

Cross Sector Policies and Physical Activity Promotion: Building Partnerships in Canada



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ParticipACTION

Agenda

- Canada's Physical Inactivity Crisis
- ParticipACTION – Who We Are
- An Introduction to Active Canada 20/20
- From Inception to Implementation: Working in Partnership

The Inactivity Crisis in Canada





ParticipACTION – Who We Are



Active Canada 20/20



A PHYSICAL ACTIVITY STRATEGY & CHANGE AGENDA FOR CANADA

CREATING A CULTURE OF AN ACTIVE NATION



Inception/Development of Active Canada 20/20

- Borne out of ParticipACTION's Advisory Groups (Feb 2010)
- Developed a consensus document
- Conducted an online survey in English and French (July 2011)
- Engaged stakeholders in face-to-face consultation sessions in 12 out of 13 provinces and territories (Sept 2011 - Jan 2012)
- Approximately 1700 Canadians, over two+ years, participated in the creation of Active Canada 20/20

Active Canada 20/20

Vision

A physically active lifestyle helps define Canada and strengthens the health and social fabric of our country

Goal Statement

To increase physical activity and decrease sedentary behaviour levels of every person in Canada

Active Canada 20/20



Area of Focus 1

Policy Development Change and Implementation

Policy Development,
Change & Implementation

Introduce, change, coordinate and implement policies and/or legislation at all levels of government, voluntary and private sectors, to stimulate increases in physical activity and reduce barriers.

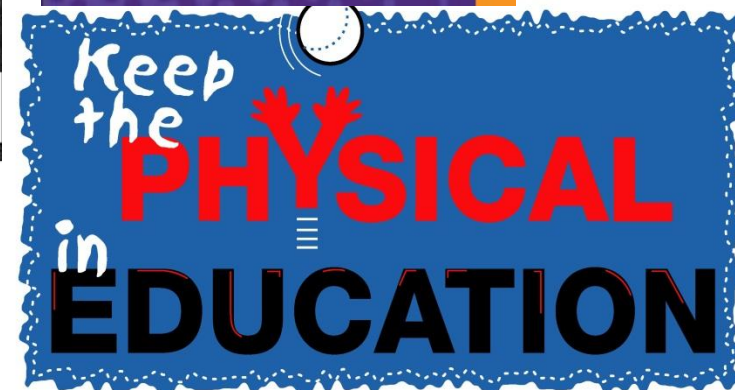
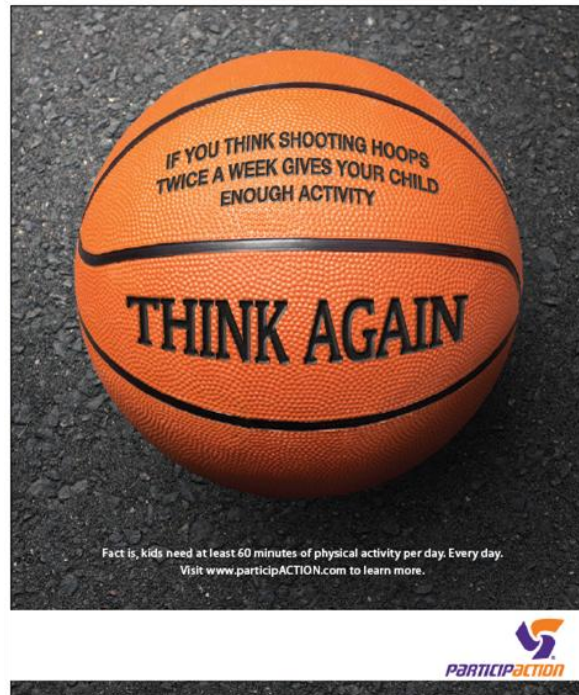


Area of Focus 2

Targeted Information and Public Education

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Increase and strategically coordinate targeted awareness, social marketing, education, and health communication campaigns and messages to increase physical activity.



Area of Focus 3

High Quality, Accessible Programs and Services

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Establish, enhance and reorient programs, services and social supports where necessary to prioritize physical activity and enhance physical literacy.





Area of Focus 4

Community Design

Community Design

- Built and Natural Environments
- Social Infrastructure

Reframe and modernize physical and social infrastructures to make physical activity an inviting, practical and accessible priority.



Foundations for Change

THREE FOUNDATIONS FOR CHANGE

EVIDENCE AND KNOWLEDGE EXCHANGE

Sustain comprehensive systems to conduct research, surveillance and evaluation, and facilitate evidence-based decision making and accountability.

STRATEGIC INVESTMENTS

Make substantive, sustained and strategic investments.

MOBILIZATION

Build capacity and mobilize leaders and partners across sectors.

Current Activities

- Government Relations
- Business Case/Economic Analysis
- Evaluation Strategy



The National Gathering

May 27-28, Fredericton, NB



100 delegates from every province/territory as well as national organizations

Goal: To create momentum in the country for the aligned and collaborative implementation of Active Canada 20/20, Canada's Physical Activity Strategy and Change Agenda

National Gathering: Day 1



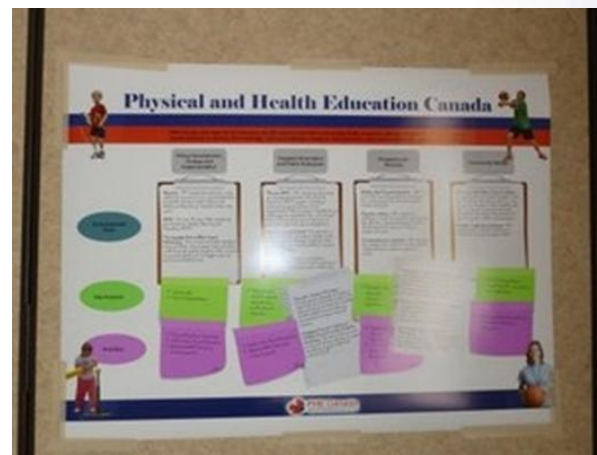
British Columbia



Newfoundland Labrador



Nova Scotia



Physical and Health Education Canada

National Gathering: Day 2



Provincial/Territorial and National Groups

- Commitment to action

Action Groups

- Active Transportation
- Accessibility / Diversity
- Schools
- Active Play

Once Cause for Action

- A Physical Activity Policy for Canada



Next Steps

- Continue the development of a Business Case
- Continue the development of the Evaluation Strategy
- Develop an Implementation Plan that includes:
 - Provincial and Territorial plans
 - The work of the four Action Groups
 - The development of a Physical Activity Policy
 - A Communications Plan
 - The coordination of a Steering Committee (made up of the lead partners in the groups above)
- Continue to align the three national initiatives

Role of Partnerships





www.participACTION.com

<https://www.facebook.com/ParticipACTION>

<https://twitter.com/ParticipACTION>

<http://www.activecanada2020.ca>