

Ministry of  
Healthy Living and Sport

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2008/09  
Annual Service Plan Report

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For more information on how to contact the British Columbia  
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Published by the Ministry of Healthy Living and Sport

## Message from the Minister and Accountability Statement



I am proud to present the *2008/09 Annual Service Plan Report* for the Ministry of Healthy Living and Sport.

This report reflects our continuing leadership role in delivering the government's Great Goal 2: Lead the way in North America in healthy living and physical fitness, and outlines our accomplishments during the fiscal year ending March 31, 2009.

The establishment of the new Ministry of Healthy Living and Sport in June 2008 was an important milestone for British Columbia. By bringing together resources aimed at improving health, maintaining public health and increasing participation and excellence in sport from across government, the Ministry has a strengthened ability to support and assist British Columbians to live healthier lives.

We are establishing and enhancing programs and services to help British Columbians make educated decisions about improving their health and the health of their families, and we are empowering them to do this by providing them with the information, tools and resources to support those decisions.

British Columbia has received international recognition for the leadership we have shown on promoting healthy living. With the world's attention turning to our province as we approach the 2010 Olympic and Paralympic Winter Games, the time has never been better for B.C. to be a role model and encourage other regions across the country and around the world to pursue a healthy lifestyle as well.

As Minister responsible, I believe this report contributes to ensuring a public service of the highest standard. The *2008/09 Ministry of Healthy Living and Sport Annual Service Plan Report* compares the actual results to the expected results for the mandates transferred to the new Ministry of Healthy Living and Sport. I am accountable for those results as reported.

Minister's Signature

A handwritten signature in cursive script, reading "Ida Chong". The ink is dark and the signature is written in a fluid, personal style.

Honourable Ida Chong, FCGA  
Minister of Healthy Living and Sport

July 17, 2009

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# Highlights of the Year

The work we do touches every British Columbian and this report celebrates our many accomplishments in 2008/09 – from lowering smoking rates and supporting local athletes in their pursuit of excellence, to introducing the new *Public Health Act* and announcing secretariats dedicated to improving the health of B.C. women and seniors.

- Achieved the ActNow BC target with the lowest smoking rate in Canada at 14.4 per cent.
- Launched *Seniors in BC: A Healthy Living Framework* action plan for seniors – B.C.’s framework to support older British Columbians to live healthy, active lives.
- Provided \$1.8 million to 18 ActNow BC Seniors Community Parks across the province.
- Announced the Seniors Healthy Living Secretariat, which will lead implementation of the framework across government and with other key partners including local government, the business community and community organizations.
- Established a Women’s Healthy Living Secretariat to support and advance the health and well-being of women in British Columbia.
- Strengthened regulations under the *Community Care and Assisted Living Act*, including increased measures to prevent falls in residential care facilities.
- Became the first province to restrict trans fat in all foods prepared and served in restaurants.
- Challenged all British Columbians and people around the world to lead a healthier lifestyle with the launch of the World Healthy Living Challenge.
- Launched the ActNow BC Prescription for Health pilot program, to help patients lead healthier lives by increasing their physical activity levels at recreation centres and by learning about healthier eating through nutritional seminars.
- Achieved the lowest self-reported obesity rates in 10 years in B.C., and the lowest rates among provinces.
- Translated the Healthy Eating For Seniors handbook into Chinese and Punjabi in order to help more older British Columbians eat and live well.
- Signed a memorandum of understanding between the governments of British Columbia and Alberta to ensure continued use of Winter Olympic legacy venues in both provinces.
- Launched the QuitNow and Win contest to help British Columbians plan to quit smoking.
- Supported a number of highly-successful sporting events, including the World Triathlon Championships, North American Indigenous Games and World Cup events in winter sports, which were "test" events for the upcoming 2010 Winter Olympic and Paralympic Games.
- Athletes from B.C. achieved unparalleled success in winter sport World Cup/World Championship events, setting the stage for an impressive Canadian showing at the 2010 Winter Olympic and Paralympic Games.

## Purpose of Ministry

The Ministry of Healthy Living and Sport was created as a result of a Cabinet reorganization in June 2008 in order to better align programs and initiatives that help British Columbians make healthier choices and increase participation and excellence in sport and recreation in the province. It supports all five of government's Great Goals, in particular Great Goal 2: Lead the way in North America in healthy living and physical fitness. Programs and mandates were integrated from the Ministries of Environment; Health Services; Community Services; and Tourism, Culture and the Arts.

