



2009 - 2010 ANNUAL REPORT

Active Living:

a way of life in which physical activity is valued and integrated into daily living.

Vision:

All people value, enjoy, and benefit from a physically active way of life.

Mission:

Working with practitioners, organizations and communities to improve the health and quality of life through physical activity.

Message from the Chair

The Alberta Centre for Active Living is very fortunate to be generously funded by the Alberta Sport, Recreation, Parks & Wildlife Foundation (ASRPWF). In 2009-10, the Centre celebrated a landmark 20 years of partnering with ASRPWF to support practitioners working to increase physical activity in Alberta – a very successful collaboration.

The 20th anniversary celebration in September drew together founders, funders, staff, and partners to recognize the many accomplishments of the Centre over the years. Our network of researchers and practitioners extends across Canada and around the world. Near the time of our celebration, we received some glowing tributes. Here are a few lines from some of them:

"I have been privileged to be associated with the Alberta Centre for Active Living. It is a truly outstanding example of a knowledge translation and advocacy hub that has an international impact."

(Guy Faulkner, University of Toronto, Canada)

"The Alberta Centre for Active Living has left a permanent imprint on physical activity promotion. The Centre is now thought of as a trusted source of health information, and the unique ability to act as a data warehouse and portal for researchers and the greater community at large is a great contribution."

(Peter T. Katzmarzyk, Pennington Biomedical Research Center, Baton Rouge, Louisiana, U.S.A.)

"From my perspective, the Alberta Centre for Active Living has always been an 'e-communication' innovator and leader in physical activity." (Adrian Bauman, University of Sydney, Australia)

"The work of the Alberta Centre combines an admirable balance of being grounded in current policy initiatives and practical concerns, with an eye to cutting-edge research issues and pushing forward the boundaries of the policy/practice envelope."

(Neville Owen, University of Queensland, Brisbane, Australia)

Recognition by key players in the active living field is very important to us. Just as important is the positive feedback we get from our large network of community-based practitioners who use our information regularly.

I would like to take this opportunity to thank the visionary individuals who started the Centre, in particular Art Quinney and those within the Foundation who saw the need to fund the Centre. The glowing tributes noted above are reflections of your vision and foresight.

I would also, as always, like to thank the members of our Executive Management Group (EMG) and other committee members who provide constant input and encouragement to our dedicated staff. I would like to especially thank Kim Schmidt, a longtime member of our EMG who will be leaving us in September 2010. Kim's passion for our field has been exemplary, and we will miss her regular input.

Finally, I would like to thank the staff for their tireless efforts, and Judith Down for her superb leadership. Congratulations to all who have been involved in making the first 20 years so successful!

Dru Marshall
Chair, Executive Management Group
Deputy Provost, University of Alberta

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SPORT, RECREATION
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FOUNDATION





Director's Message

In 2009-10, the Alberta Centre for Active Living completed a large number of important projects through the support of several generous funders. We had to call on all of our energy and resources, as well as our contractor friends, to bring them all to a successful conclusion. Fortunately, our experienced staff led the way, including our new Communications and Marketing Coordinator, Don Buchanan, who joined the staff in November 2009.

These were some of our projects:

- the annual *Physical Activity Forum* in May 2009, in both Edmonton and Calgary;
- the *Physical Activity for All* dissemination project funded by the Healthy Living Fund, including the launch of a dedicated portal on our website;
- an *Environmental Scan of Active Transportation Programs in Alberta Schools*, in association with Safe Healthy Active People Everywhere (SHAPE), and funded by the ASRPWF;
- the *Community Walking Project*, funded by the Public Health Agency of Canada;
- an *Environmental Scan of Active Living and Fall Prevention Programs for Older Adults in Alberta*, funded by the ASRPWF;
- development and publication of *Preventing Falls Through Physical Activity: A Guide for People Working with Older Adults*, funded by the Alberta Centre for Injury Control and Research; and
- under contract to Alberta Health and Wellness, producing a significant amount of quality content for the Active Living, Healthy Eating and Healthy Places sections of the popular *Healthy U* website.

