



# ACTIVE YUKON

Enriching Lives through Physical Activity, Recreation & Sport



YG Photo



**Yukon**  
Community Services  
Sport and Recreation Branch

## Yukon Active Living Strategy

*Renewed April 2012*

## Message from the Minister

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As Yukon's Minister responsible for sport, physical activity and recreation, I am very pleased to present this renewed Yukon Active Living Strategy.

The renewed Strategy provides opportunities to address our government's commitments to new, national priorities. Its goals and recommendations for action will counteract the rising incidence of obesity and inactivity and support Yukoners to reach Canada's physical activity guidelines and targets. The renewed Strategy emphasizes the importance of the After-School Time Period; a time when all children and youth need access to programs which increase levels of physical activity.

Our government will continue to collaborate with partners throughout Yukon to meet these goals. Through the renewed Strategy, we will ensure that every Yukon person has opportunities to choose a healthy lifestyle and be active. Together, we can overcome challenges, improve our overall personal health, and build healthier communities.

To that end, I present you with this renewed Yukon Active Living Strategy and invite you to join the growing number of partners who, through innovative and creative initiatives, contribute towards a common vision of vibrant, healthy and sustainable communities.

Elaine Taylor  
Minister  
Community Services

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### **Active Yukon: Enriching Lives through Physical Activity, Recreation and Sport**

*Yukon Active Living Strategy - Renewed April 2012*

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*The views in this document do not necessarily represent current federal or territorial policy.  
The Strategy offers recommendations for action  
to guide governments and their partners as they support active and healthy communities.*



### Message from Yukon's Chief Medical Officer of Health

For the first time in history, we face a future where today's children may live for fewer years than their parents. The prediction of a shortened life expectancy results from our modern lifestyles characterized by physical inactivity and poor eating habits. Unhealthy lifestyles have contributed to dramatic increases in obesity, and subsequently to the rise in the incidence of chronic conditions, which are now occurring much earlier in the lifespan.

Citizens and governments alike have a responsibility to our children and our society to reverse this trend by encouraging participation in active and healthy lifestyles thereby reducing the risk of obesity and chronic conditions.

I strongly encourage Yukoners and Yukon leadership to work together to create an environment where all Yukoners engage in active lifestyles; and where the integration of physical activity into everyday life benefits our personal, social and economic well-being.

*Dr. Brendan Hanley  
July 2010*



"Active Transportation" on the Dawson City Ferry



**Walking home on Black Street Stairs**

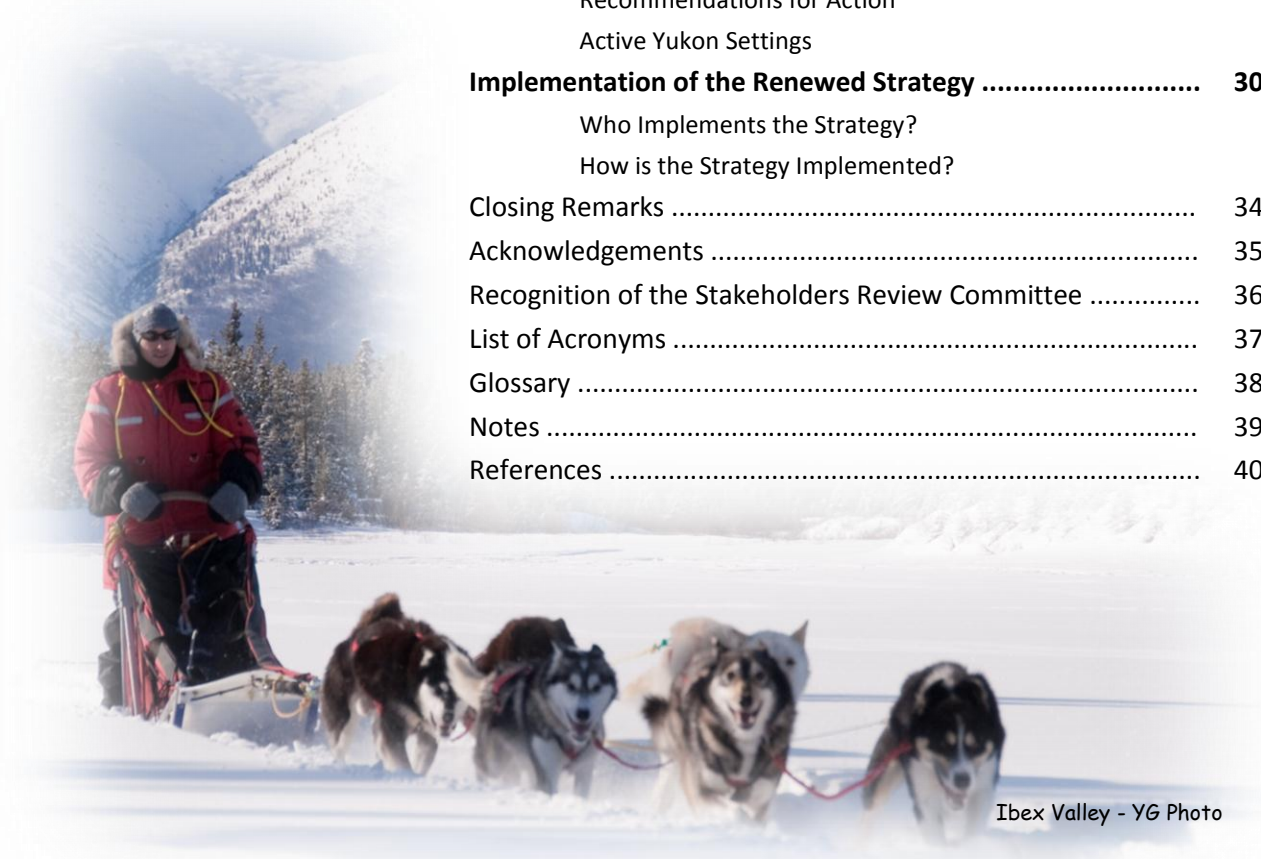
*"Governments have a central role, in cooperation with other stakeholders, to create an environment that empowers and encourages behaviour changes by individuals, families and communities, to make positive, life-enhancing decisions on healthy diets and patterns of physical activity."*<sup>1</sup>

World Health Assembly, 2002  
*Global Strategy on Diet, Physical Activity and Health*



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## Active Living

- is a unique Canadian approach to living that values and integrates physical activity into daily routines. Within this lifestyle, many different activities benefit personal and social health and well-being. Active Yukoners walk to the store, hunt and fish, play soccer, bike to work, ski and snowshoe, garden, coach sports, dance, and some may even represent Yukon at major sporting events.

(Canadian Journal of Public Health)



Special Olympics Yukon

## Physical Activity

- is movement that increases a person's heart rate and breathing. Exercise, sport, work which requires physical exertion, recreation which is physically active, or household chores are examples of physical activity. Yukoners have an active lifestyle when they include physical activity in daily routines.

(Canadian Society for Exercise Physiology)



Canada 55+ Games

## Recreation

- includes all those things that a person, family or group chooses to do in order to make their leisure time more interesting, enjoyable and personally satisfying. Active Yukoners choose recreation activities such as walking, dog mushing, skating, swimming or canoeing.

(National Recreation Statement, 1987)



YG Photo

## Sport

- is a regulated form of physical activity organized as a contest between two or more participants for the purpose of determining a winner by fair and ethical means. Active Yukoners participate in sports such as archery, hockey, arctic sports and dene games, biathlon, swimming or volleyball.

(Sport Canada)

## Executive Summary

The original Yukon Active Living Strategy was developed in 2000 by the Minister's Task Force for Active Living in consultation with Yukoners. Implementation of the Strategy's recommendations for action through the Active Yukon settings of Lifestyles, Communities, Schools and Workplaces began in March 2001. In 2010, Yukon Government (YG) Department of Community Services Sport and Recreation Branch initiated and funded the renewal of the Yukon Active Living Strategy.

Evidence of health issues and recent commitments made nationally prompted the timely renewal of the Yukon Active Living Strategy. Concerns about the prevalence of childhood obesity, about increased rates of preventable and manageable chronic disease, and about rising financial and social costs attributed to physical inactivity continue to grow. In response, Federal, Provincial and Territorial Ministers for Sport, Physical Activity and Recreation identified new targets to increase physical activity levels of the Canadian population. Renewal of the Strategy includes recommendations for action designed to support Yukon Government's commitment to these physical activity targets and to address mounting evidence of the detrimental impact of physical inactivity on the health of Yukoners.

Several sources of information provided a solid base for the renewal process. An analysis of information and input gathered over the past decade through citizen engagement and consultation; dialogue and meetings; focus groups and surveys; and program evaluations and reports has provided a clear picture of Yukon's active living accomplishments, realities and opportunities. A review of wellness and active living strategies from across the country, and findings from several national studies, have helped to build a comprehensive picture of what Yukoners expect and need from the renewed Yukon Active Living Strategy. Additional detail can be found in the Supplement to the Renewed Yukon Active Living Strategy.

The renewed Yukon Active Living Strategy is portrayed in a one-page overview (page 18) and builds upon the original Strategy's vision. Three guiding principles: Health Equity and Inclusion, Informed Decision Making, and Shared Responsibility and Collaboration embody the beliefs upon which the renewed Strategy stands. Strategic directions and goals define the broad and long-term changes needed to realize the vision. Recommendations for action stem from the strategic goals and directions of: Leadership and Policy, Community Capacity, Enabling Environments, Social Marketing, Programs and Services, and Monitoring and Evaluation. Implementation of the recommendations for action will occur through the four settings of Active Yukoners (previously Lifestyles) and Active Yukon Communities, Schools and Workplaces. Although responsibility for implementation of the renewed Strategy rests with the YG Sport and Recreation Branch, cooperative and collaborative efforts between governments, communities, businesses, non-profit groups and Yukon residents are needed for successful implementation.

Through its implementation, the renewed Yukon Active Living Strategy will:

- Provide continuance to the vision of the original Yukon Active Living Strategy;
- Address national priorities to support daily physical activity and reduce inactivity in an effort to combat childhood obesity and the prevalence of chronic conditions;
- Support Yukon Government's commitment to meet the national physical activity targets;
- Foster environments which encourage active and healthy lifestyles; and
- Improve the quality of life for Yukoners in vibrant, healthy and sustainable communities.

*Sue Meikle, Community Recreation/Active Living Consultant at the YG Sport and Recreation Branch provided inspiration, leadership and coordination for the renewal process, as well as direction and editing for the written document. Caroline Sparks of C. Sparks Project Consulting in Whitehorse researched, facilitated, compiled and wrote the renewed Strategy.*



## Rationale for Renewal: National Perspective

Across the country, national, provincial and territorial active or healthy living, wellness or physical activity strategies encourage a healthier nation through the promotion of active lifestyles. These strategies have been developed by provinces and territories during the past decade to address the fact that “physical inactivity levels in Canada remain a serious public health burden.”<sup>2</sup> These strategies (described in the *Supplement to the Renewed Yukon Active Living Strategy*) intend to minimize the costs of physical inactivity while maximizing the benefits of engaging in an active lifestyle as described on pages 5 and 6.

