

Exercise Is Medicine: A Prescription To Get Active

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PRESENTS

PRESCRIPTION TO GET ACTIVE

Physical Activity and Exercise as a Part of Health Care
In Partnership With:





PURPOSE:

**To introduce and offer a plan to mobilize
Canadians to take part in physical activity and
exercise as prescribed by their physician**



80% Of Canadians

- Do not meet minimum exercise recommendations
- Struggle to form healthy habits
- Fail at transforming their lifestyles

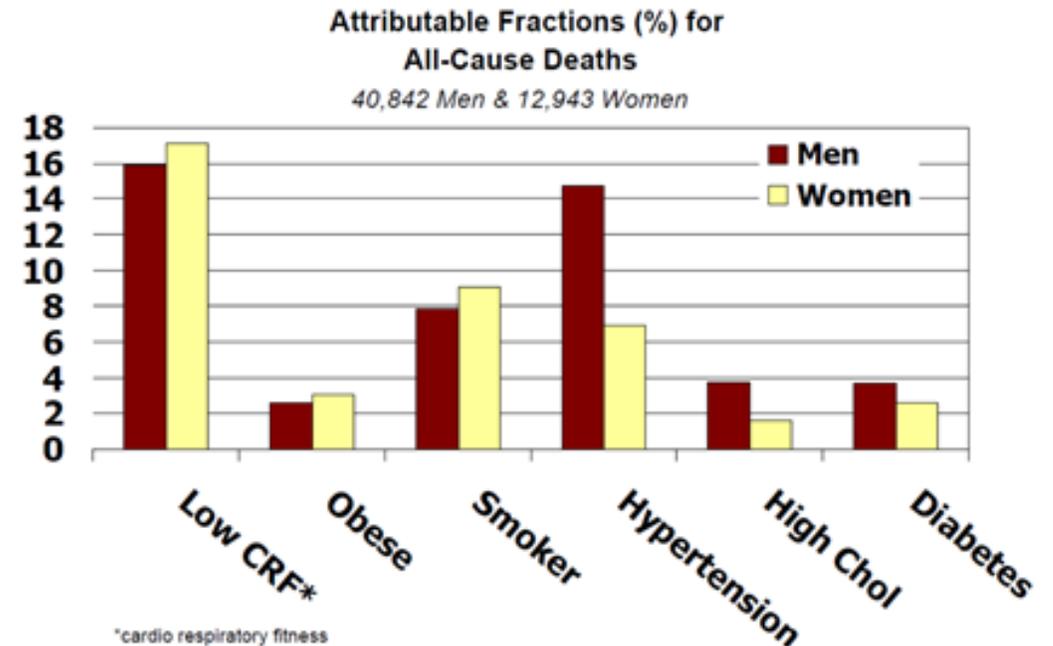
<https://www.canada.ca/en/public-health/corporate/publications/chief-public-health-officer-reports-state-public-health-canada/2016-health-status-canadians/page-13-what-influencing-health-physical-activity.html>



The Issue

- Inactivity (defined as not meeting 150 minutes a week of physical activity) and obesity significantly increase the risk of several chronic diseases, including type 2 diabetes, some forms of cardiovascular disease, certain types of cancer, osteoarthritis, depression and anxiety.
- The risk of sedentary-related premature death is much higher for people of lower fitness across all BMI categories and therefore, the low fitness associated with physical inactivity is one of the greatest population-attributable risks in society, more so than smoking, obesity, diabetes or hypertension individually (Blair et al, 2009).

Effect of Fitness (CRF) on Mortality



Blair SN. Physical inactivity: the biggest public health problem of the 21st century. *Br J Sports Med* 2009; 43:1-2.



The Issue

- The annual economic burden of the risk factors **excess weight** and **physical inactivity** in Canada are estimated at **\$30 billion** in 2012.
- Of the \$30 billion, \$19.0 (\$13.8 to \$24.0) billion to excess weight and \$10.0 (\$7.8 to \$12.0) billion to physical inactivity.
- <https://www.canada.ca/en/public-health/services/health-promotion/healthy-living/obesity-canada/health-economic-implications.html>
- A 1 % relative annual reduction in each physical inactivity and obesity risk factor would result in an \$2.1 billion annual reduction in economic burden by 2031 (Kreuger et al, 2014).



