

The Goals

The primary target areas highlighted below indicate where action is the most necessary and feasible, in order to ensure meaningful access to physical activity, and make physical activity a right for people living in Canada. This document lays out a blueprint for success by defining a set of achievable goals, followed by specific action items for each target area. These action items can be found later in the document (or by clicking on the icon). The actions focus on reducing the most common barriers to access to physical activity through best-practice recommendations and tools.

Many of the action items included in this document are intentionally broad. The issues approached here are intersectional, and apply to organizations across the physical activity ecosystem. While individual approaches to inclusive practice, user-centered design, and other key action areas will

differ from organization to organization based on the community or interest area in which they work, the importance of the underlying issue remains the same. The goals defined in each target area can guide an individual, policy maker, or organization toward the actions required to make physical activity an essential right. There is an existing wealth of resources and experience (many available in the appendix) to refer to as a unique implementation approach is being developed.

What is of critical importance is that all members of the physical activity system, from grassroots organizations to government bodies, incorporate these best practices into their everyday operations. This document represents the first steps in providing the guidance and resources to create this standard of practice.

