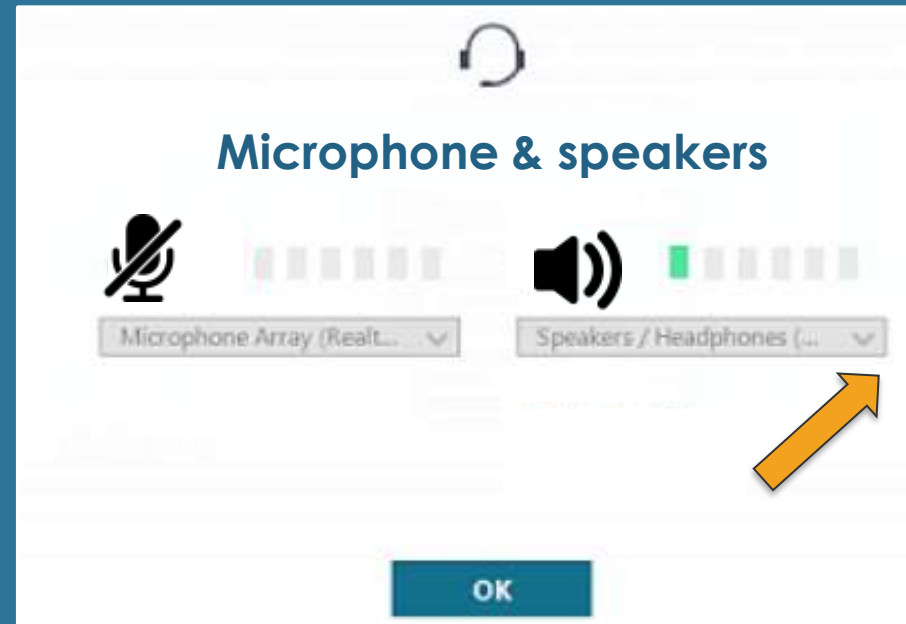


# Sound Check

- Turn off your microphone
- Turn on your speakers



**IF YOUR AUDIO IS NOT WORKING PROPERLY,** it might be because you haven't selected the right speaker.

Click the arrow next to the speaker icon and try choosing another one.



## Public Policies and Development Projects Putting Health Equity at the Forefront





## Public Policies and Development Projects

### Putting Health Equity at the Forefront



#### Today's mission

Highlight 3 inspiring Canadian public policies and 3 case studies!



# Today's Presenter



**CELIA LEE**

**Program Director**

Active Neighbourhoods Canada  
Sustainable Calgary

**Bachelor in Environmental Biology**

**Master of Environmental Design**

# Active Neighbourhoods Canada (ANC)

- **Partnership between 3 Canadian organizations**
  1. Montreal Urban Ecology Centre
  2. The Centre for Active Transportation
  3. Sustainable Calgary

**CO-DESIGNING  
THE ACTIVE  
CITY**



# Active Neighbourhoods Canada (ANC)

## CO-DESIGNING THE ACTIVE CITY

- **Partnership between 3 Canadian organizations**
  1. Montreal Urban Ecology Centre
  2. The Centre for Active Transportation
  3. Sustainable Calgary
- **Develop, pilot, and share approaches to co-designing active neighbourhoods**





# Active Neighbourhoods Canada (ANC)

## CO-DESIGNING THE ACTIVE CITY

- **Partnership between 3 Canadian organizations**
  1. Montreal Urban Ecology Centre
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- **Develop, pilot, and share approaches to co-designing active neighbourhoods**
- **Support walking, cycling, and other means of active transportation for everyone, by providing safe and welcoming urban design**



# Active Neighbourhoods Canada (ANC)

## CO-DESIGNING THE ACTIVE CITY

- **Partnership between 3 Canadian organizations**
  1. Montreal Urban Ecology Centre
  2. The Centre for Active Transportation
  3. Sustainable Calgary
- **Develop, pilot, and share approaches to co-designing active neighbourhoods**
- **Support walking, cycling, and other means of active transportation for everyone, by providing safe and welcoming urban design**
- **Health, Equity, and Built Environment = Participatory Planning**





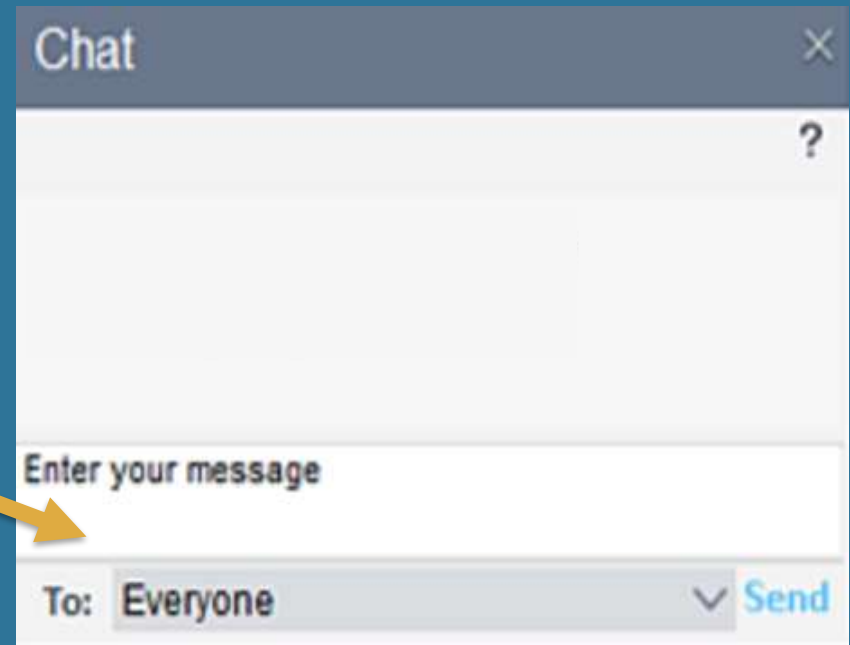
# Today's Session

1. BRIEF REVIEW OF THE LAST WEBINARS
2. WHAT IS A HEALTHY PUBLIC POLICY?
3. HOW TO DEVELOP A HEALTHY PUBLIC POLICY?
4. 3 PUBLIC POLICIES, 3 CASE STUDIES
5. Q&A

# Q&A Session



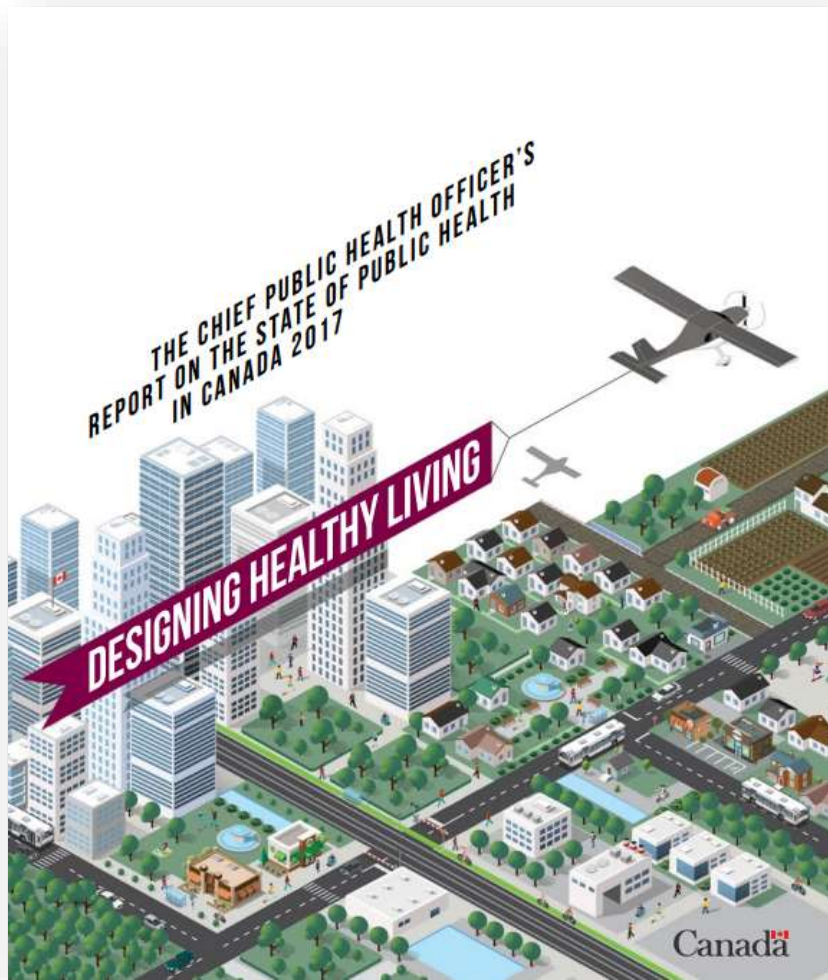
Ask your questions here!