British Columbians are empowered to make healthy lifestyle choices through the Ministry's whole of government approach that builds on the success of ActNow BC. All stakeholders work closely together, including ministries, other levels of government and non-governmental partners. Involvement at the local level is essential to realizing the full benefits of these programs and local governments, businesses and non-profits can play an important role in encouraging participation across the province.

The long-term sustainability of the health care system is an important government priority that can be supported through the Ministry's healthy living focus and a strengthened and renewed public health system, which incorporates mental and physical health promotion, health protection, disease prevention, health assessment and disease surveillance. A legislative and policy framework created and maintained jointly by the Ministry of Healthy Living and Sport and the Ministry of Health Services is enforced by health authorities through the *Public Health Act*, the *Food Safety Act*, and the *Community Care and Assisted Living Act*. It promotes healthy communities through policy and standards for air and water quality and uses a proactive health promotion approach to help British Columbians avoid preventable chronic disease or injury.

Participation in sport, recreation and physical activity provides health, social and economic benefits to British Columbians and their communities. Fostering the involvement of children and youth in sport and recreation, contributes to healthy child development and positive youth development. A strong provincial sport system and support for athletic achievement in B.C. builds momentum for elite athletes to lead the nation to the podium at the 2010 Olympic and Paralympic Winter Games in Vancouver and Whistler.

The core business areas of the Ministry are Sport, Recreation and ActNow BC; Population and Public Health; Provincial Health Officer; Executive and Support Services, and the Physical Fitness and Amateur Sports Fund.

# Strategic Context

## Public Health

A healthier population and a reduced burden of illness and disability are key to a sustainable publicly-funded health care system. By investing in health promotion, protecting people from harm and preventing disease, injury and disability, we can reduce the burden that is imposed on individuals, families, communities, the economy and the health care system.

Improving the overall health of British Columbians can be achieved through a broad strategy that includes a strengthened and renewed public health system, population health promotion, self-health care, clinical prevention and implementation of core public health programs. It also addresses the specific risk factors of physical inactivity, poor nutrition, injuries and tobacco use, and encourages the creation of environments and settings that support healthy lifestyle behaviours in schools, communities, workplaces, and at home.

There is also a considerable burden of disease that is attributable to inequalities in health and its determinants. That burden is experienced by individuals, families and communities in personal suffering; by the health care system in greater demand for services and greater costs; and by society in the loss of human potential and productivity. As a way of addressing the role that inequalities and social determinants play in population health, the Ministry has created a series of secretariats. The Women's Healthy Living Secretariat, created in March 2009, recognizes that women's and girls' health is influenced both by the health care system and by social determinants of health. The Women's Healthy Living Framework identifies strategies to promote healthy living, enhance life expectancy and support women to achieve their personal best.

As B.C.'s population ages, the province is building a comprehensive system of support to allow seniors to continue to live healthy, active, independent lives. The Seniors' Healthy Living Secretariat, created in September 2008, provides a focus on health promotion and disease prevention initiatives for older people.

The provincial and federal governments and First Nations in BC have entered into a new relationship in efforts to improve First Nations health and close the gap in health status between First Nations and other British Columbians. The Aboriginal Healthy Living branch continues to lead implementation of the Tripartite First Nations Health Plan. The Tripartite partners work towards integration and coordination of federally and provincially funded services, while allowing for increased accountability and control of First Nations health by First Nations.

## Sport, Recreation and ActNow BC

Sport and recreation contributes greatly to our quality of life, allowing British Columbians of all ages to benefit from social interaction, a greater sense of community, and, of course, stronger bones, hearts and lungs. This all leads to better emotional, mental and physical health.

Adult and child obesity, smoking-related illnesses and fetal alcohol syndrome are some of the most distressing and costly health problems that British Columbians face. These problems are also avoidable through healthy choices and lifestyle changes, and supporting British Columbians in making these choices is the focus of ActNow BC.

British Columbia athletes have traditionally led the country in world competitions, Commonwealth, Olympic and Paralympic Games. At the 2008 Olympic and Paralympic Games, almost 40 per cent of Canadian Olympic team athletes and almost 30 per cent of Canadian Paralympic team athletes were born, live or train in British Columbia. And with unprecedented investments from the B.C. government through 2010 LegaciesNow, British Columbia athletes are on track to help lead the Canadian Olympic and Paralympic team to its best Winter Games ever. This success on the world stage is a barometer of the strength of our provincial sport system. Guided by the support and contribution of parents, coaches, volunteers, administrators, future Olympians and Paralympians get their start at the neighbourhood park and move up through provincial championships, BC Games, Canada Games and North American Indigenous Games.