The Solution

- Physical Activity and Exercise has proven effective as an intervention and method of treatment
 - Reduce incidence of hypertension by **33-60%**
 - Reduce incidence of diabetes by **25-58%**
 - Reduce incidence of cardio vascular disease by **33-50%**
 - Reduce risk of stroke by **31-45%**
 - Reduce risk of colon cancer by **30-60%**
 - Reduce mortality and risk of recurrent breast cancer by **25-50%**
 - Reduce risk of developing Alzheimers by **40%**
 - Decrease depression as effectively as medications or cognitive behavioral therapy
 - Resistance training reduces the incidents of falls in seniors by 25-40% (each fall is estimated to cost \$25,000 - \$35,000)
 - Reduce risk of premature death by **31-65%**

(Summarized by Blair et al, 2009)



The Solution

- Link between physical activity, exercise, and fitness and cardiovascular disease (CVD)
- AHA statement - fitness is a vital sign in cardiovascular care
- Exercise for persons with established CVD - cardiac rehab (CR) model
- What are CR components (Aerobic Training + Resistance Training, Interval Training models)
- Outcomes
 - risk factor reduction
 - psychosocial health
 - fitness
 - strength
 - reduced hospitalization
 - reduced CV death
 - reduced overall mortality
 - reduced costs
- Cardiac Rehab is well accepted and well researched
- Challenge is broader funding and application (only serve 30% of people in need)
- Opportunity for greater integration across the medical-fitness-community spectrum



The Solution

- Fitness facilities from both public and private sectors have joined together with certification organizations and the National Registry of Exercise Professionals along with the Medical Community to provide Canadian's access to qualified and trusted exercise professionals.

"What if there was **one prescription** that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity?

Would you prescribe it to your patients?

Certainly."

Robert E. Sallis, M.D., FACSM,
Exercise is Medicine™ Task Force Chairman



The Delivery: Linking Physicians to Fitness Resources

Exercise Prescription and Referral ①

Name: _____
 Date: _____ Age: _____
 Relevant Diagnoses: _____

FIRST STEPS TO FITNESS

Move More Sit Less Use Stairs Limit Screen Time

AEROBIC/CARDIO ACTIVITY

HOW OFTEN? 1 2 3 4 5 6 7 Days/Week
 INTENSITY Light Moderate Vigorous
 DURATION 10 15 20 30 40 more Minutes
 SUGGESTED ACTIVITY _____

STRENGTH/RESISTANCE ACTIVITY

HOW OFTEN? 1 2 3 4 5 6 7 Days/Week
 SUGGESTED ACTIVITY _____

CANADIAN ACTIVITY GUIDELINES: PARTICIPATION
Adults aged 18-64 years should accumulate at least 150 minutes of moderate-to-vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more. It is also beneficial to add muscle and bone-strengthening activities using major muscle groups, at least 2 days per week. More daily physical activity provides greater benefits.

With only 10 minutes of physical activity you can: <ul style="list-style-type: none"> • Boost confidence and mood • Reduce stress and anxiety • Improve quality of sleep • Improve concentration and coordination • Build social connections • Give yourself energy 	With regular activity, you can reduce your risk of developing: <ul style="list-style-type: none"> • High blood pressure by 33-60% • Heart disease by 33-50% • Diabetes by 25-53% • Early death by 31-60% • Stroke by 31-45%
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Exercise Prescription and Referral ②

NEXT STEPS: CHOOSE YOUR PROGRAM

1. I prefer a SUPERVISED program

2. I prefer a SELF-DIRECTED approach

LET'S GET STARTED TODAY!

1. Go to www.sportaurora.ca/content/eim and register your prescription. We will send you a getting started guide.

2. Explore the website for activities you enjoy and start moving at home and in your community. We can help.

Either way, take your prescription to any participating facility for limited free access to explore your options.