# Brief Review of Webinars #1-2

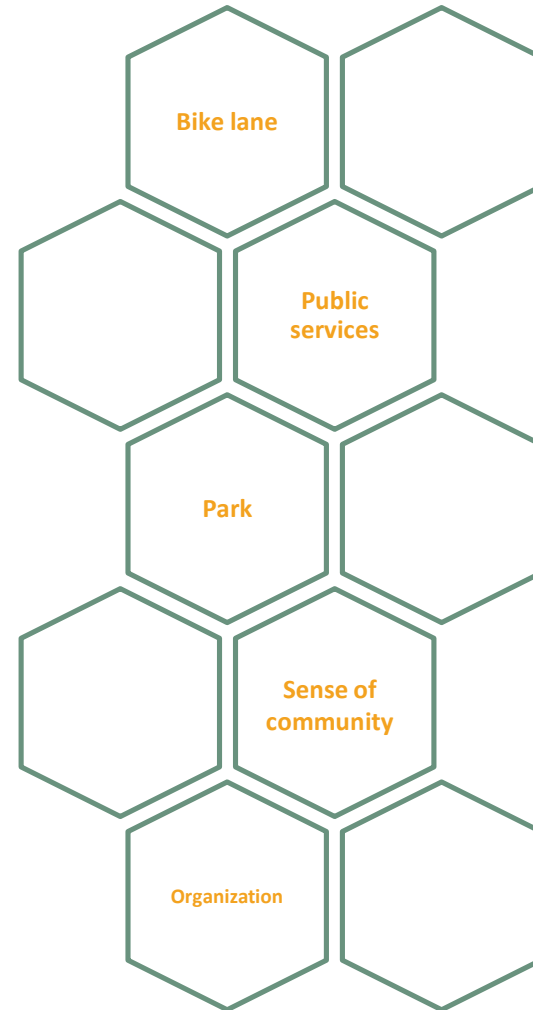
# Link between Built Environment and Health



« [...] cities and communities can be designed and built to set people up for success so that healthy choices are the easier choices. »

# Healthy Assets

Examples of  
**ASSETS**  
of a neighbourhood  
that keep people healthy





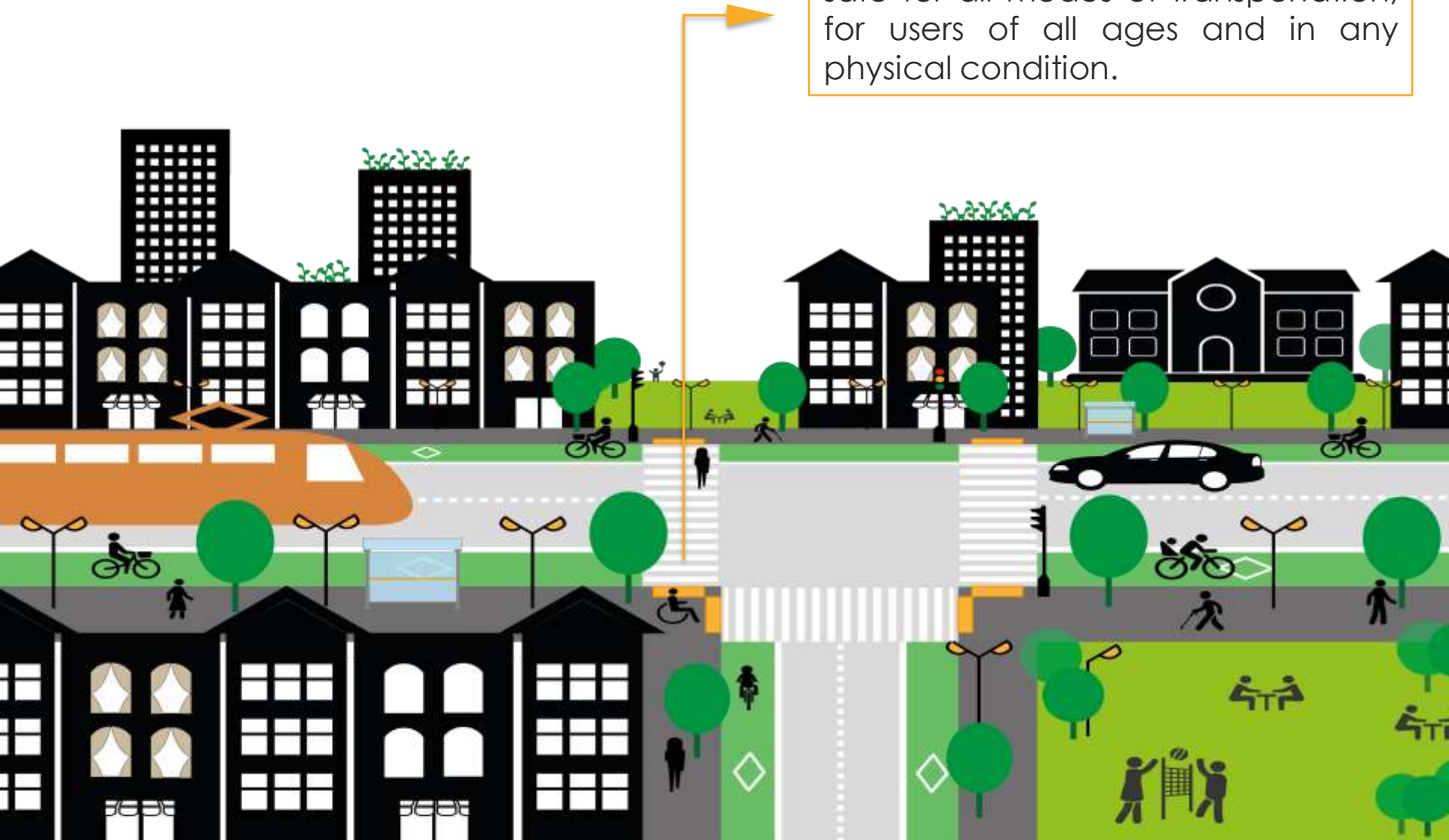
# WHAT DOES A HEALTHY COMMUNITY LOOK LIKE?

**Public and active transportation system:**  
efficient, accessible, and safe.



# WHAT DOES A HEALTHY COMMUNITY LOOK LIKE?

**Complete streets:** designed to be safe for all modes of transportation, for users of all ages and in any physical condition.



# WHAT DOES A HEALTHY COMMUNITY LOOK LIKE?

**Green spaces and vegetation:**  
purify the air and provide shade.





# WHAT DOES A HEALTHY COMMUNITY LOOK LIKE?

**Mixed-use development:** brings together workplaces, schools, essential services, and stores in the same neighbourhood.



# PARTICIPATORY URBAN PLANNING

*Planning the city with and for its citizens*



  
MONTRÉAL  
URBAN  
ECOLOGY  
CENTRE



# What is a Healthy Public Policy?

# What is a Healthy Public Policy?



## THE ADOPTION OF A PUBLIC POLICY

• • •

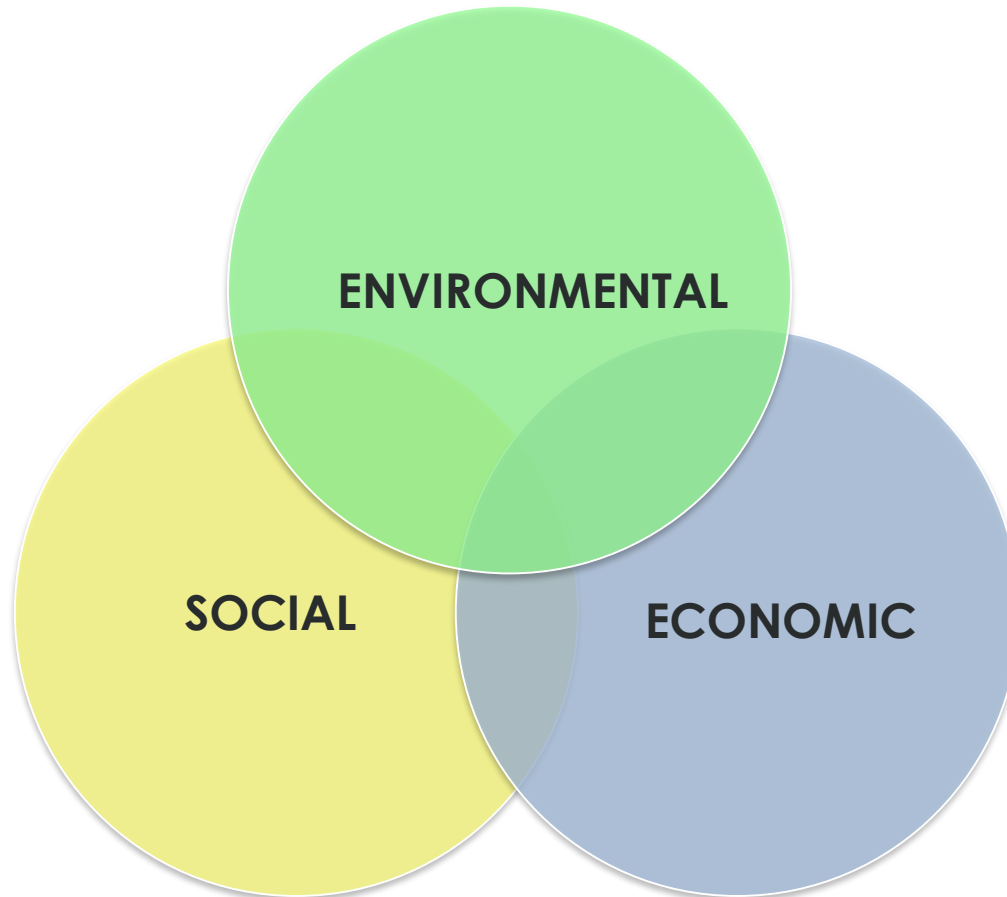
- Long-term focus
- Sustainable intentions
- Concrete actions
- Goes beyond the change of government
- Orients future investments

