

CANADA'S

# Physical Activity Guide

to Healthy Active Living

ISSUE 3, WINTER/SPRING 1999

Welcome to the third issue of *Launch News!* *Launch News* is produced to help keep you up-to-date on the development and promotion of *Canada's Physical Activity Guide to Healthy Active Living* and the upcoming *Guides* for older adults and for children/youth.

We aim to give you the latest news about the *Guide's* progress, to share ideas for its promotion and distribution, and to answer your questions. If you have any comments regarding *Launch News*, please contact Randy Adams, Health Canada, by e-mail at <Randy\_Adams@hc-sc.gc.ca> or fax (613-941-6666).

## Launch of Canada's Physical Activity Guide Results in Huge Demand

On October 21, Health Canada and the Canadian Society for Exercise Physiology (CSEP) successfully launched *Canada's Physical Activity Guide to Healthy Active Living* at a news conference in Fredericton, New Brunswick, during CSEP's Annual General Meeting.

On the same morning as the official launch in Fredericton, a news conference was held in Ottawa which focused on the roles some of Health Canada's partners in this project are playing to promote and distribute the *Guide*.

(continued on page 2)

### IN THIS ISSUE

- 3 Provinces and Territories get behind *Guide* launch
- 7 The work of Health Canada's Fitness and Active Living Unit
- 7 *Guide for Older Adults* under development
- 8 Get the *Guide* and the goods to promote it



Please circulate this newsletter.



Dr. Francine Lemire, President of the College of Family Physicians of Canada, is interviewed by reporters during the Ottawa news conference to promote the new *Canada's Physical Activity Guide*.



Dr Mike Sharratt, Canadian Society for Exercise Physiology, Dr. Normand Gionet (MC), Canadian Fitness and Lifestyle Research Institute, The Hon. Marcelle Mersereau, Minister of Municipalities, Culture and Housing, Province of New Brunswick, and Ms. Kathy Coffin, Health Canada participated in the official launch of the *Guide* in Fredericton.

(continued from page 1)

Publicity in the morning papers on launch day resulted in calls coming in by 8 a.m. to the toll-free number set up by Health Canada to distribute the *Guide*. "By 11 a.m. Ottawa time, it was total mayhem on the phone lines," said Greg Houle of Canada Communications Group.

"We had four operators answering the live calls, another emptying the voice mail box which was filling up almost faster than we could empty it, and one more operator processing the voice mail requests."

"It was so busy the rest of the week, that we worked on Saturday anticipating the onslaught to continue. The excitement about the *Physical Activity Guide* is amazing. The comments we are getting from the callers are very positive," he said.

### At the Fredericton news conference...

"The federal government recognizes that regular physical activity helps Canadians get healthy and stay healthy," said Health Minister Allan Rock in a news release issued for the launch of the *Guide*.

"Research has provided us with strong evidence that physical inactivity increases risk of premature death, chronic disease and disability," explained Dr. Michael Sharratt to an audience of television, radio and print journalists on hand for the announcement.

"The *Guide* is a major vehicle in the building of active living communities, healthier places in which to live, to learn and to work," furthered Municipalities, Culture and Housing Minister Marcelle Mersereau, who is responsible for sport, recreation and active living in New Brunswick. "It is a useful tool to help increase the quality of life in our communities, schools and workplaces."

The aim of the two news conferences was to make Canadians aware, via the media, of the dangers of inactivity and the availability of the *Guide* as an effective tool to help Canadians get active enough to achieve health benefits.

### Ottawa news conference focuses on partners' roles

A total of 43 national organizations representing health-care professionals, parents, educators, teachers, dietitians, the work place, the environment, recreation organizations, persons with disabilities, city and town planners, disease support groups, and all provincial and territorial governments have officially endorsed the *Guide*.