YOUR HEALTH PROFESSIONAL

Name of Organization: _____
 Prescriber's Name: _____
 Signature: _____

NOTES:

73% of patients receiving a Rx indicate they have increased their Physical Activity levels as a result; written Rx increases adherence by 50% (PTGA, 2017).



How does the initiative work?

- **Step 1:** Doctors and their healthcare teams identify patients who are:
 - Below the Canadian Physical Activity and Sedentary Behaviour Guidelines.
 - Able to participate in unsupervised physical activity without medical clearance.
 - *Those who require supervision and medical clearance receive a prescription to a specific program.*
 - *Exercise is Medicine programming caters to “stable medical” and “complex”*
- **Step 2:** Prescribers then write a specially designed prescription to their patients.
- **Step 3:** Patients record their prescription on this website.
- **Step 4:** Patients start moving at home and in their communities.
 - Physical activity resources are provided through the website to help get patients started. GoGet.Fit will help push out content and track results. The National Registry can help people in Rural areas access professionals.
 - Patients can also fill their prescriptions at participating recreation facilities and receive free trial access. Clubs will track participation and provide quarterly reporting.



The Patient Experience Post Prescription

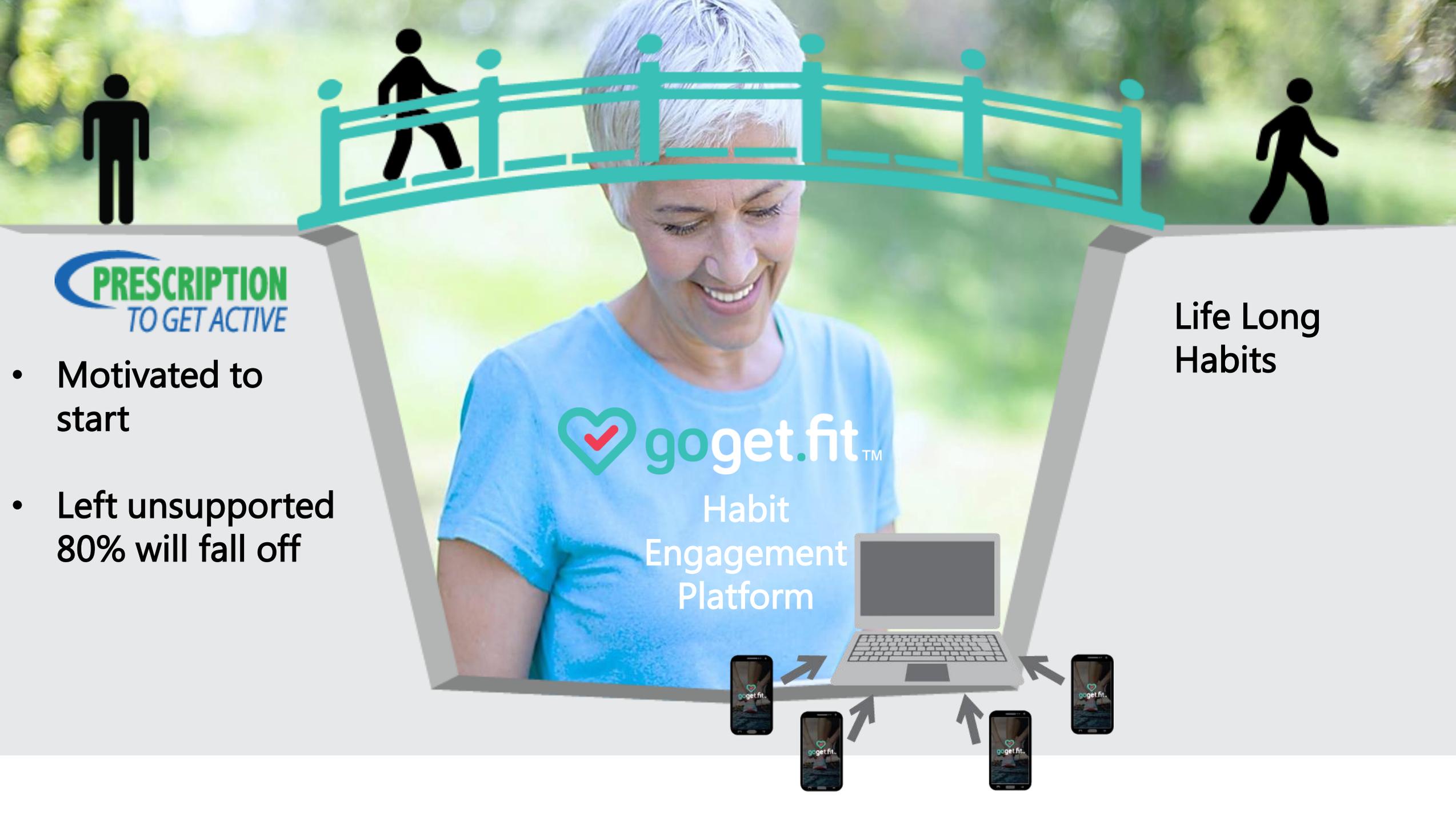
- Facilities and professionals (or Physical activity, exercise and fitness providers) continue to strive to ensure participants/clients build the **habit** of exercise and physical activity
- Supporting sustainable behaviour change
- Individuals will benefit from health and fitness professionals to move them through the barriers they may have to exercise