Significant increases over the past few decades in health care costs and preventable chronic conditions have placed on the political agenda the importance of active lifestyles for the benefit of individual, social and economic health. In a country where childhood obesity is one of the highest in the world,<sup>3</sup> Federal, Provincial and Territorial Ministers of Health and of Health Promotion/Healthy Living have recently agreed to coordinate efforts to curb childhood obesity. In September 2010, these Ministers endorsed a framework of three priorities, one of which stresses the role of physical activity to healthy weights and healthier lives of Canadian children. The stated priority is to “make the environments where children live, learn and play more supportive of physical activity and healthy eating.”<sup>4</sup>

In addition to the rise in childhood obesity, Canada is a country where the “prevalence of suboptimal fitness levels has increased markedly since 1981.”<sup>5</sup> Since 2003, governments have made several commitments to increase the physical activity levels of Canadian adults, youth and children. The most recent physical activity targets described on the following pages are to be reached by 2015. However, it is probable that these may evolve as a result of recent changes to Canada’s Physical Activity Guidelines and the release of Canada’s Sedentary Behaviour Guidelines for Children and Youth (see below).

### **Canada’s new Physical Activity Guidelines released January 24, 2011 state:**

- To achieve health benefits, adults aged 18-64 and older should accumulate at least 150 minutes of moderate to vigorous-intensity aerobic physical activity per week in bouts of 10 minutes or more.
- To achieve health benefits, children and youth aged 5-17 should accumulate at least 60 minutes of moderate to vigorous-intensity physical activity **daily** in bouts of 10 minutes or more.

### **Canada’s Sedentary Behaviour Guidelines for Children and Youth released February 15, 2011 state:**

These evidence-based guidelines do not address the 60 daily minutes identified in Canada’s Physical Activity Guidelines. Rather, the guidelines address the remaining 23 hours when young Canadians spend more than eight hours watching TV, playing on a computer or sitting in a car. As there are documented health benefits when children and youth move more and reduce screen time, for health benefits, children and youth (aged 5-17 years) should minimize the time they spend being sedentary each day by:

- Limiting recreational screen time to no more than two hours per day, (lower levels are associated with additional health benefits); and
- Limiting sedentary (motorized) transport, extended sitting and time spent indoors during the day.



## National Physical Activity Targets

In collaboration with F/P/T (Federal, Provincial and Territorial) Ministers for Sport, Physical Activity and Recreation, Government of Yukon has committed to achieving national physical activity targets. The renewed Yukon Active Living Strategy is a vehicle to meet these targets.

In 2009, F/P/T Ministers for Sport, Physical Activity and Recreation adopted the national physical activity target for Canadian adults 20 and older. Set by F/P/T Ministers for Health in 2005 and described in the *Pan-Canadian Healthy Living Strategy*, this commitment is to:

By 2015, “obtain a 20% increase in the proportion of Canadians who are physically active, eat healthy and are at healthy body weights”.<sup>6</sup>

In 2008, in response to results of the CANPLAY pedometer study of Canadian children ages 5 to 19 by the Canadian Fitness and Lifestyle Research Institute (CFLRI), F/P/T Ministers for Sport, Physical Activity and Recreation set the first ever physical activity targets for Canadian children and youth. Their commitment is to:

By 2015, “increase the number of steps that children and young people physically take from 11,500 to 14,500” and to “increase by seven percentage points the proportion of Canadians aged 5 to 19 who participate in 90 minutes of moderate to vigorous daily physical activity”.<sup>7</sup>

## National Physical Activity Targets for Yukon

The renewed Yukon Active Living Strategy identifies targets for physical activity levels of Yukon adults, youth and children consistent with the national targets. Although targets are to be achieved by 2015, the renewed Strategy provides guidance over a longer timeframe. It is likely that the targets will change several times over the next decade. New targets will not require changes, but simply an update to the Strategic Overview on page 18.

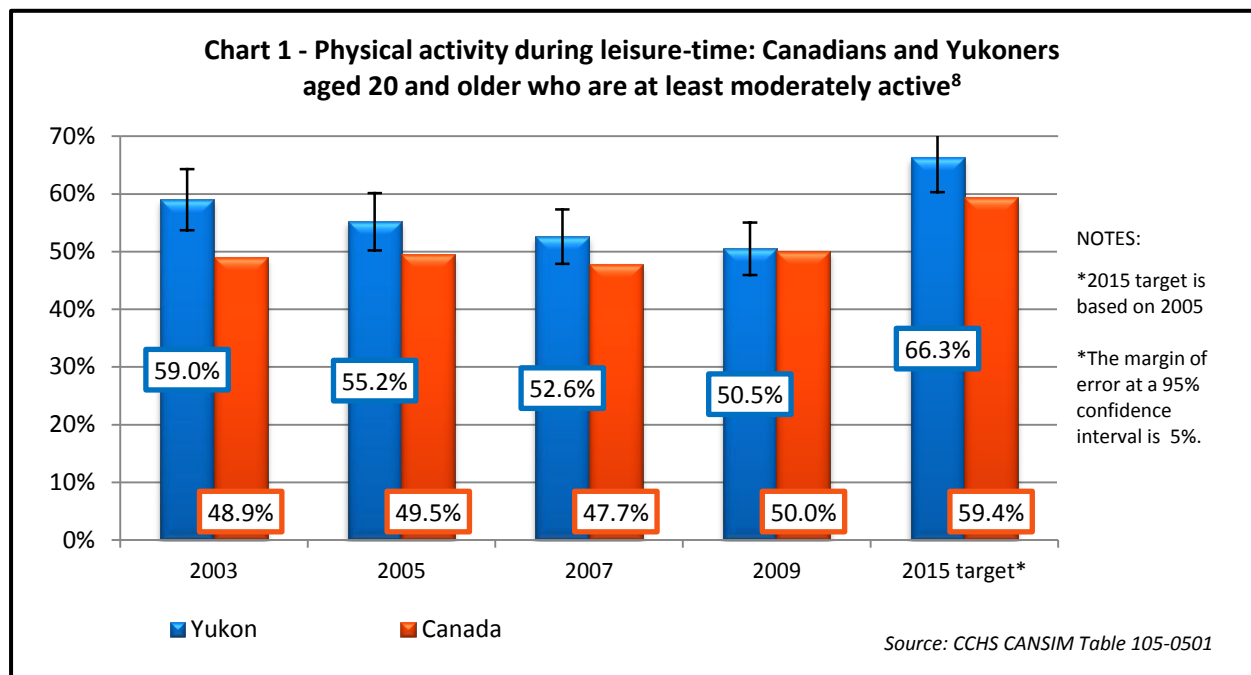
### Did you know that an increase in physical activity levels amongst adults is measured by percent?

55% of the Yukon adults were at least moderately active in 2005. Achieving the national target of a 20% increase requires 66% of the Yukon adults to be at least moderately active by 2015. This is calculated by taking 20% of 55 and adding it to the 55%.

## Yukon Adults

The physical activity target for Yukon adults aged 20 and older and shown in Chart 1 is to:

By 2015, increase by 20% the proportion of Yukon adults 20 and older who are at least moderately active.



The target for Yukon adults is based on the 2005 Canadian Community Health Survey (CCHS). The target combines into one category people who report being moderately active and people who report being physically active. The CCHS is conducted across Canada annually and includes a reliable measure of Yukoners who are inactive, moderately active or physically active during their leisure time.

### What do physically active, moderately active and inactive mean?

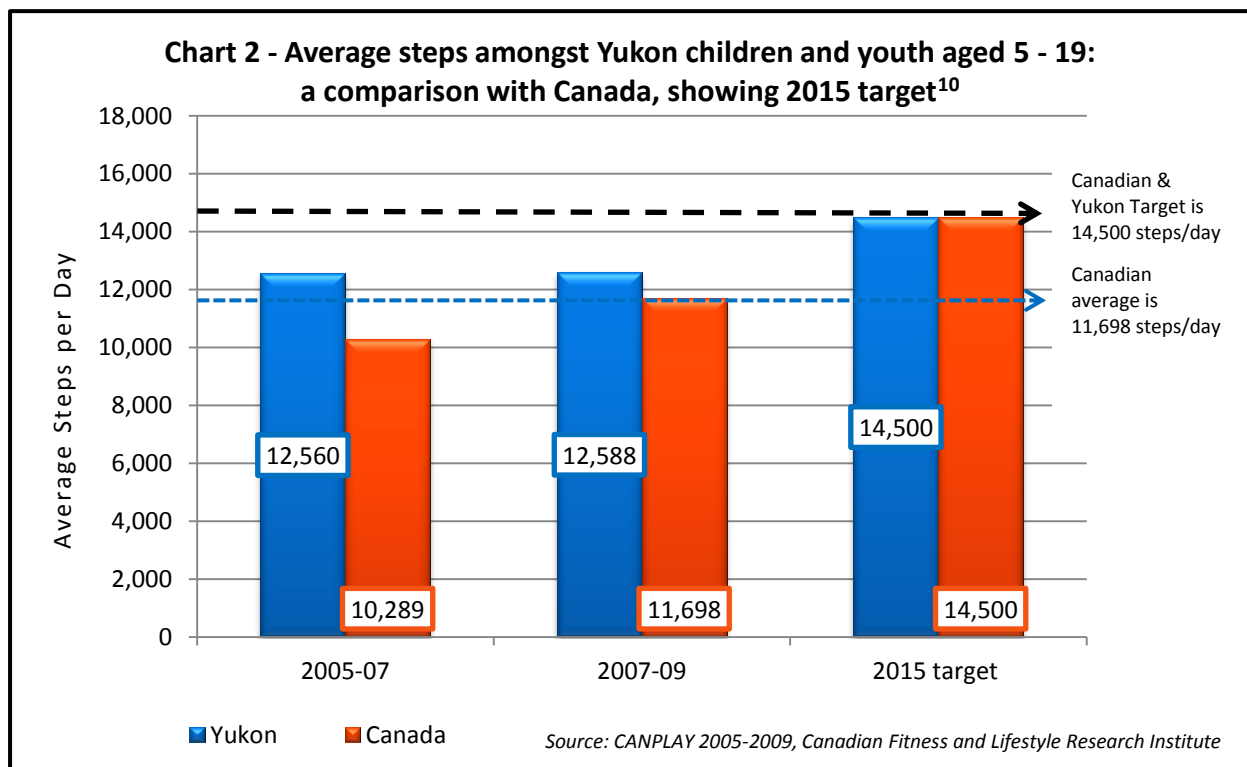
Activity levels are classified through self-reports of physical activity, duration and intensity. These factors are used to calculate daily energy expenditure and a corresponding level of activity. **Physically Active** corresponds to a daily energy expenditure of 3 kilocalories per kilogram (KKD) of body weight or more. A person walking at least 1 hour per day is considered "physically active". A **moderately active** person expends a daily average energy between 1.5 and 3.0 KKD and may do so by walking between 30 and 60 minutes per day. **Inactive** corresponds to an average daily energy expenditure of less than 1.5 KKD. A person walking less than 30 minutes each day would be considered "inactive".<sup>9</sup>



## Yukon Children and Youth

The physical activity target for Yukon children and youth uses a daily number of steps to interpret physical activity levels. CFLRI's CANPLAY Study, conducted over a two-year span, measures physical activity levels of children and youth across Canada using pedometers to track daily steps. Currently, there are no physical activity guidelines or targets for children under the age of five. Thus, the physical activity target for Yukon children and youth aged 5 to 19, and shown in Chart 2, is to:

By 2015, increase to 14,500 the daily number of steps taken by Yukon children and youth aged 5 to 19.



