

Playbook 2030: Health

About: This document is part of a collection of learning briefs, each with their own thematic area, focused on key findings from the ActiveCITY Playbook 2030. This learning brief is focused on the impact of the Active Economy on health.

About the Playbook

The goal of the ActiveCITY Playbook 2030 was to listen to the diverse voices of Calgarians. Over the past 18 months, the ActiveCITY Collective proactively engaged a diverse group of over **23,000 citizens** since March 2019 - the largest public engagement exercise in the city's history.

The Playbook will evolve as our community evolves. The long-term plan must maintain a sustained commitment to ongoing community engagement over the length of the Playbook - this plan is only successful if all **4,000** active economy enterprises and **1.5 million citizens** own it - every single day.

- The active economy directly impacts physical and mental health and wellbeing. This includes **a reduction of obesity and long-term physical and mental health conditions.**
- Moreover, studies confirm that the active economy contributes directly to the measurable development of critical competencies essential for a **modern, adaptive, and resilient labour force.**



What is an Active economy?

In short, an active economy is defined as a group of organisations that are focused on improving both citizens and communities through the **delivery of physical activity including sporty and recreation.**

Did you know?

According to Alberta Health **obesity is related to 22 major health conditions,** including Type 2 diabetes, cardiovascular diseases and 14 types of cancer

What is the impact of the Active Economy on health?

The physical activity output of Calgary's regional active economy contributes to a reduction of over two dozen physical and mental health conditions, **extending life expectancy by 3.8 years.**

Improvements in physical and mental health contribute to significant economic, social, and environmental value.

The opportunity to participate in sports, recreation and physical activity has a significantly positive impact on physical health, as well as the mental and emotional wellness of Indigenous youth.

SEDENTARY LIFESTYLE CONTRIBUTES TO

1 in 10

DEATHS OF CANADIANS AGED 20-65

PHYSICAL ACTIVITY INCREASES

ADAPTABILITY & CONFIDENCE

IN MANAGING UNCERTAINTY AND ANXIETY

Case Study: Glenbrook Community Centre, Southwest Calgary

As recent as 2015, Glenbrook Multisport Community Centre consisted of only a playground and outdoor rink, both of which sat empty for most of the year. **The community noted this lack of utility**, and so entered into discussions to upgrade the space with more active options. The result of these discussions was innovation.

They took the vacant rink and transformed it into a multisport venue to be used during the warmer months, housing a mini soccer and ball hockey court, a volleyball and basketball court, and the home of Calgary Padel Association's two padel courts. The padel space itself has been additionally enhanced to play pickleball, mini tennis, and badminton.

The centre has since grown into a hub of multi-sport-multicultural activity, attracting individuals of widely varying ages, ethnicities, and classes. This was all made economically possible by preserving the existing park space, and the results speak for themselves.

On any given day, the Glenbrook Community Centre plays host to **100 residents**, with the new capacity for year-round usage multiplying participation several times over.

The Glenbrook Multisport Community Centre is an example of a community making better use of its facilities. By offering more flexible activity options throughout the year, communities more effectively engage their members in active pursuits.

"Being good to the community is good business. Take care of your community and your community will take care of you."

Canada is covered in barely touched hockey rinks just like this, and thanks to Glenbrook's innovation, the potential of these empty spaces is now being noticed.

GOAL

By 2030, the Calgary region leads Canada in all indicators of physical and mental health.

Benefits to individuals and community



The evidence of the active economy's impact is overwhelming in reducing upward pressure on **provincial healthcare costs** and overall improvement to the **mental and physical health** of citizens.

20-30%
REDUCTION IN THE RISK OF DEPRESSION AND DEMENTIA BY BEING PHYSICALLY ACTIVE

How can you help?

PHYSICAL ACTIVITY EXTENDS LIFE EXPECTANCY BY

3.8 YEARS IN CANADA

BEING PHYSICALLY ACTIVE REDUCES A PERSON'S PROBABILITY OF DEVELOPING TYPE 2 DIABETES BY 43%



CYCLING TO WORK IS ASSOCIATED WITH A

46%

LOWER RISK OF DEVELOPING HEART DISEASE COMPARED TO DRIVING OR TRANSIT



USING THE STAIRS CAN REDUCE ALL-CAUSE MORTALITY BY

12-20%



What should be prioritised?

1. We need to develop a system that works together in increasing exercise **for all**
2. We need to commit to **inclusive leadership** that reflects the diversity of our community
3. We need to **convene a working group** that is focused on **Inclusivity**: This working group will be representative of different organisations and citizens and together they will be responsible for developing a top-level strategy to deliver on the Playbook 2030 inclusivity goals



- The economic impact of active design and transportation is structural and measured in decades, not in election cycles.
- Active economy expenditures are immediate, whereas the impacts are measured over years. As there is no immediate return on investment, impact must be more effectively measured and tracked at an ecosystem-level.

References: [1] Bailey, R., Hillman, C., Arent, S., & Petitpas, A. (2012). Physical activity as an investment in personal and social change: The human capital model. *Journal of Physical Activity and Health*, 9(8), 1053-1055, Public Health Agency of Canada. (2016, December). [2] How healthy are Canadians? A trend analysis of the health of Canadians from a healthy living and chronic disease perspective. [3] Obesity Canada. (2020). Obesity in Canada.