



Dear Colleague,

Please join an initiative that engages you directly with the Mayors and Councillors within your riding in a high profile effort to increase the health and fitness of your constituents – good politics and good policy!

The National Health & Fitness Day goal is to make Canada the fittest nation on earth! It is designed as a cohesive response to our alarming rates of childhood obesity and the resultant diabetes, heart and other chronic diseases. The initiative encourages local governments, non-government organizations, the private sector, and all Canadians to recognize **the first Saturday in June as National Health and Fitness Day**. It calls upon participants to **mark the day** with local events celebrating and promoting the use of local recreational, sports and fitness facilities, in order to boost participation in healthy physical activity.

To enable you to get directly involved, this package is attached and posted on www.NHFDcan.ca:

- a draft letter to local governments for your use.
- a draft resolution for adoption by local governments.
- a draft press release to adapt for your own use.

Bill S-211: *An Act to establish a national day to promote health and fitness for all Canadians* was passed by Parliament in 2014 and proclaimed as law. Introduced by Senator Nancy Greene Raine, it is expected to act as a catalyst to increase the number of proclaiming cities and towns from the current 278 to the goal of 500 by this June 2, 2018.

We also welcome you to join the Parliamentary Fitness Initiative. Accompanied by world-class coaches, we run from the front door of Confed at 6:30 a.m. on Tuesdays, walk from the Centennial Flame at noon on Wednesdays and swim in the Chateau Laurier Pool at 6:45 a.m. Thursdays, when the House is in session. We welcome beginners and experienced athletes alike.

Please call the Mayors in your area today to invite them to endorse National Health & Fitness Day!

Best regards,

Anthony Housefather, M.P.

Robert Kitchen, M.P.

Cheryl Hardcastle, M.P.

Sample Letter to Municipalities for use on MP's letterhead

His/Her Worship _____

DATE _____ 2018

Mayor, City of _____

Insert address

Dear Mayor _____:

Re: National Health & Fitness Day

I write to ask that your Council pass a resolution in support of this new national day to enhance the health and fitness of your constituents and all Canadians. I enclose a draft resolution that can be adapted or used by Council to commit to a national program that unites you with other local governments in the promotion of increased participation in physical activity in communities across Canada.

Councils that have endorsed the concept have taken different approaches. Some have simply proclaimed the day (the first Saturday in June) to raise awareness of the importance of increasing physical activity; others have marked the day with local events and initiatives celebrating and promoting the importance and use of local health, recreational, sports and fitness facilities, in order to boost participation in healthy physical activity. Endorsement of the concept should ultimately drive up participation rates and help promote our common interest in encouraging Canadians to live healthier lifestyles.

If you support National Health and Fitness Day, please send a copy of your resolution to the office of Senator Nancy Greene Raine, who is monitoring the results from coast to coast.

Thank you in anticipation of your Council helping to promote health and fitness in Canada.

With best regards,

NAME, M.P.

Enclosures: Draft resolution.

Draft resolution to proclaim:

NATIONAL HEALTH AND FITNESS DAY

WHEREAS:

- the Parliament of Canada wishes to increase awareness among Canadians of the significant benefits of physical activity and to encourage Canadians to increase their level of physical activity and their participation in recreational sports and fitness activities;
- it is in Canada's interest to improve the health of all Canadians and to reduce the burden of illness on Canadian families and on the Canadian health care system;
- many local governments in Canada have public facilities to promote the health and fitness of their citizens;
- the Government of Canada wishes to encourage local governments to facilitate Canadian's participation in healthy physical activities;
- the Government of Canada wishes to encourage the country's local governments, non-government organizations, the private sector and all Canadians to recognize the first Saturday in June as National Health and Fitness Day and to mark the day with local events and initiatives celebrating and promoting the importance and use of local health, recreational, sports and fitness facilities;
- Canada's mountains, oceans, lakes, forest, parks and wilderness also offer recreational and fitness opportunities;
- Canadian Environment Week is observed throughout the country in early June, and walking and cycling are great ways to reduce vehicle pollution and improve physical fitness;
- declaring the first Saturday in June to be National Health and Fitness Day will further encourage Canadians to participate in physical activities and contribute to their own health and well-being;

THEREFORE:

We proclaim National Health & Fitness Day in our municipality/district /regional district as the first Saturday in June;

(Optional) As a step to increase participation and enhance the health of all Canadians, we commit to mark the day with local events and initiatives celebrating and promoting the importance and use of local health, recreational, sports, and fitness facilities on National Health and Fitness Day.

Draft Press Release Template for MP package 2017

For Immediate Release:

Support for National Health & Fitness Day 2018 Announced

MP for ____(*insert name of constituency*)____, ____(*insert name of MP*)____ yesterday announced that he/she and the Mayor and Council of ____(*insert name of community*)____ are working together to promote health and fitness in the community of ____(*insert name of community*) ____ . ____ (*insert names of athletic facilities*) ____ will be highlighted as vehicles to increase physical participation and an opportunity for leadership of local governments in improving Canadian's health. (*Describe how this will occur locally*).

This project is part of a larger national movement designed as one response to related factors:

- alarming rates of childhood obesity;
- the resultant diabetes, cardiovascular problems, and other chronic diseases;
- opportunities to increase utilization of recreational facilities in Canada.

(Insert quote from the Mayor here):

"

_____".

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