



Making physical activity the easy choice

STEPPING UP

Halifax Region



What is Stepping Up?

Stepping Up is a physical activity strategy for the Halifax region.

Strategy goal areas:

- Awareness and commitment
- Supportive environments
- Community built and natural environments
- Leadership and accountability

Who is it for?

The aim is to motivate, inform and guide organizations to “step up” as champions of physical activity to help make it the easy choice for all our region’s residents.

Why get involved?

The prevalence of physical inactivity in our region is a public health crisis. The solution requires that we all take responsibility and “Step Up”.

Consider this:

- Less than 50% of HRM residents are getting the recommended physical activity for health benefits.
- 200 HRM residents die prematurely each year due to physical inactivity.
- It is estimated that physical inactivity in HRM costs the provincial health care system \$16 million a year in hospital, physician and drug costs alone.
- On average, Canadian adults spend half their waking hours at work.
- It’s estimated that for every dollar spent on support and improving employee health, employers receive a \$4 to \$8 return on investment; for example, by increasing productivity and reducing absenteeism.
- More walking and cycling leads to lower greenhouse gas emissions and less traffic congestion.
- More people outside being active encourages safer communities.
- There is a positive link between children’s physical activity levels and academic achievement.