Robert Service School,  
Dawson City - YG Photo

## Costs of Physical Inactivity

From international to national, and regional to local levels, the costs associated with physical inactivity are well documented. Physical inactivity affects personal development and health, and the health and well-being of families, employers, businesses, communities and governments.



Canada's Chief Public Health Officer points out, "research studies report a linear relationship between physical activity and health such that the most physically active are at the lowest risk of poor health".<sup>11</sup>



It has been estimated that the direct and indirect economic costs of physical inactivity and obesity represent 2.6% and 2.2% respectively of the total health care costs in Canada.<sup>12</sup>



Low physical activity rates in Canada have a negative economic impact resulting in an estimated \$5.3 billion per year in direct and indirect costs.<sup>13</sup>



In 2007, the total of both public and private health expenditure per capita in Yukon was approximately \$7,047 per person. This amount is double the \$3,437.82 per person expended in 1996.<sup>14</sup>



The *Yukon Health Care Review* highlights physical inactivity as an important and common risk factor for the prevention of chronic diseases and indicates that "if Yukoners are encouraged to make improvements and healthier choices... chronic disease associated costs could be reduced."<sup>15</sup>



Stated in the Yukon Legislature was that "over half the Yukon population faces unnecessary health risks due to inactive lifestyles... Children and youth are not getting enough activity for optimal growth and development... Adults face unnecessary risks of premature death and chronic disease. High numbers of inactive people pose a considerable public health burden, in terms of increased individual suffering and stress on the health care system."<sup>16</sup> (April 7, 2010)



## Benefits of Physical Activity

It is well recognized that active living—the integration of regular physical activity into everyday lives—benefits individuals, families, employers, communities and governments.



**Physical Activity** promotes personal health—physical, mental, social and spiritual—and enhances the quality of life by building self-confidence, self-esteem and positive self-image.



**Physical Activity** provides opportunities for healthy childhood development through active play. Active lifestyles prolong independent living for seniors.



**Physical Activity** reduces the risk of obesity and chronic conditions. Physical activity appears to reduce the risk of more than 25 chronic conditions. Even with another risk factor present, physical activity offers a protective effect.<sup>17</sup>



**Physical Activity** supports self-management of chronic conditions; even small increases in physical activity levels lower the risk of, and help people to manage, chronic conditions.<sup>18</sup>



**Physical Activity** reduces health care costs. If Canadians were active based on current guidelines, we could avoid 33% of all deaths related to heart disease; 25% of deaths related to stroke; and 20% of deaths related to type 2 diabetes.<sup>19</sup>



**Physical Activity** reduces workplace costs related to injury, illness and/or poor health of employees.



**Active Living** contributes to a healthier environment through the provision of parks and trails for recreation, and through the development of livable communities with well-connected routes facilitating active transportation.



**Active Living** engages individuals in constructive leisure which can reduce the incidence of self-destructive and anti-social behaviour.



**Active Living** stimulates economic activity through the development of community infrastructure, goods and services, events, and opportunities for citizen participation.

## Rationale for Renewal: Yukon Perspective

An assessment of the current active living environment in Yukon contributed to the process of renewing the Yukon Active Living Strategy. An understanding of the present context was developed based on quality information gathered from a variety of sources listed in the references. Some of the primary sources of information included:

- Yukon Healthy Living Segmentation Study (YHLSS) conducted in 2009 and described below,
- Canadian Community Health Surveys (CCHS) described in the facing sidebar, and
- Canadian Fitness and Lifestyle Research Institute's (CFLRI) Physical Activity Monitors and CANPLAY Surveys described on the facing page.



2006 Canada Senior Games

### Yukon Healthy Living Segmentation Study

**Purpose:** The intent of this study was to gain a better understanding of Yukoners' patterns and preferences around physical activity and food choices. The YHLSS was designed to collect detailed and reliable information not available through national surveys. Questions were aligned with national survey questions to permit comparisons. Furthermore, by incorporating measures of both physical activity and healthy eating, the YHLSS is aligned with the Pan-Canadian Healthy Living Strategy.

**Outcome:** The YHLSS was conducted for the Recreation and Parks Association of the Yukon during the fall of 2009 by DataPath Systems of Marsh Lake, Yukon. The Study examined physical activity attitudes, barriers, participation and exertion, as well as food preferences and barriers to healthy eating of 850 Yukon residents. Findings are being used to support effective programming of healthy living initiatives.

**Future:** Continuation of the YHLSS will enable timely tracking of trends and changes in activity levels throughout Yukon. This will allow Yukon to track progress towards the physical activity targets and will provide quality data to inform decisions and guide actions for implementation of the renewed Yukon Active Living Strategy.



The following pages offer the reader a perspective of the current active living context and environment in Yukon. Descriptions include statistics and findings which illustrate:

- Physical activity preferences and patterns of a typical Yukon adult and senior (pages 9-10),
- Physical activity preferences and patterns of a typical Yukon child and youth (pages 11-12),
- The barriers to active lifestyles experienced in Yukon (page 13-14), and
- A description of what Yukon does well and could do better to support active lifestyles (pages 15-16).



#### Canadian Community Health Survey

CCHS is a national survey which includes a reliable measure of Canadians who are inactive, moderately active or physically active during leisure time. It is used to assess progress towards physical activity targets for adults. Prior to 2007, CCHS was conducted every two years. It is now conducted annually with half the sample gathered in one year and half in the next. Yukon tends to combine two years of data for a full sample which in 2007-2008 provided a sample size of 1,275.<sup>20</sup>

#### Canadian Fitness and Lifestyle Research Institute

CFLRI's CANPLAY Study measures physical activity levels of children and youth using pedometers to track daily steps over a two-year period. It is used to track progress towards the physical activity targets for children and youth.

CFLRI's Physical Activity Monitor has a Yukon sample of 250 surveyed in conjunction with CCHS. The Physical Activity Monitor tracks changes in physical activity patterns along with factors and life circumstances which influence participation in activity.

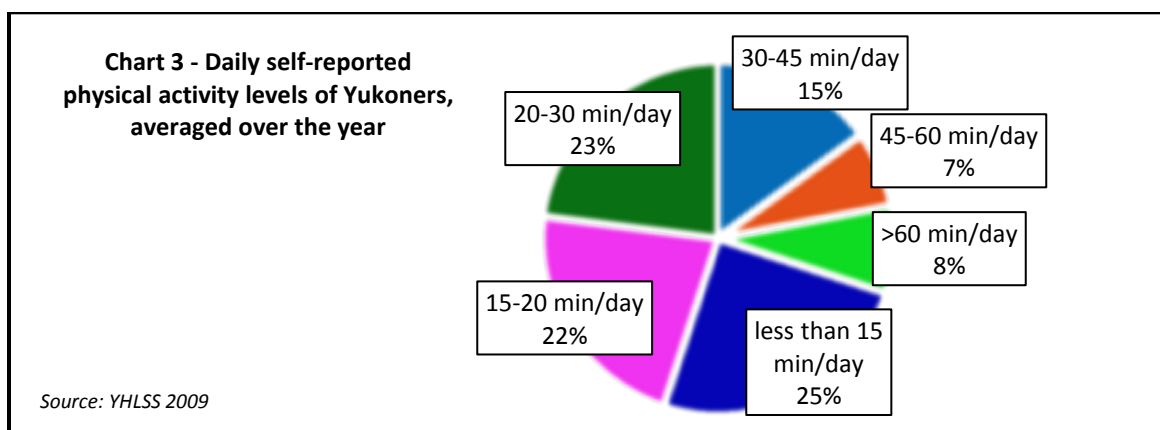
## Yukon Adults and Seniors

A comprehensive survey conducted in 2009 found that fitness levels of the Canadian population, regardless of gender or age and particularly amongst those aged 20-39, have dramatically decreased since 1981. Using waist circumference to assess risk of future health concerns, those at risk more than tripled amongst the 15-19 age group and quadrupled amongst the 20-39 age group.<sup>21</sup> Furthermore, when an accelerometer was used to measure activity, a mere 15% of Canadians met the new recommendations for physical activity.<sup>22</sup>



Pond Hockey - YG Photo

90%	<ul style="list-style-type: none"> <li>90% of Yukoners use local walking trails (CFLRI 2008). When asked what encourages them to be more active, 55% of Yukoners replied "access to parks and trails" (YHLSS).</li> </ul>
54.3%	<ul style="list-style-type: none"> <li>54.3% of the Yukon population 18 and older are considered overweight or obese using the Body Mass Index (CCHS 2009).</li> </ul>
50.5%	<ul style="list-style-type: none"> <li>50.5% of Yukoners aged 20 and older are at least moderately active during their leisure-time (CCHS 2009).</li> </ul>
47%	<ul style="list-style-type: none"> <li>47% of Yukoners report being active for less than 20 minutes per day (YHLSS).</li> </ul>
15.5	<ul style="list-style-type: none"> <li>Over the winter, Yukoners average 15½ minutes of physical activity daily (YHLSS). This seasonal decline becomes a physical activity deficit which accumulates and can lead to obesity and chronic conditions (CFLRI 2008).</li> </ul>



The Yukon Healthy Living Segmentation Study describes a typical Yukon adult as...

- ✓ Being active an average of 26 minutes per day.
- ✓ In winter, being active for only 15½ minutes per day.
- ✓ Choosing to walk; 87% walk in summer and 79% walk in winter.
- ✓ Preferring to be active at home, outdoors and in a non-organized setting.<sup>23</sup>
- ✓ Slightly more active if they live in Whitehorse, are male, are under the age of 35, or have a higher income.
- ✓ Being active and eating healthy in order to have energy to do all the things they want to in a day (91%), to prevent illness and chronic conditions (84%), to manage stress (80%), and to lose weight (45%).



Millennium Trail  
YG Photo

The risk of obesity can decline by 4.8% for each additional kilometre walked per day and can increase by 6% for each hour spent in a car per day.<sup>24</sup>



Senior's Day

The Yukon Healthy Living Segmentation Study describes a typical Yukon senior as.....

- ✓ Being active an average of 25 minutes per day.
- ✓ In winter, being active for only 14 minutes per day.
- ✓ Choosing to walk; 83% walk in summer and 79% walk in winter.
- ✓ Enjoying gardening in summer (76%) and home exercise in winter (44%).
- ✓ The least active Yukon population segment if female and older than 55.



