

THE BEST PLACE ON EARTH >>
FOR FITNESS AND HEALTHY LIVING



WE WANT YOUR INPUT



Although B.C. is Canada's healthiest province, inactivity and poor dietary choices are affecting our quality of life. The Province introduced ActNow BC to encourage British Columbians to make healthy behaviours a way of life, and we're keeping it top of mind through an extensive marketing campaign.

To encourage healthy choices from the earliest ages, we're enhancing physical education curricula in schools, and introducing the BC School Fruit and Vegetable Snack Program. On a community level, programs like LocalMotion fund healthy living infrastructure such as trails, bike paths and walkways. And we are continuing to emphasize the importance of reducing tobacco use and healthy choices in pregnancy.

We are poised to lead North America in healthy living and physical fitness. I welcome your input and invite you to contact me for more information on ActNow BC.

Remember - just 30 minutes of moderate exercise and five servings of fruit and vegetables a day can help us avoid serious illness and live healthier lives.

A handwritten signature in white ink that reads "Gordon Campbell". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

*Honourable Gordon Campbell
Premier of British Columbia*



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ActNowBC

For more information, please visit our website:
www.actnowbc.ca

ACTNOW BC

ActNow BC is the most comprehensive health promotion program of its kind in North America, encouraging British Columbians to lead a healthier lifestyle.

- » The Conference Board of Canada confirms B.C. is Canada's healthiest province. Still, 45% of B.C. adults are overweight or obese, which can lead to serious health problems as they age.
- » Child obesity trends are alarming: today's kids may be the first generation with a shorter lifespan than their parents.
- » Seniors are the fastest-growing group in B.C. Future seniors will benefit from today's community changes that address healthy lifestyles.

BUILDING AWARENESS OF HEALTHY CHOICES

ActNow BC is leading a social marketing campaign to encourage British Columbians to make healthier eating choices and be more physically active.





- » Every Move is a Good Move – which features brochures, website, television, print and transit advertising – was launched in March 2007 with a physical activity focus. A nutrition campaign will follow in October 2007.
- » An ActNow BC Road to Health Tour is visiting 22 communities across the province to teach British Columbians about the benefits of a healthy lifestyle and physical activity, through exciting interactive exhibits and informative displays.
- » The Activity Challenge, a web-based interactive tool, is inviting British Columbians to walk, run or wheel on the path to a healthier, more active lifestyle. To take the Activity Challenge, visit www.actnowbc.ca online.

INCREASING PHYSICAL ACTIVITY

The Province is working with ActNow BC partners to increase the physical activity of all British Columbians, by:

- » Providing \$30 million to the BC Healthy Living Alliance and 2010 LegaciesNow for initiatives to support healthy lifestyles and to further the ActNow BC goals.
- » Encouraging British Columbians to register for the Activity Challenge at www.actnowbc.ca online.
- » Dedicating \$4 million to improve playgrounds at B.C. schools.
- » Investing in Action Schools! BC and revising the physical education curriculum to get more K-12 students more active more often.



An active lifestyle and a commitment to healthy living are the cornerstones of health promotion and key to a cost-effective health care system.

- » Providing education and awareness to students and their parents through new ActNow BC parent and teacher resources, to encourage children and youth to be more physically active.
- » Investing in bike paths, walkways, greenways and improved cycling infrastructure across B.C., through projects like the Kicking Horse Canyon and Gateway, and programs like LocalMotion, which funds bike paths, walkways and improved accessibility for people with disabilities.
- » Working with the BC Lions' Lions in the House program, which encourages physical activity among B.C. schoolchildren.

ENCOURAGING HEALTHY EATING

The Province is investing in programs that encourage people to make healthier food choices:

- » Expanding the BC School Fruit and Vegetable Snack Program to 162 schools in September 2007 to encourage healthy eating habits.
- » Developing a Healthy Eating component for Action Schools! BC and using fun, interactive, food-related activities to help elementary and middle school students understand the importance of nutrition.
- » Creating and implementing healthy eating guidelines for the sale of food and beverages at school and through vending machines in all public facilities.
- » Supporting and encouraging access to locally produced fruits and vegetables, in turn contributing to local economies.



- » Assisting First Nations in establishing and/or expanding sustainable food production programs through First Nations Community Food Services for Healthy Living.

REDUCING TOBACCO USE

At 16.4%, B.C. has the lowest tobacco smoking rates in Canada. The Province is working to:

- » Discourage youth from starting to smoke, through education programs and legislation aimed at preventing youth access to tobacco products.
- » Encourage smoke-free sporting venues and increase awareness of the risks of tobacco use in sport through Tobacco-Free Sports.
- » Help those who are ready to quit smoking, through free QuitNow services accessible online and via a toll-free number.
- » Support smoke-free places through legislation to ban smoking in all indoor public and work places.

PROMOTING HEALTHY CHOICES IN PREGNANCY

To ensure women have the information they need to make healthy choices in pregnancy, the Province:

- » Led development of healthy pregnancy initiatives, including enhanced pregnancy outreach and other public health programs that counsel women about alcohol use in pregnancy.



