

Press Release



For Immediate Release

PHYSICAL ACTIVITY MEASUREMENT SURVEY IS UNDERWAY

Port Coquitlam, B.C. – July 2, 2009... Port Coquitlam 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 July 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.

“Being able to identify our community’s physical activity levels as well as the barriers that citizens face in becoming more active is incredibly important in not only making sure that the initiatives that we implement are specific to the needs of our community, but in also providing us with some baseline data to compare the long term success of those initiatives over the next couple of years,” said Nathan Taylor, Active Communities Coordinator.

- 30 -

About PoCoMotion

PoCoMotion is a community-driven initiative that is a part of the BCRPA’s Active Communities Initiative. Working with members of the community, the initiative seeks to create a healthy and self-sustainable community where physical activity is valued and integrated into daily life. For more information or to become involved please call 604-927-7983.

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.

MEDIA CONTACT:

Nathan Taylor
Active Communities Coordinator
City of Port Coquitlam
Tel 604.927.7983
Email taylor@portcoquitlam.ca
www.pocomotion.ca