

MIKE'S MESSAGE

DECEMBER 2011

Working out with Santa

It's nearly time for the holidays! Since that usually means extra treats, egg nog and holiday festivities, I'm trying to make sure that I keep up with my fitness routine.

This time of year also always reminds me of how fortunate I am, and how important it is to give back to those in my community who are struggling. What better way to do that then by combining fitness with a good cause?

I recently got into the spirit at a local running store, alongside a special guest... Santa! Santa and I snuck in some exercise in preparation for the Salvation Army Santa Shuffle and Elf Walk being held in Abbotsford on Dec. 3rd.

If you are looking for ways to have some fun while working out in support of a worthy cause, check out the website - the Salvation Army holds Santa Shuffles in several communities across the province. See you on the roads!



B.C. and ParticipACTION partner

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

parties also hope it will serve as a model for other jurisdictions to follow.

The partnership aims to increase physical activity levels among British Columbians to improve their health and well-being. Both

"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.

continued on page 2



TRAINING WITH SANTA FOR THE SHUFFLE!
In preparation for the Salvation Army Santa Shuffle and Elf Walk being held in Abbotsford on Dec. 3rd.



REMEMBRANCE DAY IN INDIA
At the Delhi War Cemetery on Remembrance Day. The cemetery holds special significance for Canada as the bodies of Commonwealth troops are buried there.



THE BC JOBS PLAN
To Learn more about my recent visit to India with the Premier and about *Canada Stats Here*:
The BC Jobs Plan visit: www.bcjobsplan.ca/

Funding food skills for families

The Province is providing \$475,000 to a Canadian Diabetes Association healthy cooking program to help families gain knowledge of basic nutrition and confidence in the kitchen to prepare healthy meals, snacks and beverages.

Food Skills for Families is a hands-on program that teaches healthy eating, shopping and cooking. The program consists of six sessions led by trained, certified community facilitators in the kitchens of host organizations throughout B.C. This funding will help to expand the program across the province and to further support other groups such as seniors and their caregivers.

The association works in partnership with community agencies throughout B.C. to deliver this six-week program to their clients - reaching out to Aboriginal, new immigrant, South Asian and low-income families because many are at risk for - or live with - chronic diseases, including diabetes.

The Canadian Diabetes Association released a public opinion poll and report in April 2011 that outlined concern by Canadians about diabetes and its threat to families, the health-care system and the economy. The report showed that the number of British Columbians with diabetes will rise from 338,000 in 2010 to 548,000 by 2020. According to the association, B.C. has areas of its population whose risk of developing Type-2 diabetes is higher than the national average, including South Asian, Chinese and Aboriginal people.

This announcement is a part of the Healthy Families BC strategy, which supports British Columbians to manage their own health, reduce chronic disease and ensure that pregnancy and support programs target the province's most vulnerable families. The strategy will focus on healthy eating, including a greater awareness campaign around sodium and a provincial restaurant nutrition information program to help make the healthier choice the easier choice.

B.C. and ParticipACTION partner to get Canada moving



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"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