## Yukon Children and Youth

Canada has one of the highest rates of childhood obesity throughout the developed world. In 2004, 26% of children aged 2 to 17 were obese or overweight as compared to 12% in 1978. Being more sedentary and moving less—only 7% of Canadian children and youth meet the new guidelines for daily physical activity<sup>25</sup>—has led to the reality that children today will have a shorter life expectancy and poorer health outcomes than their parents.<sup>26</sup>



Destruction Bay - YG Photo

*Healthy Weights for Healthy Kids*, a 2007 report to Parliament, describes how poor eating habits and physical inactivity are linked to being overweight or obese. However, as the 2009 *Yukon Health Status Report* points out, not all Yukoners have equal opportunities to make healthy choices and pursue active lifestyles.<sup>27</sup>

86%	<ul style="list-style-type: none"> <li>•86% of Yukon children do <b>not</b> take enough daily steps to meet physical activity guidelines. Yukon children take more steps than the national average; yet, their steps have not increased since 2005-07 (CFLRI 2009).</li> </ul>
40%	<ul style="list-style-type: none"> <li>•40% of Yukon children 12 and younger are active in outdoor play, 32% in swimming, and 31% in bicycling (YHLSS).</li> </ul>
36%	<ul style="list-style-type: none"> <li>•36% of Yukon youth aged 13 to 18 spend more time "on screen" with TV, Internet or gaming than being physically active (YHLSS).</li> </ul>
25%	<ul style="list-style-type: none"> <li>•During the winter, more than 25% of Yukon children do not engage in physical activity outside of school hours (YHLSS).</li> </ul>
unknown	<ul style="list-style-type: none"> <li>•Although 26% of Canadian children are overweight or obese, CCHS does not have sufficient data to provide a reliable measure of the incidence amongst Yukon children and youth.</li> </ul>

The Yukon Healthy Living Segmentation Study describes Yukon children aged 5 to 17 as...

- ✓ Participating in outdoor play or home exercise (33%), swimming (30%), bicycling (27%), soccer (22%) and walking (20%) during the summer.
- ✓ If female, being less active than males<sup>28</sup> but more likely involved in swimming (45%), outdoor play (37%) and dance/gymnastics (20%).
- ✓ If male, being more likely than females to ice skate/play hockey (45%), bicycle (30%), play soccer (29%) and hunt/fish (10%).
- ✓ Being “on screen” for an average of 90 minutes each day outside of school.
- ✓ Becoming less active<sup>29</sup> and increasingly more “on screen” after the age of 13.
- ✓ Either being very active (46%), or as spending more than double the time “on screen” than being active (36%).



Canada Games Centre

CFLRI suggests activity levels of children and youth can be raised by increasing unstructured and unorganized playtime and providing opportunities for organized sport and

**Yukon children and youth average 12,588 steps daily.**<sup>30</sup>

Similar to national findings, Yukon children and youth take more steps if they are:

- ✓ younger (ages 5 to 14)
- ✓ male
- ✓ participating in organized sport or activity.<sup>31</sup>



Keno City

## Barriers to Active Lifestyles in Yukon

Barriers to active lifestyles experienced by Yukoners were explored through community consultations in 1999 prior to the development of the original Yukon Active Living Strategy. Since that time, additional reports and evaluations have confirmed that many of these barriers still exist. For example, a 2006 Northern Environmental Scan<sup>32</sup> found that barriers to recreation participation facing Yukon children and youth living in low-income situations included:

- Television watching habits,
- Computer/video game usage,
- Social skills parents need to involve their children in recreation opportunities,
- Living in environments where unhealthy lifestyle choices (e.g. smoking or substance abuse) and/or social issues (e.g. drinking or family violence) are evident, and
- No transportation to get to recreation activities.



Takhini Hotsprings

In 2009, the Yukon Healthy Living Segmentation Study asked Yukoners to identify barriers they faced to engaging in active and healthy lifestyles. It was found that:

- 20% of Yukoners find the cost of gyms and/or recreation centres a barrier. Furthermore, recreation and/or sports programs are too expensive for 17% of Yukoners, while the cost of special clothing and equipment poses a barrier for another 12%.
- 21% of Yukoners believe they do not have time to exercise. Of these, just over half report that their lack of time is due to work demands, while a little less than half attribute it to family demands.



The Yukon Healthy Living Segmentation Study found that people living in low-income situations and rural Yukoners experience some barriers to active lifestyles to a greater extent than the general population.

Low-income situations increase barriers related to cost. Other barriers may include:

- Always feeling too tired to be active (23%)
- Not liking to exercise in public (17%)

Rural Yukoners tend to find that:

- The recreation centre is too far away (19%)
- The cost for special clothes/equipment is too high (17%)
- The lack of volunteers to run programs limits opportunities to be active (14%)



Special Olympics Yukon

When Yukoners encounter barriers to being active, physical activity levels drop or remain low. Lower levels of physical activity across the population have been shown to negatively impact overall health outcomes. The *Yukon Health Status Report* (2009) describes a variety of factors which influence the health of Yukoners and Yukon communities. Referred to collectively as **determinants of health**, these factors influence the extent to which Yukoners experience barriers to active lifestyles. Certain determinants of health, such as income level, education, Aboriginal status, disability, social environments and living in rural areas, tend to have a greater impact in Yukon.

## What does Yukon do well in support of active lifestyles?

In Yukon, active lifestyles are successfully supported through a range of initiatives designed to increase physical activity levels and influence the health of Yukoners. We learned about what Yukon does well through dialogue with Yukoners and information gathered from sources such as the YHLSS, program evaluations and a variety of reports. Some examples include:

We get outdoors and love being active in the summer.

We support active living through infrastructure and programming.

We have volunteers who provide many opportunities to participate; 52% of Yukoners volunteer.<sup>33</sup>

We provide many activities for free or at a reasonable cost.

We make opportunities for physical activity happen through multiple partnerships, networks and multi-level government funding agreements.

We provide annual funding to sport governing bodies, special recreation groups, high performance athletes, coaches and officials.

We provide assistance through a variety of funds such as Health Investment, Community Development, Lotteries Yukon, etc.

We provide financial assistance through the Kids Recreation Fund to children and youth living in low-income situations.

We host many special events for both Yukoners and our visitors.

42% of Yukoners believe opportunities for families to participate together encourage active lifestyles



Whitehorse  
YG/Paul Gowdie



Watson Lake  
YG/Robert Postma



Hiking in Tombstone

## What could Yukon do better in support of active lifestyles?

Yukon could improve opportunities for active living through many of the goals included in the renewed Strategy. We know these actions will make a difference because Yukoners have told us through conversations, surveys and evaluations. Some of the suggestions are:



Destruction Bay  
YG Photo

We need to find ways to encourage Yukoners to be more active, particularly during long winter months.

We need guidelines to ensure communities are designed, built and restructured to promote active lifestyles.

We need to implement a comprehensive social marketing campaign consistent with national priorities.

We need to increase support to families for children and youth to be active during the After-School Time Period (ASTP) of 3 to 6 PM.

We need to promote a balance between screen time and physical activity; particularly for children and youth during the ASTP.

We need increased support for those who are more likely to be inactive and are at greater risk of obesity and chronic disease.

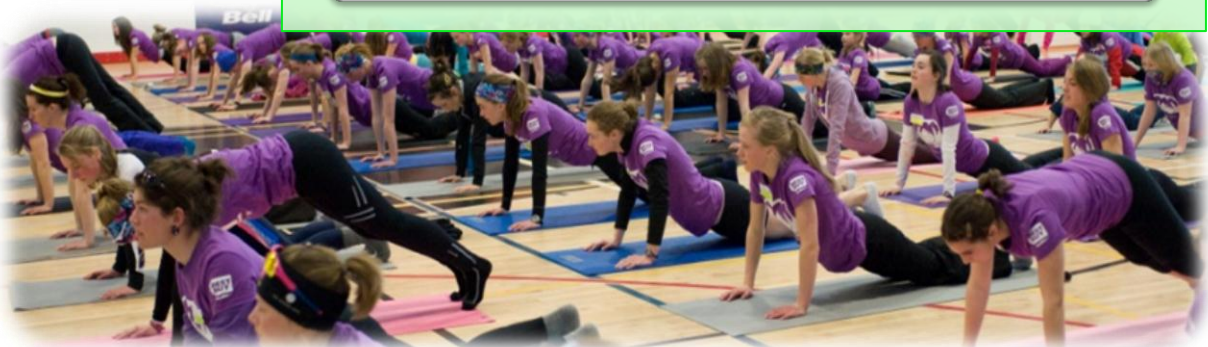
We need creative approaches to address barriers that limit opportunities to be active.

We need to promote and engage Yukoners in active transportation.

We need workplaces that foster active lifestyles through policies and a supportive environment.



