

Everybody Active Forum October 7, 2008



GetActive! Penticton History

- March 2005: Premier launched ActNow BC with the goal making BC the healthiest jurisdiction to ever host the Olympic & Paralympic Games.
- Cross government and community based initiatives to address common chronic disease risk factors

GetActive! Penticton BCRPA & Partners

Active Communities is implemented by the BCRPA with support from the Ministry of Health and in partnership with ActNow BC & 2010 Legacies Now.



ActNowBC



GetActive! Penticton Penticton Task Force

- City of Penticton Recreation Department
- School District 67
- Interior Health
- Public Health
- Integrated Health Centre
- Penticton Indian Band
- Canadian Mental Health Association
- City of Penticton Senior's Advisory Committee
- South Okanagan Health Fair Committee
- City Centre Fitness
- Edis Computers

GetActive! Penticton Goal

To create a healthier community in which physical activity is valued and everyone participates daily



GetActive! Penticton Target

To increase physical activity levels in Penticton 20% by 2010 through a collaborative community based approach.



GetActive! Penticton **Target Populations**

- Children & Youth
- Girls & Young Women
- Older Adults
- Aboriginals
- Persons with a Disability
- Economically Disadvantaged



GetActive! Penticton **Physical Activity & Health Stats**

Physical activity provides proven health benefits:

- According to the Canadian Fitness and Lifestyle Research Institute, 47% of British Columbians and 61% of Canadians in 1999 were too inactive to reap the health benefits of regular physical activity

GetActive! Penticton **Physical Activity & Health Stats**

Physical activity protects against:

- heart disease, stroke, hypertension, type 2 diabetes, colon cancer, breast cancer, osteoporosis, obesity, depression, anxiety, and stress.

GetActive! Penticton **Physical Activity & Health Stats**

- Physical inactivity in BC accounts for 15% of heart disease, 19% of stroke, 10% of hypertension, 14% of colon cancer, 11% of breast cancer, 16% of Type 2 Diabetes, and 18% of osteoporosis cases
- Studies show that regular exercisers have much less *overall lifetime morbidity* than those who are sedentary, indicating that avoided medical costs due to physical activity are not simply deferred to older ages.
- Just over 1400 British Columbians die prematurely each year due to physical inactivity, accounting for 5.0% of all premature deaths.

GetActive! Penticton **Physical Activity & Health Stats**

- 38% of British Columbians are physically inactive. While B.C. still has the highest rate of physical activity in Canada, this rate has declined 1.1% from 27.2% in 1994 to 26.9% in 1999)
- If just 10% fewer British Columbians were physically inactive – that is, if the rate of physical inactivity were 34.2% instead of 38% - the province could save an estimated \$18.3 million every year in avoided hospital, drug, physician and other direct costs

Source: The Cost of Physical Inactivity in British Columbia, November 2004, BC Ministry of Health Planning

GetActive! Penticton **Today's Desired Outcomes**

- Create awareness of *GetActive! Penticton* and the related projects
- Gain input on barriers to participation in recreation & physical activity
- Gain input on solutions
- Gain input on how to reach low-income residents
- Build a community network

GetActive! Penticton Everybody Gets To Play



Goal: To use a community mobilization model to increase access to recreation services for economically disadvantaged families and their children

GetActive! Penticton Everybody Gets To Play

2006

- Hosted Everybody Gets to Play Workshop
- Formation of EGTP Task Force

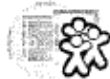
2007

- Creation, distribution and collection of surveys
- Began building awareness of barriers and challenges through articles, flyers, Rec Guide

2008

- Launch of Silken's Active Kids Movement and Parks Playdays
- Formation of Action Plan for reducing barriers to recreation for economically disadvantaged members of our community

GetActive! Penticton Penticton Projects



Everybody Active Discussion Groups



Access to a Healthier Lifestyle Project

GetActive! Penticton Contact Information

GetActive! Penticton

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Access to a Healthier Lifestyle Project

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