



NEWS RELEASE

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Ministry of Health

B.C. and ParticipACTION partner to get Canada moving

HALIFAX – B.C. Health Minister Michael de Jong and ParticipACTION CEO Kelly Murumets today signed a joint statement of intent to become partners in the promotion of physical activity in British Columbia.

The partnership aims to increase physical activity levels among British Columbians to improve their health and well-being. Both parties also hope it will serve as a model for other jurisdictions to follow.

“This partnership will further strengthen British Columbia’s leadership in public health promotion, with intent to increase physical activity rates among British Columbians whether at school, at home or in our great outdoors,” said de Jong. “Our vision is for British Columbia to lead the country in its efforts to become the most physically active nation in the world, and this is an important step in that direction.”

“We have a physical inactivity crisis in Canada, and this crisis has a direct link to accelerated disease development and increased health-care costs,” said Murumets. “This partnership will maximize the support from the federal and provincial governments, build upon the work that is being done within B.C. and nationally, and create synergies to make an even more powerful impact within the province. Our goal is to create an effective model of federal/provincial/territorial collaboration that will lead to significant progress in our collective pursuit of a more active and healthy nation.”

The statement of intent outlines the vision and goals of the proposed partnership, and follows months of dialogue between the parties on how to support and continue to improve the health status of British Columbians through physical activity.

“Given ParticipACTION’s expertise in deploying health promotion in an efficient and innovative manner, the B.C. Ministry of Health is excited to explore how we can work together with them and other partners through Healthy Families BC that will benefit British Columbians for generations to come,” said de Jong.

This statement of intent supports Healthy Families BC, a public health strategy that focuses on prevention and health improvement for British Columbian families and communities by building on B.C.'s reputation as a leader in transformative health care reform. Visit Healthy Families BC online at: www.healthyfamiliesbc.ca

About ParticipACTION

ParticipACTION is the national voice of physical activity and sport participation in Canada. Originally established in 1971, ParticipACTION was re-launched in 2007 to help prevent the looming inactivity crisis that faces Canada.

As a national not-for-profit organization solely dedicated to inspiring and supporting healthy and active living for Canadians, it works with its partners, which include sport, physical activity, recreation organizations, government and corporate sponsors, to inspire and support Canadians to move more. ParticipACTION is generously supported by Sport Canada.

For more information, visit: www.participACTION.com

Photo of the signing is available online at: <http://www.flickr.com/photos/bcgovphotos/6400446097/>

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