

Physical Activity Strategy

BC on the move

SPRING 2008

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BUILT ENVIRONMENT & ACTIVE TRANSPORTATION

BEAT - The Path to Health

What is your community doing to create and sustain environments and policies that support active living? Tools and resources are available now on our website to help communities get started.

The BEAT Initiative is led by BC Recreation and Parks Association and the Union of British Columbia Municipalities.

BEAT – the Road to Health first grant cycle runs April 18 – May 16

Have you ever wondered why it is so difficult for many of us to fit physical activity into our day? It could be due, in part, to community design.

Recent studies show that the design of neighbourhoods can significantly impact an individual's physical activity level and overall health. As communities recognize the impact of design, policy and development on health, there has been a growing movement to create more walkable, bikeable communities.

A built environment which accommodates active transportation provides benefits besides physical

activity, including less stress, lower blood pressure and reduced pollution. "Regular physical activity is necessary for health, but it is also about quality of life," says BCRPA CEO, Suzanne Strutt.

The BC Recreation & Parks Association and Union of BC Municipalities are supporting changes in what planners call the "built environment" to support the development of healthy communities and provide people with more opportunities to be physically active.

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BC on the move

BEAT

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Make it Happen with BEAT Grants!

BEAT is providing community planning grants ranging between \$ 15,000 - \$ 25,000 each to develop or amend existing plans for active transportation infrastructure, leading to healthier communities!

Resources that Support Active Living

What is your community doing to create and sustain environments and policies that support active living? Tools and resources are available now on our website to help communities get started.

BEAT - the Path to Health

Regional Summits 2008 – 2009

BEAT will be hosting summits throughout the province to engage experts across sectors, including planners, developers, municipal governments and health care leaders to develop best practice guidelines for built environment and active transportation in BC communities. The first summit will take place in the Fall of 2008. Watch for an announcement on our website in September.

For more information contact the BEAT Coordinator, Cara Fisher: cfisher@bcrrpa.bc.ca 604.629.0965 x 255 ●

EVERYBODY ACTIVE

Access and Inclusion for Active Living

Quality parks and recreation opportunities are vital to the physical activity and health of all communities.

Everybody Active is the new name for the Low Income Opportunity Access Initiative.

Everybody Active initiative is led by BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon.

Research shows a direct link between low income and health. Barriers to accessing recreation and physical activities may include user fees, equipment costs, transportation, literacy, isolation and exclusion, and a lack of support or awareness of opportunities. *Everybody Active* supports communities with accessing national, provincial, and local resources to deal with barriers related to accessing recreational services.

Seed Grants to Grow Healthy Communities

Over the next two years, *Everybody Active* will award 60 seed grants to help communities and non profit organizations to collaborate on how to meet the needs of under-served members of the community. Ultimately, this will increase the community's reach to people who are more at risk for health concerns due to physical inactivity.

Watch for the first of four grant cycles, beginning end of April.

Everybody Active Regional Workshops Coming Your Way!

Workshops will provide hands-on support as well as templates and resources to facilitate collaboration and planning for solutions. Workshops will be held in regions across BC during the fall of 2008, and dates will be posted on the PAS website once confirmed.

Resources that Make a Difference

Resources are in development to help you write proposals, raise community awareness and advocate for policies that ensure access to physical activity is a priority in every community! Tools and templates will be available on our website starting in May.

For more information, contact *Everybody Active* Coordinator, Donna Lee: dlee@bcrrpa.bc.ca 604.629.0965 x 257 ●



WALK BC

Walk Your Way to Health

Individual and group walking programs in community, workplace and health care settings.

The Provincial Walking Initiative is now called Walk BC!

This initiative is led by the Heart & Stroke Foundation of BC & Yukon and the BC Recreation and Parks Association

Walking is an accessible and affordable activity for most British Columbians with significant health benefits. It may also reduce a person's risk of heart disease and stroke.

Walking Workshops

Starting in the fall, *Walk BC* will host workshops around the province for walk champions who want to learn how to implement a walking program in their community. The program will address all of the necessary elements of developing and implementing a walking program.

Also in the fall, *Walk BC* will host workshops for "Walk Leaders." These workshops will appeal to members of the community who are interested in leading a community walking group.

Why Walking is the Ideal Form of Physical Activity

- Walking is a form of exercise which is within the physical capabilities of most people
- Sedentary people are likely to perceive walking as a more realistic challenge than other more vigorous forms of exercise

- Walking is an ideal activity to encourage inactive adults to move to a moderate level of fitness
- Walking can be integrated into people's lifestyles relatively easily
- The level of impact is low, minimizing the risk of injury

Engaging Physicians & the Medical Community

Walk BC is also working with the BC Medical Association and the BC College of Family Physicians to provide BC physicians with tools and resources that will assist their patients with adopting a physically active lifestyle. Physicians will "prescribe" walking to inactive 35-54 year old adults. Participants will then receive a pedometer, a package of information on how to begin walking, as well as maps of local walking trails and referrals to their local recreation centre or local walk leaders.

Promoting an active lifestyle through walking allows physicians and walk leaders to achieve better health for communities, municipalities and workplaces everywhere.

For more information, contact *Walk BC* Coordinator, Lindsay Richardson: lrichardson@bcrpa.bc.ca 604.629.0965 x 256 ●



BC on the move



COMMUNITY BASED AWARENESS

Wellness Through Active Living

Understanding and improving physical activity levels is a critical aspect of public health.

The Community Based Awareness Initiative is led by BC Recreation and Parks Association and the Heart & Stroke Foundation of BC & Yukon

While individual strategies are essential, the PAS focus is on the community context in which individuals live, work and play.

The four initiatives of the PAS tap into specific community needs and available resources. To achieve lasting change, the initiatives foster collaboration and partnerships amongst communities.

For maximum effect, community efforts are also linked to provincial and national initiatives.

Campaign Planning Underway

Community Based Awareness aims to engage inactive 35-54 year olds in physical activity so that they become active enough to achieve health benefits by providing tools and templates to focus communities.

This group is recognized to be key "influencers" on their children, friends and older parents, and so will have an even greater impact on increasing physical activity.

Changes to policy and heightened awareness about the benefits of physical activity will help people maintain healthy changes over the long term.

How You Can Help

We want to know what you are doing to promote physical activity in your community! Email pas@bcrpa.bc.ca

For more information, contact the Community Based Awareness Coordinator, Andrea Keen: akeen@bcrpa.bc.ca 604.629.0965 x 254



BC Healthy Living Alliance
working together to promote wellness and prevent chronic disease

An initiative of these
BC Healthy Living Alliance members



DATES TO WATCH FOR



BEAT – The Road to Health
★ Community Planning Grants Phase 1 – Deadline May 16
Regional Summits – Fall, 2008

Everybody Active
Seed Grants (Phase 1) – April, May 2008
Regional Workshops – Fall, 2008
Community Leader & Staff Training Workshops – Fall, 2008

Walk BC
Regional Workshops – Fall, 2008
Physician Registration – May, June 2008
Physician Resources – May, June 2008

Community Based Awareness
Research Phase – Spring & Summer 2008
Province Wide Physical Activity Campaign – Fall, 2008

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