In the past year, the Centre became a member of both the ParticipACTION Partner Network and the Alberta Policy Coalition for Cancer Prevention. We also maintained our key role with the Alberta Active Living Partners. These partnerships expand the capacity of the Centre provincially and nationally.

I am very proud to lead a talented and hard working team of professionals who enjoy each other and their work. We have a very positive relationship with our core funder, the Alberta Sport, Recreation, Parks & Wildlife Foundation, and with the University of Alberta's Faculty of Physical Education and Recreation. Our staff is also fortunate to have the leadership of the Executive Management Group and our Chair, Dru Marshall. All of these factors contributed to a very good year in 2009-10.

Respectfully,

Judith Down

Advocacy

"The Alberta Centre for Active Living is a key advocate of physical activity and physical activity expertise."

The Centre's definition of advocacy is "actions taken to influence public opinion and government or other policy related to physical activity." This ties into our vision that "all people value, enjoy and benefit from a physically active way of life."

Key Advocacy Initiatives in 2009-10

1. Active Alberta: A Recreation, Active Living and Sport Policy

In 2009-10, the Centre had a unique opportunity to provide input into a new policy that will guide the active living, recreation and sport sectors into the future.

2. Advocacy for Supportive Environments

The Centre takes a health-determinants perspective in its work, moving beyond a behavioural approach toward the creation of environments that support physical activity for all. We consider all of the personal, social and economic factors known to have a bearing on whether or not people are physically active. Activities in the past year that advocated for supportive environments included:

- ***Preventing Falls Through Physical Activity: A Guide for People Working with Older Adults*** will influence the environments of seniors living in rural and remote areas through providing activity coordinators with information on how to support physical activity.
- ***The Environmental Scan of Active Transportation Programs in Alberta Schools*** report has the potential to influence school environments by bringing attention to what schools are (or are not) doing to promote active transportation.
- ***The Physical Activity for All*** website and report provide ideas and resources for removing barriers to physical activity participation for several groups: older adults, people with disabilities, people in rural and remote areas, Aboriginal Peoples and new Canadians.

Research

“The Alberta Centre for Active Living generates and translates knowledge about physical activity for its audiences.”

The Centre disseminates published research and unpublished reports (“grey literature”) through *Research Update*, our website, Physical Activity Information Round-Up, and presentations at local, national and international conferences.

Senior Research Associate John Spence and Research Associate Tanya Berry contributed to the knowledge available on physical activity by publishing papers in recognized journals and presenting at conferences.

2009-2010 Research Advisory Committee

The Research Advisory Committee consists of representatives from four universities in Alberta and provides direction and advice on collaborative activities.

Mike Mahon, Chair — Dean, Faculty of Physical Education and Recreation, University of Alberta

Tanya Berry — Faculty of Physical Education and Recreation, University of Alberta*

Jennifer Copeland — Department of Kinesiology & Physical Education, University of Lethbridge

Shawn Fraser — Centre for Nursing and Health Studies, Athabasca University

Wayne Giles — Dean, Faculty of Kinesiology, University of Calgary

Dustin Hittel — Faculty of Kinesiology, University of Calgary

Daniel LeBlond — St. Michael's Health Centre, Lethbridge

Mary Frances MacLellan-Wright — Population Health Section, Public Health Agency of Canada

Dru Marshall — Deputy Provost, University of Alberta

John Spence — Faculty of Physical Education and Recreation, University of Alberta

Chris Szabo — Recreation and Sport Branch, Alberta Tourism, Parks and Recreation

Judith Down — Alberta Centre for Active Living (ex officio)

Christina Loitz — Alberta Centre for Active Living (ex officio)

*funded by Alberta Innovates - Health Solutions

2009-2010 Research Affiliates

The Centre's Research Affiliates are internationally known researchers, who support our mandate to provide research and education for the promotion of physical activity.

Adrian Bauman — University of Sydney, Australia

Steven Blair — University of South Carolina, U.S.A.

Lawrence Brawley — University of Saskatchewan, Canada

Hein DeVries — Maastricht University, The Netherlands

Guy Faulkner — University of Toronto, Canada

Lise Gauvin — University of Montreal, Canada

Peter Katzmarzyk — Pennington Biomedical Research Center, Louisiana, U.S.A.

