



Communications Toolkit

To help us reach our key audience of policy- and decision-makers, we would appreciate your support in sharing the **Change the Pace campaign** with your networks. To make it easy for you, we've prepared some social media posts, an e-mail blurb and key messages for your use.

Sample social media messages:

- Did you know physical inactivity is costing Canada billions? Every year, physical inactivity and the resulting medical conditions account for \$3.9 billion of annual health-care costs. Find out how Canada can change the pace and create an active, healthier Canada: <https://changethepace.ca/>
- Dedicated action, leadership and adequate investment are needed to increase physical activity levels in Canada. Together, we can change the pace and move Canada forward to better health and prosperity. Learn how: <https://changethepace.ca/>
- There are few areas in public health like physical activity where the evidence on required action is so convincing, cost effective and practical. Is Canada ready to change the pace and make physical activity a national priority? <https://changethepace.ca/>

Suggested hashtags:

- #ChangethePace
- #LetsGetMoving
- #PhysicalActivity

E-mail/newsletter blurb:

Subject line: Let's help Change the Pace!

Preview text: Creating an active, healthier Canada

Headline: Prioritizing physical activity: *Moving* Canada forward to better health and prosperity

Body copy:

Only 49% of adults and 39% of children and youth in Canada meet recommended physical activity guidelines.

To change the pace and direction of physical activity levels in Canada, the Physical Activity Collective – a group of national organizations – is calling on the Government of Canada to help increase physical activity by a relative **15% by 2030** by creating an **Active Canada Action Plan**, monitoring progress through an **Active Canada Task Force**, and making a long-term investment in the health and well-being of Canadians through an **Active Canada Fund**.

By ***changing the pace*** and making physical activity a national priority, we can make physical activity a national asset.

Read the Collective's 2025 federal budget proposal and share it with your networks to help *move* Canada forward to better health and prosperity.

<https://changethepace.ca/>

How organizations can help increase awareness and the impact of the *Change the Pace* campaign:

- **Champion internally:** Share the campaign with your team and Board of Directors, highlighting how your organization could support and/or benefit from the budget recommendations.
- **Spread the word:** Raise awareness by sharing the campaign within your network, whether it's partners, stakeholders and/or the broader community, to increase its reach and inspire supportive efforts.
- **Leverage the proposal's key stats and facts for advocacy and/or funding proposals:** Use the stats and facts in dialogues and/or grant and funding requests to support initiatives focused on reducing barriers to physical activity and enhancing programs and supports.
- **Influence policies:** Advocate for making physical activity a national priority and including physical activity promotion and programs in local, regional and national policy agendas.

Change the Pace is more than just a campaign; it's a vision of a healthier, more active and vibrant Canada. Your organization's support is crucial in making physical activity a priority and a part of everyday life for everyone.

Thank you!