House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** ParticipACTION

or

( ) **an individual** **Name:** _____

Topic: Health

*Recommendation 1: Please provide a short summary of your recommendation.

Given ParticipACTION's excellent return on federal investment and measurable results, it is recommended that the Government of Canada continue to invest $5 million in annual federal funding to ParticipACTION.

To maximize ParticipACTION's ability to leverage public sector funding through private sector partnerships, a five-year commitment is strongly recommended. This will significantly expand opportunities to secure long-term private sector support and allow for continuity and efficiency in the delivery of ParticipACTION's health promotion programming.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The government is rightly focused on reducing administrative costs and investing in areas that deliver positive health outcomes and long-term savings. ParticipACTION delivers measurable results combating sedentary behaviour with financial support from the federal government. Continuing this investment will reduce long-term healthcare costs. ParticipACTION successfully leverages federal funding into private sector sponsorship, ensuring taxpayer dollars have maximum impact. In 2012-13, Sport Canada's $4.5 million investment helped secure > $26 million in private investment (cash and in-kind).

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

All Canadians benefit from the reduction of sedentary behaviour through increased productivity, reduced healthcare costs and an elevated standard of living. ParticipACTION delivers effective, behaviour-changing campaigns targeted at families and youth. New Canadians particularly benefit as sport participation has been shown to help with community integration. Stakeholder groups within the sport and physical activity community will continue to benefit from ParticipACTION's work. In 2013, 98% of NGO stakeholders surveyed agree that ParticipACTION is positively contributing to the sector.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

All Canadians benefit from strengthening Canada's fiscal situation through reductions in healthcare spending and through the economic benefits of a healthier, more productive workforce. The standard of living of all Canadians is enhanced through active, healthy living and, in particular, through a reduction in chronic diseases, for which physical inactivity is a leading risk factor.

Topic: Please select from the pull-down menu

Recommendation 2: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

Please select from the drop down menu

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Topic: Please select from the pull-down menu

Recommendation 3: Please provide a short summary of your recommendation.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

Please select from the drop down menu

Please select from the drop down menu

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Please use this page if you wish to provide more explanation about your recommendation(s).

Inactivity imposes significant economic costs in the form of increased hospital stays and use of physician and nurse services. The Public Health Agency of Canada reports that obesity costs the Canadian economy between $4.6-billion and $7.1-billion a year in terms of direct healthcare costs and indirect costs such as lost productivity in the workforce.

According to the Conference Board of Canada in 2010, we could save $76 billion over the next ten years by tackling the five main risk factors for heart disease: smoking, physical inactivity, obesity, high blood pressure and lack of fruit and vegetable consumption .

ParticipACTION's behaviour-changing campaigns have been proven to be effective. For example, the Bring Back Play campaign has had an impact with the intended target group and reported activity levels are on the rise:

• Moms of kids aged 5-11 are getting the message that unstructured play is an effective way for their children to meet the recommended 60 minutes a day of physical activity.

• The mean number of days per week that Moms with kids aged 5-11 feel their children should be active increased by more than 0.5 days since the same time last year and the number of days they actually were active has been increasingly directionally over the past two years.

A sustained partnership between the Government of Canada and ParticipACTION is critical to Canada's economic and social prosperity.

ParticipACTION is ideally positioned to continue to deliver health promotion and disease prevention programming and leverage additional private sector, provincial, territorial and community partnerships to maximize Canada's investment. Thanks to its trusted brand and proven results, ParticipACTION has a record of success leveraging private sector sponsorship:

• In 2007, through the federal government's initial investment of approximately $3 million in annual funding, ParticipACTION leveraged $7.5 million in private sector sponsorship and more than $15 million of in-kind contributions.

• In the 2012-13 fiscal year, Sport Canada's investment of $4.5 million helped secure more than $26 million in private sector investment (cash and in-kind) as well as approximately $3 million in other public sector funding.

Given ParticipACTION's excellent return on investment and focus on positive health outcomes, it is recommended that the Government of Canada continue its strategic investment in ParticipACTION through a five-year commitment of $ 5 million in annual funding.

ParticipACTION looks forward to elaborating on this submission during one of the Committee's hearings. Thank you for your consideration.

*Please note that at least one recommendation must be provided