

Alberta
Centre for
Active & Living



Celebrating 20 years
1989 - 2009

Shared planning - Our *collaborative planning* process includes our Advisory Board members from around Alberta, our Executive Management Group, our funders, and members of the Alberta Active Living Partners. This approach ensures that we are responsive to issues, trends and opportunities identified by these stakeholders.

- From 1992 to 1996, we collaborated with the Be Fit for Life (BFFL) Network to run the **Wellness Wagon** every summer. We travelled in a van throughout Alberta to promote well-being, active living and the benefits of recreation to communities served by the BFFLs.
- Stay tuned for new Alberta-based research and resources from a project currently in progress, **Physical Activity for All**. In the first phase of this project we hosted focus groups with people in rural areas, Aboriginal people, older adults and people with disabilities to discuss barriers and facilitators related to physical activity. We also spoke with practitioners. In the second phase we'll share our results in regional workshops and on our website.



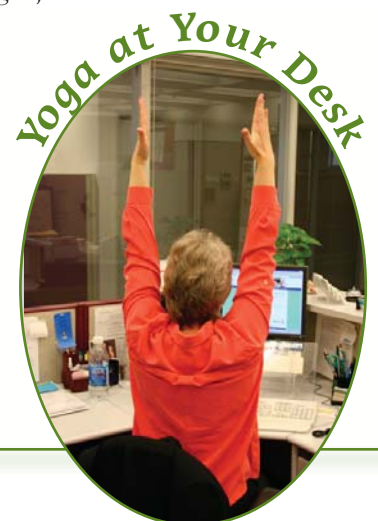
Finding our niche - Through rebranding in 2002, we focused our attention from well-being to physical activity. Our stakeholders unanimously supported this plan and helped determine our new name.

After the rebranding, along came a variety of physical activity projects related to older adults such as Acting Our Age, Active Independence, and Rural Route to Active Aging. Projects in the area of workplace physical activity also heated up. Ron Plotnikoff's Workplace Physical Activity Framework was published as a research project. Then, in 2007, the Physical Activity @ Work website was launched with more ideas, tools, and success stories. We added At Your Desk Stretching and Yoga videos in 2008, and they were a big international hit.

Collaborating to address a critical health issue - Our ability to address physical activity as a **determinant of health** helped us partner with both Alberta Health and Wellness (AHW) and the Public Health Agency of Canada (PHAC). For nine years, we were the Active Living Affiliate of PHAC's Canadian Health Network and produced excellent e-health information for Canadians. These resources, produced in both official languages, are now on our website and continue to be heavily accessed.

We are very proud to partner with AHW on the **Healthy U** website, bringing Albertans evidence-based, healthy living information. Healthy U is recognized across Canada for its valuable collection of articles, tips, recipes, and tools.

It's a small world - When we started receiving messages from Europe and Australia about our online videos and seeing our resources on other websites, we realized how much our Centre is watched by the world.



Rural Route to Active Aging



Earning **international recognition** from researchers and practitioners established the Centre as a key source of physical activity information. Our ability to share information in plain language is well-known.

Advocacy - We have long advocated for the importance of physical activity to employers, educators, health care professionals, seniors' housing operators, planners and others. We collaborate with others to influence policy, develop projects that positively influence physical activity, and provide research-based evidence to decision-makers.

Here are some examples of our advocacy efforts:

- **1998 Alberta Active Living Strategy** - The Centre supported this provincial government strategy by advocating for supportive environments in workplaces and seniors' housing.
- **Coalition for Active Living** - In 2000, we joined the national Coalition for Active Living, and in 2004, we contributed to the creation of the Pan-Canadian Physical Activity Strategy. This national strategy aimed to create physically active communities through a variety of means: public policy, supportive social and physical environments, public education, and developing new knowledge through research.
- **ParticipACTION** - As partners of ParticipACTION, we have served on two advisory committees. This summer, the Centre supported ParticipACTION's Inspire the Nation Tour, which stopped in Calgary and Edmonton and drew attention to the importance of daily physical activity.
- **Alberta active living organizations** - We are proud to work with the 13 members of the Alberta Active Living Partners and with ARPA, SHAPE, and TrailNet to advocate for environments that support physical activity in schools, workplaces, seniors' housing, and communities.
- **WellSpring** - Our newsletter is frequently used for physical activity advocacy, particularly the issues on exercise professionals (Jun 2009), men's health (Feb 2008) and health literacy (Oct 2007).

Physical Activity for All



Sustainability - Every year, we have successfully leveraged our core funding to access more funding. Our research associates John Spence and Tanya Berry hold their own research grants, and they provide a constant source of information and support for the Centre. We miss Ron Plotnikoff who is now in Australia, but we'll keep in touch with him and his research.

Lifelong friends - It is a point of pride that the Centre has consistently provided a home for new researchers, physical activity professionals and practicum students. Many of them launched their careers at the Centre including: D. Marshall, J. Sefton, J. Bocksnick, T. Horne, K. Mummery, R. Plotnikoff, J. Spence, K. McGannon, E. Garcia, and T. Berry.

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Without the ongoing support of the Alberta Sport, Recreation, Parks & Wildlife Foundation, the Alberta Centre for Active Living would not exist. The Foundation is the rock on which the Centre was built and the base on which it continues to grow. Alberta Tourism, Parks and Recreation has provided invaluable staff support, advice and cost-free office space in the Percy Page Centre, as well as project support.

Thank you to our partners!



Our affiliation with the University of Alberta through the Faculty of Physical Education and Recreation has given us access to one of the most well-regarded physical activity research groups in the world.

In a mutually beneficial relationship, the Centre provides knowledge translation and dissemination for the researchers while they increase understanding of how to increase physical activity levels.