

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



I believe in the power of sport to... **improve our health.**

FACT SHEET

Sport is an important component of good health. The main avenues to health include a combination of physical activity (both sport and non-sport activity), a sensible diet and avoidance of harmful behaviours, such as smoking. Research shows that participation in sport activities has many positive health impacts ranging from the reduction of risk from chronic diseases, to generally improving the quality and longevity of one's life.

- The World Health Organization has concluded that increasing physical activity is the most cost-effective and sustainable way to reduce a population's burden of lifestyle-related diseases and in so doing reduce human suffering, limit the cost of treatment, and increase economic productivity (World Health Organization, 2001).
- About 80% of adults who actively participate in sports—more than 6.2 million Canadians—rate sport as very important in improving their physical fitness and health (Conference Board, 2005).
- More than 70% of active participants in sport describe their overall state of health as either excellent or very good, compared with less than 50% of non-participants (Conference Board, 2005).
- Being physically active can have a profound effect on personal health. Expending 1,000 kilocalories of energy per week (4,200 kJ/wk) is associated with as much as a 30% reduction in mortality rates from all causes (Kesaniemi, 2001).
- Regular physical activity that is performed most days of the week reduces the risk of developing or dying from some the leading causes of illness, including heart disease, high blood pressure, diabetes, colon cancer, and depression (United States Department of Health and Human Services, 1996).
- Sport participants are more likely to eat healthfully and less likely to smoke, drink alcohol, use illicit drugs, engage in sexual activity or violent activities than non-sports participants (Centers for Disease Control and Prevention, 2002).
- Modest physical activity and improved diet can prevent 60% of Type II (late-onset) diabetes cases (World Health Organization, 2003).
- 14 to 17 million adult Canadians could prevent early death if they did at least small amounts of physical activity every day (Canadian Fitness and Lifestyle Research Institute, 1995).
- If physical inactivity among Canadians were eliminated, 21,340 premature deaths could theoretically be prevented each year or 10.3% of all deaths (GPI Atlantic, 2004).

Sport Matters Group – Le Groupe le Sport est important

1400-180 rue Elgin Street, Ottawa, Ontario, K2P 2X3

Tel/Tél: 613-231-7472 Fax/Télé: 613-231-3739

Email/Courriel: info@sportmatters.ca Web: www.sportmatters.ca/www.sportestimportant.ca

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



References

World Health Organization, Executive Board EB109/14, 109th Session, "Diet, physical activity and health," Provisional agenda item 3.10, 24 November 2001.

The Conference Board of Canada, *Strengthening Canada: The Socio-economic Benefits of Sport Participation in Canada*, by M Bloom, M Grant, D Watt, August 2005.

YK Kesaniemi et al, "Dose-response Issues Concerning Physical Activity and Health: An Evidence-based Symposium," *Medicine and Science in Sports and Exercise* 2001; 33(6 Suppl): S351–S358.

Canadian Fitness and Lifestyle Research Institute, "Physical Activity and Lifestyles in Canada : 1981-1995," by SJ Russell and CL Craig, 1995.

United States Department of Health and Human Services, *Physical Activity and Health: A Report of the Surgeon General*, 1996.

Centers for Disease Control and Prevention, *Sports Participation and Health Related Behaviors*, 2002.

World Health Organization, *Health and Development Through Physical Activity and Sport*, 2003.

GPI Atlantic, *The Cost Of Physical Inactivity in British Columbia*, prepared by R Colman and S Walker for the BC Ministry of Health Planning, November 2004.

Sport Matters Group – Le Groupe le Sport est important

1400-180 rue Elgin Street, Ottawa, Ontario, K2P 2X3

Tel/Tél: 613-231-7472 Fax/Télé: 613-231-3739

Email/Courriel: info@sportmatters.ca Web: www.sportmatters.ca/www.sportestimportant.ca