**Election 2015**
SPORTMATTERS ❋ SPORT est IMPORTANT ❋
*Where Canadian sport connects*      *où le sport canadien se relie*
www.sportmatters.ca   #sportmatters613

# Small Changes. Big Results.

They keep telling us the same thing.

In study after study, from one expert to the next, all point to overwhelming evidence linking regular physical activity with improved health, lower stress, weight loss, more energy, and better sleep.

It's a fact: even just a modest increase in physical activity will make you healthier and happier, do the same for your children and grandchildren, while strengthening Canada's economy and saving billions in health care costs.

## It's a no-brainer, right?

And as the **October 19th federal election** approaches, you have a rare opportunity to push the political parties and your local candidates for commitments on specific investments in sport and physical activity – investments in prevention that we know will generate massive, tangible results down the road:

➢ A recent Conference Board of Canada report found that a modest increase in physical activity by just 10 percent of the adult population has the potential to slash the total number of cases of hypertension, diabetes, and heart disease by almost half-a-million over the next 25 years!

➢ AND can cut Canada's health care costs by $2.6 billion while injecting $7.5 billion into the Canadian economy by the year 2040.

The federal government spends some $9 billion (2013 numbers) on health care (excluding provincial/territorial transfers), **but only 2% of that is spent on initiatives that encourage healthy, active living by Canadians.**

## It's time to ACT … ask your candidates…

➢ Will you support increasing expenditures on active, healthy living initiatives to benefit the long term health of Canadians?
➢ Will your party support an adult fitness tax credit?

## … and get more Active!

➢ Adults need: 150 minutes per week of moderate to vigorous physical activity but 85% of us are not getting it.

➢ Children need: 60 minutes each day, but 91% of our kids aren't getting it!