The 2010 Olympic and Paralympic Winter Games are generating benefits beyond the Games themselves: British Columbians are becoming inspired to lead healthy active lifestyles as demonstrated by the success of provincial programming such as ActNow BC's World Healthy Living Challenge; the province is recognized internationally as a hosting destination, and has been chosen as the site for World Cups, World Championships and major games and multi-sport festivals; and the spirit of volunteerism continues to rise.

## **Provincial Economy**

British Columbia's real GDP contracted by 0.3 per cent in 2008, following growth of 3.0 per cent in 2007 and 4.4 per cent in 2006. Private sector forecasters expect economic weakness in BC to continue well into 2009. In Budget 2009, BC's Economic Forecast Council projected that BC's annual real GDP will be 0.0 per cent in 2009 (or no growth) and then will grow by 2.8 per cent in 2010. Risks to BC's economic outlook include a prolonged US recession, continued turmoil in global financial markets, slower global demand for BC products, volatile commodity prices and further moderation of domestic demand in BC.



# Report on Performance

The Ministry of Healthy Living and Sport was created as a result of a Cabinet reorganization in June 2008. As a result of the reorganization, the Ministry adopted performance measures from the Ministries of Environment; Health Services; and Tourism, Culture and the Arts, and adopted the Seniors' Healthy Living agenda from the then Ministry of Community Services.

Overall, the Ministry of Healthy Living and Sport has performed well in achieving its performance targets for 2008/09. The following table provides an overview of progress in achieving the goals and objectives in the Ministry's *2007/08 – 2009/10 Service Plan*, assessed through a comparison of actual results with targets. Detailed reporting of these results, including historical data and results analysis, can be found in the section following the summary table.

## Performance Plan Summary Table

Please note, that the table is intended to provide a simple, easy to understand snapshot of the Ministry's performance. Columns, headings and format must be kept to this standard format.

Goal 1: Improved Health and Wellness for British Columbians For greater detail see pages 11 to 12	2008/09 Target	2008/09 Actual
1.1 Individuals are supported in their efforts to stay healthy and make healthy lifestyle choices Tobacco Use Rates (age 15 and over).	Decrease toward 2010 target of 14.4%	DATA AVAILABLE SEPTEMBER 2009
Goal 2: Clean and Safe Water, Land and Air For greater detail see pages 12 to 14	2008/09 Target	2008/09 Actual
2.1 Healthy air quality Percentage of monitored communities achieving the Canada-wide standard quality objective fore: <ul style="list-style-type: none"> <li>• particulate matter (PM2.5)</li> <li>• low-level ozone</li> </ul>	100% by 2010 100% by 2010	92% 100% ON TARGET
Ranking of PM2.5 concentrations in Vancouver compared to major metropolitan areas of equal size (>500,000 population) across Canada.	Maintain lowest ranking	LOWEST ACHIEVED
Goal 3: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture. For greater detail see pages 15 to 16	2008/09 Target	2008/09 Actual
3.1 British Columbia's sport and recreation sectors are diverse, dynamic and sustainable Ratio of Provincial tax revenue for national and international sport event hosting. * The North American Indigenous Games did however generate a net increase of approximately \$18 million in broader economic activity throughout the Province for its \$3.5 million investment.	2:1	0.7:1 NOT ACHIEVED*
Goal 4: A healthier population where individuals make choices that enhance their health For greater detail see pages 17 to 18	2008/09 Target	2008/09 Actual
4.1 A greater proportion of British Columbians are making healthy choices Percentage of British Columbians who are physically active or moderately active.	67%	DATA AVAILABLE JUNE 2010

## Goals, Objectives, Strategies and Performance Results

The following Goals, Objectives and Strategies reflect those transferred to the Ministry of Healthy Living and Sport as a result of the Cabinet reorganization.

## **Goal 1: Improved Health and Wellness for British Columbians.**

This Goal and its associated performance measure originated with the Ministry of Health Services and was transferred to the Ministry of Healthy Living and Sport in June 2008. Part of the Ministry's new mandate is to support British Columbians to make healthier choices.

