



## 2010 - 2011 Annual Report

### Mission:

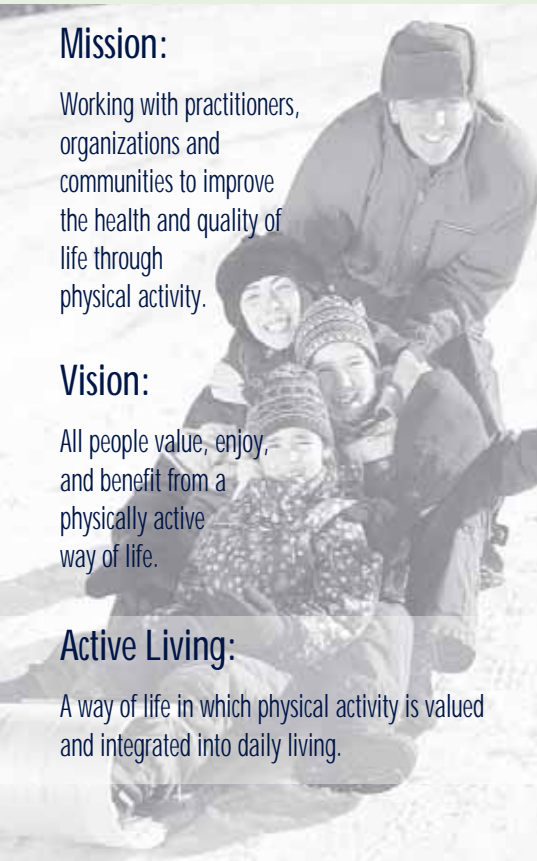
Working with practitioners, organizations and communities to improve the health and quality of life through physical activity.

### Vision:

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

### Active Living:

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



### Message from the Chair

In April 2011, I became the Chair of the Alberta Centre for Active Living, taking over from Dr. Dru Marshall who provided great leadership for the last ten years. This is my first opportunity to provide a message for the Centre's annual report.

Like Dru, I was an employee of the Centre early in my career, having been a research associate before moving to Australia for 14 years. As the incoming Dean of the Faculty of Physical Education and Recreation at the University of Alberta, I was happy to be able to renew my relationship with the Centre, which has been a leading advocate for active lifestyles for more than 20 years. The profile and influence of the Centre has grown throughout the province, across Canada and internationally over this time. A strong history of service to practitioners – in combination with new and interesting partnerships, projects and services – highlights the ongoing importance of the Centre in supporting the health and well-being of Albertans.

The Alberta Centre for Active Living is very fortunate to be generously funded by the Alberta Sport, Recreation, Parks & Wildlife Foundation (ASRPWF). The Foundation has been farsighted in supporting a provincial organization that can bring the most current knowledge about physical activity promotion to the many types of practitioners needing this information.

I would like to thank the members of our Executive Management Group, Advisory Board, and Research Advisory Committee who contribute their time and knowledge to advance the Centre's mandate. I'd also like to thank our many friends and colleagues from around the world who are part of an impressive list of Research Affiliates. We are grateful for their support and proud to have their names associated with the Alberta Centre for Active Living.

Finally, I would like to thank the staff for their tireless efforts and Judith Down for her leadership as Director.

Kerry Mummery  
 Chair, Executive Management Group  
 Dean, Faculty of Physical Education and Recreation, University of Alberta

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 ALBERTA

# Research and education for the promotion of physical activity



## Director's Message

In 2011, the new Canadian Physical Activity Guidelines and analysis of the Canadian Health Measures Survey data were released. Through direct measures, the survey showed that only 15% of adults and 7% of children and youth in Canada are doing the amount of physical activity each week recommended in the Guidelines. So we know that there is much work to be done to encourage and support more Albertans to be regularly physically active!

The Alberta Centre for Active Living was engaged in many important activities addressing physical activity:

- launching the *2011 Alberta Survey on Physical Activity*;
- supporting the release of the new *Canadian Physical Activity Guidelines*;
- creating the *Physical Activity Counselling Toolkit*, a collection of 10 new resources that will be translated into four languages;
- supporting *Active Alberta*, the new Alberta Government policy that will help to guide our work;
- hosting our annual *Physical Activity Forum* in May 2010, in Edmonton, Calgary and Lethbridge;
- coordinating the annual *Alberta Active Living Partners Networking Meeting* in September; and
- producing content for the Active Living, Healthy Eating and Healthy Places sections of the popular *Healthy U* website for Alberta Health and Wellness.

The Centre is a key member of the ParticipACTION Network and the Alberta Policy Coalition for Cancer Prevention. The Centre also attended a number of national roundtables and consultations. These activities expand the capacity of the Centre to address physical inactivity in Alberta and Canada.

I am very proud to lead a talented and hard working team of professionals who enjoy each other and their work. I greatly appreciate the confidence and support I receive from our staff and committee members – and from our partners and funders.

