

# EXECUTIVE SUMMARY

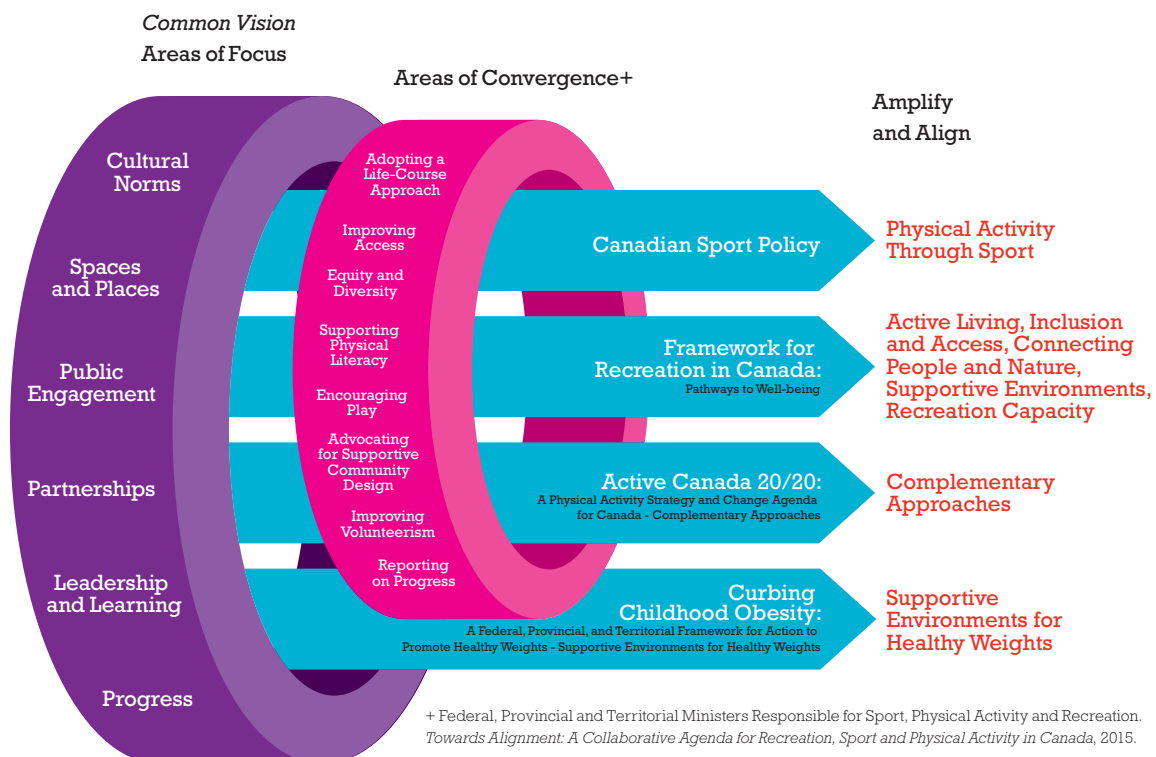
## A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving

Being physically active is key to good overall health and to preventing chronic disease. Levels of physical inactivity and sedentary living among Canadians are critical issues in Canada.

Never before has Canada had a singular policy focus on physical activity and its relationship to sport, recreation, health and other relevant policy areas. The *Common Vision* is a new, collective way forward that will guide the country towards ways of increasing physical activity and reducing sedentary living. It is a national policy document that is intended to move the country.\*

Informed and inspired by Indigenous perspectives and input from many organizations and leaders, the *Common Vision* is for all that have a stake in promoting physical activity and reducing sedentary living in Canada. To make progress, bold new steps must be taken together.

The *Common Vision* serves to complement and align with other relevant policies, strategies and frameworks:



\* Although Quebec is not opposed to the principles underlying the *Common Vision*, it has its own programs, action plans, objectives and targets for the promotion of physical activity and healthy lifestyles, all areas which are under Quebec's responsibility. The Government of Quebec does not participate in federal, provincial and territorial initiatives in those areas, but agrees to exchange information and best practices with other governments.

## The Foundation: Physical Activity for All

The *Common Vision* is guided by five interdependent principles that are foundational to increasing physical activity and reducing sedentary living. They include **Physical Literacy, Life Course, Population Approach, Evidence-based and Emergent-focused** and **Motivations**.

## The Opportunities: Areas of Focus

The *Common Vision* also includes a comprehensive set of six *Areas of Focus* for collaborative action – Cultural Norms, Spaces and Places, Public Engagement, Partnerships, Leadership and Learning and Progress – that were identified through a comprehensive national consultation and engagement process. Each *Area of Focus* is further supported by strategic imperatives to help guide future planning and implementation. These strategic imperatives require collaboration and are outlined to help guide a collective approach to policies, planning, priorities and programming across Canada.



## Moving Forward Together

It is only through coordination and collaboration across sectors and orders of government that physical activity can be increased and sedentary living reduced at a population level. Working towards a *Common Vision* and shared outcomes, significant breakthroughs and progress can be achieved together.

Leadership is also essential to get the country to move more and sit less, more often. All governments can help build, broker and convene partners. Government departments and agencies across policy domains – including those with responsibility for sport, recreation, health, infrastructure, culture, heritage, transportation, education and other policy areas – can play a key role in setting the stage for success. Additionally, the *Common Vision* can contribute to addressing the relevant Calls to Action of the *Honouring the Truth, Reconciling for the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada (2015)*. To this end, the *Common Vision* identifies what organizations, communities, leaders and governments can do together, including roles for federal, provincial and territorial governments, to lead on specific activities.

### What organizations, communities and leaders can do

Promote, share, and use the *Common Vision*, either alone or in partnership with others.

### What governments can do

Build, broker and convene organizations, communities and leaders across all relevant policy domains.

### What governments, organizations, communities and leaders can do together

ACT with accountability, coordination, collaboration and transparency to foster collective action around the *Common Vision*.

## Let's Get Moving!

<https://www.canada.ca/en/services/public-health/publications/healthy-living/lets-get-moving.html>