### **Objective 1.1: Individuals are supported in their efforts to stay healthy and make healthy lifestyle choices.**

British Columbians in general are among the healthiest people in the world. The Ministry supports and helps maintain the excellent health status of the majority of British Columbians while also helping those in the population who do not enjoy good health or are at risk of diminishing health from factors such as poor dietary habits, obesity, inactivity, injuries, tobacco use and problematic substance use. Services such as health promotion and protection, and chronic disease prevention and management, are important to maintaining and improving health outcomes while containing overall health system costs.

### **Strategies**

- Supporting ActNow BC to encourage healthy and active living. The Ministry and health authorities will promote healthy lifestyles and prevent disease by providing people with information, resources and support to make healthy lifestyle decisions.
- Reducing tobacco use through B.C.'s Tobacco Control Strategy, which includes ensuring youth and young adults do not start to smoke, protection from second hand smoke, support for cessation, and legislation and regulation. The Ministry will also continue to offer free-of-charge stop-smoking programs such as QuitNow by Phone (with translation services available in 130 languages), and QuitNow.ca, an interactive website.
- Partnering with the Ministry of Education in the following Healthy Schools Initiatives: supporting elementary students to increase their physical activity levels through Action Schools! BC; increasing fruit and vegetable consumption through the School Fruit and Vegetable Snack Program; supporting the elimination of unhealthy food and beverage sales in B.C. schools; and supporting the reduction of tobacco use among students.
- Supporting healthy childhood development through programs to identify problems with hearing, vision or dental health for children before they reach Grade 1, and providing the supports and services necessary to address their needs.

## Performance Results

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Tobacco Use Rates (ages 15 and over).	16.4%	14.4%	Decrease towards 2010 target of 14.4%	DATA AVAILABLE SEPTEMBER 2009

Data Source: Canadian Tobacco Use Monitoring Survey 2007.

### Discussion of Results

Each year, tobacco use kills over 6,000 British Columbians and costs the B.C. economy approximately \$2.3 billion. Cigarette smoking is the primary risk factor for diseases of the circulatory system, cancers and respiratory diseases, and passive smoke kills up to 140 people in B.C. each year. Accordingly, reducing smoking rates is a key government priority and a pillar of ActNow BC. The ActNow BC goal of reducing BC's tobacco use rate to 14.4 per cent by 2010 was achieved in September 2008.

### Ministry Response

Momentum continues to build towards B.C. being the healthiest region ever to host an Olympic and Paralympic Winter Games. Young adults 20 to 24 years of age have the highest smoking rate in B.C., and reducing the smoking rate in this age group will bring better health outcomes and reduced health care costs in the future.

## Goal 2: Clean and Safe Water, Land and Air.

### Objective 2.1: Healthy Air Quality.

The human health effects of poor air quality are far reaching, but principally affect the body's respiratory system and the cardiovascular system. The Ministry of Healthy Living and Sport relies on a strong partnership with the Ministry of Environment to develop and implement air quality guidelines, policies and regulations in order to achieve better human health and ecosystem health outcomes. The Ministry of Healthy Living and Sport's objective is to protect human health by addressing air quality impacts and providing advice on policy, guidelines, objectives and standards for ambient air quality across government, public policy development to protect airsheds, and public reporting on air quality. The Ministry of Environment's role is to monitor and report on air quality as it affects ecosystem and environmental health.

## Strategies

- A key strategy for this objective is implementation of B.C.'s Air Action Plan, which is aimed at continuing to reduce unhealthy airborne emissions from industry, transportation, urban growth, ports and marine vessels and continuing to develop and support airshed management.

## Performance Results

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Percentage of monitored communities achieving the Canada-wide standard quality objective for: <ul style="list-style-type: none"> <li>• particulate matter (PM2.5)</li> <li>• low level ozone</li> </ul>		88% 100%	100% by 2010 100% by 2010	92% 100% <b>ON TARGET</b>
Ranking of PM2.5 concentrations in Vancouver compared to major metropolitan areas of equal size (>500,000 population) across Canada.		Lowest	Maintain lowest ranking	<b>LOWEST ACHIEVED</b>

Data Source: Ministry of Environment

## Discussion of Results

The outdoor air contaminants of most concern in B.C., from a human health perspective, are particulate matter and ground-level ozone. Particles smaller than 2.5 microns (PM2.5), which are a prime constituent of smoke and diesel exhaust and are usually generated by combustion processes and chemical reactions that take place in the air, are believed to pose the greatest long-term health risk, as they are easily inhaled and penetrate the lungs. In 2008, 34 out of 37 communities achieved the Canada-wide Standard for PM2.5 and all communities that were monitored achieved the Canada-wide Standards for ozone.

