



Key Background Information: Why 20% more active by 2010?

ROMANOW Report

On November 28, 2002 the Commission on the Future of Health Care in Canada delivered its Final Report to Canadians. Royal Commissioner Roy Romanow QC delivered a report that was aimed at shifting our attitudes and behaviors and the ways in which we deliver health care from a medical treatment/sickness/deficit model to a “preventative health” model.

- **Recommendation 22** prevention of illness (reduce tobacco use, obesity)
- **Recommendation 23** improve physical activity of Canadians

Canadian Sport for Life

Following on the Romanow Report, Stephen Owen, then Minister of State for Sport, made a bold move.

He recognized that during the 1960s **a new field of sports science had emerged and blossomed across major universities world wide.**

The aim of this field of sports was to study the human body and how it functions dynamically.

The accumulation of sport science knowledge was directed at improving BOTH health outcomes and sport performance outcomes, two areas Canada seriously had to pay structural and fiscal attention to in order to achieve better economic benefit for the public dollars spent on BOTH health and sport.

The Minister wanted to develop a framework that could integrate federal, provincial and municipal jurisdictions and delivery systems to achieve two double- barrelled goals

- **improved health outcomes across Canada**
- **improved sport performance opportunities across Canada**

The *Canadian Sport for Life* document based on the accumulated knowledge of sports science resulted. This document has been distributed widely in our City and province to unite our efforts to reach better health and performance outcomes.

“Act Now! BC” and the “20% More Active by 2010” Challenge

In BC “Act Now! BC”, was mandated to work across all Ministries to improve health outcomes, has over the summer recognized the importance of working with the sports scientists in PacificSport to deliver messages based on *Canadian Sport for Life* that in turn can shape our society to adopt new attitudes and behaviours, new definitions of BOTH health and sport.

Antecedent to VACNet: Steering Committee Members Implementing *Canadian Sport for Life*

Members of the Steering Committee have been engaged with many international federal, provincial, regional and local efforts to inject sports science into our political decision-making.

The toughest challenge has always been the way we have defined both health and sport which, in turn, governed the way we delivered these services separately from each other and recreation.

Federally medical treatment (health) and elite sport (sport) were separated from each other and provincial jurisdictions followed suit.

Municipalities felt they had no responsibility to health or sport in the way government funding and spending was structured. Yet health, sport and recreation are connected to each other once we get into the “preventative health” domain.

The need for integrating these delivery systems has been evident for some time. Implementing new plans and strategies requires lots of sensitivity and respect because things do take time to change and human beings are, typically, by nature resistant to change.

This does not match with the need for politicians to get results in a very short time period to show the electorate they deserve to be re-elected based on their performance record.

Fortunately with all of our provincial and municipal elected officials we are hearing from politicians who are taking a longer view and are mindful of the waterfall of cascading health and social costs. These politicians are taking a risk in being willing to step back and commit to seeing improved outcomes from investing in “preventative health”. VACNet has been supporting these politicians.

Health was defined as the well-being of individuals and communities (WHO 1947 definition). This is the underlying goal of Active Communities and the 20% more active by 2010 challenge VACNet wants to see extended well beyond 2010