

Imagine

living in a country where...

...children suffer from Type II Diabetes – a painful chronic disease that is 100% preventable through moderate levels of physical activity and adequate nutrition.

Imagine

living in a country where...

... more than 1/4 of children and close to 1/2 of adults are overweight – jeopardizing their life expectancy, their health and their quality of life.

Imagine

living in a country where...

...your child's expected lifespan could be less than your own.

Imagine

living in a country where...

... getting physical activity back into the day-to-day life of citizens would reverse a health crisis, but the people with the power to make that change turn a blind eye.

You don't need to imagine...
this is our country.

imagine

We're the Coalition for Active Living...

...a national action group of more than 60 organizations advocating for health promotion and disease prevention through physical activity. Our goal is to ensure that the environments where Canadians live, learn, commute, work and play support regular physical activity.

...and we've got a plan – the Pan-Canadian Physical Activity Strategy

There is no magic pill. There is no quick fix.

This plan is focused on sustainable, long-term change.

It's about **creating physical activity-friendly communities...**

...reintroducing physical activity into daily life by ensuring communities are barrier-free. To build a strong foundation:

- include all Canadians;
- revitalize community infrastructure; and
- nurture active kids.

It's about **building a movement...**

...through momentum and strength. Local, provincial/territorial and national organizations are breathing life back into what was once a Canadian cultural norm – the choice to be active.

Achieving these two strategic priorities will require:

Healthy public policy – a significant investment in comprehensive, sustained and effective action on physical inactivity.

Community physical environments – a supportive infrastructure for physically active lifestyles.

Supportive social environments – environments that support physical activity and provide the “culture” in which we can learn or change lifestyle behaviours.

Public education – information, discussion, and the influencing of attitudes and values about physical activity to create a climate conducive to social and behavioural change.

Research and knowledge exchange – the identification of effective strategies and current trends in policies, plans and practices to reduce physical inactivity.

For a copy of the Pan-Canadian Physical Activity Strategy, please visit: www.activeliving.ca or email: info@activeliving.ca

We get it.

We built this plan, and we're ready to put it into action.

The experts get it.

"Canada is facing an inactivity and obesity crisis whose impact on the cost of future chronic disease management is almost unimaginable."

Dr. Andrew Pipe, Director, Division of Prevention and Rehabilitation, University of Ottawa Heart Institute

"Conservative estimates suggest that reducing the prevalence of physical inactivity by 10% would save \$150 million annually. This savings does not include indirect costs such as lost productivity due to illness, premature death, or a range of other health conditions, including mental illness and poor quality of life."

Dr. Peter Katzmarzyk, School of Physical and Health Education, Queen's University

The physical activity sector gets it.

The hundreds of organizations across this nation that can make things happen on the ground – in the voluntary sector, active living, education, sport, health care and recreation – are in place.

Many municipalities get it.

Physical activity strategies and plans are emerging in many municipalities across the country.

Some provinces and territories get it.

There have been some promising signals from the provinces and territories in recent years. They've committed to increase physical activity levels by 10 percentage points in each jurisdiction by 2010. And, a few have begun implementing plans to respond directly to that commitment.

The federal government...

...we're still waiting for them to get it.

Although they, too, have committed to the 10 per cent goal, they currently have no plan to achieve it. There remains a profound and urgent need for the federal government to champion a physically active Canada and to act in partnership with the physical activity community to implement a plan.

And, it requires a significant investment. Tackling the physical inactivity crisis will require the same kind of investment that governments have put into the tobacco control strategy in the past. We're calling for a \$100 million dollar investment per year to address a \$2.1 billion health problem. That's just a fraction of the current health care budget – less than 0.5% annually.

The Pan-Canadian Physical Activity Strategy was developed by members of the Coalition for Active Living. It is the result of 18 months of consultations with notable experts on physical activity in Canada from the voluntary sector, health, education and representatives from provincial and territorial governments.



Active communities,
healthy Canadians