



Public Health
Agency of Canada

Chief Public
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Agence de santé
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Administrateur en chef
de la santé publique

JUL 14 2011

Your file Votre référence

Our file Notre référence

JUN 29 2011

Ms. Lisa Kaldeway
Ms. Chantal L. Lalonde
Co-Chairs
Ontario Society of Physical Activity
Promoters in Public Health
1000 Pitt Street
Cornwall, Ontario K0J 5T1

Dear Ms. Kaldeway and Ms. Lalonde:

Thank you for your correspondence of April 21, 2011, regarding the recent transition to the new Canadian physical activity guidelines.

The Public Health Agency of Canada (PHAC) recognizes the importance of effectively communicating physical activity information to Canadians, which is why PHAC supported the Canadian Society for Exercise Physiology (CSEP) to develop evidence resulting in the new physical activity guidelines released by CSEP on January 24, 2011. The launch of these guidelines was an important step in getting the right information to Canadians about the types and frequency of physical activity needed to promote good health.

I would like to take this opportunity to let you know that work is underway toward helping health professionals and educators communicate the new guidelines in their daily contact with Canadians. PHAC is also working to develop general resources to help motivate all Canadians to be more physically active. This approach is based on stakeholder consultations that took place in the fall of 2010, involving representatives of 130 organizations in roundtable discussions, as well as an on-line questionnaire that yielded more than 800 responses. We saw these consultations as the first step in letting stakeholders know about upcoming changes to the guidelines and will continue to support the promotion of the guidelines to intermediaries and the general public.

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As you note, PHAC has posted “Tips to Get Active” on its website. These are not intended to replace the previous physical activity guidelines, but provide tips to encourage Canadians to integrate physical activity into daily life. In developing these tips, our initial objective was to ensure that the information on our website was consistent with the new guidelines when they were released by CSEP. We are now determining how to make the information more user-friendly, including developing a “look and feel” and converting the tip sheets into printable versions. PHAC will continue to post new resources on the website as they are developed, and these will be branded as PHAC products with the PHAC logo where appropriate. If you would like to receive notification regarding new resources, please send an e-mail to healthyliving.viesaine@phac-aspc.gc.ca, to be added to our distribution list.

Thank you for bringing your specific needs for hard copies to our attention. This sort of input will be taken into consideration as we make decisions about the most efficient and effective ways to disseminate this information to our target audiences.

Again, thank you for writing.

Sincerely,

A handwritten signature in black ink, appearing to read 'D Butler-Jones', with a long horizontal flourish extending to the right.

David Butler-Jones, MD
MHSc, CCFP, FRCPC, FACPM