

KEY MESSAGES

*These key messages are designed for Federal/Provincial/Territorial Governments, as well as supporting national and provincial organizations, to assist with the promotion and release of **A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving.***

MESSAGE 1

Canada has released its first ever singular policy focused on physical activity, *A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving.*

Federal, provincial and territorial governments have released the *Common Vision*. This is Canada's first ever national policy focusing on increasing physical activity and reducing sedentary living in Canada.

Critical public health issues in Canada are growing as a result of physical inactivity and sedentary behaviors among Canadians of all ages.

Recognizing this, federal, provincial and territorial (FPT) Ministers responsible for sport, physical activity and recreation* directed officials in 2015 to make advances to increase population-level physical activity through collaborative action, including a shared physical activity policy.

The *Common Vision* was designed for all organizations, communities and leaders that currently have or could have a stake in increasing physical activity and addressing sedentary behavior.

The *Common Vision* aligns with and supports the goals and objectives of existing policies, strategies and frameworks in Canada including the *Canadian Sport Policy* (2012), *Framework for Recreation in Canada 2015: Pathways to Well-being*, *Active Canada 20/20: A Physical Activity Strategy and*

Change Agenda for Canada (2012), *Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights* (2010), Sport Canada's Policy on Aboriginal Peoples' Participation in Sport (2005), Sport for Persons with a Disability (2006), and *Actively Engaged: A Policy on Sport for Women and Girls* (2009). Additionally, the *Common Vision* is informed by relevant Calls to Action of the *Final Report of the Truth and Reconciliation Commission of Canada* (2015).

On a global scale, the *Common Vision* also aligns with and supports the World Health Organization's Global Action Plan on Physical Activity, which was released in May 2018 to encourage a comprehensive and coherent response for global and national action using a collaborative partnership approach.

The *Common Vision* was developed collaboratively by federal, provincial and territorial governments, and was informed by a comprehensive consultation and engagement process and focused outreach on specific issues facing municipalities, Indigenous on and off-reserve communities, and northern, rural and remote communities.

The *Common Vision*: A Canada where all Canadians move more and sit less, more often.

MESSAGE 2

Canadians need to be engaged and enabled to be more physically active and less sedentary on a regular basis throughout the day.

Physical activity is a basic human function, yet Canadians are not meeting the daily recommended physical activity guidelines for their age group. Sedentary behaviours, including working at a desk or increased screen time are contributing to high rates of diabetes, obesity, cardiovascular disease and some forms of cancer amongst Canadians.

Here are some physical activity and sedentary behaviour facts:

- Nearly half of all Canadian adults are not physically active enough to benefit their health and well-being.
- Only 9.5% of children and youth are meeting the 24-hour movement guidelines.
- 72% of children and youth are exceeding the recommendations of no more than two hours per day of screen time.
- Older adults spend 10 hour of their waking day being sedentary.
- Use of active transportation decreases as we age. Older adults, 65-79 only spend 1.5 hours per week using active ways to get to places.

Canada has developed new *24-Hour Movement Guidelines for the Early Years (0-4) and Children and Youth (5-17)*. This is the first time the guidelines have integrated physical activity,

sedentary behavior and sleep and is being modeled around the world. These can be viewed and downloaded at <http://csepguidelines.ca/>

The Canadian physical activity guidelines for adults and older adults recommend that these demographics get 150 minutes of physical activity per week in bouts of 10 minutes or more, with at least 2 days a week including muscle and bone strengthening activities. These can be viewed and downloaded at <http://csepguidelines.ca/adults-18-64/> & <http://csepguidelines.ca/adults-65/>

The effects of sedentary behavior can be reduced by adding daily activities such as household chores, walking meetings, and actively getting from one place to another. These simple activities can have numerous benefits to individuals' overall health and well-being including preventing non-communicable diseases such as diabetes, certain forms of cancer or cardiovascular disease. Living an active lifestyle can also help increase productivity at work or improve a student's academic achievement.

Even slight increases in physical activity and reductions in sedentary behaviours can have a significant impact on an individual's health and well-being, including opportunities to enhance social cohesion and build a sense of community.

MESSAGE 3

Physical activity and reduced sedentary living is for all Canadians.