In addition to spokespersons from Health Canada and CSEP, representatives from the following eight endorsing organizations participated in the news conference:

- The College of Family Physicians of Canada;
- The Canadian Fitness and Lifestyle Research Institute;
- The Canadian Institute of Planners;
- The Heart and Stroke Foundation of Canada;
- The Osteoporosis Society of Canada;
- The Industrial Accident Prevention Association;
- The Dietitians of Canada; and
- The Canadian Intramural Recreation Association.

At both events the media was asked to inform Canadians that they can get a free copy of the *Guide* by calling Health Canada toll-free at 1-888-334-9769, or visiting the *Guide* web site at <[www.paguide.com](http://www.paguide.com)>. (Note: the full list of *Guide* Endorsers appears on the back cover of the *Handbook*, and on the *Guide* web site with direct links to their own organization web sites.)



Dr. Storm Russell, The Canadian Fitness and Lifestyle Research Institute; Dr. Francine Lemire, The College of Family Physicians of Canada; Mr. Doug McQuarrie, The Heart and Stroke Foundation of Canada; Ms. Helen Haresign, The Dietitians of Canada; Dr. Angelo Belcastro, The Canadian Society for Exercise Physiology; Mr. Art Manhire, YMCA Canada; Ms. Janet Davies, Health Canada; Mr. Rick Turnbull, The Canadian Intramural Recreation Association; Ms. Joyce Gordon, The Osteoporosis Society of Canada; Ms. Joan Burton, The Industrial Accident Prevention Association; and Ms. Chantal Laliberté, The Canadian Institute of Planners participated in the Ottawa news conference.

# Provinces and Territories Get Behind *Guide* Launch!

Canada's *Physical Activity Guide to Healthy Active Living* was launched with the goal of seeing a copy in every household in Canada - *on fridge doors, not in desk drawers*. Through the hard work and creative efforts of provincial and territorial officials, we are well on our way to meeting this objective.

The following is a sampling of the kinds of promotion and distribution activities provincial and territorial governments have been undertaking in support of the *Guide*:



## Newfoundland

The province of Newfoundland generated their own media coverage of the *Guide*, holding a provincial launch in St. John's and five regional launch events in Gander, Springdale, St. Anthony, Happy Valley-Goose Bay, and Grand Bank.

An exhaustive mailing campaign of the *Guide*, its companion *Handbook* and poster was also undertaken to schools, recreation committees and town councils, community health professionals, school curriculum directors, recreation leaders, and the provincial medical association.

David Doyle of the Department of Tourism, Culture and Recreation had cover letters from appropriate ministers included in the mailings. His Minister, Sandra Kelly, for example, and the Minister of Education, Roger Grimes, sent a message in the mailing to all schools in the province.

"We also used some ideas from the *Guide Communications Manual*, such as placing articles in appropriate newsletters, and we're working at having the *Guide* declared a resource in the school curriculum similar to *Canada's Food Guide*," Mr. Doyle said.



## Nova Scotia

The province of Nova Scotia held a breakfast event with two Ministers attending, the Hon. Jim Smith, Minister of Health and Justice, and the Hon. Robbie Harrison, Minister of Education and Culture and Minister Responsible for Youth, to promote the *Guide* and announce an agreement with Dalhousie University to undertake research on physical activity as it relates to children and youth.

"The *Guide* has been distributed to all municipal recreation departments, each school and Phys. Ed. teacher in the province, and a mailing to public health units is also in the works," said Barb Klass of Nova Scotia's Sport and Recreation Commission.

"As well, our six regional offices have the *Guide* materials and are working to promote them with local community organizations," she said.