ActNow BC is working with several key partners to help ensure B.C. leads the way in North America in healthy living and physical fitness.



- » Requested all health authorities to develop Fetal Alcohol Spectrum Disorder prevention plans to support healthy choices in pregnancy.
- » Continues to support tobacco cessation programs and services that have resulted in B.C. having the lowest rate of women smoking during pregnancy in Canada.

PROMOTING GOOD HEALTH AND MORE

Good health benefits not only British Columbians, but many aspects of our society. Consider this:

- » Changing demographics and an aging population will continue to have a huge impact on our economy and our labour force.
- » By embracing good health and a higher quality of life, we will create a healthier labour force and attract businesses and workers to B.C.
- » Investments in parks, trails and recreation facilities that support physical activity contribute to sound environmental stewardship and can be aligned with climate change strategies.
- » Sport tourism, major event hosting and initiatives to promote B.C.'s trails, parks and agriculture industry will help B.C. communities attract visitors and collect tax revenues for re-investment into communities.
- » Children and youth engaged in sport and recreation programs are less likely to be engaged in unhealthy activities. This can have a tremendous impact on our justice, social and health systems down the road.



FOR MORE INFORMATION

ActNow BC – Every Move is a Good Move

www.actnowbc.ca where you can take the Activity Challenge!

2010 LegaciesNow www.2010legaciesnow.com

BC Healthy Living Alliance www.bchealthyliving.ca

PHYSICAL ACTIVITY

Ministry of Tourism, Sport and the Arts, Sport and Recreation Branch www.tsa.gov.bc.ca/sport

ActionSchools! BC www.actionschoolsbc.ca

Active Communities www.activecommunities.bc.ca

Canada's Physical Activity Guide to Healthy Active Living
www.phac-aspc.gc.ca/pau-uap/paguide

Canada's Physical Activity Guide to Healthy Active Living for Children and Youth

www.phac-aspc.gc.ca/pau-uap/paguide/child_youth

Canada's Physical Activity Guide to Healthy Active Living for Older Adults

www.phac-aspc.gc.ca/pau-uap/paguide/older/

Go for Green: Active and Safe Routes to School

www.goforgreen.ca/asrts/home_e.html

HEALTHY EATING

Eating Well With Canada's Food Guide

www.hc-sc.gc.ca/fn-an/food-guide-aliment/index_e.html

Dial-A-Dietitian www.dialadietitian.org

A dietitian is available 9 a.m. - 5 p.m. Monday to Friday

Lower Mainland: 604 732-9191

Toll-free provincewide: 1 800 667-3438

Making It Happen: Healthy Eating at School

www.knowledgenetwork.ca/makingithappen/

The Senior Chef: Cooking for One or Two (PDF)

www.health.gov.bc.ca/prevent/pdf/senchef.pdf

School Fruit and Vegetable Snack Program

www.aitc.ca/bc/snacks/

Guidelines for Food and Beverage Sales in B.C. Schools

www.bced.gov.bc.ca/health/guidelines_sales.pdf

FOR MORE INFORMATION

School Milk Program: Fridges in Schools

www.bcdairyfoundation.ca/school_milk_program/elementary_schools/fridgedetails.htm

School Fruit and Vegetable Snack Program

www.aitc.ca/bc/snacks/

HEALTHY CHOICES IN PREGNANCY

Baby's Best Chance

www.health.gov.bc.ca/cpa/publications/babybestchance.pdf

La Leche League www.lalecheleague.org

Nutrition for a Healthy Pregnancy – National Guidelines for the Childbearing Years

www.hc-sc.gc.ca/fn-an/nutrition/prenatal/national_guidelines_cp-lignes_directrices_nationales_pc_e.html

Motherisk www.motherisk.org

Best Start www.beststart.org

TOBACCO CONTROL

QuitNow Services www.quitnow.ca

QuitNow by Phone: 1 877 455-2233

Tobacco Control Program

www.health.gov.bc.ca/tobacco/index.html

Tobacco Facts for Youth, Parents and Educators

www.tobaccofacts.org/

Tobacco-Free Sports

www.tobaccofreesports.ca

USEFUL LINKS

BC NurseLine

Pharmacist available from 5 p.m. - 9 a.m. daily

Toll-free: 1 866 215-4700

Greater Vancouver: 604 215-4700

Deaf/hearing impaired, toll-free: 1 866 889-4700

BC HealthGuide OnLine and BC HealthFiles

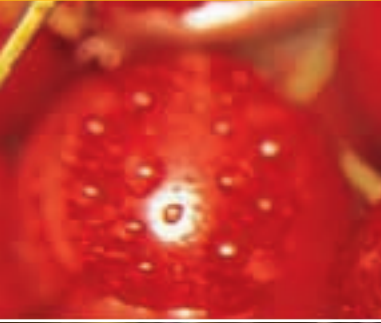
www.bchealthguide.org

Health and Seniors Information Line

Toll-free provincewide: 1 800 465-4911

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E-MAIL: PREMIER@GOV.BC.CA*



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COLUMBIA**

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