# What is a Healthy Public Policy?

« A healthy public policy has a clear focus on **health and equity** in all aspects of the policy. These policies aim to create social and physical environments in which **healthier lives are easier and possible for all citizens.** »



# Pillars of Sustainable Development





# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	 <b>SUSTAINABLE DEVELOPMENT GOALS</b>





# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
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# SUSTAINABLE DEVELOPMENT GOALS



## TARGET 3.4

Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and **promote mental health and well-being**

## TARGET 3.6

Halve the number of global **deaths and injuries from road traffic accidents**

## TARGET 3.9

Substantially reduce the number of deaths and illnesses from hazardous chemicals and **air, water and soil pollution and contamination**



# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
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# SUSTAINABLE DEVELOPMENT GOALS

## TARGET 11.2

**Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, [...] with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons**

## TARGET 11.7

**Provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities**





## Report gives Canadian kids D+ for physical activity

An annual ParticipACTION report has given Canadian youth a D+ when it comes to overall physical activity. And, as Danielle Michaud reports, the report highlights a direct benefit between exercise and the brain.

Jun 19, 2018, 6:25 PM

## Canadian seniors now outnumber children for 1st time, 2016 census shows



Share of seniors in Canada's population sees biggest increase since Confederation



Éric Grenier - CBC News - Posted: May 03, 2017 8:47 AM ET | Last Updated: May 7, 2017



There are now 5.9 million Canadian seniors, compared to 5.8 million Canadians aged 14 or younger, Statistics Canada reported Wednesday in releasing the latest census data. (Frank Gunn/Canadian Press)



# ParticipACTION's First-Ever Adult Report Card Gives Canadians a 'D' for Overall Physical Activity

Français



NEWS PROVIDED BY  
ParticipACTION →  
Oct 29, 2019, 07:00 ET

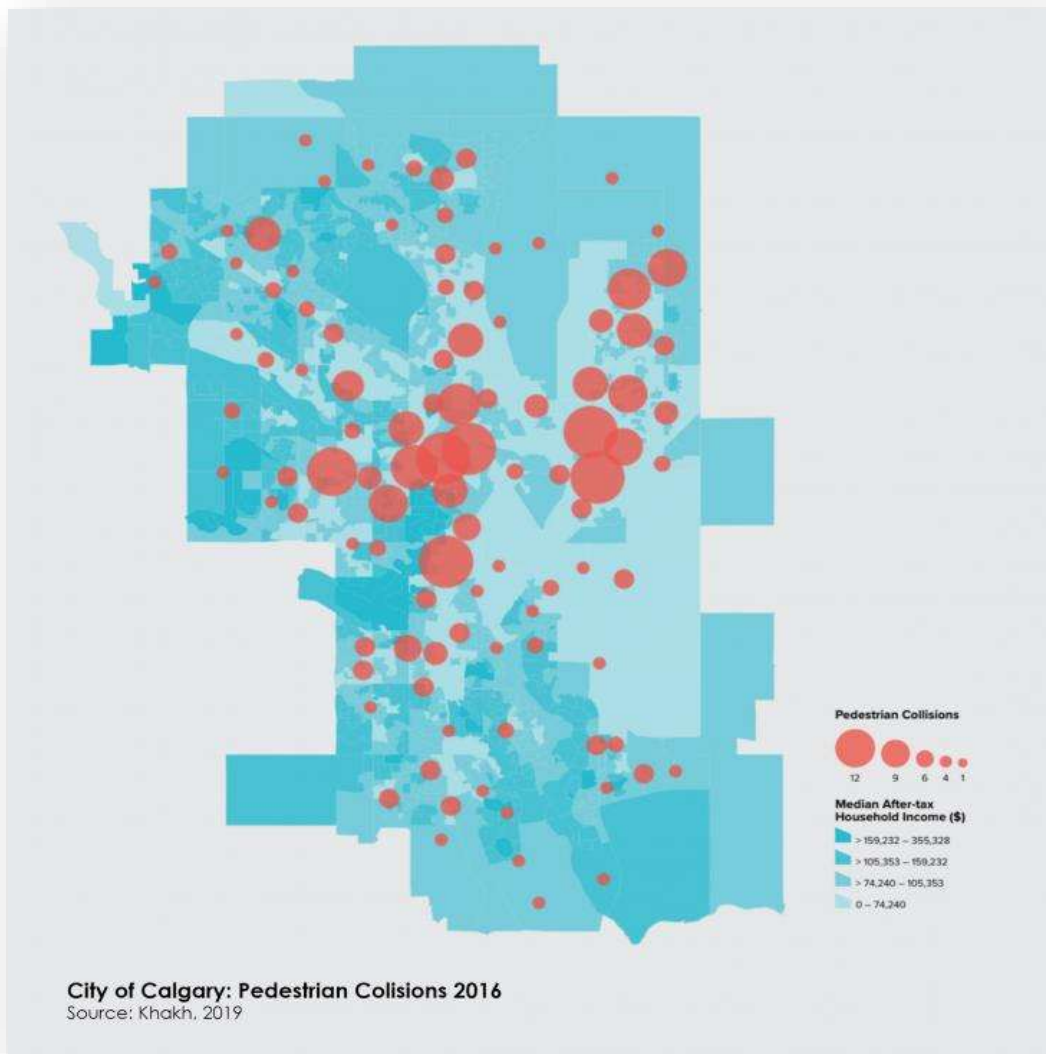
SHARE THIS ARTICLE



## Small steps can make a big difference:

Everything gets better when you get active, including how we age. Whether you want to **Age Better**, **Sleep Better**, **Think Better**, **Poop Better**, or another one of the many "**bettters**" that come with regular physical activity, it's never too late to start sitting less and moving more. Some simple ways to start, include:

- Move more throughout the day - be it active transportation, daily chores, gardening, or walking the family pet.
- Try something new - and once you find an activity you like, stick with it.
- Up the intensity - try to do the same task or walk the same path in less time each time you do it - bonus if you can add an incline or steps.
- Ask others to join in - make it social.
- Break up extended periods of sitting with movement - make it a "walking meeting" at work or a "moving moment" during a commercial break.
- Add strength training to your routine 2-3 times a week.



“ [...] most of these **collisions** happened in the North-Eastern part of the city. These neighbourhoods are not only some of Calgary’s **lowest income communities**, but they also have a higher proportion of new Canadians. ”

# We have 12 years to limit climate change catastrophe, warns UN

Urgent changes needed to cut risk of extreme heat, drought, floods and poverty, says IPCC

● **Overwhelmed by climate change? Here's what you can do**

**Jonathan Watts** *Global environment editor*

🐦 @jonathanwatts

Mon 8 Oct 2018 07:23 BST



32145



▲ A firefighter battles a fire in California. The world is currently 1C warmer than preindustrial levels. Photograph: Ringo HW Chiu/AP

The world's leading climate scientists have warned there is only a dozen years for global warming to be kept to a maximum of 1.5C, beyond which even half a degree will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people.

The authors of the landmark report by the UN Intergovernmental Panel on Climate Change (IPCC) released on Monday say urgent and unprecedented changes are needed to reach the target, which they say is affordable and feasible although it lies at the most ambitious end of the **Paris agreement**

# How to Develop a Healthy Public Policy?

# **8 Stages of Policy Development**



# 8 Stages of Policy Development

1.



