

LIVE ACTIVE

A COLLABORATIVE STRATEGY FOR ACTIVE LIVING, ACTIVE RECREATION, AND SPORT IN EDMONTON 2016-2026

The *Live Active* Strategy is Edmonton's physical activity plan to support not only those who are already active but, more importantly, those who are not.

THE CITY PLAN Building Blocks

The City Plan considers what our city will look like at 2 million people. To get there, new information will be gathered over the next two years. But it will also rely on much of the work and policies that have recently been completed or are currently advancing. These important pieces of work will form the building blocks of the City Plan, the foundation to support us as we move towards a new view of our city.

PHYSICAL ACTIVITY IN EDMONTON

Physical activity is disappearing from many Edmontonians' daily lives and recent statistics show that 42.8% of citizens are inactive¹. Our physical, emotional and economic well-being is increasingly compromised as a result. A healthy, active city is one that is continually creating and improving opportunities and expanding community resources to enable all its citizens to be physically active in day-to-day life.

1. Government of Alberta, Primary Health Care – Community Profiles (Edmonton – Mill Woods West) (March 2015), <http://www.health.alberta.ca/documents/PHC-Profile-EdmontonMillWoodsWest.pdf>.

THE PHYSICAL ACTIVITY SPECTRUM

Physical activity is a broad term to describe "movement of the body that uses energy." There is a wide spectrum of activity included within the concept of physical activity from active living – including housework and occupational activities – through to structured, competitive sporting activity.



LIVING

Moderate to vigorous housework, gardening or DIY – do it yourself projects.

Occupational activities, manual work, etc.

Lifestyle, healthcare programs.



TRAVEL

Active transport, walking, cycling, using the stairs, school travel, etc.



RECREATION

Exercise, active play, dance, walking, or cycling as leisure pursuits on green space, or in parks.



SPORT

Informal sport:

Unstructured activities

Organize sport:

Organized participation, structured, competitive activity, talent development programs

BUILDING AN ACTIVE CITY

An active city prioritizes physical activity in all of the places people work, learn, live, travel and play. Active cities create benefits that improve quality of life for citizens and communities including:

- Enhanced livability and attractiveness
- Increased productivity of workers and citizens
- Stronger social cohesion and neighbourhood connectivity

PRIORITIZE PHYSICAL ACTIVITY AS A SOLUTION

BUILD PHYSICAL ACTIVITY INTO MASTER PLANS, ADMINISTRATIVE ACTIONS AND INCENTIVES.

DESIGN FOR PEOPLE TO BE ACTIVE

CITIES SHOULD BE BUILT FOR PEOPLE, NOT JUST CARS. RETHINK HOW YOU MEASURE WHERE, WHY AND HOW PEOPLE MOVE.