## Prince Edward Island

"*Minister Supports Release of Canada's Physical Activity Guide*" headlined the news release issued by the Department of Education in Prince

## Health Canada's *Guide* Activities

- ✓ Health Canada sent copies of the *Guide* launch kit to all Members of Parliament and Senators.
- ✓ In the new year, MPs will receive a follow-up letter from Minister Rock inviting them to order additional copies of the *Guide* and related communications materials so they can promote the toll-free number and *Guide* Web site to their constituents.
- ✓ Health Canada officials presented the *Guide* at a hearing of the House of Commons Sub-Committee on the Study of Sport in Canada, in October. The Committee released a report in December highlighting that physical inactivity is a significant health issue and recommending that sport and recreation be more accessible, especially to low income families.
- ✓ Randy Adams of Health Canada's Fitness and Active Living Unit has been busy making presentations about the *Guide* to a wide variety of groups including the World Health Organization, the British Columbia College of Family Physicians, the Canadian Heart Health Network, Ontario's *Guide* workshop, and the Auditor General's Office.

(continued on page 4)

✓ Health Canada even fulfilled a request for 1,000 copies of the *Guide* from a family physician who plans to include the *Guide* in his annual mailing to patients.

✓ As of late January, the toll-free number had filled 13,500 requests for the *Guide*. To date, the following quantities have been distributed: close to 4 million single-sheet *Guides*, 1 million *Handbooks*, and 125,000 *Guide Posters* (for professionals only).

✓ In addition, the *Guide* Web site had received 35,500 visits.

## Health Canada still building *Guide* partnerships...

The Department of National Defense (DND), Scouts Canada, and the Royal Canadian Mounted Police have joined the growing list of official *Guide* endorsers.

"Regular physical activity is a fundamental building block of a healthy and prepared Canadian forces" said Gaetan Melancon, Director of Physical Education for the DND. "We will be promoting and distributing the new *Physical*

(continued from page 3)

Edward Island to promote the launch of the *Guide*.

With the goal of getting the *Guide* into as many island households as possible, PEI distributed a copy of the *Guide* to every student in the province to bring home.

"The *Guide* and *Handbook* have also been distributed to all municipalities, community recreation departments, regional health boards and through all government departments at the Ministerial level," said John Morrison, of the Culture, Recreation and Heritage Division in PEI.

In the future, the province plans to distribute the *Guide* to the PEI Medical Society, every Member of the Legislative Assembly, the Heart and Stroke Foundation, and the Cancer Society.



### New Brunswick

The provincial Speech from the Throne, in November, announced a special effort to decrease inactivity levels amongst New Brunswickers. In December, the Hon. Marcelle Mersereau, Minister of Municipalities, Culture and Housing,

released a statement in the Legislative Assembly regarding the province's commitment to meet the goal set by Federal/Provincial-Territorial Ministers to decrease the number of inactive Canadians by 10% by 2003. The Minister also spoke to the importance of the new *Canada's Physical Activity Guide* as a cornerstone in that strategy as she distributed copies of the *Guide* to all MLAs.

"The *Guide* has also been discussed in context of the work of the Special Cabinet Committee on Social Policy Renewal and the Task Force on Health Care Reform", said Roger Duval of the Ministry.

To date, the province has undertaken a comprehensive distribution of the *Guide*, sending it to high schools, public health units, municipal recreation directors, provincial recreation and sport organizations, municipal elected officials, and cabinet ministers.



### Québec

The province of Québec has a number of initiatives underway to address the issue of

## Islanders No Couch Potatoes!

### NB, PEI Vie for Title of Most Active Province

Last spring, the Hon. Chester Gillan, Minister responsible for Sport and Recreation, responded to the 1997 federal report *Physical Activity Benchmarks* that showed approximately 65 percent of Canadians were physically inactive by declaring the goal to make Prince Edward Island the most physically active province in Canada.

At the national launch of the *Guide* in Fredericton, the Hon. Marcelle Mersereau, Minister responsible for Municipalities, Culture and Housing, responded by announcing her own intention for New Brunswick to be the most active province.

Now that's the kind of inter-provincial rivalry we welcome! Any more challengers out there?

physical inactivity and is utilizing the *Guide* strategically, through its regional Kino-Québec modules, to help in achieving the goal of reducing inactivity by 10% by the year 2003.



## Ontario

On December 10<sup>th</sup>, Ontario hosted a workshop with 70 intermediaries from across the province to discuss “effective use strategies” for the *Guide* with fitness practitioners, public health workers, as well as college and university staff.

