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NEWS RELEASE

For Immediate Release

Physical activity measurement survey is underway

Terrace, BC, July 8th, 2009

City of Terrace – Leisure Services is commissioning a telephone survey created by the BC Recreation and Parks Association (BCRPA) through its Active Communities Initiative to measure and monitor community physical activity levels. The survey is being conducted in [month, i.e. July, August or September] by Discovery Research in communities throughout the province. Each community is receiving a \$5,000 subsidy from BCRPA to commission the survey.

The survey incorporates the International Physical Activity Questionnaire and collects anonymous information from participants on all forms of activity done in the previous week (e.g., walking, gardening, work-related physical activity, and cycling).

"Inactivity is a major contributing factor to a number of chronic diseases. The BC Healthy Living Alliance estimates that chronic diseases cost BC's economy \$3.8 billion annually," said BCRPA Chief Executive Officer Suzanne Allard Strutt. "BCRPA is pleased to be investing in registered Active Communities' efforts to monitor and increase physical activity levels to create a healthier BC."

The purpose of this measurement tool is to allow communities across British Columbia to obtain comparable data on physical activity over the years and support communities in working towards the provincial goal of increasing physical activity rates of British Columbians by 20 per cent. The survey tool was developed in 2006 for BCRPA's Active Communities Initiative in consultation with pilot communities and experts from the Canadian Fitness and Lifestyle Research Institute, University of Victoria School of Physical Education, and Provincial Health Services Authority.

About Leisure Services

Leisure Services is partnered with BCRPA and Active Communities to get our Community Active for Life. We have already started a walking club and many more activities for all ages. For more information, visit www.terrace.ca.

About BC Recreation and Parks Association

The British Columbia Recreation and Parks Association (BCRPA) is the implementation partner for the Active Communities Initiative. It is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. For more information, visit www.bcrpa.bc.ca.

About Active Communities

The Active Communities Initiative is a cross-sectoral Initiative focused on supporting communities to increase physical activity levels of British Columbians by 20 per cent. This initiative is being implemented by BCRPA with support from the Province of BC through ActNow BC and in partnership with 2010 Legacies Now. For more information, visit www.activecommunities.bc.ca.

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