Outdoor play  
at Frenchman Lake



Fast & Female; March 2010

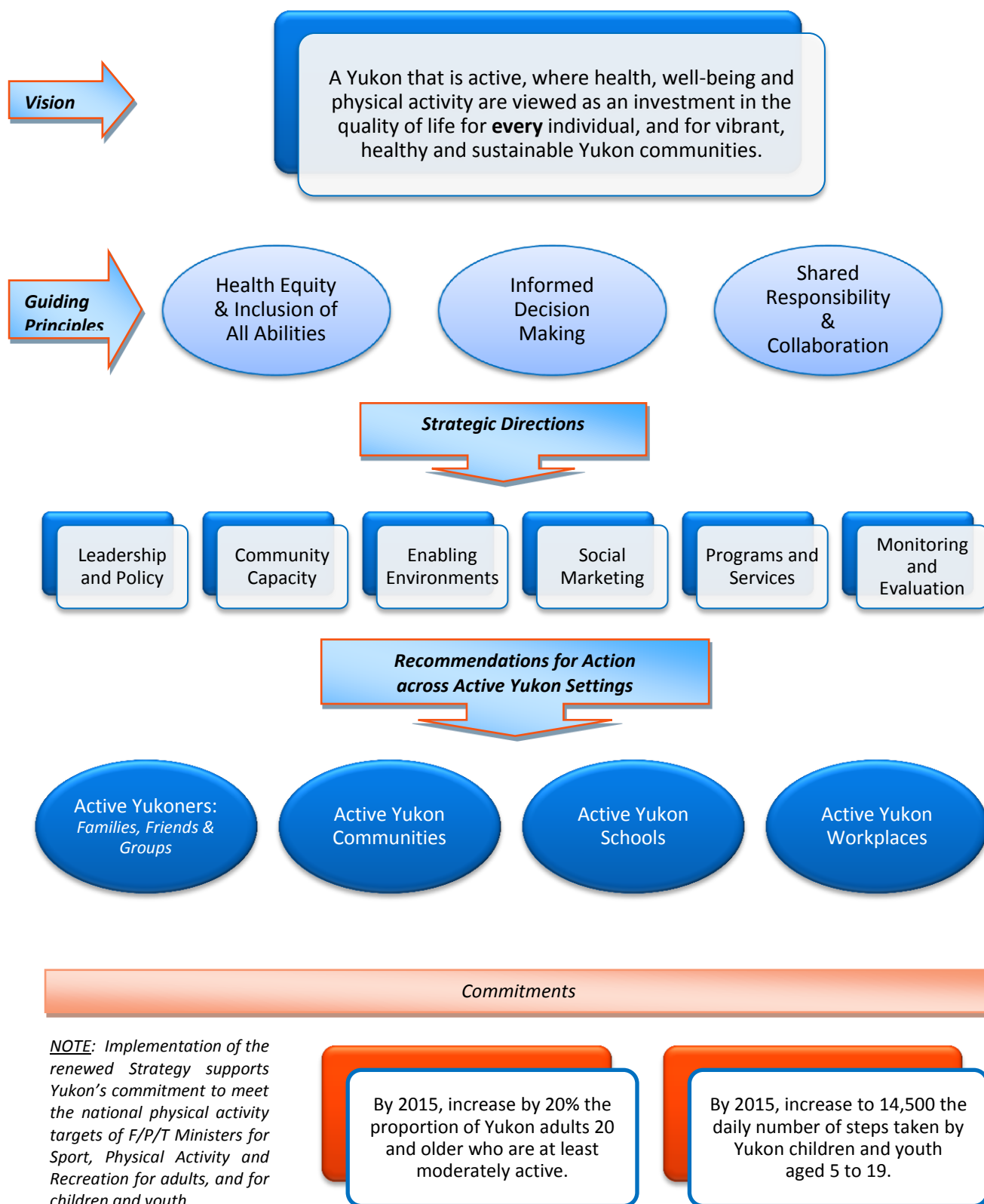


"Making sure the dog gets exercise" motivates 49% of Yukoners to be active.  
(YHLSS)



Takhini River Valley  
YG/Derek Crowe

# Renewed Yukon Active Living Strategy Overview



## The Renewed Yukon Active Living Strategy

### Vision

The Yukon Active Living Strategy's vision was developed in 2000 and describes the preferred future. It has provided direction over the past ten years and will continue to guide actions for years to come. At the core of the vision is the belief that active lifestyles foster physical, mental, social and spiritual well-being for every person, and that healthy people contribute to healthier communities socially and economically. Actions based on the vision must create opportunities and environments for each and every Yukoner—regardless of age, gender, race, ability or place of residence—to pursue an active, healthy lifestyle.

A Yukon that is active, where health, well-being and physical activity are viewed as an investment in the quality of life for **every** individual, and for vibrant, healthy and sustainable Yukon communities.



Haines Junction - YG Photo



## Guiding Principles

In *Global Recommendations in Physical Activity for Health*, the World Health Organization states that “a population-based, multisectoral, multidisciplinary, and culturally relevant approach” is needed to increase population levels of physical activity, and that “policies and plans on physical activity should comprise multiple strategies aimed at supporting individuals and creating supportive environments for physical activity to take place”.<sup>34</sup>

At the national level, a **population health approach** was endorsed in 1994. According to the Public Health Agency of Canada (PHAC), this approach “focuses on the interrelated conditions and factors that influence the health of populations over the life course” and “reflects the evidence that factors outside the health care system or sector significantly affect health”.<sup>35</sup>

Grounded in a population health approach, the renewed Yukon Active Living Strategy strives to increase Yukoners’ participation in active lifestyles and address the range of interrelated factors and environments known to influence health. While it is recognized that increases in physical activity benefit personal health and well-being, it is also recognized that determinants of health, factors such as income, gender and social support networks, influence participation in physical activity.

The renewed Yukon Active Living Strategy integrates three core beliefs or guiding principles to align the strategic directions, goals and recommendations for action with territorial, national and international principles and a population health approach. From a strategic perspective, these guiding principles connect the vision to the goals and provide a foundation for implementing the renewed Strategy in the future. The guiding principles are:



Carcross Pool – YG Photo

### Population Health Approach

Population health is an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. In order to reach these objectives, it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health.<sup>36</sup>

(Public Health Agency of Canada)

## Health Equity & Inclusion of all Abilities

The most recent *Yukon Health Status Report* (2009) points out that “not all Yukoners have equal opportunities to make healthy choices” and that “what seems easy for some may be very difficult for others to achieve.”<sup>37</sup> In order to improve health status across the population, as is the intent of a population health approach, the renewed Yukon Active Living Strategy aims to improve equity and increase the involvement of population groups who tend to be less active. Reports and studies continue to confirm that some Yukoners encounter barriers to being active to a greater extent than others. People living with low incomes, First Nations people, people living with a disability, youth at risk, females, and older adults are amongst those groups who may be less active as a result of a variety of barriers which can limit participation in physical activity. Strategic action is needed to address the multiple factors which hinder engagement in physical activity and a healthy lifestyle.

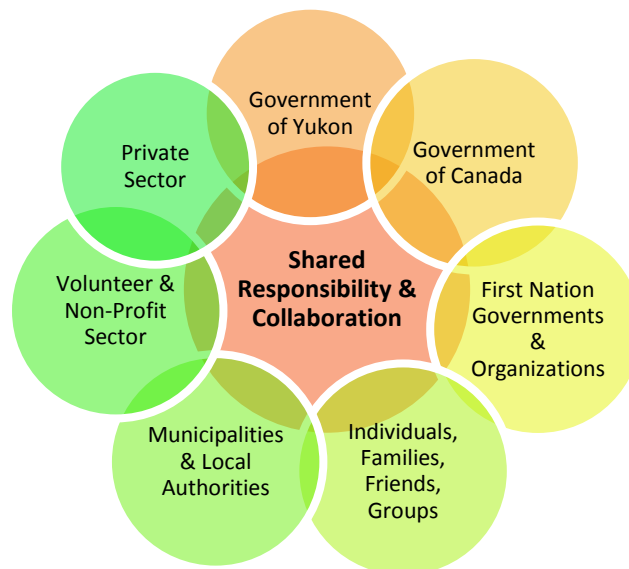
## Informed Decision Making

A population health approach requires a solid understanding of the environment and the range of factors which together support, discourage, or limit Yukoners from leading active and healthy lifestyles. Timely and quality information, if gathered and shared between governments, communities and groups, will enable informed decisions. This will ensure that all actions address health disparities and provide environments and opportunities to improve the health of Yukoners.

## Shared Responsibility & Collaboration

The renewed Yukon Active Living Strategy is grounded in the belief that improving the health of a population is a shared responsibility. As illustrated, fostering environments which support healthy behaviours and active lifestyles demands collaboration across governments, within communities, between groups and organizations, and amongst individuals.

Governments must take a leadership role and promote joint action to reduce barriers to active lifestyles with the aim to improve the overall health of Yukoners. Governments must assume responsibility and accountability for the health of our population, but so should individual citizens. Active Yukoners can promote and encourage all Yukoners to engage in active lifestyles on a daily basis by being role models in their communities and amongst family and friends.



## Strategic Directions

### Leadership and Policy

- Leadership and policy require coordination of efforts across and within governments, private enterprise and non-governmental organizations and groups to set standards which position physical activity as a crucial component of population health. Effective leadership across all sectors will ensure that active living is understood and embraced by Yukoners and that all Yukoners have equitable opportunities to lead active, healthy lifestyles.

### Community Capacity

- Community capacity is about people who, through their actions, provide opportunities for their communities to engage in active, healthy lifestyles. Both human and financial resources are needed to build and sustain community capacity. It is recognized that a greater investment is needed in rural Yukon communities to improve access and equity across the territory.

### Enabling Environments

- Yukoners live, work and play in natural, built and social environments found in neighbourhoods, communities, workplaces, schools and the outdoors. Through coordination and collaboration, we can create environments which make choosing and engaging in a more active lifestyle easier. Ultimately, an enabling environment fosters a culture where physical activity is valued and becomes the daily norm.

### Social Marketing

- Social marketing involves providing information to educate, increase knowledge and build awareness of the relationship between physical activity and personal health. Social marketing aims to shift attitudes and motivate behaviours that contribute to an active, healthier lifestyle across society. Social marketing emphasizes the “fun” of active living.

### Programs and Services

- Programs and services involves developing, facilitating, delivering, encouraging and supporting a diverse range of options that foster participation in active living while meeting the interests and needs of Yukon people. Opportunities that encourage active living for groups such as First Nations, seniors, children and youth, women, low-income families, or people living with intellectual or physical disabilities need to be available and accessible.

### Monitoring and Evaluation

- Monitoring and evaluation includes the collection and interpretation of information to assess progress towards the vision of the renewed Yukon Active Living Strategy and towards the physical activity targets. This information becomes knowledge when it is shared with others for the purposes of informing decisions and guiding actions related to active living in Yukon.



## Recommendations for Action

Takhini River



### LEADERSHIP AND POLICY

Leadership and policy require coordination of efforts across and within governments, private enterprise and non-governmental organizations and groups (NGOs) to set standards which position physical activity as a crucial component of population health. Effective leadership across all sectors will ensure that active living is understood and embraced by Yukoners and that all Yukoners have equitable opportunities to lead active, healthy lifestyles.

<b>Goals:</b>	<b>Recommendations for Action:</b>
1. Assume responsibility and allocate resources for overall coordination, communication, implementation and evaluation of the renewed Yukon Active Living Strategy.	<p>1.1 Develop and enhance connections between the renewed Strategy, related national, regional and local strategies and priorities (e.g. Pan Canadian Healthy Living Strategy, Multi-Sectoral Framework for Action on the After-School Time Period, Yukon's Wellness Initiative, Social Inclusion Strategy, etc.).</p> <p>1.2 Foster political leadership and embed active living within the YG platform. Influence the integration of an active living philosophy within the mandates of YG government departments.</p> <p>1.3 Coordinate and evaluate implementation of the renewed Strategy through the YG Active Living Consultant position.</p> <p>1.4 Assign funds to ensure sufficient human resources for the delivery of active living programming aligned to the Strategy. Allocate resources for two full-time positions; the existing Yukon Active Living Coordinator and a new Yukon Active Living for School-Age Kids Coordinator.*</p> <p>1.5 Develop a web-based platform to support improved communications (e.g. <a href="http://www.getactiveyukon.com">www.getactiveyukon.com</a>). Communicate how implementation of the renewed Strategy and an active, healthy population benefits Yukon.</p>
2. Build and strengthen cross-sectoral partnerships and relations in order to leverage resources and maximize outcomes.	<p>2.1 Foster strategic relationships and alliances, strengthen existing partnerships, and expand partnerships with non-traditional sectors (e.g. private sector, environmental movement, Workers Compensation Board).</p> <p>2.2 Sustain partnerships with NGOs sharing an active living mandate and involved in delivering opportunities for Yukoners to be active.</p> <p>2.3 Promote and facilitate opportunities for networking, information sharing and partnership building amongst stakeholders (e.g. <a href="http://www.getactiveyukon.com">www.getactiveyukon.com</a>).</p>
3. Establish and influence multi-level public policy to create conditions which promote and support active living for Yukoners where they live, work and play.	<p>3.1 Advocate for and develop public policy in support of physically active lifestyles and consistent with national policies and priorities (e.g. Canadian Sport Policy, Curbing Childhood Obesity).</p> <p>3.2 Engage stakeholders to ensure policies reduce barriers, such as accessibility and cost, to participation in active lifestyles.</p> <p>3.3 Encourage the adoption of an "active-healthy lens" across business plans of YG departments, municipalities and local authorities for recreation.</p>

*\*For more information, refer to the Supplement to the Renewed Yukon Active Living Strategy.*

## COMMUNITY CAPACITY

Community capacity is about people who, through their actions, provide opportunities for their communities to engage in active, healthy lifestyles. Both human and financial resources are needed to build and sustain community capacity. It is recognized that a greater investment is needed in rural Yukon communities to improve access and equity across the territory.

