



## What is ActNow BC?

ActNow BC is an integrated, all-of-government health promotion strategy, led by the Minister of Healthy Living and Sport and supported by all ministries in government.

ActNow BC focuses on four risk factors associated with chronic ill health:

- Physical inactivity
- Poor nutrition
- Tobacco use
- Alcohol use in pregnancy



## Goals and Targets\*

### Government's Goal 2

- Lead the way in North America in healthy living and physical fitness

### Targets for 2010

- Reduce tobacco use by 10%
- Increase percentage of people who eat at least 5 servings of fruits and vegetable every day by 20%
- Increase percentage of people who are physically active by 20%
- Reduce percentage of BC adults who are overweight or obese by 20%
- Increase number of women counselled about alcohol use during pregnancy by 50%; and support health service delivery areas to have focused strategies for FASD prevention.

Note: targets have also been set for 2015 in British Columbia's Government strategic plan

\* Established in 2005, Based on 2003 Baseline Data



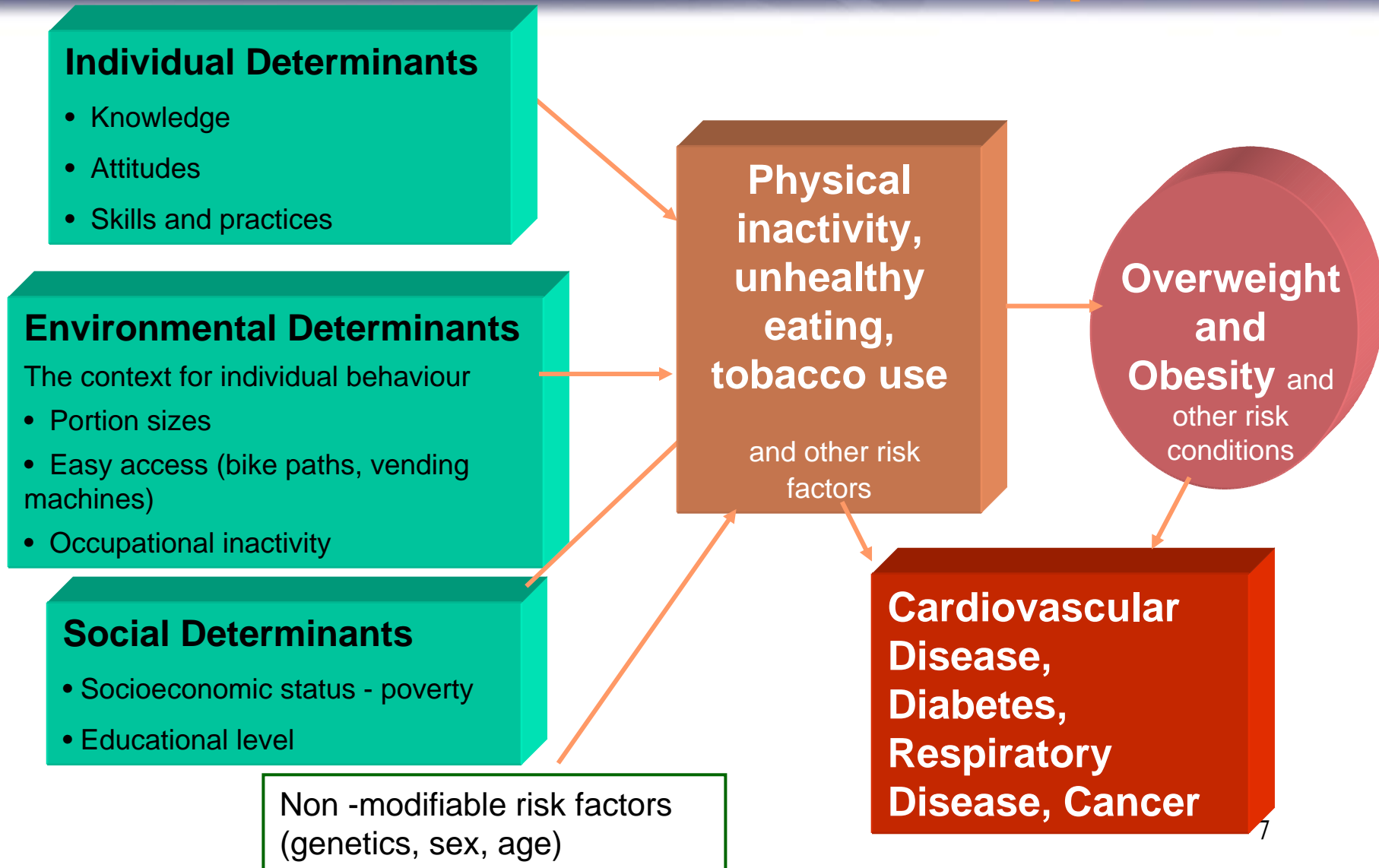
## The Challenges

- **42% of British Columbians Aged 12+ are not active enough to achieve the benefits of regular physical activity** (*Canadian Community Health Survey, 2005*)
- **32% of BC adults (18+) are overweight and 13% are obese** (*Canadian Community Health Survey 2005*)
- **Tobacco use remains the most significant health risk**
- **200 to 300 babies are born with FASD every year**



## The Cost of Doing Nothing

- **Physical inactivity:** \$570 million/year
- **Overweight and obesity:** \$730 - \$830 million/year
- **Tobacco use:** \$2.3 billion/year (direct and indirect)
- **Improved diets:** could reduce death from cardiovascular disease and stroke by 20% and from cancer and diabetes by 30%
- An estimated 3 in every 1000 children are born with **FASD** in BC each year. Direct costs: approximately \$1.4 million over a lifetime. *(Canadian average, Public Health Agency of Canada 2004)*





## All-of-Government Approach

- The Minister of Healthy Living and Sport has a mandate to ensure an all-of-government, cross-sectoral approach to support healthy British Columbians.
- The ActNow BC ADM committee champions and puts ActNow BC into action.



## Implementation

### **Over 160 + programs & initiatives and growing**

- A few examples of Inter-ministry initiatives in action:
  - Daily Physical Activity
  - Action Schools! BC