UNLOCK EXISTING RESOURCES TO MAKE THEM ACTIVE RESOURCES

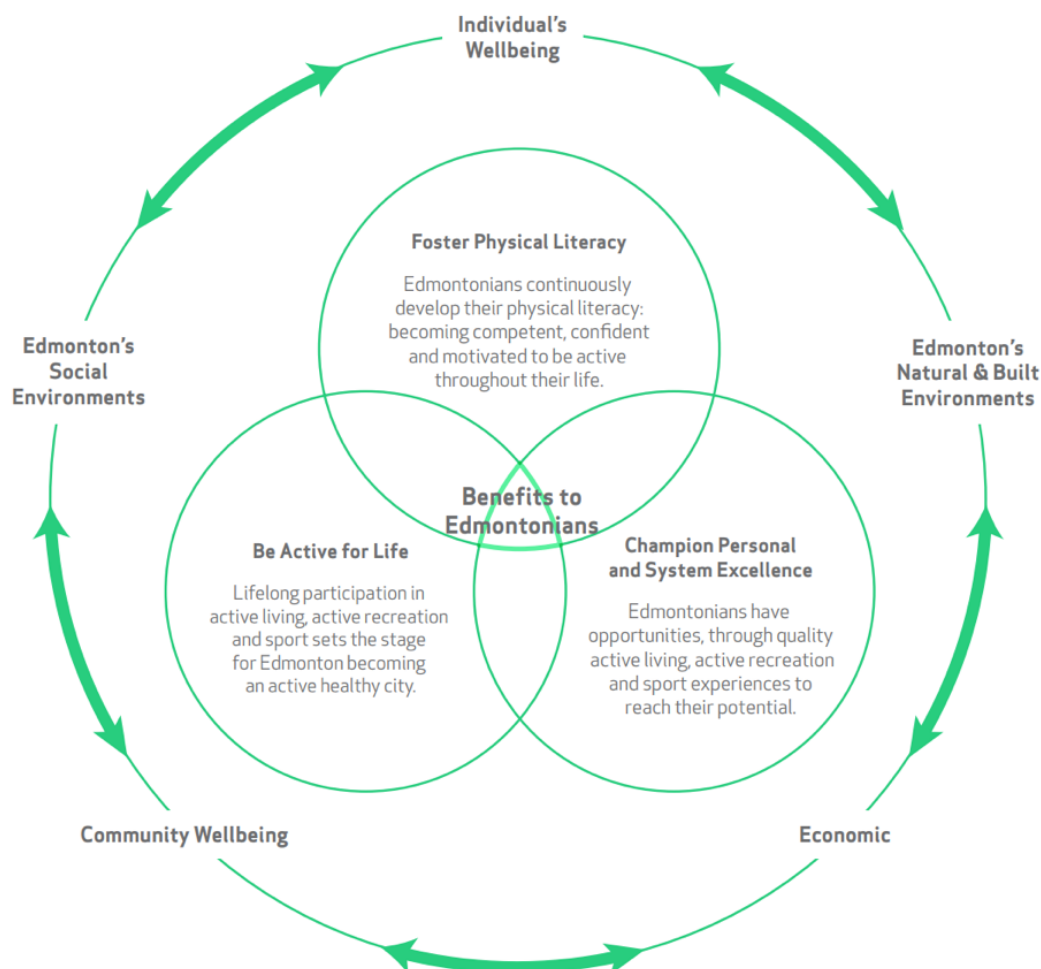
LOOK AT EXISTING RESOURCES FOR LOW-COST, HIGH-GAIN INTERVENTIONS LIKE ABANDONED SPACE AND AFTER-HOURS ACCESS TO FACILITIES.

BUILD A LEGACY OF MOVEMENT

CREATE CHANGES THAT WILL LIVE BEYOND THE CURRENT ADMINISTRATION, SUCH AS INFRASTRUCTURE AND POLICIES.

BENEFITS OF PHYSICAL ACTIVITY

Being physically active throughout our lives is good for our bodies and minds and helps prevent illness, disease and obesity. The diagram to the right is a visual representation of the benefits which will be achieved through implementing the *Live Active Strategy*.



HOW?

- **FOSTER INCLUSION and ACCESSIBILITY.** Active living, active recreation and sport choices for Edmontonians of all ages, abilities and communities should be accessible in every sense in order to ensure inclusion. This includes lowering financial barriers where possible.
- **SUPPORT EDMONTONIANS.** Encourage Edmontonians to choose their own ways to be active, in support of quality of life in Edmonton. This includes fostering an environment committed to excellence, including world-class infrastructure and programs, and supporting people who train and compete at the highest levels of their ability.
- **COLLABORATION AND INNOVATION.** Recognizing that collective participation is critical to the Strategy's success, the City of Edmonton and key partner groups in government and civil society will work together collaboratively across the activity spectrum to align and leverage opportunities to reach the goals of the *Live Active Strategy*.
- **MEASURE.** Establish a baseline of physical activity levels of Edmontonians and evaluate over time.

The most ambitious and comprehensive active living, active recreation and sport strategy in our city's history, *Live Active* represents a once in a generation opportunity. If we act today, we can help to shift Edmontonians' attitudes and behaviours about physical activity, generating benefits for decades to come and in the process build a healthy community.