

# Everybody Active

A joint initiative of the BC Recreation & Parks Association and the Heart & Stroke Foundation of BC & Yukon

## The Context

Many British Columbians are not active enough to receive health benefits. This is of serious concern since inactivity is associated with a number of chronic health issues. In order to increase the health and wellbeing of British Columbians the BC Health Living Alliance has developed the Physical Activity Strategy (PAS). The PAS is a comprehensive and integrated approach to getting inactive individuals aged 35 to 54 active enough to receive health benefits.



## Access is Important

Higher inactivity levels are linked with low income, rural or northern geographic setting, Aboriginal or immigrant status, and low literacy. Equitable access to recreation and physical activity is important to ensure that socio-economic status does not determine who experiences the health and social benefits of active living.

## What is Everybody Active?

Everybody Active is an initiative of the PAS which provides resources, workshops and grants to service providers committed to increasing access to physical activity for people living in poverty.

## Resources

Everybody Active resources help practitioners increase access.

- Plan and implement programs and services that remove barriers to participation
- Advocate for access initiatives by connecting poverty, health and recreation
- Raise awareness of decision-makers and community leaders
- Develop and advocate for access policies

## Workshops

Everybody Active will be traveling province-wide to provide learning and networking opportunities in communities that want to make access to physical activity a priority.

## Seed Grants

Everybody Active believes that community development is a key strategy for increasing access in a sustainable way. These seed grants support the creation or expansion of a community-based network committed to ensuring that access to physical activity is a priority.

## Are You Ready to Get Everybody Active?

The mandate of local governments to ensure accessible programs and services can be realized through community-based recreation. Recreation is perfectly suited to positively impact the social and physical health of citizens. Increasing access to physical activity for all members of the community requires collaboration, commitment and innovation. Are you ready?

For more information contact:

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[www.PhysicalActivityStrategy.ca](http://www.PhysicalActivityStrategy.ca)

AN INITIATIVE OF THESE BC HEALTHY LIVING ALLIANCE MEMBERS