## ISSUE

- Identify
- Understand
- Describe

# 8 Stages of Policy Development

1.



## ISSUE

- Identify
- Understand
- Describe

2.



## READINESS

- Assess
  - Resources
  - Community

# 8 Stages of Policy Development

1.



## ISSUE

- Identify
- Understand
- Describe

2.



## READINESS

- Assess
  - Resources
  - Community

3.



## OBJECTIVES

- Develop
  - Clear and simple
  - List of policy options
  - Measurable indicators of success

# 8 Stages of Policy Development

1.



## ISSUE

- Identify
- Understand
- Describe

2.



## READINESS

- Assess
  - Resources
  - Community

3.



## OBJECTIVES

- Develop
  - Clear and simple
  - List of policy options
  - Measurable indicators of success

4.



## INFLUENCERS

- Find
  - Who is already talking about the issue?
  - Who shares a stake with your issue?

# 8 Stages of Policy Development

5.



## SUPPORT

- Build
- Reach
  - Effective communication plan



# 8 Stages of Policy Development

5.



## SUPPORT

- Build
- Reach
  - Effective communication plan

6.



## WRITING

- Revise
  - Clear
  - Concise
  - Aligns with objectives

# 8 Stages of Policy Development

5.



## SUPPORT

- Build
- Reach
  - Effective communication plan

6.



## WRITING

- Revise
  - Clear
  - Concise
  - Aligns with objectives

7.



## IMPLEMENTATION

- Review

# 8 Stages of Policy Development

5.



## SUPPORT

- Build
- Reach
  - Effective communication plan

6.



## WRITING

- Revise
  - Clear
  - Concise
  - Aligns with objectives

7.



## IMPLEMENTATION

- Review

8.



## MONITORING

- Ensure effectiveness
- Identify unintended consequences
- Refer to objectives and measurable indicators of success

# 8 Stages of Policy Development



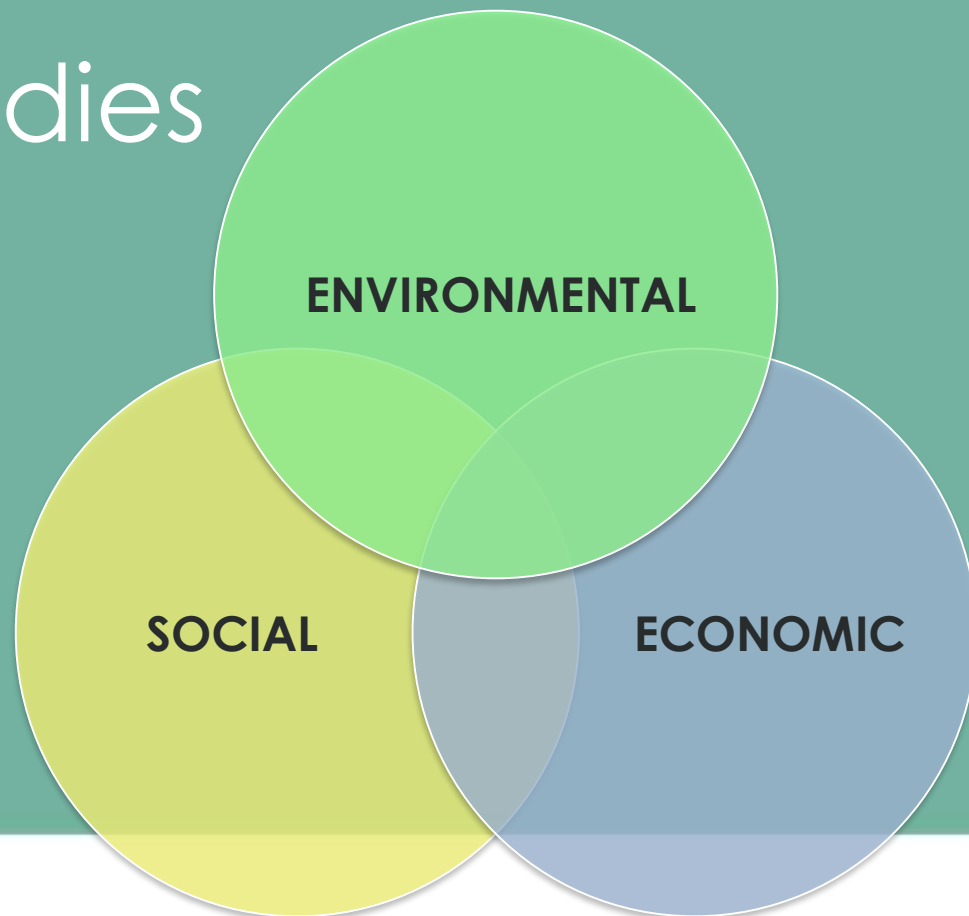
[ParticipatoryPlanning.ca](http://ParticipatoryPlanning.ca)



# 3 Policies, 3 Case Studies



# 3 Policies, 3 Case Studies



# 1. One Calgary Alberta



**ECONOMIC**

## **WHO**

City of Calgary

## **LIFESPAN**

4 years

## **OBJECTIVE**

Foster strategic growth in neighbourhoods likely to attract new residents in the upcoming years

## **HOW MUCH**

5,5 millions \$

## **BUDGET ALLOCATION**

Active mobility development

# 1. One Calgary Alberta

## ECONOMIC

- \$5.5 million to Streets and Pathways to fund active mobility in the 42 Avenue SE multiuse pathway and other priority pathway connections.

# 1. One Calgary Alberta

**ECONOMIC**



The Economic Impact of Non-Motorized  
Recreation in Alberta

Submitted to:  
Outdoor Council of Canada

Submitted by:  
Nichols Applied Management Inc.  
Management and Economic Consultants  
Suite 2401, 10104 - 163 Avenue NW  
Edmonton, Alberta T5J 0H8