“The response to the workshop was very positive and, judging by the waiting list of interested leaders, additional workshops will likely be organized”, said Art Salmon of *ParticipACTION*. “The province has also distributed copies of the *Guide* to schools, public health agencies, and recreation associations through Parks and Recreation Ontario”.



## Manitoba

“The province of Manitoba has distributed more than 60,000 individual pieces of mail containing the *Guide* through a variety of networks,” said Jim Evanchuk of the province’s Fitness Directorate.

“Every recreation director in the province, every regional office of our own department, 88 provincial sport organizations, and over 700 accredited fitness leaders received a mailing,” he said. “We also sent copies of the *Guide* to all regional health authorities, municipal governments, all universities and community colleges, as well as the Manitoba Phys. Ed. Teachers Association and community health educators to use with their client groups.”

Copies of the *Guide* were even inserted in the registration kits for a recent Provincial Tourism conference.

Finally, to raise awareness of the pending *Guide for Older Adults*, Mr. Evanchuk said, “All senior organizations in the province were shown the video and copies of the *Guide* were distributed to them along with the message that there’s more to come.”



## Saskatchewan

The issue of activity levels of the residents of Saskatchewan was raised in the provincial legislature in October when the *Guide* was launched.

“Inactivity not only does terrible things to your own personal health, it also has significant implications for the health budget which has increased as an overall percentage of spending from 33 per cent (in 1991) to 38 per cent (in 1998)”, said Health Minister Pat Atkinson. When you look at the study of health-care costs as they relate to inactivity... that has an impact on our tax dollars”.

The province of Saskatchewan has distributed the *Guide* through the Saskatchewan Parks and Recreation Association. Copies have also been sent to the province’s health districts.



## Alberta

“We have launched the *Guide* very, very successfully in Alberta,” said Alfred Nikolai of Recreation Services, Alberta Community Development.

“Copies of the *Guide*, the *Handbook* and posters have been distributed to community recreation workers and community health staff right across the province. We have also distributed the

*Activity Guide* not only to our military personnel, but also to their families, and to our civilian workforce.”

“Scouts Canada is behind this initiative 100%”, said Rob Stewart, Executive Director. “We are re-printing the *Guide* and components of the *Handbook* in our January Leader Magazine, sent to 43,000 Scout leaders, encouraging them to lead by example.”

“The new *Physical Activity Guide* is an excellent initiative”, said Commissioner J. P. Murray. “It will be used to the fullest by the RCMP across Canada”. New endorsing organizations will be added to the back cover of the *Guide Handbook* at the next printing. Other national organizations interested in endorsement are invited to contact Randy Adams, Health Canada, by e-mail <Randy\_Adams@hcsc.gc.ca> or fax (613-941-6666).

## Endorser Activities

**The Canadian Medical Association** distributed sample *Guide* materials, along with an order form, as an insert to the November 3 issue of the *CMA Journal* to 60,000 physicians.

**The Canadian Association for Health, Physical Education, Recreation and Dance** featured the *Guide* on the front

cover of the December issue of their *Journal*, distributed to more than 1,200 physical educators in schools, colleges and universities.

### **Active Living Magazine**

(The Health, Fitness and Recreation Magazine for People with a Disability) distributed the *Handbook* as an insert to the November/December issue to 50,000 subscribers.

### **The College of Family Physicians of Canada**

distributed copies of the *Guide* as an insert to the November issue of the *Canadian Family Physician Journal*, sent to more than 25,000 family physicians for use in their offices and for distribution to their patients.

### **The Heart and Stroke Foundation**

is promoting and distributing the *Guide* through all of its offices from coast-to-coast."

### **The Canadian Intramural Recreation Association**

is distributing copies of the *Guide* to its network of teachers, school administrators and campus recreation directors in more than 4,000 high schools, colleges and universities across Canada.

Let us know about your promotion and distribution efforts!

