



ParticipACTION Statement in response to UN Declaration on NCDs

TORONTO, SEPTEMBER 20, 2011 – Yesterday, Canada endorsed the United Nations declaration to address the health, socio-economic and developmental impacts of non-communicable diseases (NCDs) – chiefly cardiovascular diseases, cancers, chronic respiratory diseases and diabetes - as prevention and control of NCDs is urgent. ParticipACTION applauds the tenor of the declaration that prevention is the cornerstone of the global response. Physical inactivity is highlighted throughout the declaration as one of the common risk factors of NCDs that must be addressed. It is therefore critical to direct energies to the promotion of physical activity and to emplace an infrastructure that allows all members of society to benefit from physical activity's myriad health benefits.

"We have a physical inactivity crisis in Canada, and this crisis has a direct link to the incidence of non-communicable diseases, making the promotion of physical activity of utmost importance," says Kelly Murumets, President and CEO of ParticipACTION. "The UN Declaration is an affirmation that prevention is the cornerstone of the solution. With on-going support from the Government of Canada, ParticipACTION can continue in its quest to get every Canadian moving, more."

In Canada, only seven per cent of children and youth meet the minimum physical activity requirement of sixty minutes per day of moderate- to vigorous-intensity physical activity. This is not acceptable. As stated in the declaration, it is the primary role and responsibility of governments to respond, but a multisectoral approach is required in order for effective solutions to be implemented. ParticipACTION's social marketing campaigns that promote physical activity, including the recent *Sports Day in Canada*, and its leadership in bringing government, corporations, not-for-profit organizations and grassroots organizations together in a common purpose, are crucial to meeting this crisis head on.