

# CHANGE THE PACE

## Prioritizing physical activity to keep Canada moving forward

Physical inactivity is a significant issue in Canada contributing to chronic diseases, mental health challenges, disconnected communities, and economic burdens. Currently, only 49% of adults and 39% of children and youth meet the recommended physical activity guidelines. The price of physical inactivity is also very high, costing the Canadian healthcare system **\$3.9 billion** each year.

But when it comes to increasing physical activity levels in Canada positive change isn't just needed; it's possible. We can get Canadians active and choose to keep Canada moving forward.



### Our Vision

## Increase physical activity levels of people living in Canada by a relative 15% by 2030.

This shift could have substantial, positive impacts while helping improve the health and well-being of approximately **16.6 million adults and 2.4 million children and youth** across the country.

## Why Physical Activity Matters

### Economic Impact

A 15% relative increase in physical activity could save Canada nearly **\$1 billion annually** by reducing healthcare costs and increasing productivity.

### Health Impact

Regular physical activity can help prevent and manage **serious non-communicable diseases** like heart disease, diabetes, and depression.

### Social Impact

Active communities are **safer**, more **connected**, and more **inclusive**, benefiting everyone.

### The Current Challenges:

- Lack of coordinated action and investment has resulted in **stagnating physical activity levels**.
- Systemic barriers, including **lack of access to affordable physical activity programs and public play areas**, continue to prevent Canadians from being active.

# Solutions and Opportunities

## Recommendations for Budget 2025

To move Canada forward and toward a healthier future, we propose the following strategic recommendations that will increase physical activity, enhance Canada's well-being, and generate significant economic benefits.

### 1 Develop an Active Canada Action Plan

Leverage various existing pan-Canadian policy frameworks related to physical activity and engage with national physical activity organizations to create and implement an action plan to be implemented through a Collective Impact Model.

### 2 Establish an Active Canada Task Force

Create a public-private-not-for-profit Task Force chaired by the Minister of Sport and Physical Activity to bring attention to the importance of physical activity and ensure alignment across federal, provincial, and private sectors. This Task Force will coordinate and monitor progress.

### 3 Invest \$500 million over five years in an Active Canada Fund

Allocate \$500 million to support strategies and initiatives that will increase opportunities for Canadians to get active where they live, learn, work, and play. This fund will include:

**Core Funding:** Support key national organizations delivering foundational initiatives.

**Calls for Proposals:** Encourage innovative projects with an emphasis on grassroots and underrepresented organizations.

**Endowment Fund:** Ensure long-term sustainability and attract private investment.



## The Return on Investment

Every **\$1 invested** in the Active Canada Fund is expected to yield **\$2 in savings**, making this not only a sound investment in public health but also a strategic economic policy.



Join us in  
**CHANGING THE PACE**

By prioritizing physical activity, we can create a **healthier, wealthier, and more inclusive** Canada. Together, we can change the pace and move Canada forward, for everyone.

Submitted by **The Physical Activity Collective**. As leaders within the physical activity, sport, and recreation sector, we are committed to building strategic partnerships and strengthening the health and well-being of Canada.

For a complete list of the Collective as well as a copy of the full 2025 Budget proposal please visit: [changethepace.ca](https://changethepace.ca)