April 11, 2018



**GDP**

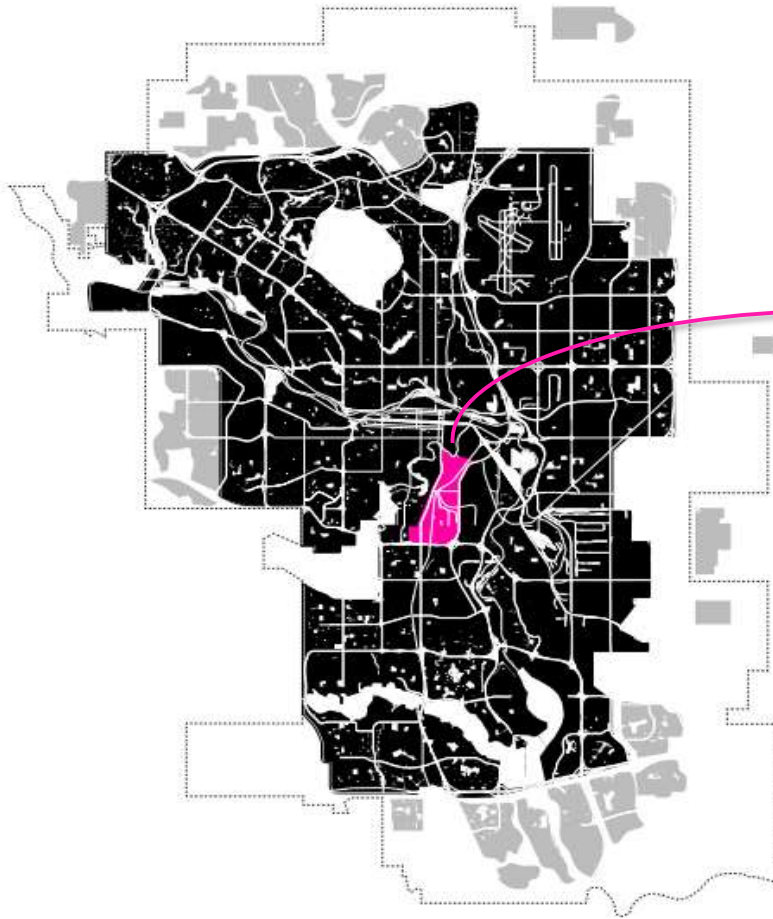
315 millions \$

**INCOME**

195 millions \$

MANAGEMENT & ECONOMIC CONSULTANTS

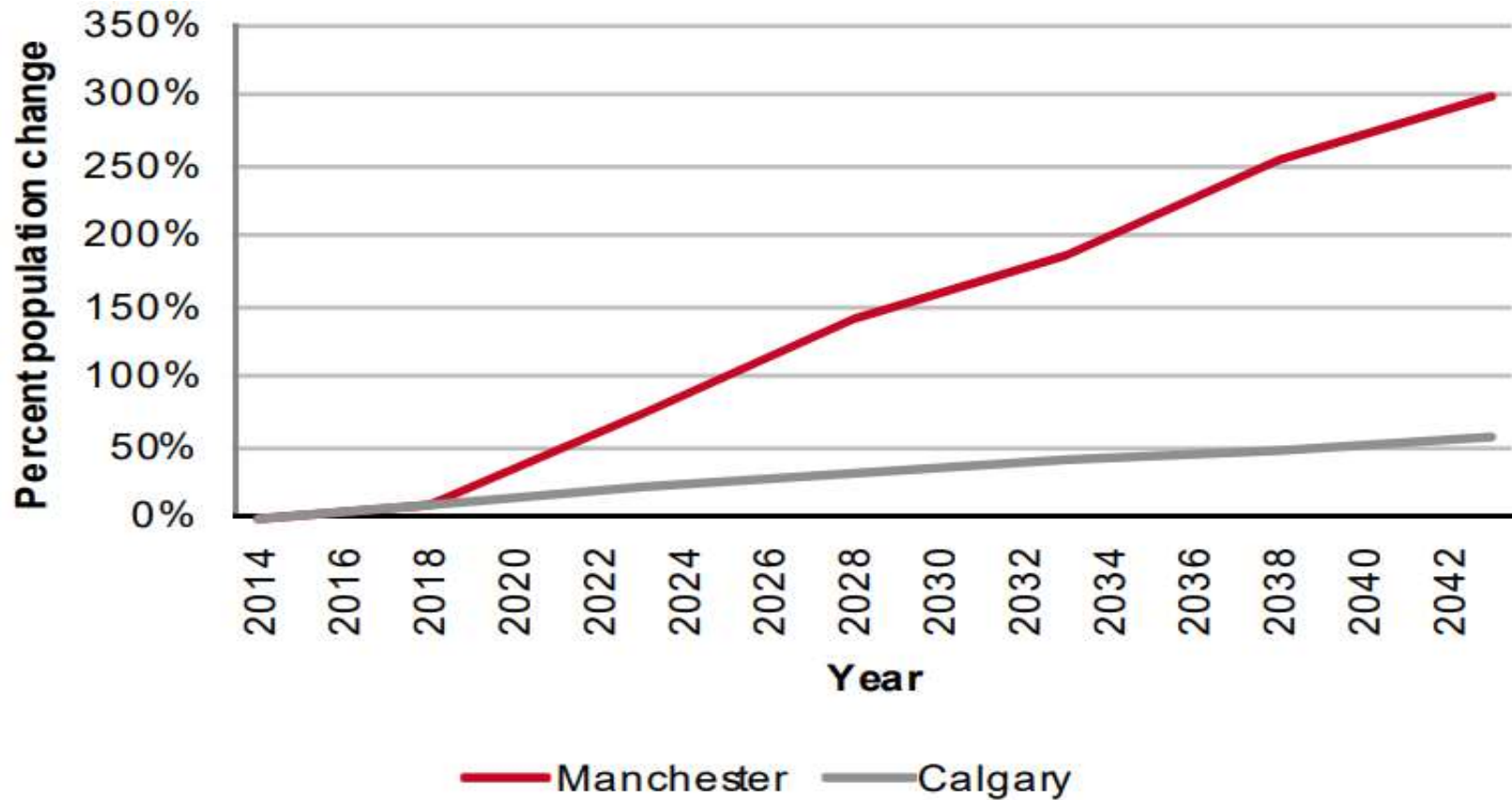
# Case Study



**Manchester, Calgary**

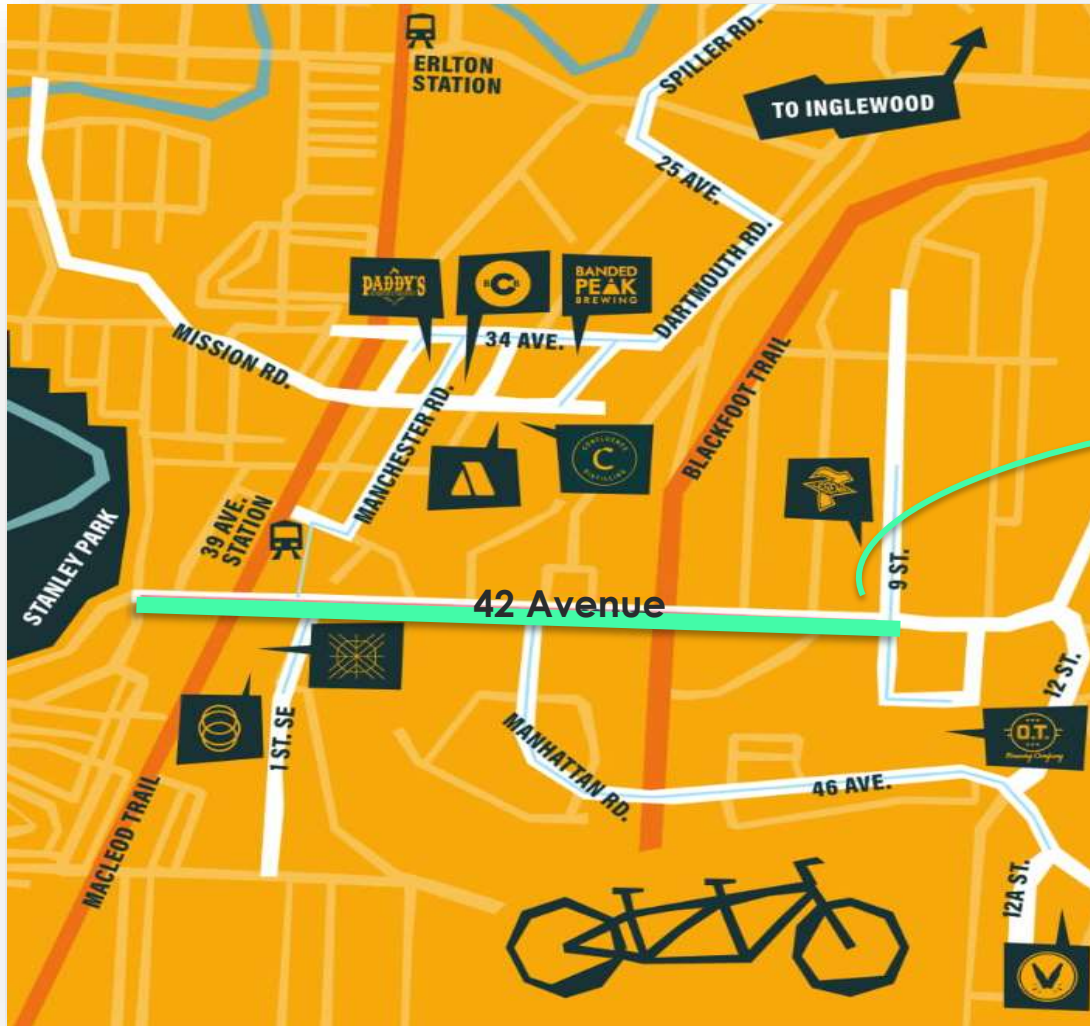
# Case Study

## Manchester Population Projection



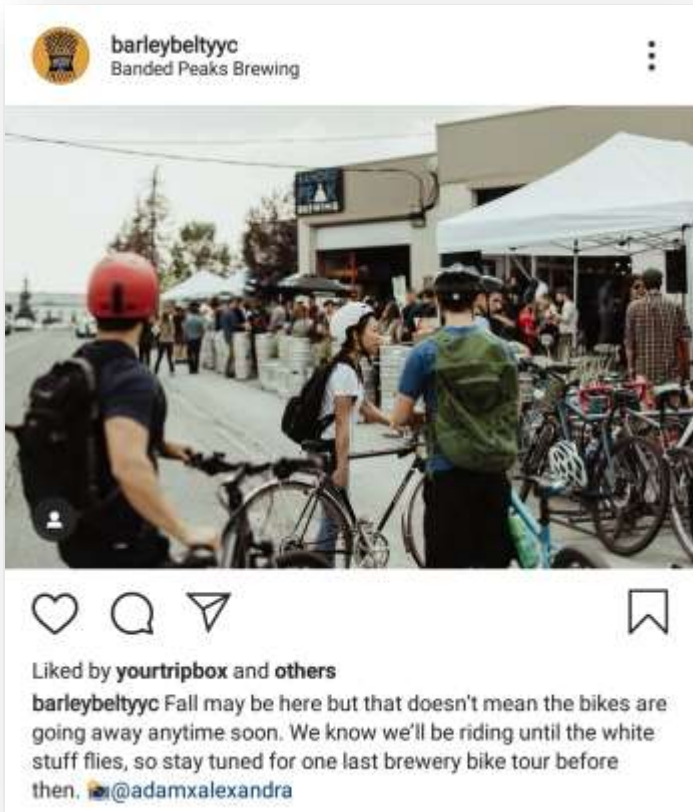