## Ministry Response

While the Ministry continues to work aggressively toward achieving the 2010 target for PM2.5, the following factors influence its ability to do so:

- The expansion of the PM2.5 monitoring network into communities where there was no previous data and the implementation of improved monitor types may result in reports of higher PM2.5 concentrations in some areas;
- Wildfires in British Columbia and neighbouring jurisdictions can distort PM2.5 statistics during exceptionally dry or wet years;

- Increased volumes of wood burning that could be triggered by the mountain pine beetle infestation and the transportation of salvaged wood to mills could increase emissions;
- Increased energy costs could result in greater interest in burning wood as a source of fuel; and,
- Year to year variability in meteorological conditions can either hinder or help the dispersion of pollutants away from a community.

There were a variety of activities in 2008/09 in support of healthy air quality in B.C.:

- Adoption of provincial air quality objectives for PM2.5.
- The launch of a new air quality website ([www.bcairquality.ca](http://www.bcairquality.ca)) that provides hourly air quality updates and other information, so that British Columbians can see their community's air quality levels in comparison to the new air quality objectives.
- Ongoing public education related to the Air Quality Health Index - a web-based indicator that provides advice to help people, particularly the most vulnerable, to reduce their immediate health risk associated with degraded air quality and to understand the connection between current air quality and their health.
- Collaboration with the BC Lung Association and others on the Annual State of Air Report and the 2009 Air Quality and Health Workshop involving local and international air quality and health experts.
- Delivery of the Air Action Plan Woodstove Exchange Program in 17 communities around the province, encouraging British Columbians to replace older smoky woodstoves with low-emission appliances.
- Coordination of the Air Action Plan Provincial Anti-idling Program, including support for school programs through the online Hub for Action on School Transportation Emissions (HASTE) and for public education through 10 Idle-Free Ambassadors working around the province.
- Ongoing support for the development of a provincial visibility management framework.

Communities that did not meet the Canada-wide Standard for PM2.5 included Vanderhoof, Valemont and Prince George. There is substantial local support to improve air quality in these communities. Both Prince George and Vanderhoof have hosted woodstove exchange programs, and Prince George is currently completing an extensive air quality modelling study that will help to identify the priority sources to be addressed in the next air management plan. The Ministry supports these efforts, as well as other airshed activities around the province, by offering technical expertise and resources, providing information-sharing and encouraging supportive partnerships.

## **Goal 3: Active and creative communities in which people have diverse opportunities to participate in sport, recreation, arts and culture.**

**Objective 3.1: British Columbia's sport and recreation sectors are diverse, dynamic, and sustainable.**

### **Strategies**

- Support local organizers in pursuing and staging international sporting events.
- Develop and implement co-ordinated provincial sport and recreation strategies to support accessibility to sport and recreation programs.
- Support B.C. athletes in their pursuit of excellence through programs such as Team BC, Aboriginal Team BC and BC Athlete Assistance.
- Support innovative partnerships that bring new resources to sport and recreation initiatives such as the Sport Participation program, SportsFunder and Aboriginal Youth FIRST.
- Support the 2008 North American Indigenous Games and Aboriginal Team BC to ensure that these Games leave community, sport and cultural legacies and that Aboriginal athletes from across the province perform at their best.

### **Performance Results**

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Ratio of Provincial tax revenue for national and international sport event hosting.	2:1	2:1	2:1	0.7:1 NOT ACHIEVED*

**Data Source:** Actual ratio of Provincial revenue to Provincial investment in major sporting events. North American Indigenous Games Economic Impact Assessment.

\* Economic Impact Analysis (EIA) not available for 2008 International Triathlon Union World Cup. Budgets for events supported by Hosting BC grants can not accommodate the cost of EIAs and is therefore not included in the reported data.

\* The North American Indigenous Games did however generate a net increase of approximately \$18 million in broader economic activity throughout the Province for its \$3.5 million investment.

### **Discussion of Results**

Supporting the sport and recreation system ensures opportunities are available for British Columbians to participate and achieve at all levels, whether recreationally to achieve personal health goals or at a high performance level to represent B.C. or Canada at national and international events.

