

IDEAS FOR ACTION

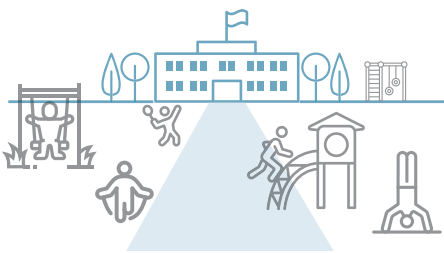
Prioritizing physical activity and recreation to build active, vibrant communities

Create Supportive Built and Social Environments

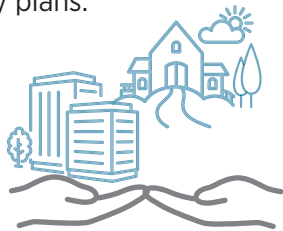
Invest in built and social environments that support low barrier, unstructured, outdoor movement and active transportation (e.g., age-friendly communities).



Support active opportunities across settings (e.g., school, work).



Support rural and urban communities to implement community-wide physical activity plans.



Engage Stakeholders in Multiple Sectors

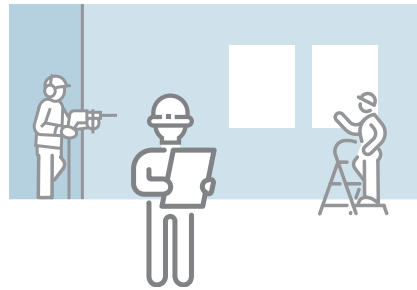
Foster multi-sectoral partnerships linking community well-being and built environments.



Support existing relationships with the sector to renew organizational capacity.



Support facilities and programs to be safe for public health and meet consumer needs.



Address Inequities

Implement the Truth and Reconciliation Commission of Canada's **Calls to Action**, emphasising Indigenous-led programming.



Use an equity, diversity and inclusion lens to develop policies.



Provide equitable access to public spaces for physical activity, including green spaces and natural environment.

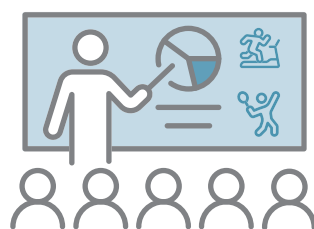


Shift Towards Well-being Economy

Apply "well-being valuation" measurement tools such as the **Quality of Life Framework** to policy decision-making to demonstrate economic value of physical activity and recreation.



Promote the benefits of physical activity and recreation for mental health and social connection.



Mobilize and Coordinate Sector Efforts

Leverage the **Common Vision for Physical Activity** and the **Framework for Recreation in Canada** to advance priorities in the pandemic context.



Resources

For the Speaker Series Highlights Report, presentation recordings and speakers' slides, please visit <https://cpa.ca/initiatives/knowledge-translation-speaker-series/>.

Hosted by the Canadian Parks and Recreation Association (CPRA) in partnership with the FPT Physical Activity and Recreation Committee (PARC).