  - Seniors' Wellness Parks
  - Healthier Choices in BC Public Buildings
  - Workplace health and wellness initiatives, e.g., Bike to Work Week (EMPR lead)
  - Cycling Infrastructure Partnerships Program
  - School Fruit and Vegetable Nutritional Program
  - Quit Now and Tobacco Control Act & Regulations
  - Physical Activity & Healthy Eating Resources for Seniors
  - First Nations Community Food Systems for Healthy Living



## Key External Partners:

- BC Healthy Living Alliance
  - 15 healthy living initiatives
- 2010 Legacies Now
- Private and corporate sector
- Municipalities & communities
  - BC Healthy Communities
  - Active Communities
  - Age-Friendly Communities



### Know who to turn to



*Finding answers. For life.*



**Dietitians of Canada**  
*Les diététistes du Canada*







## How are we doing?

- ✓ **BC's results are the best in Canada (2007) and BC continues to make progress towards targets**
- ✓ Achieved 2010 target 14.4 % with lowest smoking rate in Canada.
- ✓ BC's youth smoking rate dropped to single digits for the first time ever at 9%, down from 12.4 % the year before compared to the national youth rate of 15 %.
- ✓ Lowest self-reported obesity rates in 10 years, along with the lowest rates among provinces in Canada.
- ✓ Only province to achieve a significant drop in self-reported adult obesity, decreasing by 15%, from 12.7% (2005) to 10.9% (2007) - first key decrease since reporting began in 1996.
- ✓ Among the top provinces for physical activity - better than the Canadian average but needs improvement.



# ActNowBC

## ActNow BC: “Olympicized” for 2010

The Olympics provide a once-in-a-lifetime opportunity:

- Equity of the Olympic brand
- Broad public awareness of the Games
- Support for the BC athletes
- Community activity and engagement

ActNow BC messages enjoy a fresh relevance through the natural link between sport and healthy living.

### Key ActNow BC Marketing Initiatives for F09/10:

- GamesTown 2010
- World Healthy Living Challenge
- ActNow BC Ambassador Teams
- Road to 2010 Community Tour
- 2010 GamesKids
- Test Drive the Venues
- Recognize and Celebrate Local Athletes





# ActNowBC

**ActNow BC Website**

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

**Measuring Our Success Progress Reports**

[http://www.actnowbc.ca/EN/additional\\_resources/  
measuring\\_our\\_success/](http://www.actnowbc.ca/EN/additional_resources/measuring_our_success/)

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