found that few family physicians routinely counsel patients on regular physical activity.
2. Physician counseling on physical activity has been shown to influence patient behaviour in the short term.
3. The most frequently cited barriers to physician counseling are time constraints, lack of financial incentive, lack of standard protocols, lack of success in the counseling role, and lack of training.
4. Training in physical activity counseling increases the frequency of counseling and physician confidence in this role.

To request a full copy of the literature search or for more information on physical activity counseling and related tools, please contact Patricia Marturano, Project Coordinator at (905) 629-0900, ext. 203, or via email at <pmarturano@cfpc.ca>.

College of Family Physicians Releases Video on Active Ageing

As part of its *Physical Activity and Health Strategy*, the College of Family Physicians of Canada (CFPC) has developed a unique video on active ageing to encourage physicians to counsel their patients on ways to get active to improve their health.

Active Ageing – You Can Make a Difference! is a short, 15-minute video that:

- Allows physicians to learn more about the barriers to physical activity;
- Describes new counseling and training tools that help place patients on the fast track to a healthier lifestyle; and
- Introduces the exciting new Practice-based Small Group Learning Module on physical activity and older adults.

To order free copies or for more information, please contact Patricia Marturano, Project Coordinator for the CFPC's *Physical Activity and Health Strategy* at (905) 629-0900, ext. 203 or via email at <pmarturano@cfpc.ca>.

Survey of Family Physicians on Canada's Physical Activity Guide and Handbook

The College of Family Physicians of Canada, through the National Research System (NaReS), has recently undertaken an evaluation of the use of *Canada's Physical Activity Guide and Handbook* by family physicians. The purpose of the survey was to identify more broadly how physicians obtain the *Guide/Handbook*, how they use it, how helpful they found it to be, and what barriers they identified to using it with their patients.

Ninety-six per cent of physicians felt that physical activity was important to maintaining one's health and identified counselling for physical activity and healthy eating as important components of their practice. The majority of physicians identified using the *Guide* in consultation with patients and plan to continue using it. A large percentage said they recommend the *Guide* to patients with obesity, adult onset diabetes, heart disease and high blood pressure. Barriers included time during clinical encounter, language and remuneration.

News from the Front Lines

A cross-country update on Provincial/Territorial initiatives

Yukon

Twenty-five groups and organizations, both inside and outside of government, have either contributed to the development of an *Active Living Strategy*, provided financial support for its development and implementation, supported promotional efforts relating to the *Strategy*, or developed and implemented specific initiatives relating to the *Strategy*.

Northwest Territories

Emphasis has been placed on building partnerships throughout the vast landmass that makes up this jurisdiction, including developing strategies at the community level that are designed to decrease the level of physical inactivity, and making national initiatives relevant to the NWT population.

British Columbia

A document entitled, *B.C. Active for Life – An action plan for British Columbians* is used as a guide for the provincial government and its partners to introduce additional initiatives in the area of physical inactivity reduction.

Partnerships have been established between the Sport and Community Development Branch and the Ministry of Health through its Cardiovascular Disease Prevention initiative, as well as with the Ministry of Education through its school-based active living initiative.

Alberta

The Alberta *Active Living Strategy's* goal is to "support the health, social and economic priorities of Albertans through the encouragement of more active and healthier lifestyles."

Strategies have been developed to address both needs and direct actions that promote

and/or support physical activity and active living in three primary settings: schools, workplaces and communities.

Saskatchewan

A Physically Active Saskatchewan — A provincial strategy outlines a vision for this province and provides a framework for action.

Participating organizations from the sport, recreation, health, and education sectors fully support the following vision: 'Saskatchewan people value physical activity as a fundamental component of being active, healthy and well. Physical activity is a basis for an enriching life, and as an integral part of daily living, it is a visible and important expression of Saskatchewan culture.'

Manitoba

In answer to the high levels of physical inactivity among young females, several pilot programs were developed, including: *Take the Challenge – Speak Up!*, *Take the Challenge – Do it for You!* and *On the Move*. Both programs aim to promote participation by girls and women in recreation, physical activity and sport.

A provincial *Physical Activity Strategy* is being developed in partnership with the Alliance for the Prevention of Chronic Disease, and an extensive province-wide consultation will culminate in a provincial summit on physical activity.

Ontario

The Government of Ontario announced its strategy *Active Ontario* in August 2000. The strategy outlines approaches to supporting those who are inactive to increase their physical activity levels, and to support them where they live, work, go to school and play, where they have the potential to be more active.

Quebec

The Kino-Quebec Action Plan is entitled, *Together for an active and healthy population*. It addresses the period from 2001 to 2005, and focuses on three target groups: children and youth aged 10-19; adults aged 25-44; and older adults aged 55 and over. The strategy has two directions for action: communications and favorable environments.

New Brunswick

A unique project called *Succes NB Success – Sharp Minds, Active Bodies* was launched on January 25, 2001. The three-year campaign provides tools for New Brunswickers to increase both their physical activity level and their literacy skills.

Alone, or in groups, individuals can register and commit to achieving personal goals with the help of a cyber coach. A website with interactive components links individuals with

a source of information, motivation, and support to help them pursue and achieve their personal goals.

Prince Edward Island

The Government of PEI endorsed an *Active Living Policy* in April 1999. This *Policy* is intended to guide the province in its efforts to achieve the 10% reduction in physical inactivity goal. An Active Living Alliance of some 30 provincial organizations has been established, including both governmental and non-governmental interests.

Nova Scotia

Starting in September, approximately 2100 students from grades 3, 7, and 11, will participate in a province wide surveillance system to measure their physical activity levels using accelerometers. This is the first population wide study of children's physical activity levels using an objective measure. The information from this study will provide rich baseline data on the current activity levels of children and youth in the province. The study is funded by the Nova Scotia Sport and Recreation Commission, the Departments of Health and Education, and Health Canada. Dalhousie St.FX, Acadia and the University College of Cape Breton will provide research expertise.

Over the next six months, the Nova Scotia Sport and Recreation Commission will be developing a provincial physical activity strategy aimed at increasing the physical activity levels of children and youth. The province has allocated \$500,000 per year to be used for implementation of the strategy.

Newfoundland & Labrador

Emphasis has been placed on creating partnerships in the interest of addressing the 10% inactivity reduction goal. As part of the province's *10% Reduction of Physical Inactivity Strategy*, a group comprised of 23 key stakeholders has been formed to address the issue of physical inactivity, and to develop initiatives relating to the unique challenges which face residents of the province. The provincial government has also placed a special emphasis on workplace wellness.

LAUNCHnews

Thanks for reviewing this fifth issue of *LaunchNews*! *LaunchNews* is produced on an ad hoc basis to keep you up-to-date on the latest news and initiatives from Health Canada's Physical Activity Unit. If you have questions, comments or suggestions for *LaunchNews*, please contact Claire Barrette by e-mail (claire_barrette@hc-sc.gc.ca) or by fax (613-941-6666).



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