

National Goal

“In August, 1997 the federal, provincial and territorial Ministers responsible for fitness, active living, recreation and sport set a joint objective to reduce physical inactivity among Canadians by 10% by the year 2003.”

ONTARIO'S APPROACH

Active Ontario . . .

is an integrated, co-ordinated approach aimed at getting those who are currently inactive - approximately 62% of the population - to become more active where they live, work, study and play.

Involves partners from many sectors

Evidence-based approaches

Active Ontario Partner Organizations

Lead Organizations

- Canadian Fitness and Lifestyle Research Institute
- Leisure Information Network
- Ontario Physical and Health Education Association
- Parks and Recreation Ontario
- ParticipACTION
- Provincial Sport Organizations

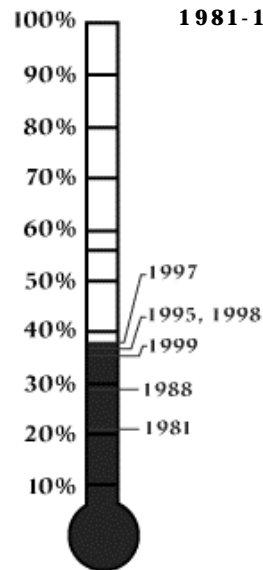
Key Funders

- Ministry of Health and Long-Term Care
- Ministry of Citizenship, Culture & Recreation

Key Facts (1)

- Over 60% of Ontarians are not active enough to gain health benefits.
- If 1% of the population changed from being inactive to active, savings in health care could be \$31 million annually
(Staines, Prince & Oliver, 1994)

Physical activity levels in Canada, 1981-1999



The level of inactivity has not changed since 1995.

Level of statistical significance is +/-3%.



Key Facts (2)

- Physical inactivity can lead to:
 - heart disease, cancer, osteoporosis, type II diabetes
 - fatigue
 - stress
 - decrease in productivity
- Physical activity can lead to:
 - improved health
 - increased self-esteem
 - the ability to better manage stress
 - improved performance in school and at work

The Strategic Framework

Strategic Plan

- proven approach
- key settings
- working partnerships

Active Communities

- SummerActive
- Physical Activity Guides

Active Schools

Active Workplaces

Active Homes

- Walk This Way

Sport System

Health Care System

Recreation System

GOAL

LINKING TO ACTIVE ONTARIO

1. Active Ontario Web Site & Network

- www.activeontario.org

2. Your ALCAP Community Facilitator

Active Living Community Action Project - ALCAP

Consultations on ...

- presentations on active living & Active Ontario strategies / programs
- assistance with media, interviewing, and press releases
- providing training opportunities in media, active living, and strategic planning;
- providing resources; and
- linking individuals and organizations together in a partnership.



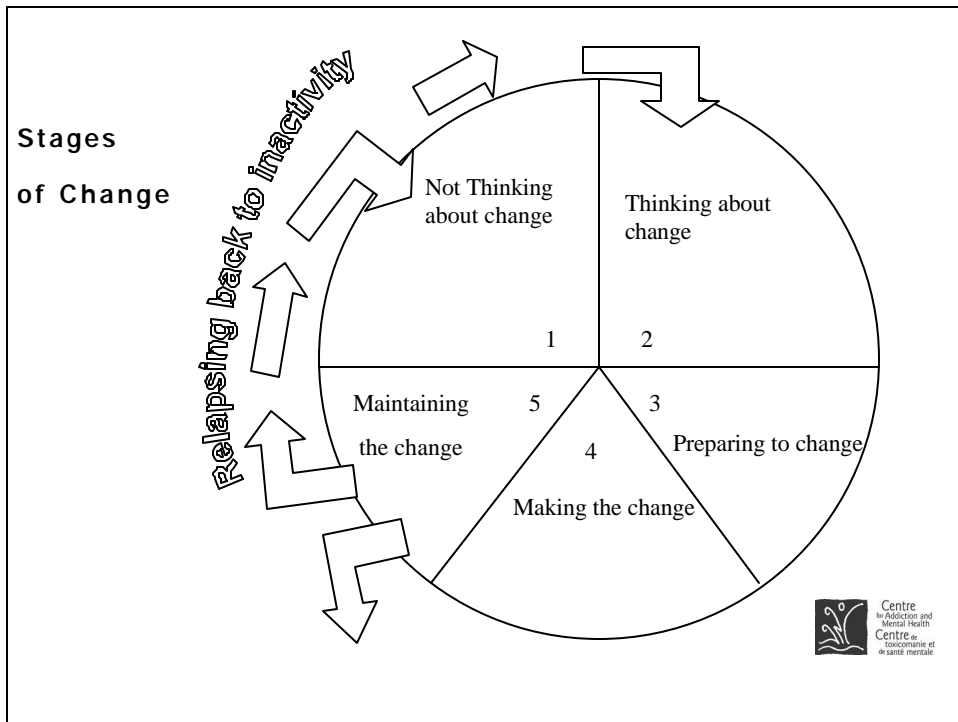
**Not everybody
is quite THERE
yet !**



**Physical Activity Behaviour
(Older Adults)**

- **20 % not interested or ready to change lifestyle**
- **15 % are exercise enthusiasts**
- **65 % have positive attitudes towards exercise; would like to be more active**





What is the Physical Activity Guide?

- Opportunity for a consistent message across Canada
- Endorsed by many, varied organizations
- Tailored to specific populations
- One page format plus Handbook
- Accessible in print and electronic format
www.paguide.com
- Supporting materials for leaders
- Evidence - based activity prescription



Elements addressed to effectively reach the inactive:

- **Outlines the benefits of activity & risks of inactivity**
- **Describes the amount of physical activity needed for health benefits**
- **Describes how to become active**
- **Has key messages to help overcome barriers**
- **Provides tools to get started & monitor activity**
- **Provides advice on how to take the first step**