<b>Goals:</b>	<b>Recommendations for Action:</b>
4. Foster the growth and development of Yukon's recreation professionals.	<p>4.1 Facilitate professional development opportunities through training, networking, and/or sharing of best practices for Yukon recreation professionals. Continue delivery of Yukon's Annual Recreation Gathering.</p> <p>4.2 Provide support for facility-based operational training (e.g. playgrounds, arenas, pools).</p>
5. Develop and sustain the capacity of local leaders to provide active living opportunities throughout Yukon.	<p>5.1 Allocate adequate resources to recruit, train, mentor and recognize local leaders. Provide training and mentorship using current technology (e.g. TeleHealth, You Tube "How To" videos.)</p> <p>5.2 Increase resources supporting expansion of the RHEAL (Rural Healthy Eating Active Living) Leaders program throughout rural Yukon.</p> <p>5.3 Continue to provide training and support to local authorities for recreation (e.g. Recreation Boards).</p> <p>5.4 Increase opportunities for the development, training and engagement of youth leaders.</p>
6. Allocate, prioritize and leverage resources to support the delivery of active, healthy, community-based initiatives.	<p>6.1 Amend the Yukon Recreation Regulations to allow an increased flow of funding to Local Authorities for Recreation for programs and facilities.</p> <p>6.2 Provide core multi-year funding, rather than annual application-based funding, to Yukon NGOs who are involved in the delivery of physical activity, recreation and sport.</p> <p>6.3 Implement funding procedures to provide ongoing, long-term grants to activities and projects aligned to the goals of the renewed Strategy and with a proven and measurable record of success.</p> <p>6.4 Continue support of Kids Recreation Fund.</p>



Dome Race  
Dawson City  
YG Photo

## ENABLING ENVIRONMENTS

Yukoners live, work and play in natural, built and social environments found in neighbourhoods, communities, workplaces, schools and the outdoors. Through coordination and collaboration, we can create environments which make choosing and engaging in a more active lifestyle easier. Ultimately, an enabling environment fosters a culture where physical activity is valued and becomes the daily norm.



<b>Goals:</b>	<b>Recommendations for Action:</b>
7. Ensure Yukoners have access to welcoming and well-maintained community recreation facilities, parks and trails.	<p>7.1 Share best practices around planning, design and development of healthy communities with organizations involved in the design of Yukon's natural and built environments (e.g. Association of Yukon Communities).</p> <p>7.2 Provide support and training to communities for the maintenance and operations of existing recreation infrastructure including facilities, outdoor spaces and non-motorized transportation corridors.</p> <p>7.3 Encourage and support opportunities for being active in Yukon's natural environment by promoting the development, maintenance and use of parks and trails.</p> <p>7.4 Encourage municipalities, schools and community groups to improve access to physical activity facilities after hours and on weekends (e.g. through joint use agreements).</p>
8. Improve opportunities for daily physical activity within school settings by supporting stakeholders to adopt comprehensive school health approaches in Yukon.	<p>8.1 Share knowledge and resources to encourage safe, accessible opportunities for daily physical activity in school settings (e.g. classroom action grants, website resources, Winter Sport for Life).</p> <p>8.2 Develop and fund a position to foster the development of attitudes and habits for being physically active over the lifespan amongst school-age children and youth (e.g. Yukon Active Living for School-Age Kids Coordinator*).</p>
9. Encourage workplaces to adopt small changes in physical and social environments that make it easier for employees to be physically active during work days.	<p>9.1 Educate employers to develop "activity-friendly" workplaces (e.g. policies supporting physical activity, provision of showers, flexible hours).</p> <p>9.2 Inspire businesses to engage employees in active lifestyles.</p> <p>9.3 Encourage the development of Wellness Committees for YG departments and where applicable, for other Yukon workplaces.</p>
10. Promote involvement and encourage action to increase participation in active modes of transportation such as cycling, public transit and walking.	<p>10.1 Continue to promote safe, active transportation through events (e.g. Commuter Challenge, Wheel to Work).</p> <p>10.2 Promote the engagement of stakeholders in school travel planning initiatives (e.g. Department of Education, Highways and Public Works, etc.).</p> <p>10.3 Investigate supportive active transportation and bussing policies to facilitate the movement of children between school and community settings during the After-School Time Period.</p>

*\*For more information, refer to the Supplement to the Renewed Yukon Active Living Strategy.*



## SOCIAL MARKETING

Social marketing involves providing information to educate, increase knowledge and build awareness of the relationship between physical activity and personal health. Social marketing aims to shift attitudes and motivate behaviours that contribute to an active, healthier lifestyle. Social marketing emphasizes the “fun” of active living.

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**Goals:****Recommendations for Action:**

- |   |   |
|---|---|
| 11. Develop an Active Yukon social marketing plan aligned to national and territorial priorities and campaigns. | <div>11.1 Increase awareness of the benefits of physical activity and that active living can be fun. Provide Yukoners with information and support to include physical activity into their daily lives.</div> <div>11.2 Build an “Active Yukon” culture by sharing stories of Active Yukoners doing Yukon activities (e.g. berry picking, fishing and hiking). Invite stakeholders, partners and target populations to display and use the “Active Yukon” brand.</div> <div>11.3 Align and coordinate a territorial campaign with national initiatives and campaigns (e.g. ParticipAction, Canada’s new Physical Activity Guidelines).</div> <div>11.4 Develop setting-specific messages and/or campaigns which target the social setting of Active Yukoners Families, Friends and Groups, and the physical settings of Active Yukon Communities, Schools and Workplaces.</div> |
|---|---|
- 



Ramesh Ferris, Olympic Torch Relay  
Deep Creek near Lake Laberge

## PROGRAMS AND SERVICES

Programs and services involves developing, facilitating, delivering, encouraging and supporting a diverse range of options that foster participation in active living while meeting the interests and needs of Yukon people. Opportunities that encourage active living for groups such as First Nations, seniors, children and youth, women, low-income families, or people living with intellectual or physical disabilities need to be available and accessible.

<i>Goals:</i>	<i>Recommendations for Action:</i>
12. Support and coordinate, with stakeholders and partners, programming and service delivery across the settings of Active Yukoners, Active Yukon Communities, Active Yukon Schools, and Active Yukon Workplaces.	12.1 Coordinate and focus efforts based on territorial and national priorities around the After-School Time Period of 3 to 6 PM.
	12.2 Provide support to delivery partners for service and program planning, funding, delivery and evaluation.
	12.3 Encourage use of “Active Yukon” branding in conjunction with the delivery of related programs and services.
	12.4 Promote opportunities which encourage fun, unstructured play in Yukon’s natural environment.
	12.5 Encourage programming to develop physical literacy and connect recreation and sport as per Canada’s Sport for Life Long Term Athlete Development model (e.g. Winter Sport for Life, RHEAL Leaders with Cross Country Yukon).
	12.6 Increase cross-generational programming and special events (e.g. family events, community walking challenges).
13. Promote and support fun, safe and accessible opportunities to be active for every Yukoner regardless of circumstances or ability.	13.1 Allocate funding and resources for programs and services to increase equity for vulnerable and/or disadvantaged populations (e.g. Moving to Inclusion program).
	13.2 Encourage innovative approaches and programming designed to get Yukoners to move more by decreasing sedentary behaviours such as screen time in accordance with Canada’s Sedentary Behaviour Guidelines for Children and Youth.
	13.3 Work with delivery partners to support programs and services which are culturally relevant and accessible (e.g. CAAWS Building Our Strengths: Aboriginal Women and Leadership Program).
	13.4 Develop a platform to share and inform Yukoners of the variety of opportunities to be active across the territory (e.g. <a href="http://www.getactiveyukon.com">www.getactiveyukon.com</a> ).



Canada Games Centre, Whitehorse

## MONITORING AND EVALUATION

Monitoring and evaluation includes the collection and interpretation of information to assess progress towards the vision of the renewed Yukon Active Living Strategy and towards the physical activity targets. This information becomes knowledge when it is shared with others for the purposes of informing decisions and guiding actions related to active living in Yukon.

<i><b>Goals:</b></i>	<i><b>Recommendations for Action:</b></i>
14. Improve the quality, quantity, timeliness and relevance of available information related to physical activity patterns and lifestyles of Yukoners.	<ul style="list-style-type: none"><li>14.1 Maintain financial contributions to continue Yukon samples in national studies (e.g. CFLRI's Physical Activity Monitor, CANPLAY).</li><li>14.2 Conduct Yukon-specific studies to supplement national monitoring (e.g. Yukon Healthy Living Segmentation Study).</li><li>14.3 Facilitate knowledge transfer and exchange amongst recreation, sport and healthy living partners to improve access to, and application of, current information for development of policy, programs, resources and services.</li><li>14.4 Publish findings related to physical activity levels of Yukoners in media sources.</li></ul>
15. Evaluate and monitor programs and services to assess impact and to measure progress towards the goals of the renewed Yukon Active Living Strategy.	<ul style="list-style-type: none"><li>15.1 Support evaluation of programs and initiatives by developing and offering training and access to simple evaluation tools.</li><li>15.2 Compile, analyze and share information gathered through evaluation to support future planning.</li></ul>





## Active Yukon Settings

Since the original Yukon Active Living Strategy provided a framework for implementation in four key settings; these settings have become well-recognized across Yukon. The renewed Yukon Active Living Strategy reinforces the concept that the physical locations and social contexts where people live, work and play interact to influence health and well-being. Active living attitudes and behaviours are shaped by family and friends; by work environments and co-workers; by schools, fellow students and teachers; and by the places where, and the people with whom, we recreate. When people are surrounded by others who are active, and are in environments conducive to physical activity, the potential to positively influence physical activity attitudes and behaviours is greater.

To better reflect that people live their daily lives within both physical and social contexts, the original setting, Active Yukon Lifestyles, has been renewed as Active Yukoners: Families, Friends and Groups.



**Active Yukoners: Families, Friends & Groups** is about generating awareness, attitudes and behaviours related to active, healthy lifestyles amongst Yukoners' social networks. Support for less active populations or those facing barriers as a result of gender, socioeconomic status, physical ability, etc. is emphasized.



**Active Yukon Communities** is about infrastructure, parks, trails, volunteers, programs and special events which contribute to healthy community environments by making it easy for Yukoners to be physically active on a daily basis.