Supporting Adherence and Behaviour Change

- For those patients who do not wish to or cannot access a facility, we have community and web based support systems. These include web based literature, app based “push programming”, online training, and the National Register of Exercise Professionals.





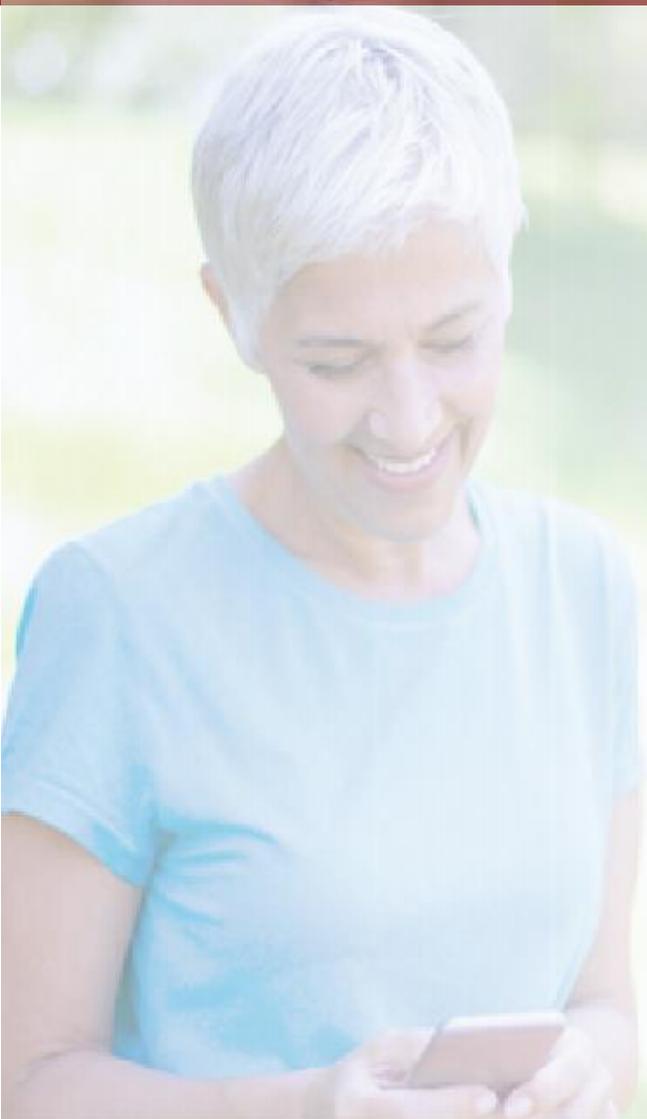
PRESCRIPTION
TO GET ACTIVE

- Motivated to start
- Left unsupported 80% will fall off

Life Long Habits

 **goget.fit**™

Habit
Engagement
Platform

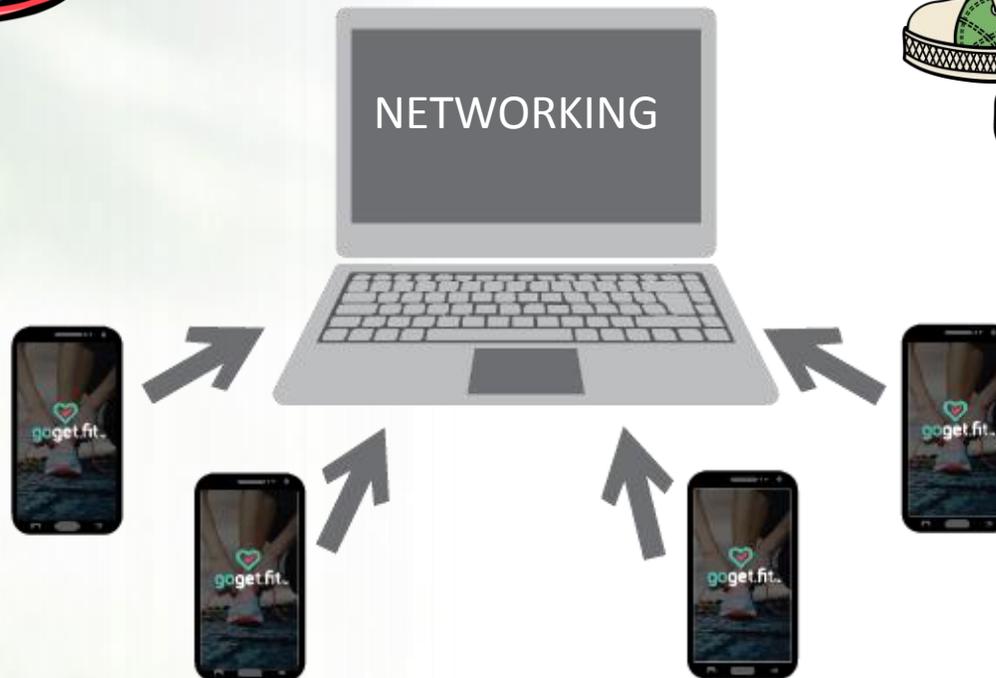


**Healthcare
Providers**

**Fitness
Partners**



NETWORKING





The Physical Activity, Exercise, and Fitness Industry

- canfitpro, CSEP, the NFLA and all provincial members are on board to ensure that as many Canadians as possible become active.
- Today, fitness professionals enter the industry in a number of methods, including post secondary education, vocational colleges, private and public certification agencies.
- The industry is self regulated.



canfitpro is the Canadian leader in fitness education and leverages its 25 years of experience to support fitness professionals in their careers. We connect with a community of 30,000 fitness professionals, influencers, business owners, community leaders, suppliers and fitness consumers from across Canada to conduct surveys, analyze trends and gather information on fitness career options. The **careerTrack** is designed to meet the needs of industry professionals and ensure employability and career success for certified members.

Education/CareerTrack

canfitpro member

Personal Training Specialist
Fitness Instructor Specialist

- Differentiated from other certifications due to in-class and online learning modules, a theory and practical exam
- In-class component builds knowledge and confidence for 1:1 and small group client training and programming
- Course prepares you for selling yourself and marketing your business in the fitness industry
- canfitpro Advisors and PRO TRAINERS provide guidance in early stages of career, and can direct you to facilities that are hiring
- Review job postings at canfitpro.com/en/careers/industry-jobs and list credentials at www.repscanada.com

Year 1

- Healthy Eating & Weight Loss Coach certification (HWL)
- Fascia, Movements & Assessments Course (FMA)
- Stress Resiliency Course
- Events: canfitpro Toronto, Regionals