Neville Owen — Cancer Prevention Research Centre, Australia

Victor Matsudo — CELAFISCS & Agita São Paulo, Brazil

Mark Tremblay — Children's Hospital of Eastern Ontario Research Institute, Canada

Education

“The Alberta Centre for Active Living educates and builds capacity among practitioners and decision-makers to help people become and stay active.”

The Alberta Centre for Active Living offers a variety of educational opportunities and information services.

- Website, with portal sites focused on workplace, older adults, and inclusion in physical activity
- Annual Physical Activity Forum
- *WellSpring* and *Research Update* newsletters
- Physical Activity Information Round-Up
- Research reports
- Information request service
- Workshops/presentations

WellSpring, which is geared toward practitioners, provides information about best practices, recent research and policy in the active living/physical activity field. Readers downloaded 36,155 copies of the 2009-10 issues.

Information Dissemination in 2009-10

- 101,922 unique website visitors, monthly average of 176,289 visits, and a total of 2,115,471 hits
- 7,316 resources distributed through information/resource and display requests
- *WellSpring* and *Research Update* went to 33,600 recipients via distribution networks, such as listservs
- 8,081 clients received our latest information and research on physical activity on a weekly basis through our database
- 11 presentations were given to 782 participants
- 26 interviews or articles were published in media



Financial Statement 2009 - 2010

Revenue

Opening Balance	41,811	
ASRPWF (ACAL, AALP Coordination)	450,800	
ASRPWF (PA for All, Active Trans, Falls Prevention)	80,000	
Alberta Health & Wellness (Hlthy U Website, HIA)	127,175	
ACICR (Preventing Sr Falls, Falls Guide/Dissemination)	27,000	
AB Lottery Fund-CIP (AB PA Survey, Library Catalogue)	19,937	
Public Health Agency of Canada (Walking Program)	20,760	
Project Admin Fees	2,917	
Contracts/events/sales	16,548	
Rebates on Indirect Costs on Projects	778	
Physical Activity Research - held by Drs John Spence & Tanya Berry *	971,543	
TOTAL REVENUE		\$1,759,269

Expenses

Human Resources	381,969	
Professional Development	18,970	
Operations	42,495	
Health In Action (Special Project)	4,771	
AALP Coordination (ASRPWF)	20,000	
PA for All (ASRPWF)	30,000	
Active Transportation (ASRPWF)	20,000	
Falls Prevention (ASRPWF)	30,000	
Healthy U Website (AHW)	98,175	
Health In Action (AHW)	29,000	
Preventing Sr Falls (ACICR)	12,000	
Falls Guide/Dissemination (ACICR)	9,585	
Alberta PA Survey (ALF-CIP)	13,937	
Library Catalogue (ALF-CIP)	4,550	
Walking Program (PHAC)	20,760	
Physical Activity Research - Drs John Spence & Tanya Berry*	971,543	
TOTAL EXPENSES		\$1,707,755
BALANCE		\$51,514

*For details, see the annual reports of Dr. John Spence, Senior Research Associate and Dr. Tanya Berry, Research Associate.

Staff

Judith Down (Director), Don Buchanan
Carol Knull, Betty Lee, Christina Loitz
Lynda Matthews-Mackey, Rosanne Prinsen
Angela Torry

Research Associates

Tanya Berry, John Spence

Executive Management Group

Dru Marshall, Chair — Deputy Provost,
University of Alberta
Bernie MacDonald — Recreation and Sport
Branch, Alberta Tourism, Parks and
Recreation
Rob Crooks — Human Resources Manager,
Town of Cochrane, Alberta
Kim Schmidt — Recreation and Sport Branch,
Alberta Tourism, Parks and Recreation
Judith Down — Alberta Centre for Active Living
(ex officio)

Advisory Board

Rob Crooks, Chair — Town of Cochrane, Alberta
Jennifer Copeland — University of Lethbridge
David Chorney — University of Alberta
Kandi McElary — Mount Royal College, Calgary
Mike Mahon — University of Alberta
Yvonne Rempel — Town of Grande Cache,
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Kim Schmidt — Recreation and Sport Branch,
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