**Active Yukon Schools** is about making daily physical activity a priority by including opportunities to be active, beyond Physical Education class, into every school day. Within a school environment, children and families learn to value the benefits of active living as a core component of lifelong health.



**Active Yukon Workplaces** is about promoting physical activity as an integral part of each day whether before or after work, while commuting to and from work, or at the workplace. Workplaces implement policies and offer opportunities which support employees to lead active, healthy lives because employers recognize that an active employee is a productive employee.

Implementation of the renewed Yukon Active Living Strategy will be most successful when the goals and recommendations for action are carried out across all Active Yukon Settings. As illustrated in the adjacent diagram, three of these settings relate to the physical environments of communities, schools and workplaces. These three settings are connected to, and blend with, the fourth setting which relates to the social environment. The social setting of Active Yukoners can be further characterized by families, friends and/or groups (e.g. Active Yukon Seniors).

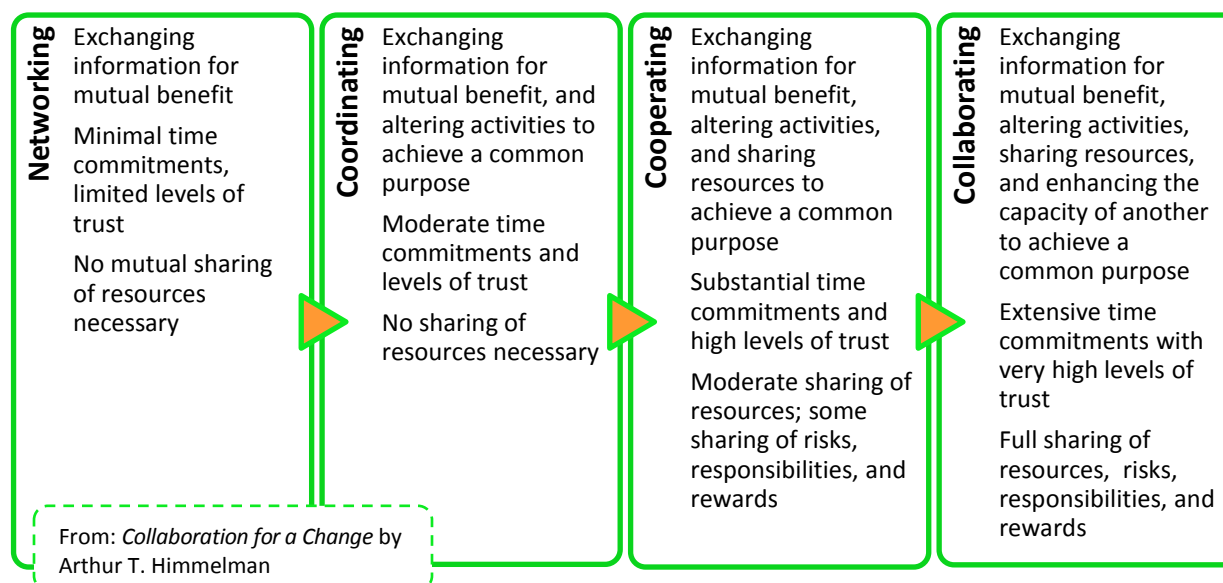
## Implementation of the Renewed Yukon Active Living Strategy

### Who Implements the Strategy?

Leadership and responsibility for implementation of the renewed Yukon Active Living Strategy rests with Yukon Government's Sport and Recreation Branch (SARB). Strong leadership from Yukon Government will enhance community capacity and foster environments conducive to active, healthy lifestyles. However, leadership alone will not realize the vision of the renewed Strategy; this will require effort and involvement from governments, organizations, businesses, community groups and individual Yukoners.

Implementation of the renewed Strategy's recommendations for action is based on the premise that enriching lives through active living is a shared responsibility. A number of key partners and stakeholders have been part of the process to renew the Strategy. Many of these have been, and are still, deeply involved in supporting active living opportunities across the territory. The diagram on the following page identifies many of these existing partners and others, who support or could support the vision for an active, healthy Yukon.

Not all organizations, departments and groups will be involved in implementation of the renewed Yukon Active Living Strategy to the same extent. Some may be involved in informal networks while others may invest significant time and/or resources in formalized, working relationships. Successful implementation of the renewed Strategy will require a range of interaction and engagement between governments, organizations, groups and individuals as shown in the model of collaboration below. A key task will be to clarify how, and to what extent, those outside of the Sport and Recreation Branch will contribute and be involved.



*Across Yukon, many different sectors, levels of government, communities, organizations, groups, families and individuals can and do work together to make Yukon a better place to live.*



#### Did you know?

Yukon Government Department of Community Services supports local recreation through annual funding legislated by the Municipal Act and the Recreation Act. Municipalities receive block funding, support and services from YG Community Affairs Branch. The respective “Local Authority for Recreation” in unincorporated communities receives funding, support and services from YG Sport and Recreation Branch. Local Authorities for Recreation may be a First Nation (e.g. Selkirk First Nation) or a non-government organization community club (e.g. Marsh Lake Community Society).

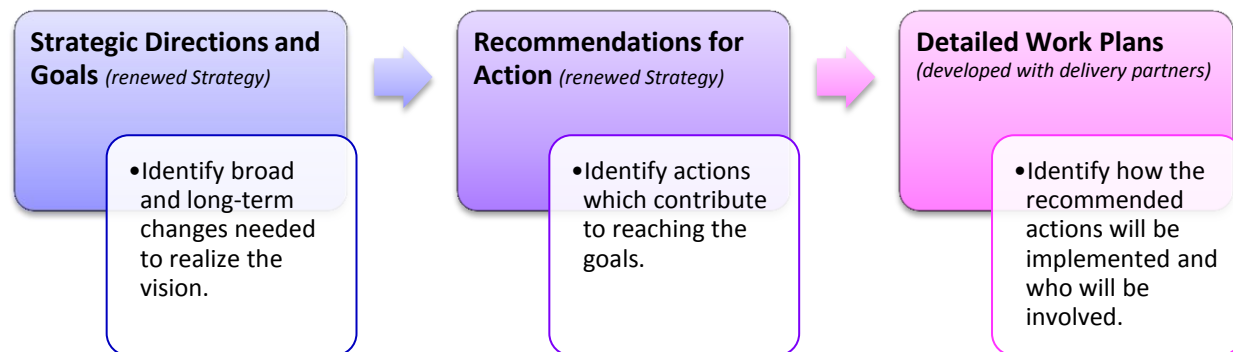
Various Yukon Recreation Groups are funded and receive support from Yukon Government (e.g. Special Olympics Yukon and the Recreation and Parks Association of the Yukon).

The Public Health Agency of Canada, Yukon Government’s Departments of Health and Social Services and Community Services Sport and Recreation Branch support healthy living initiatives through a Healthy Living Bilateral Agreement delivered in partnership with the Recreation and Parks Association of the Yukon.



## How is the Strategy Implemented?

Implementation of the renewed Yukon Active Living Strategy is guided by its recommendations for action. As shown in the model below, the recommendations identify actions which will support Yukon in achieving the strategic directions and goals of the renewed Strategy. The recommendations for action described on pages 23 through 28 provide direction to the future development of related work plans. These work plans will include detailed information about implementation activities, involvement of delivery partners, the allocation of resources, etc.



Strategic planning, such as shown in this model, increases the likelihood that implementation of the renewed Yukon Active Living Strategy will:

- Address the alarming increases of childhood obesity and the low rates of physical activity amongst Yukon adults, youth and children;
- Support Yukon's progress towards the national physical activity targets;
- Align with national priorities identified by Ministers for Sport, Physical Activity and Recreation (see sidebar below);
- Reflect the three guiding principles of Health Equity & Inclusion, Informed Decision Making, and Shared Responsibility & Collaboration;
- Engage partners, stakeholders and Yukoners to varying degrees as shown on pages 32-33; and
- Build on an appreciation of past successes and challenges.

PARC, the Physical Activity and Recreation Committee of the Interprovincial Sport and Recreation Council, has been directed to carry out national priorities identified by the Ministers for Sport, Physical Activity and Recreation:

- a. Cross-sectoral collaboration;
- b. Focus on increasing physical activity during the "After-School Time Period" (ASTP) of 3 to 6 PM;
- c. Alignment and coordination of social marketing efforts; and
- d. A focus on parents and family.

## Active in our communities...

The renewed Yukon Active Living Strategy; enriching our lives through physical activity, recreation and sport.



Boomer in action at Canada's Parks Day  
Photo: Parks Canada/Linda C. Magill

## Closing Remarks

We hear from media, researchers, governments and other sources of the health challenges facing Canadians today: sky-rocketing health care costs, dramatic increases in the incidence of childhood obesity, chronic conditions, and more. These challenges are further compounded when we consider new research which indicates extremely low levels of participation in moderate and vigorous activity, and recent statistics which highlight a dramatic increase in the incidence of overweight or obese Canadians. Despite our sense of immunity as Yukoners, we cannot ignore the reality that Yukoners are no longer more active than our fellow Canadians nor of a healthier weight. The time to act on these challenges is now!

Renewal of the Yukon Active Living Strategy presents the opportunity to confront the challenges facing us. The renewed Strategy offers the opportunity to hear and to respond to what we have learned and to what Yukoners have said. The challenges are an opportunity to be seized. Implement the recommendations for action. Take action on the goals. Invest in a Yukon that is active, where health, well-being and physical activity afford quality of life for every individual, and where vibrant, healthy and sustainable communities thrive.



Whitehorse - YG Photo



## Acknowledgements

Yukon Government's Sport and Recreation Branch acknowledges the contributions of Yukon residents, communities, non-profit organizations, YG departments and other governments to the health, quality of life and well-being of Yukoners through ongoing implementation of the original and the renewed Yukon Active Living Strategy.

### THANK YOU...

- **Yukon Residents** who participated in program evaluations and surveys and who responded to the 2009 Yukon Healthy Living Segmentation Study.
- **Recreation Practitioners and Volunteers** who tirelessly promote and provide opportunities for Yukoners to be active.
- **Yukon Communities**, municipal, First Nation and unincorporated, who promote and encourage their residents to pursue active and healthy lifestyles in many different ways.
- **Yukon Non-Profit Organizations and Groups** who support the implementation of initiatives consistent with the goals of the Yukon Active Living Strategy: Recreation and Parks Association of the Yukon, ElderActive Recreation Association, Sport Yukon, Special Olympics Yukon, Yukon Aboriginal Sport Circle, Yukon Society Towards Accessible Recreation and Sport, Skookum Jim Friendship Centre, and others.
- **YG Departments** who take responsibility for implementing specific components of the Strategy in key settings such as schools, workplaces and communities: Department of Education, Department of Health and Social Services and its Health Promotion Unit, the Public Service Commission, Highways and Public Works, and others.
- **Governments** who ensure through practice and policy that daily physical activity is an essential component for a healthy population: Yukon First Nations, the City of Whitehorse, Health Canada, the Public Health Agency of Canada, Sport Canada, and others.



