

Not the time to be still.



At ParticipACTION, we believe physical activity is a necessity of life, critical for good health and well-being, and has the power to make Canada a healthy, joyful, environmentally progressive, inclusive, and economically strong nation.

Unfortunately, Canada is experiencing a physical inactivity crisis, with only 16 percent of adults and 39 percent of children and youth meeting recommended physical activity levels – and the pandemic has only made the situation worse.

We are at a pivotal moment and physical inactivity needs to be treated as a pervasive public health issue and urgently recognized as a national priority.

This is not the time to be still.

Join ParticipACTION in urging the Government of Canada to make physical activity essential and accessible for all Canadians.

Here's how you can help (starting on October 27):

1. Visit [ParticipACTION.com](https://participation.com) to read and sign an open letter to the Government of Canada urging our government to take action to make getting active a part of everyday life for everyone.
2. Share the campaign with your networks using the sample messaging below.
3. Follow us on social media and visit [ParticipACTION.com](https://participation.com) for regular updates:

Twitter: <https://twitter.com/Participation>

Facebook: <https://www.facebook.com/ParticipACTION/>

Instagram: <https://www.instagram.com/participation/>

LinkedIn: <https://www.linkedin.com/company/participation/>

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Sample Messages

ParticipACTION released an open letter urging the Government of Canada to make physical activity a priority for the health and well-being of all Canadians. This is not the time to be still. Visit ParticipACTION.com to learn more and sign the letter. #NotTimeToBeStill

We have a physical inactivity crisis in Canada and this is not the time to be still. Let's move to demand better. Visit ParticipACTION.com to sign an open letter to the Government of Canada advocating for physical activity to be deemed essential. #NotTimeToBeStill

Only 16% of adults & 39% of kids in Canada meet recommended physical activity levels – and the pandemic has only made things worse. Let's move to demand better. Visit ParticipACTION.com to sign an open letter urging the Government of Canada to take action. #NotTimeToBeStill

Images for Social Media (click each image to download)

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