*Guide* to all the public libraries in Alberta," he said.

"Our Minister, the Hon. Shirley McClellan, also tabled the *Guide* in the Alberta legislature and gave copies to each MLA, many of whom have followed up with my office to order additional copies," Mr. Nikolai explained.



### **British Columbia**

"British Columbia's Recreation and Sport Branch is working with the provincial ministries of Health and Education to effectively distribute the *Guide*," says Kathryn McLean. "Bulk quantities were shipped to every health unit and we are advising the public that they can pick copies up there," she stressed.

Through Sport BC, the *Guide* was distributed to all provincial sport organizations. As well, it was distributed to 3,700 fitness leaders across the province. Bulk copies were also sent to the School of Kinesiology at Simon Fraser University, the BC Active Living Network, the BC Medical Association, and the Quality Daily Phys. Ed. Network.

BC is also working with the province's Heart Health Coalition (which prepared *B.C. — Setting the Pace: A plan to improve the health of British Columbians through physical activity*) to distribute the *Guide* and plans to issue a news release when the *Premier's Sport Award Program* distributes its one millionth award to an intermediate student who has completed the skills training program.



### **Yukon**

A Minister's Task Force on Active Living will be making its recommendations to

cabinet in the new year. After decisions are taken, it is anticipated a public event will be held to launch the government's strategy on Active Living, which will include promotion of the *Guide*.



### **Northwest Territories**

"Departments Promote Active Living for Healthier Communities" was the headline of the news release issued by the NWT Government to promote the launch of the *Guide*. A letter from the Hon. Maniok Thompson, Minister of Municipal and Community Affairs, also accompanied packages sent out to each community and school in the NWT.

"We also have our Minister planning to make a Minister's Statement in the Legislative Assembly concerning the *Guide*," said Chris Szabo, Manager, Sport and Recreation Programs.

"Health and Social Services will be distributing the *Guide* to each Community Health Centre and Regional Health Board, as well as to other health contacts," he said. "We are also putting a copy of the *Guide* in each of the packages that participants receive when they attend a National Coaching Certification Program Theory Coaching Clinic."

The NWT also included copies of the *Handbook* in each of the 125 packages that were distributed to the participants in the Coaches and Volunteers Symposium held in Yellowknife in November.

"The NWT also plans to distribute the *Guide* at the four other regional coaching seminars it is hosting in Rankin Inlet, Cambridge Bay, Iqaluit, and Inuvik in December, January and February," furthered Mr. Szabo.

# The Work of Health Canada's *Fitness and Active Living Unit*

Federal, provincial, and territorial ministers responsible for fitness, recreation, and sport have joined together in acknowledging the significant health risks of physical inactivity. In 1997 they announced a target of reducing the number of inactive Canadians by 10 percent by the year 2003.

"Canadians need to better understand the risks to their health of being inactive, and the benefits of regular physical activity, and to act on this information" says Acting Unit Manager Tim Weir. "The Unit is committed to working with all our partners to improve the health and well being of Canadians, and to reduce demands on the public health care system".

Implementing strategies to overcome barriers and create positive conditions which support healthy active living require the collaboration of many agencies - provinces/territories, the voluntary sector, other federal departments, as well as the health care and corporate sectors.

Coordinated and collaborative action is necessary in areas as diverse as health, fitness, recreation, transportation, education, environment, and urban planning. The resulting improvement in opportunities for physical activity in communities, schools, and workplaces will pay off in increasing the number of Canadians who are active, thus promoting health, preventing disease, and combatting rising health care costs.

The *Fitness and Active Living Unit*, Health Canada, fulfills a number of federal roles/functions including:

- leadership and policy development (e.g., through addressing systemic barriers to participation which are particularly apparent among Canadians with a disability, girls and women, and aboriginal peoples);
- knowledge development and information dissemination (including on-going monitoring of physical activity levels tied in with the 10% reduction target);
- coordination and partnership building; and promotion.