# Case Study

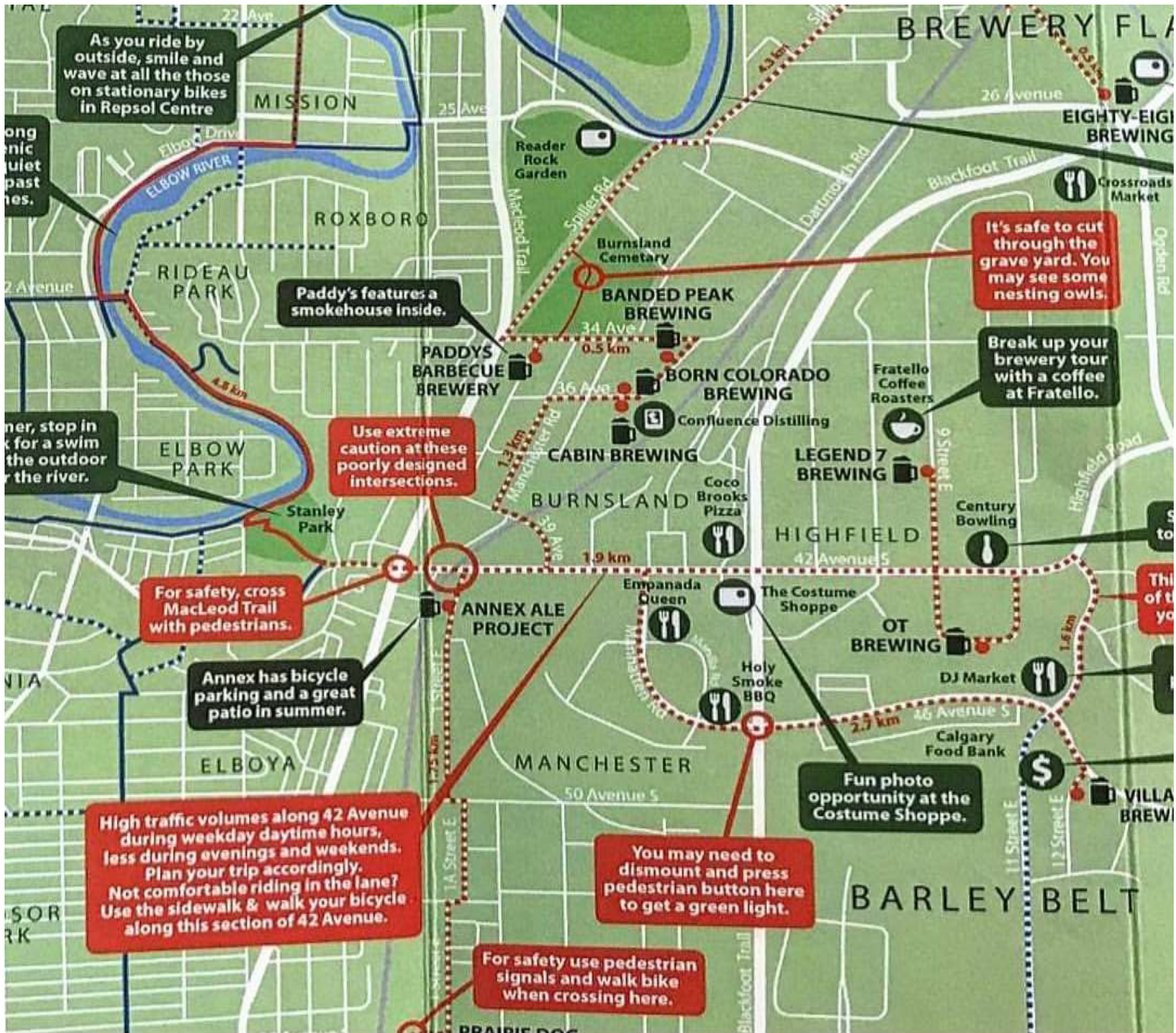


42<sup>nd</sup> Avenue  
Manchester, Calgary

# Case Study

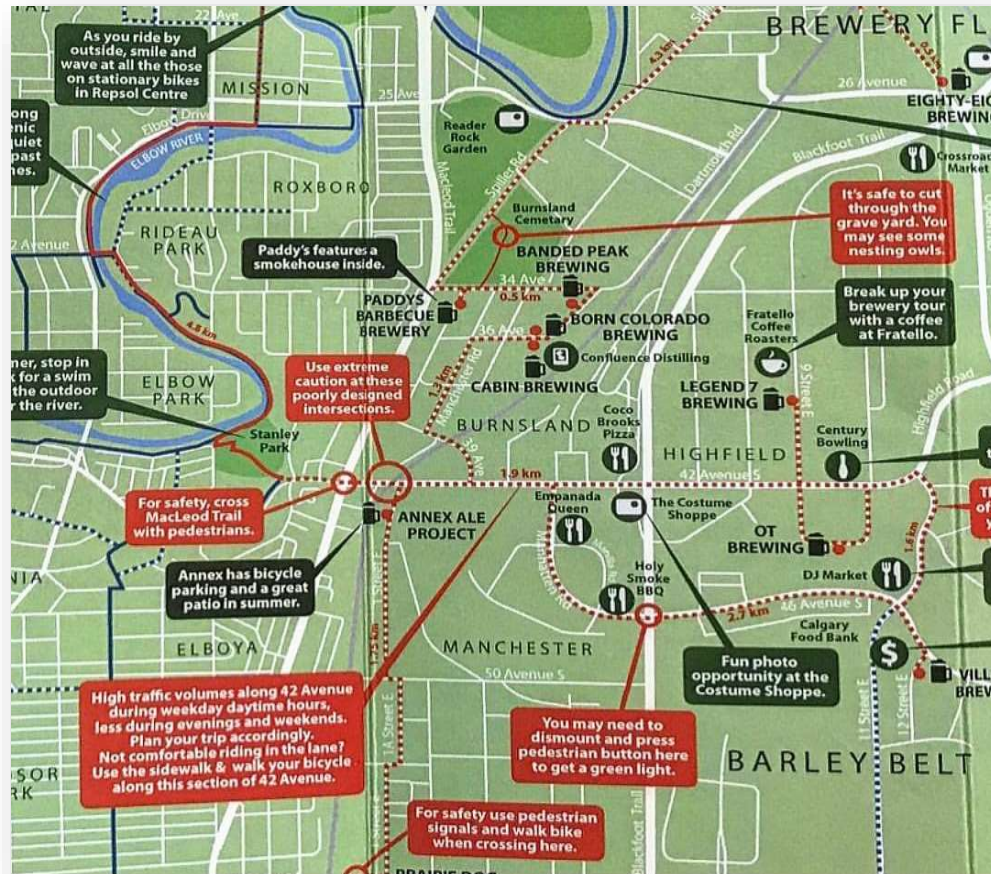








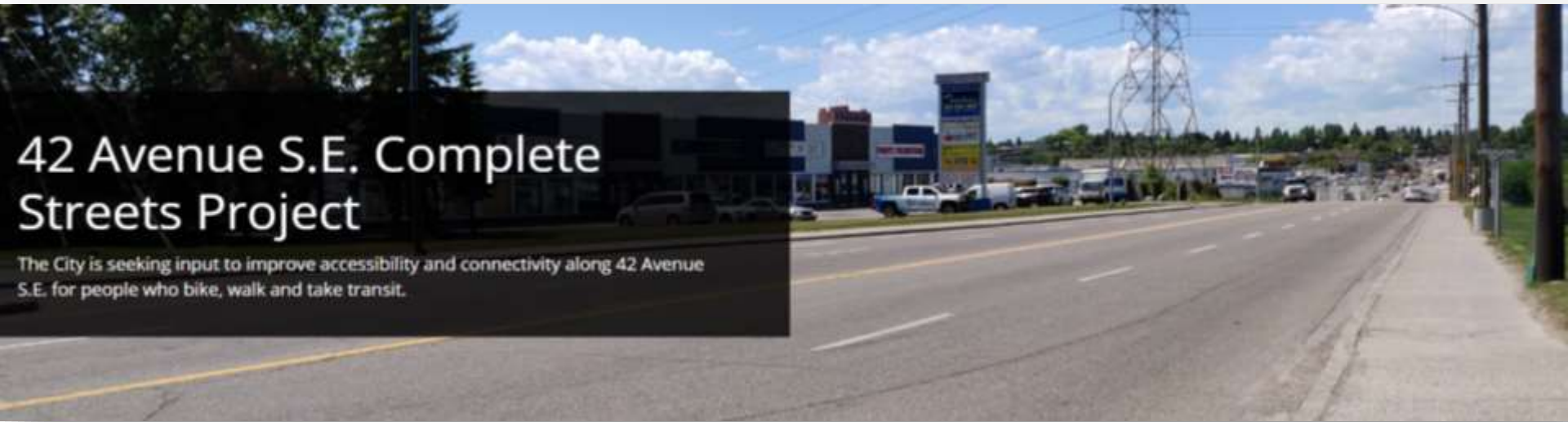
# Case Study



« Use extreme caution at these poorly designed intersections »

