

FREQUENTLY ASKED QUESTIONS

QUESTION 1

What is the purpose of A Common Vision For Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving (Common Vision)?

- The purpose of the *Common Vision* is to guide federal, provincial and territorial governments in addressing physical inactivity and sedentary behaviour among Canadians of all ages and abilities.
- The *Common Vision* reflects integrated approaches and solutions from across various sectors of society, as all orders of government build on existing efforts in this area, including how governments align and complement efforts with non-governmental organizations to increase physical activity and reduce sedentary behaviour in Canada.

Why is A Common Vision For Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving needed?

QUESTION 2

- Research shows that critical public health issues in Canada are growing as a result of physical inactivity and sedentary behaviour among Canadians of all ages.
- Recognizing this trend, in 2015 federal, provincial and territorial (FPT) Ministers responsible for sport, physical activity and recreation (SPAR) (excluding Quebec) requested their officials to make advances in approaches and programs to increase population-level physical activity. This included thorough collaborative action amongst jurisdictions to develop a Common Vision to inform these approaches in ways that are consistent and complementary.
- As a result of this direction, the Common Vision was developed to build on and help guide the efforts of governments to address physical inactivity and sedentary behavior along with other existing government and/or community-led efforts that contribute to encouraging Canadians to live active lifestyles.
- These other efforts include the Canadian Sport Policy (2012), Framework for Recreation in Canada 2015: Pathways to Wellbeing, Active Canada 20/20: A Physical Activity and Change Agenda for Canada, Curbing Childhood Obesity: A FPT Framework for Action to Promote Healthy Weights, as well as others.

QUESTION 3

Who led the development of the *Common Vision*?

- The *Common Vision* was developed by the FPT Physical Activity and Recreation Committee (PARC), a working committee that operates within the FPT intergovernmental mechanism responsible for sport, physical activity and recreation.
- PARC engaged with other key stakeholders, both within and outside of government, to contribute to the development of the *Common Vision*, including FPT ministries responsible for health, health promotion and/or healthy living, as well as other relevant policy areas (e.g., transportation, education, environment, other), non-governmental organizations, academia, and business and industry.

How was the *Common Vision* developed?

QUESTION 4

- Since 2016, a number of activities were carried out to develop a comprehensive *Common Vision* including key informant interviews, public surveys, interactive webinars, six content expert workshops from a wide range of sectors, and a national consultation workshop. Focused outreach on issues facing municipalities, Indigenous on and off-reserve communities, northern, rural and remote communities were also conducted.
- There was also a Review and Engagement Group (REG) with representatives from key national organizations that contributed their expertise and guidance within all aspects of the development process, including ParticipACTION, Canadian Parks and Recreation Association, Sport Matters Group, Sport Information Resource Centre, Aboriginal Sport Circle and representatives from Active Canada 20/20: A Physical Activity Strategy and Change Agenda for Canada. Representatives from each organization provided expertise and guidance on the development of the *Common Vision* and was also involved in the development of the creative communications materials.

QUESTION 5

Does the *Common Vision* consider approaches beyond traditional physical activity policies and programs?

- In addition to complementing existing government and community-led policies and programs (listed in Q2), the *Common Vision* will also consider new and emerging policy approaches that are consistent with those released by the World Health Organizations Global Action Plan on Physical Activity in May 2018.
- Some early successes are showing that innovation and greater impact can be achieved by acting on shared priorities across sectors. This heightened form of collaboration leads to benefits that are of shared value to society as a whole.
- Other new approaches including behavioural economics (i.e., nudging), leveraging new technologies, and crowdsourcing can also be explored.

QUESTION 6

When was the *Common Vision* completed?

The *Common Vision* was adopted by Ministers responsible for sport, physical activity and recreation on May 31, 2018 and was released later that day to the public and key stakeholders through strategic communications.

QUESTION 7

How will the *Common Vision* be disseminated and used?

All provinces and territories (exclusive of the Government of Quebec*) have developed their own communications plans to disseminate and distribute the *Common Vision* in their respective province or territory. Communities, organizations and groups are encouraged to contact their officials to learn more about the *Common Vision* and ways to work together to move the *Common Vision* forward in their jurisdiction.

Who will monitor and report on the *Common Vision*?

QUESTION 8

Officials have established the FPT *Common Vision* Implementation and Monitoring Committee (CVIMC). The mandate of the CVIMC is centred on the dissemination, implementation and monitoring of the *Common Vision* among interested stakeholders. In addition to this committee, a monitoring and reporting plan is being developed to support regular reporting on the utility and policy-level impact of the *Common Vision*.

QUESTION 9

How will the *Common Vision* be disseminated and used?

Governments, organizations, communities and leaders can:

- Reference the *Common Vision* to inform decision making, planning, resource allocation, and the creation or revamping of strategies, policies or programs.
- Share the *Common Vision* with colleagues, staff, volunteers and leaders at meetings, conferences, national/regional gatherings or through social media to start a conversation about physical inactivity and sedentary behaviour.
- Partner with other organizations and communities around shared priorities to leverage resources, achieve shared outcomes and achieve change across sectors.

- Challenge yourself and others around you to help make physical activity the default choice.
- Use the *Common Vision* as a policy document to increase physical activity and reduce sedentary behavior in your organization or community.
- Use the hashag #LetsGetMoving to help promote the *Common Vision*.

Where can I access the *Common Vision*?

QUESTION 10

The *Common Vision* can be viewed and downloaded at: <https://www.canada.ca/en/services/public-health/publications/healthy-living/lets-get-moving.html>

** 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.*