Photographs are courtesy of Yukon Government, City of Whitehorse, Recreation and Parks Association of the Yukon, Special Olympics Yukon, Parks Canada, Anne Morgan, Caroline Sparks, Ramesh Ferris, Sarah Lewis, Sabine Schweiger, Sue Meikle and Ursula Angerer.

A big thank you for editing support is extended to Ross Burnett.

## Recognition of the Stakeholders Review Committee

Special recognition and acknowledgement is due to the Stakeholders Review Committee and others who generously shared their insights and perspectives to enable development of the renewed Strategy's framework, goals and recommendations for action. These individuals willingly gave their time to ensure the renewed Strategy reflected the uniqueness and diversity of Yukon. Comments, suggestions and thoughts shared by the Stakeholders Review Committee can be accessed in the *Supplement to the Renewed Yukon Active Living Strategy*.

- Adrienne Marsh, Active Living Coordinator, Recreation and Parks Association of the Yukon (RPAY)
- Anne Morgan, Executive Director, RPAY
- Art Manhire, Manager, Indoor Facilities, City of Whitehorse
- Bill Simpson, Past President, ElderActive Recreation Association
- Christie Whitley, Assistant Deputy Minister for Public Schools, YG
- Denise McHale, Community Advisor, YG
- Gord Kurzynski, Youth Directorate Manager, YG
- Ian Parker, Manager Health Promotion Unit, YG
- Ian Spencer, Recreation Director, Village of Mayo & President of RPAY
- Jody Butler Walker, Executive Director, Arctic Health Research Network - Yukon
- Karen Thomson, Director, Sport and Recreation Branch, YG
- Kimberly Hunter, Healthy Living Coordinator, RPAY
- Kym Barrett, Recreation Coordinator, Skookum Jim Friendship Centre
- Marie Cairns, Community Recreation Consultant, YG
- Michelle Beckley, Aboriginal Women's Project Implementation Officer, YG
- Michelle Kolla, Executive Director, Skookum Jim Friendship Centre
- Nesta Leduc, Chair of original Yukon Active Living Strategy Task Force
- Serge Michaud, Executive Director, Special Olympics Yukon
- Sue Meikle, Community Recreation/Active Living Consultant, YG
- Paula Pasquali, Executive Director Wellness, Department of Health and Social Services, YG and member of Yukon Active Living Strategy Advisory Council
- Ramesh Ferris, Chair, Yukon Society Towards Accessible Recreation and Sport
- RoseMary Fordyce, Community Development Advisor, YG
- Tim Laprade, Leisure Services Supervisor, City of Whitehorse
- Tracey Bilsky, Executive Director, Sport Yukon



## List of Acronyms

ASTP	After-School Time Period
CFLRI	Canadian Fitness and Lifestyle Research Institute
CCHS	Canadian Community Health Survey
CHMS	Canadian Health Measures Survey
F/P/T	Federal/Provincial/Territorial
NGOs	Non-governmental groups and organizations
PARC	Physical Activity and Recreation Committee
PHAC	Public Health Agency of Canada
RASCAL	Recreation And Sport Community Active Living
RHEAL	Rural Healthy Eating Active Living Leaders
RPAY	Recreation and Parks Association of the Yukon
SARB	YG Sport and Recreation Branch
YG	Yukon Government
YHLSS	Yukon Healthy Living Segmentation Study



Dawson City - YG Photo

The YHLSS (2009) found a significant decline in physical activity levels of Yukoners in the winter; a finding which has been supported in research by CFLRI.

## Glossary

**Active Living** is a unique Canadian approach to living that values and integrates physical activity into daily routines. Within this lifestyle, many different activities benefit personal and social health and well-being. Simply walking to the store, biking to work, or gardening are examples of active living.

**Active Transportation** refers to any form of human-powered transportation such as walking, cycling, using a wheelchair, in-line skating or skateboarding. There are many ways to engage in active transportation, whether it is walking to the bus stop or cycling to school/work.<sup>38</sup>

**After-School Time Period** refers to 3:00 to 6:00 PM which is considered a critical time to increase physical activity and reduce sedentary activities or other unhealthy and even high-risk behaviours amongst children and youth ages 5 to 19.<sup>39</sup>

**Built Environment** refers to all human-made surroundings including the spaces where we live, work and play. The built environment includes tangible structures like buildings, streets, parks, businesses, schools, road systems, transportation networks, and other infrastructure.<sup>40</sup>

**Comprehensive School Health (CSH)** supports and promotes optimal educational outcomes and optimal physical and mental health for students in all Canadian neighbourhoods and schools. It encompasses four pillars: Social and Physical Environment, Teaching and Learning, Healthy School Policy, and Partnerships and Services.<sup>41</sup>

**Determinants of Health** are the range of personal, social, economic and environmental factors that determine the health status of individuals or populations. These can include genetic make-up, age, lifestyle choices, social and economic influences, social status, where one lives and how Canadian society is structured.<sup>42</sup>

**Health Equity** exists in an environment where all people, regardless of income, education or ethnic background, have similar opportunities to make choices which allow them to be healthy and well. However, some groups of people do not have the same opportunities for health as others. **Health Inequities** exist when these differences are preventable and unfair.

**Inclusion** is about being proactive and ensuring that people of all abilities, regardless of race, culture, age, gender and social/economic background, have equal access to sport and recreational programming. (Ramesh Ferris)

**Physical Activity** is any body movement, including endurance, flexibility or strength, which increases a person's energy expenditure. Exercise, sport, work requiring physical exertion, physically active leisure pursuits or household chores are examples of physical activity. (Canadian Journal of Public Health)

**Physical Literacy** involves building the knowledge, skills and attitudes that enable a person to move with competence in a wide variety of physical activities that benefit the development of the whole person. (Physical and Health Education Canada)

**Population Health Approach** is focused on the underlying and interrelated conditions that influence the health of populations over the life span. These include factors such as education, income, early childhood experiences, and the social and physical environments that surround individuals and groups. By addressing these factors, a population health approach aims to reach beyond the limited effectiveness of lifestyle-based interventions and reduce disparities in health outcomes.<sup>43</sup>

**Recreation** includes all those things that a person or group chooses to do in order to make their leisure-time more interesting, enjoyable and personally satisfying (National Recreation Statement, 1987).



## Notes:

1. [http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy\\_english\\_web.pdf](http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf)
2. [http://www.scics.gc.ca/cinfo03/830778004\\_e.html](http://www.scics.gc.ca/cinfo03/830778004_e.html)
3. <http://cmte.parl.gc.ca/Content/HOC/committee/391/hesa/reports/rp2795145/hesarp07/hesarp07-e.pdf>
4. <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/framework-cadre/pdf/ccco.pdf>
5. [http://www.cheori.org/halo/pdf/CHMS\\_FitnessofCanadianAdults2010.pdf](http://www.cheori.org/halo/pdf/CHMS_FitnessofCanadianAdults2010.pdf)
6. <http://www.phac-aspc.gc.ca/hl-vs-strat/index-eng.php>
7. <http://www.gov.yk.ca/news/2008/08-148.html>
8. <http://cansim2.statcan.gc.ca/cgi-win/CNSMCGI.PGM>
9. [http://www.cflri.ca/eng/levels/adult\\_levels.php](http://www.cflri.ca/eng/levels/adult_levels.php)
10. [http://www.cflri.ca/eng/statistics/surveys/documents/CANPLAY2009\\_Bulletin1\\_11\\_YukonEN.pdf](http://www.cflri.ca/eng/statistics/surveys/documents/CANPLAY2009_Bulletin1_11_YukonEN.pdf)
11. <http://www.phac-aspc.gc.ca/publicat/2008/cphorsphc-respcacsp/pdf/CPHO-Report-e.pdf>
12. <http://www.highbeam.com/doc/1G1-176652756.html>
13. [http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/BETK\\_HSF\\_Built\\_Environments\\_ENG.pdf](http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/BETK_HSF_Built_Environments_ENG.pdf)
14. [http://www.hss.gov.yk.ca/pdf/yukon\\_health\\_care\\_review.pdf](http://www.hss.gov.yk.ca/pdf/yukon_health_care_review.pdf)
15. ibid
16. <http://www.legassembly.gov.yk.ca/hansard/32-legislature/session1/pdf/200.pdf>
17. [http://www.cflri.ca/eng/research\\_file/documents/ResearchFile\\_Aug1\\_EN.pdf](http://www.cflri.ca/eng/research_file/documents/ResearchFile_Aug1_EN.pdf)
18. ibid
19. [http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/BETK\\_HSF\\_Built\\_Environments\\_ENG.pdf](http://www.heartandstroke.com/atf/cf/%7B99452D8B-E7F1-4BD6-A57D-B136CE6C95BF%7D/BETK_HSF_Built_Environments_ENG.pdf)
20. [http://www.statcan.gc.ca/imdb-bmdi/document/3226\\_D3\\_T9\\_V13-eng.pdf](http://www.statcan.gc.ca/imdb-bmdi/document/3226_D3_T9_V13-eng.pdf)
21. <http://www.statcan.gc.ca/daily-quotidien/100113/dq100113a-eng.htm>
22. <http://www.healthzone.ca/health/dietfitness/article/924463>
23. Survey results for RPAY: Advertising and Mandate Testing
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27. [http://www.hss.gov.yk.ca/pdf/health\\_status\\_report\\_2009.pdf](http://www.hss.gov.yk.ca/pdf/health_status_report_2009.pdf)
28. Yukon Government Sport and Recreation Physical Activity Survey
29. ibid
30. [http://www.cflri.ca/eng/statistics/surveys/documents/CANPLAY2009\\_Bulletin1\\_11\\_YukonEN.pdf](http://www.cflri.ca/eng/statistics/surveys/documents/CANPLAY2009_Bulletin1_11_YukonEN.pdf)
31. Ibid
32. Everybody Gets to Play Northern Environmental Scan
33. [http://www.givingandvolunteering.ca/files/giving/en/csgvp\\_highlights\\_2004\\_en.pdf](http://www.givingandvolunteering.ca/files/giving/en/csgvp_highlights_2004_en.pdf)
34. [http://whqlibdoc.who.int/publications/2010/9789241599979\\_eng.pdf](http://whqlibdoc.who.int/publications/2010/9789241599979_eng.pdf)
35. <http://www.phac-aspc.gc.ca/ph-sp/approach-approche/index-eng.php>
36. Ibid
37. [http://www.hss.gov.yk.ca/pdf/health\\_status\\_report\\_2009.pdf](http://www.hss.gov.yk.ca/pdf/health_status_report_2009.pdf)
38. <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/at-ta-eng.php>
39. <http://www.scics.gc.ca/english/conferences.asp?a=viewdocument&id=1739>
40. <http://www.physicalactivitystrategy.ca/index.php/beat/>
41. <http://www.jcsh-cces.ca/upload/CSH%20Highlights%20vol1%20no1%20Nov%202010.pdf>
42. <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/hldefs-defsmmv-eng.php>
43. ibid

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