« High traffic volume along the 42nd Avenue during week daytime hours [...] plan your trip accordingly »

# Case Study



## DIAGNOSIS



Reduced accessibility and safety for pedestrians and cyclists

Damaged sidewalks

Reduced connectivity to key destinations



# Case Study

PROPOSITION 1



PROPOSITION 2



PROPOSITION 3



PROPOSITION 4





# One Calgary



## SOCIAL

- Improved accessibility to transportation system
- Security
- More mobility options
- Connectivity



## ENVIRONMENTAL

- Reduction of the modal share of car
- Reduction of GHG emissions

## Cost benefit analysis and active transportation funding in Calgary's Barley Belt



tourists, but also community residents.

In late November 2018, Calgary City Council approved a \$43 million capital spending package that is set to fund parks, pathways, upgrading recreation centers, planting trees in urban areas, and buying LRT cars. Within the spending package, \$5.5 million dollars of funding has been set aside for active transportation in the Barley Belt, an area home to the city's booming beer industry.

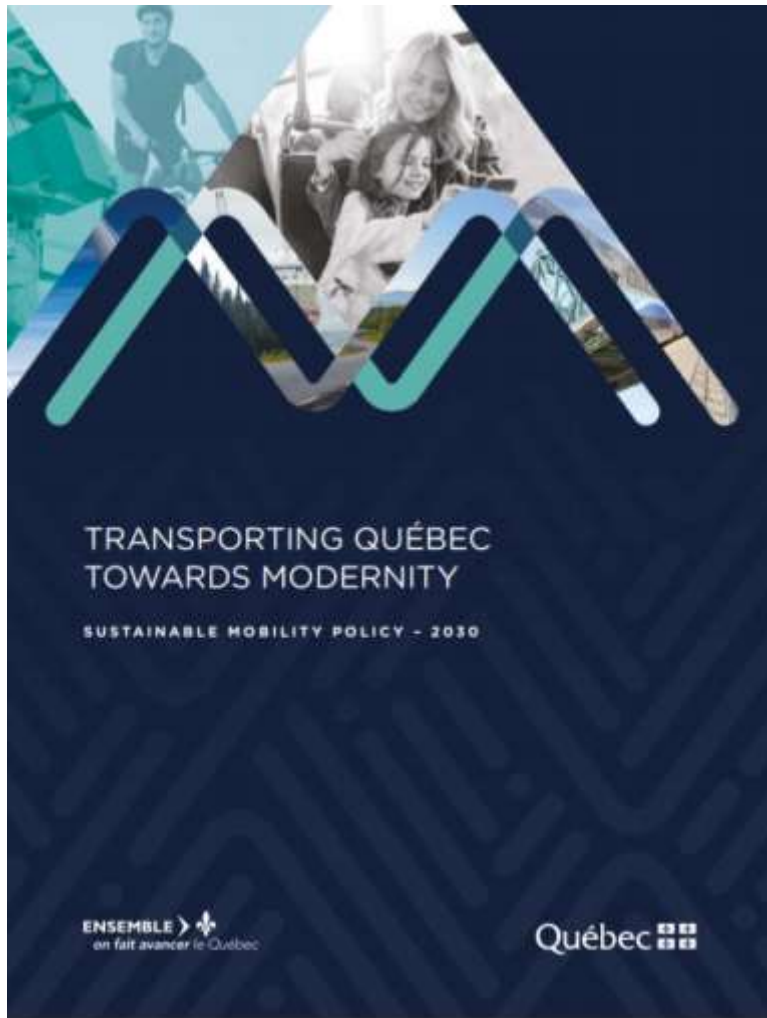
We like to consider both sides of the budget. Cost is important, but what outcomes, positive or negative, do we reap as a result of investing in a project or initiative? We've been thinking about cost benefit analysis a lot, and this budget announcement seemed particularly pertinent to the conversation.

In August 2018, Councillor Gian Carlo Carra said that making the Barley Belt in Calgary more friendly to active transportation was "a great economic development play for the city and it's a great tourism play for the city and it's a very necessary and fairly easy thing to do" (CBC News, August 8, 2018). Carra's statement reflects two positive outcomes of better active transportation infrastructure in the Barley Belt: economic development and tourism. Places with a thriving beer culture see economic benefits. For example, breweries in the state of Maine "added a total of \$228 million to Maine's economy last year, and employed more than 1,600 workers, according to estimates based on survey responses from guild members. The estimated total revenue of Maine brewers was more than \$150 million in 2016, a 17 percent increase from 2013, according to the report." (McGuire, 2017).

Beyond these economic benefits, the community of Manchester where the Barley Belt is located will benefit from this funding increase. Though sparsely populated, the community is growing – and fast. Between 2009 and 2014, Manchester grew 118% compared to the rest of Calgary's 12%. Manchester experiences higher than average levels of housing insecurity and poverty and is home to many new Canadians. The influx of funding to make the pedestrian realm better in the community will not only impact local business owners and

## 2. Sustainable Mobility Policy 2030 – Quebec

ENVIRONMENTAL



## 2. Sustainable Mobility Policy 2030 – Quebec



ENVIRONMENTAL

### WHO

Government of Quebec

### LIFESPAN

5 years

### OBJECTIVE

Reduce petroleum consumption and greenhouse gas emissions

### HOW MUCH

61,2 millions \$

### BUDGET ALLOCATION

Development of active transportation

## 2. Sustainable Mobility Policy 2030 – Quebec

ENVIRONMENTAL



DISTANCE  $\leq$  5 KM =  
+ 800 000 IN QUEBEC



2/3 OF GHG IN CANADA

## 2. Sustainable Mobility Policy 2030 – Quebec

ENVIRONMENTAL

**TARGET** 20% reduction of solo car trips  
throughout Québec



## 2. Sustainable Mobility Policy 2030 – Quebec

ENVIRONMENTAL

**TARGET** 20% reduction of solo car trips throughout Québec

**TARGET** 40% reduction of petroleum consumption in the transportation sector below the 2013 level

## 2. Sustainable Mobility Policy 2030 – Quebec

ENVIRONMENTAL

**TARGET** 20% reduction of solo car trips throughout Québec

**TARGET** 40% reduction of petroleum consumption in the transportation sector below the 2013 level

**TARGET** 37.5% reduction of GHG emissions in the transportation sector below the 1990 level

# TRANSPORTATION ELECTRIFICATION



## COMPLETE STREETS



# Case Study

## Traverse du Coteau

Saguenay, Quebec







**Traverse du Coteau**



# Case Study



## DIAGNOSIS

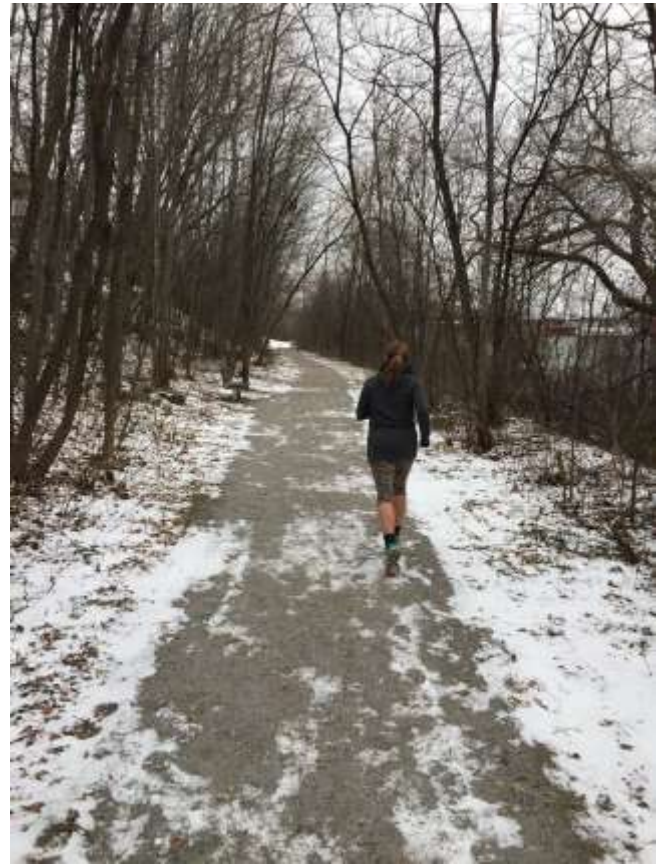


Interruption by dangerous intersections

Lack of lighting

Insufficient snow removal





# Sustainable Mobility Policy 2030



**ECONOMIC**

- **Congestion cost reduction**
- **Contribution to urban and local economy**

Photo: Jacques Nadeau Le Devoir La congestion sur nos routes coûte énormément cher à la société.

