

Coalition for Active Living

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April 20, 2004

Honourable
Minister
Department of *****

Dear Minister,

I am writing on behalf of the Coalition for Active Living (CAL) to inform you of the launch of the **Pan-Canadian Physical Activity Strategy** on April 30th in Quebec City, and to solicit your support for, and participation in its implementation.

As you are aware, the health and societal costs of inactivity are profound. As a national voice for physical activity in Canada and representing a network of more than 40 organizations, CAL carried out extensive consultations over the past two years with experts and stakeholders in physical activity in every province and territory. The result is a pan-Canadian strategy to address this physical inactivity crisis. **The Pan-Canadian Physical Activity Strategy** was funded by Health Canada, and was unanimously supported at CAL's Annual General Meeting.

The Pan-Canadian Physical Activity Strategy outlines the priorities, strategies and actions that must be undertaken at all levels and across sectors if we are to address the current national crisis in physical inactivity in Canada. We all have a role to play. (See Attachment 1 for the Pan-Canadian Physical Activity Strategy.)

In February, the Coalition was pleased to be asked to submit to the FPT Committee on Recreation and Fitness our recommendations for priority FPT actions, for your meeting with other Ministers in Quebec City. The Coalition submitted its recommendations to the committee. We value this collaborative approach and the opportunity to provide leadership with the implementation of the work plan.

The Coalition for Active Living is pleased to see many provinces and territories beginning to address the crisis in physical inactivity in Canada and the collaborative work that has been undertaken toward the 10% goal. We encourage them to expand these efforts with further leadership.

We also respectfully request your support, and the support of your fellow Ministers, for the following:

- 1. Endorse the Pan-Canadian Physical Activity Strategy and identify appropriate roles within the strategy to be undertaken or supported by your government, including those recommended to the FPT Committee on Recreation and Fitness by CAL.**
- 2. Encourage the Federal Government to adequately resource this health issue.** Health Canada's investment in physical activity has declined from over \$10 million to just over \$3 million annually over the past 8 years. The Coalition for Active Living has recommended in

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federal budget consultations that the Government of Canada should make a strategic investment of \$500 million over 5 years to resource an aggressive strategy that addresses the physical inactivity crisis in Canada. This investment is similar to the investment that is directed towards reducing tobacco consumption, diabetes, and competitive sport.

- 3. Encourage the Federal Government to define who has leadership for physical activity within the Government of Canada quickly and to act in partnership with the Provinces, Territories and the voluntary sector through the CAL membership, to implement a new, aggressive and well-resourced Physical Activity Strategy for Canadians.** There is confusion over which federal department is responsible for Physical Activity.
- 4. Encourage other non-government stakeholders in your jurisdiction to identify their roles in the strategy and undertake actions that contribute to a more active and healthy society.**

Representatives of the Coalition for Active Living and its membership will be on-hand in Quebec city during the meeting of Ministers, and will be available for consultation about the **Pan-Canadian Physical Activity Strategy** as well as the recommendations listed above.

We invite you to join our representatives for the “Walk the Talk” walk the morning of Friday April 30th, as we officially launch the Pan-Canadian strategy. Details will be available when you arrive in Quebec city.

We look forward to your support and leadership and thank you for your commitment to health through physical activity.

Sincerely yours,

Dr. Rick Bell
Chair

CC:

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