To ensure the success of the *Common Vision*, the five guiding principles – **physical literacy, life course, population approach, evidence-based and emergent-focused** and **motivations**, must be integrated into all actions within all jurisdictions and by all organizations and communities to see positive change.

Physical literacy is the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life. The basic concepts of movement such as balance and coordination are the building blocks to get Canadians moving more. Recognizing that physical literacy as an essential part

of human development, comparable to numeracy and literacy, is important.

Life course recognizes that Canadians need differing supports at different ages and stages of life to stay active. For example, including healthy physical activity choices, patterns, and lifestyles for school-aged children can positively impact long-term health outcomes.

Population approach recognizes the diverse population of Canada and focuses on the reduction of inequalities between population groups when it comes to opportunities to be more physically active and less sedentary. This specifically requires being inclusive, equitable, affordable, culturally-relevant, and accessible. This can be facilitated by establishing relationships that provide opportunities for under-represented groups to play an active role in decision-making.

Evidence-based decision-making and **emergent-focused** approaches can inform future planning and direction for physical activity that will further assist in achieving the goals of the *Common Vision*. For example, creating opportunities for ways to include the principles of the *Common Vision* as part of early conversations and planning.

Motivation is a key driver in being active and can fluctuate throughout one's life. Motivation for being active and less sedentary can include improving health, reducing isolation, having fun, improving mental health, and enhancing feelings of connectedness. For example, giving attention to the range of experiences that physical activity opportunities can provide Canadians – from the enjoyment of participating recreationally to participating in sport at the highest competitive level.

MESSAGE 4

Governments are committed to working collaboratively across sectors to increase physical activity and reduce sedentary living in Canada.

All sectors of society have a role to play in supporting ALL Canadians to be active.

To guide Canada in increasing physical activity and reducing sedentary living, six areas of focus were identified including **cultural norms, spaces and places, public engagement, partnerships, leadership and learning and progress**. These areas of focus are supported by key strategic imperatives to provide direction and examples on how organizations, communities, leaders, and governments can activate each area. For example:

- **Cultural Norms**
Employers can provide options to employees whose jobs involve excessive sitting such as using stand-up desks or incorporating walking meetings that replace traditional, sitting meetings.
- **Space and Places**
Recreation leaders, educators and volunteers can help parents or caregivers play a more active role and be more physically active while attending children's recreational activities.
- **Public Engagement**
Parents, caregivers and teachers can help kids strike the right balance between physical activity, sedentary behavior and proper sleep. *The Canadian 24-Hour Movement Guidelines for Children and Youth (ages 5-17 years)* and *for the Early Years (0-4 years)* are a world's first and guide us on the proper amounts needed for optimal child health.
- **Partnerships**
The private sector can work with non-profit organizations and governments to create multi-sectoral partnerships that leverage and bring new resources, skills and innovation to physical activity.

- **Leadership and Learning**

Elders and other community leaders can provide traditional knowledge and cultural teachings to successfully design and deliver land based programs for Indigenous and non-Indigenous youth.

- **Progress**

Municipalities, engineers and community planners can use Geographic Information System (GIS) tools to reveal trends and detect weaknesses in walkability, access to recreation facilities and the use of green space in communities.

There are encouraging signs of progress that we can build upon to increase physical activity and reduce sedentary living in Canada. Some of these include the concept of liveable cities (**spaces and places**), comprehensive school health approaches in partnership with local health authorities and municipal recreation leaders (**partnerships**), or physical activity being further integrated into the healthcare system by prescribing physical activity to support and prevent chronic disease (**leadership and learning**).

MESSAGE 5

Let's Get Moving Canada!

The *Common Vision* is an invitation for all organizations, communities and leaders with a stake in physical activity and reducing sedentary behaviours to come together and commit to collective action.

No one group, organization or order of government can make progress alone; bold, new steps must be taken together.

Governments, organizations, communities and leaders can promote, share and use the *Common Vision* and the #LetsGetMoving hashtag to show their support of the *Common Vision*.

Federal, provincial and territorial Ministers have committed to build, broker and convene organizations, communities and leaders across all relevant policy domains.

The *Common Vision* must be implemented by complementary action plans developed by governments collectively and individually, bi-laterally and multi-laterally, and by non-governmental organizations and leaders.

The *Common Vision* document as well as supporting communication tools and resources 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.