In keeping with the population health approach, emphasis is placed on the determinants of health within specific life stages and across the life span.

The following are some of the projects the Unit is currently working on in support of the 10% target:

- development of *Canada's Physical Activity Guide for Older Adults* and *for Children/Youth*;



Health Canada's Fitness/Active Living Unit team with the exhibit to promote *Canada's Physical Activity Guide to Healthy Active Living*.

- development of a 'business case' for worksite active living;
- support to the development and implementation of a *Physical Activity and Health Strategy* for the College of Family Physicians of Canada
- collaborative support, along with the provinces and territories, to the *Physical Activity Benchmarks Initiative* of the Canadian Fitness and Lifestyle Research Institute.

## *Guide for Older Adults In-the-Works*

"A draft of *Canada's Physical Activity Guide for Older Adults* was recently reviewed by a number of national organizations and scientific experts and is currently being revised accordingly," said Bruce Taylor, of Health Canada's Fitness and Active Living Unit.

"The *Guide for Older Adults* will be focus-tested in January, finalized and targeted for publication in May of 1999."

Contributing to the *Guide's* development are:

- The Canadian Society for Exercise Physiology;
- The Active Living Coalition for Older Adults, Seniors' Advisory;
- The Osteoporosis Society of Canada;
- The Canadian Fitness and Lifestyle Research Institute;
- The Canadian Centre for Activity and Aging; and
- The Active Living Alliance for Canadians with a Disability.

# Get the *Guide* and the Goods to Promote It

## Guide, Handbook and Poster

The single sheet *Guide*, 32 page *Handbook* and *Guide* posters (for professionals only) are available by:

- fax: (819) 779-2833;
- calling the *Guide*'s toll-free telephone service: 1-888-334-9769;
- visiting the Web site, <[www.paguide.com](http://www.paguide.com)> and downloading or placing an order via the Internet;
- and mailing your request to *Canada's Physical Activity Guide*, Ottawa, Ontario K1A 0S9



The *Guide* poster (24" x 36"), unilingual each side (English/French) format presents a spread of the *Guide*.

## Additional Guide Communications Materials Also Available

You can also view and download additional *Guide* communications materials at the following address - <[www.paguide.com/guidestuff](http://www.paguide.com/guidestuff)>:

- **Guide Banner Ad** (colourful and active) to place on your organization web site to link directly to the *Guide* web site;
- **Partner Communications Manual** - to help you in promoting and distributing the *Guide* (includes sections on communications planning, public relations, and the media).

*Note:* A limited number of hard copies of the *Partner Communications Manual* are also available.

## Guide Web Site

The *Guide* Web site - <[www.paguide.com](http://www.paguide.com)> - includes an interactive quiz, screensaver, launch press releases, backgrounders, and issues of *Launch News*.

## Guide Exhibit

Health Canada has produced a number of *Canada's Physical Activity Guide* displays which will be available on temporary loan for conferences/workshops etc. from the following national and regional offices. For further information please contact the office nearest you.

- National Office: (613) 941-0377
- Atlantic Region: (902) 426-2038
- Quebec Region: (514) 283-0911
- Ontario Region (416) 973-2266
- Manitoba/Saskatchewan Region: (204) 983-2508
- Alberta/NWT Region (780) 495-2651
- BC/Yukon Region (604) 666-2729

## Guide Videos

*Guide* videos, outlining the five Ws behind the *Guide*, are also available to professionals: a 12-minute version in unilingual english and french; and a condensed 4-minute bilingual version (with sub-titles). The condensed version is also available on a 30-minute loop for continuous play at workshop/conference displays.

## Guide Merchandise

The Canadian Society for Exercise Physiology has a number of products for sale to assist your promotional activities to get Canadians active. Available are *Guide* t-shirts, mugs, fridge magnets, mouse pads and presenters' slides and acetates.

For more information on these items and to place an order: fax: 613-234-3565; phone 613-234-3755.



T-shirts are one of several promotional products CSEP has for sale to promote the *Guide*.