Respectfully,

**Judith Down**

## Education

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

The Centre 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
- Social media (Blog, Facebook, YouTube, Twitter)

*WellSpring* is geared toward practitioners and provides information about best practices, recent research and policy in the active living/physical activity field. Readers downloaded 63,716 copies.



## 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: all people value, enjoy and benefit from a physically active way of life.

### Key Advocacy Initiatives in 2010-11

#### 1. Active Alberta 2011-2021

In 2010-11, the Centre took steps to boost awareness of the new Active Alberta policy. During the earlier consultation processes, our Centre provided input into the policy, which 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. Activities in the past year that advocated for supportive environments included:

- **2010 Physical Activity Forum**, presented by Dr. Tish Doyle-Baker, informed 165 practitioners from around the province about the effects of built environments on health.
- Membership in the **Alberta Policy Coalition for Cancer Prevention** provided the opportunity to work with other organizations to influence policies affecting schools, workplaces, communities and municipalities.
- The **Physical Activity for All** website provides 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.
- **Home Support Exercise Program** facilitator training course provided 30 participants with the skills to teach other staff how to work with older adults to increase physical activity and prevent falls.

### Information Dissemination in 2010-11

- 79,133 unique website visitors, monthly average of 192,018 visits and a total of 2,304,216 hits
- 3,184 RSS feed subscribers and 6,753 clients
- monthly e-news sent to 33,253 recipients
- 16,454 Physical Activity Blog page views, 82 Facebook followers, 2,663 YouTube views and 176 Twitter followers
- 30 media interviews or articles were broadcasted/published
- 1,526 falls prevention guides and 1,040 guides for rural, older adults were distributed

## 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.

### 2010-2011 Research Advisory Committee

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

Kerry Mummery, Chair — Dean, Faculty of Physical Education and Recreation, University of Alberta

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

Nicole Culos-Reed — Faculty of Kinesiology, University of Calgary

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

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

\*funded by Alberta Innovates - Health Solutions

### 2010-2011 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 — The Cooper Institute, Texas, 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.

Victor Matsudo — CELAFISCS & Agita São Paulo, Brazil

Neville Owen — University of Queensland, Australia

Ron Plotnikoff — University of Newcastle, Australia

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



# Financial Statement 2010 - 2011

## Revenue

Opening Balance	51,514
ASRPWF (ACAL, AALP Coordination)	448,800
Furlough Days Credit	11,829
ASRPWF (PA Resources for Practitioners & Public)	25,000
Alberta Health & Wellness (Healthy U Website)	98,175
Public Health Agency of Canada (Walking Program)	76,419
Contracts/events/sales	7,697
Rebates on Indirect Costs on Projects	5,215
Physical Activity Research - held by Drs John Spence & Tanya Berry *	888,126
<b>TOTAL REVENUE</b>	<b>\$1,612,775</b>

## Expenses

Human Resources	418,267
Conferences and Professional Development	20,628
Operations	34,871
Alberta Survey on Physical Activity	24,608
AALP Coordination (ASRPWF)	18,000
PA Resources for Practitioners & Public (ASRPWF)	25,000
Healthy U Website (AHW)	98,175
Falls Guide/Dissemination (ACICR)	5,415
Library Catalogue (CIP)	1,450
Walking Program (PHAC)	76,419
Physical Activity Research - Drs John Spence & Tanya Berry*	888,126
<b>TOTAL EXPENSES</b>	<b>\$1,610,959</b>
<b>BALANCE</b>	<b>\$1,816</b>

\*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  
Pam Cooper — Wellness Consultant,  
ConocoPhillips Canada, Calgary  
Bernie MacDonald — Recreation Services  
Section, Sport and Recreation Branch, Alberta  
Tourism, Parks and Recreation  
Judith Down — Alberta Centre for Active Living  
(ex officio)

## Advisory Board

Pam Cooper, Chair — ConocoPhillips Canada  
Eleanor Benterud — Primary Care Network  
David Chorney — University of Alberta  
Laura Hancharuk — Grande Prairie Regional  
College  
Emilea Saadeh — Alberta Native Friendship  
Centres Association  
Bernie MacDonald — Alberta Tourism, Parks  
and Recreation  
Linda McCargar — University of Alberta  
Kerry Mummery — University of Alberta  
Alison Pilsner — Lethbridge Be Fit For Life  
Centre  
Judith Down — Alberta Centre for Active Living  
(ex officio)

## Alberta Centre for Active Living

3rd Floor, 11759 Groat Road  
Edmonton, Alberta, Canada T5M 3K6  
Phone: 780-427-6949  
Alberta toll-free: 1-800-661-4551  
Fax: 780-427-2677  
E-mail: [active.living@ualberta.ca](mailto:active.living@ualberta.ca)  
Website: [www.centre4activeliving.ca](http://www.centre4activeliving.ca)