- Build upon initial certification by adding HWL , FMA or Stress Resiliency to your brand as a natural compliment to Personal Training and Group Fitness instruction
- Deepen your knowledge with self-study both personal and professional development
- Keep yourself updated and certified by attending workshops, and connecting with other fitness professionals and industry leaders
- Identify a mentor to gain their advice and learn from their experiences

Year 2

- Active Aging Certificate
- Eat-Clean Foundations/Eat-Clean for Wellness Courses
- Children's Fitness Coach
- Events: canfitpro Toronto, Regionals

- Continuous education is important to maintain your professional standing and credibility (from both inside/outside the fitness industry)
- Identify you brand and leadership style to better communicate with various audiences and gain clients
- Determine your niche: who do you want to service; what are you passionate about; specialize or diversify?
- Think about your goals and plan for success. Access canfitpro education partners to support you
- Network and create your own opportunities!

Year 3

- Events: canfitpro Toronto, Regionals
- Meet experts/influencers, reinforce existing relationships, make new connections
- Grow your brand and business

- Build and reinforce your brand, ensuring that all activities connect to your **WHY**
- Keep communicating your stories to existing network, new connections and clients in interesting ways
- Look for writing opportunities, speaking engagements, community leadership
- Access canfitpro education partners for additional support to evaluate your business, set next steps

Year 4

- Share your expertise with others. Become an industry leader/expert/presenter
- Re-evaluate your services and brand
- Stay relevant to what you and your clients want

- Opportunity for self-assessment and reflection
- Mentor others. Become a presenter
- Update brand to reflect current industry and meet client needs
- Be curious, bold and innovative





The Physical Activity, Exercise, and Fitness Industry

- The Canadian Society of Exercise Physiology (CSEP) has developed the Certified Personal Trainer (CPT) and Certified Exercise Physiologist (CEP) designations, both of which require formal academic education via a two year diploma or four year undergraduate degree in Kinesiology.
- These certifications will allow more specialization in dealing with patients with chronic conditions as well as the general sedentary population.



International Matrix

- An international confederation of independent (not tied to any product or brand) registers for exercise professionals exists: ICREPs
- A competency-based, independent Canadian registry for exercise professionals also exists, and has been endorsed by ICREPs: It is overseen by the National Fitness Leadership Alliance of Canada
- The Canadian register provides an opportunity for individuals to find appropriately qualified professionals and facility to fill their prescriptions.
- The NFLA Canada registry is integrated with provincial government-supported non-profit accreditation providers, post-secondary, private and public sectors, and also with ICREPs member nations, providing access to shared knowledge, best practice and evidence-informed, knowledge transfer



AUSTRALIA



CANADA



INDIA*



IRELAND



NEW ZEALAND



POLAND



SOUTH AFRICA



UNITED ARAB EMIRATES



UNITED KINGDOM



UNITED STATES OF AMERICA





As there are over **29M sedentary Canadians**, we require fitness professionals from many backgrounds and certification agencies to **come together** to provide services for those patients who have been prescribed activity.

Together, we will strive to have prescriptions written in each province and territory, in each major city and in each rural area in the next 10 years.

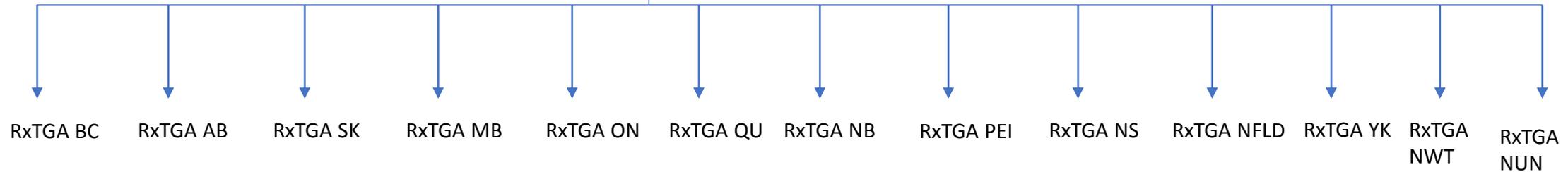
This will help fulfil the national physical activity strategy “Let’s get Moving”:
<https://www.canada.ca/en/public-health/services/publications/healthy-living/lets-get-moving.html>