Florence Sara G. Ferraris

La congestion nous coûte collectivement des milliards de dollars chaque année. Seulement à Montréal, on estime qu'elle représente annuellement entre 1,8 et 2,5 milliards, soit plus de 1% du produit intérieur brut de la métropole québécoise. Ces statistiques faisaient de la région métropolitaine, en 2008, la septième en importance dans le palmarès des villes les plus congestionnées en Amérique du Nord.

## Study Finds Cyclists and Pedestrians Spend More In Stores Than Drivers



Christy Allen  
 December 9, 2012



UPDATE: April wrote about this study in [There IS a Bicycle Economy, Two Cities Find](#)

Every time they fight over a bike lane in Toronto, the Mayor and his suburban councillors complain about the poor retailers losing customers along with the parking spaces. They never say "oh boy, more cyclists!"



# Sustainable Mobility Policy 2030



## ECONOMIC

- Congestion cost reduction
- Contribution to urban and local economy



## SOCIAL

- 70% of the Quebec population have access to at least four sustainable mobility services
- Favouring social inclusion of persons with reduced mobility and low income families
- 25% reduction in the number of fatal accidents and those involving serious injuries

# 3. Bike BC

## British Columbia



### **WHO**

Ministry of Transportation and Infrastructure

### **LIFESPAN**

4 years

### **OBJECTIVE**

Build and improve active transportation infrastructure in communities across British Columbia

### **HOW MUCH**

777 000 \$

### **BUDGET ALLOCATION**

Active transportation development

# 3. Bike BC British Columbia



# 3. Bike BC British Columbia



BikeBC is a provincial cost-sharing program that provides local governments up to 75 percent of total eligible costs for cycling infrastructure projects. Applications for funding are evaluated based on how well the projects would improve safety for cyclists. To date, BikeBC has funded more than 100 projects across B.C. In the future, BikeBC will become more inclusive of all types of active transportation, and may include funding for planning, design, education and encouragement for active transportation in addition to infrastructure.

A new stream of BikeBC will be dedicated to supporting active transportation projects in Indigenous communities.





# 3. Bike BC British Columbia



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A new stream of BikeBC will be dedicated to supporting active transportation projects in Indigenous communities.



**\$8,600-\$13,000** is the annual cost of owning a motor vehicle which represents 20 % of a middle-class household, after-tax income.

# 3. Bike BC British Columbia



**1600 CYCLISTS**  
**2500 PEDESTRIANS**



# 3. Bike BC British Columbia

cleanBC

## Move Commute Connect

B.C.'S ACTIVE TRANSPORTATION STRATEGY



With this Active Transportation Strategy, we will:

- Double the percentage of trips taken with active transportation by 2030.
- Inspire British Columbians of all ages and abilities to choose active transportation with incentives that encourage active transportation use—like the Scrap-It e-bike rebate, Learn to Ride programs and Active and Safe Routes to School.
- **Build on the success of the BikeBC program, so communities can build integrated and accessible active transportation systems that work for all active transportation users.**
- Work together with communities to create policies and plans that enable and support complete active transportation networks across the province.

# Case Study



**Okanagan Rail Trail**

Kelowna, BC



# Case Study



## DIAGNOSIS



**Lack of connectivity  
and security**

# Case Study



DIAGNOSIS



Lack of connectivity  
and security



# Case Study





# Case Study



# Bike BC



**ECONOMIC**

- **Tourism stimulation**
- **Job creation**
- **Cost reduction link to physical inactivity**

# The economic benefits of risk factor reduction in British Columbia:

Excess weight, physical inactivity and tobacco smoking

July 2015



 **Provincial Health Services Authority**  
Province-wide solutions.  
Better health.

**1 BILLION \$**

•  
Annual cost  
link to physical inactivity  
in BC



# The economic benefits of risk factor reduction in Canada: Tobacco smoking, excess weight and physical inactivity

Hans Krueger, PhD,<sup>1,2</sup> Donna Turner, PhD,<sup>3,4</sup> Joshua Krueger, BA,<sup>2</sup> A. Elizabeth Ready, PhD<sup>5</sup>

## ABSTRACT

**OBJECTIVE:** Tobacco smoking, excess weight and physical inactivity contribute substantially to the preventable disease burden in Canada. The purpose of this paper is to apply a recently developed approach in addressing the issue of double counting in estimating the combined current economic burden of these risk factors (RFs) and to estimate the economic benefits of long-term RF reduction in Canada.

**METHODS:** We used an approach based on population attributable fractions (PAF) to estimate the economic burden associated with the various RFs. Sex-specific relative risk and age-/sex-specific prevalence data were used in the modelling when available. Excess weight was modelled as a trichotomous exposure (normal weight, overweight, obese) while tobacco smoking was modelled as a tetrachotomous exposure (non-smoker, light, medium or heavy smoker). All costs are given in constant 2012 Canadian dollars.

**RESULTS:** The annual economic burden of the RFs of tobacco smoking, excess weight and physical inactivity in Canada are estimated at \$50.3 billion in 2012. Sensitivity analysis suggests a range for the economic burden of \$41.6 to \$58.7 billion. Of the \$50.3 billion, \$21.3 (\$20.0 to \$22.6) billion is attributable to tobacco smoking, \$19.0 (\$13.8 to \$24.0) billion to excess weight and \$10.0 (\$7.8 to \$12.0) billion to physical inactivity. A 1% relative annual reduction in each of the three RFs would result in an \$8.5 billion annual reduction in economic burden by 2031.

**CONCLUSION:** A modest annual 1% relative reduction in the RFs of tobacco smoking, excess weight and physical inactivity can have a substantial health and economic impact over time at the population level.

**KEY WORDS:** Economic burden; population attributable fraction; risk factors; tobacco smoking; excess weight; physical inactivity

La traduction du résumé se trouve à la fin de l'article.

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**10 BILLION \$**



Annual cost  
link to physical inactivity  
in Canada



# Bike BC



## ECONOMIC

- **Tourism stimulation**
- **Job creation**
- **Cost reduction link to physical inactivity**



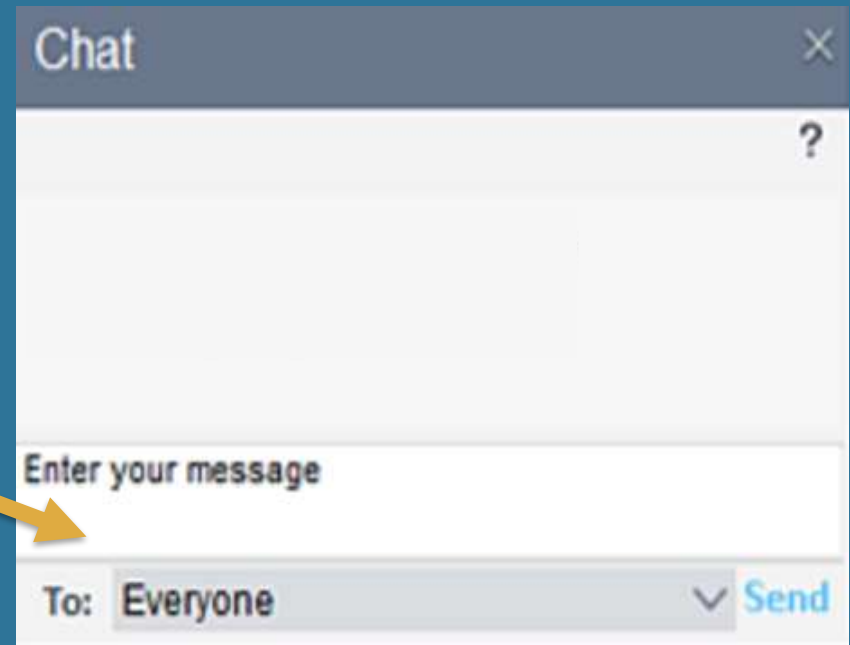
## ENVIRONMENTAL

- **Reduction of car dependency**
- **Reduction of congestion**
- **Reduction of GHG**

# Q&A Session



Ask your questions here!





Thank you!