Exercise
is Medicine
Canada



PRESCRIPTION
TO GET ACTIVE
National NPC



1. A *Chapter* can be a province or a large urban area within a province.
2. Funds will flow from National to the chapters based on the number of health care providers providing prescriptions and the corresponding opportunities.
3. The national organization will fund Exercise is Medicine Canada.
4. Provincial funds will flow to the provincial chapters.
5. Each chapter will have a program director. The role of the program director is to ensure the prescription process is maximized in terms of number of prescriptions written, redeemed, and continuation of activity.



The Ask

- \$30M over 10 years. Our goal is to build one chapter at a time.
- Contribution of \$15M from public and private recreation partners
- Recruit, hire and develop program directors in each chapter
- Provide IT and administrative, marketing support
- Support research and education (EIMC, Post secondary research etc).
 - Case Study - UFIT

We hope that this meeting will bring forth the importance of physical activity and exercise as an important platform focused on health and well-being.



The Results – UFIT – a focus on inclusion

- Universal Fitness Innovation and Transformation
- Will create curriculum to certify fitness professionals to work with people with disabilities
- Will consult with facilities to ensure an inclusive approach is taken with regards to facility layout and programming
- Canada is a member country of the Marseille Declaration, and FIC, PTGA, EIMC, CSEP, the NFLA and canfitpro will work together to ensure we are successful in our commitments.



United Nations
Educational, Scientific and
Cultural Organization



• UNESCO Chair "Transforming the Lives
• of People with Disabilities, their Families
• and Communities, Through Physical Education,
• Sport, Recreation and Fitness"



The Ask

- CRA recognition of **registered exercise professionals** for the purpose of deducting fees for services against income.
- This will ensure Canadians seek out qualified professionals, and will ensure physicians have confidence that their patients are in good hands.
- The fee for services are investments into health that pay significant dividends.



The Results

- In 10 years, we will have achieved:
 - 35,000 health care providers writing prescriptions
 - 9M prescriptions to get Canadians active
 - 2100 participating recreational facilities
 - 35,000+ registered exercise professionals
 - Over 2M prescription redemptions
 - Create over **220,000 new exercisers***
 - Trackable via quarterly reporting, Trainer + and GoGet.Fit
 - Health care cost savings of over **\$218M**
- Total government ROI of over **700%**

* Conservative estimates



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July 27th, 2019

Scott Wildeman
President, Fitness Industry Council of Canada
13543 St. Albert Trail, 2nd Floor, Edmonton, AB T5L 5E7

RE: Fitness Industry Council of Canada's Prescription to Get Active RxTGA initiative and the Fitness Tax Credit

Dear Mr. Wildeman,

I am pleased to provide this letter in support of the Fitness Industry Council of Canada's Prescription to Get Active RxTGA initiative and the Fitness Tax Credit.

The Fitness Industry Council of Canada is dedicated to improving the well-being of individuals by promoting exercise and physical activity through various initiatives for all ages and abilities to work in collaboration to get Canadians healthier.

This proposal would create a program allowing doctors to prescribe exercise to their patients. Research has demonstrated that a prescription from a licensed healthcare worker makes Canadians more likely to be physically active. With rising obesity rates in Canada, it is crucial that we come up with concrete solutions to get Canadians moving, and preventative care is one way that we can work towards achieving this.

Additionally, providing a tax incentive along with the RxTGA can ensure that long-term behaviours are changed, and that health and fitness remains a priority for Canadians.

The Standing Committee of Health undertook a study on the level of fitness and physical activity of youth in Canada and found that Canada's children and youth are spending too much time participating in sedentary activities, including spending time on screens, and too little time being active. Good habits established at a young age are likely to carry through to adulthood and senior years.



Industry Leaders & Partners...

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WE WANT YOUR FEEDBACK!

Look out for our post event survey to be sent out via e-mail.