The original performance measure, residing with the *Ministry of Tourism, Sports and the Arts 2008/09 - 2010/11 Service Plan*, was articulated as measuring the "economic impact of national and international sport event hosting." This measure is used as a more accurate indicator of the degree to which government investments in major sporting events leverage contributions from the private sector, other funders, and event revenues. It is calculated using standard methodology put forward in the Guidelines for Measuring Tourism Economic Impact, and compares the level of government investment to provincial tax revenues generated by event and related participant/visitor spending.

During 2008/09, government invested in more than 50 other national and international sport events throughout the province that are not captured in the Ministry's measure. Though government invests \$0.50 million annually in the Hosting BC Program, formal economic impact studies are typically not appropriate for Hosting BC events given the small size of the provincial investment (between \$5,000 and \$35,000 per event) and given the cost of developing the studies. However, these events generate significant economic benefits for local communities and the Province. For example, in February 2009, the 2009 Scotties Tournament of Hearts in Victoria drew 70,000 spectators and government's \$10,000 investment in this event generated an estimated \$0.50 million in direct provincial tax revenue. However, this is an estimate by the event organizers and not based on a formal economic input analysis. The Ministry is examining alternate models for measuring the economic impact of events to ensure that these important Hosting BC events can get captured.

Furthermore, the only sport event hosted during 2008/09 with a significant provincial investment and economic input study was the 2008 North American Indigenous Games. Though the games generated approximately \$18 million in economic activity and \$2.5 million in provincial tax revenues, they are not internationally or nationally commercialized in order to provide incentives for attendance and participation, resulting in less tax revenues through ticket sales. In this case, the return on government investment is better measured in the opportunity that the Games provided in terms of the promotion of healthy lifestyles, sport, cross-cultural awareness and celebration. As well, the Province's investment in these Games demonstrates its commitment to improve opportunities for a key population to participate and excel in sport, and to foster better relations and reconciliation with B.C.'s First Nations.

British Columbia is hosting a series of major national and international sporting events through to 2012 where the Province is investing or will likely be asked to invest. As well, there is an opportunity to take advantage of the momentum of the 2010 Winter Olympic and Paralympic Games and promote B.C. as a "Sport Event Destination."



## Goal 4: A healthier population where individuals make choices that enhance their health.

**Objective 4.1: A greater proportion of British Columbians are making healthy choices.**

### Strategies

- Lead the programs of ActNow BC that contribute to increased physical activity and healthy lifestyle choices, particularly for at-risk populations.
- Collaborate with all government ministries, the private sector, and community and health partners, to reach the core targets of ActNow BC.
- Foster exposure to recreation, physical activity and sport for youth.
- Continue to assist in the development of a specific Aboriginal ActNow BC program, support Aboriginal participation in physical activity, and access to healthy food.
- Through social marketing programs, build greater awareness of, and participation in, ActNow BC healthy living initiatives.

### Performance Results

Performance Measure	2006/07 Actual	2007/08 Actual	2008/09 Target	2008/09 Actual
Percentage of British Columbians who are physically active or moderately active (12+ years of age).*	59.1%	58%**	67%	DATA AVAILABLE JUNE 2010

**Data Source:** Based on the Canadian Community Health Survey, conducted annually since 2006.

\* Note: Rates adjusted to reflect changes in survey methodology i.e. excludes non-response by Statistics Canada.

\*\* The decrease from the 2005 rate to the 2007/08 rate of 58% is not statistically significant. BC results for physical activity are the best in Canada.

### Discussion of Results

Increasing the percentage of British Columbians who are physically active is an ActNow BC pillar. British Columbia has the highest youth and adult physical activity rates in Canada in 2007/08. The 2010 target is to increase the proportion of the B.C. population classified as active to moderately active by 20 per cent, from the 2003 adjusted baseline rate of 60.2 per cent.

Ambitious targets were intentionally set for ActNow BC, to encourage and foster whole of government and cross-sector action to support healthy lifestyle choices. Lessons learned from other health promotion initiatives, such as tobacco, show that comprehensive efforts over a

number of years are needed to significantly change and sustain individual health behaviour. British Columbia continues to be among the top provinces for physical activity rates since 2003. Current youth and adult physical activity rates indicate that B.C. has the highest rates for youth and adults when compared to other provinces.

### **Ministry Response**

In British Columbia, the Ministry of Healthy Living and Sport continues to work collaboratively with ministry partners and stakeholders in the private and public sectors to plan and implement a wide range of programs, initiatives and policies to promote and support physical activity and healthy eating, two primary risk factors for obesity and ill health. Action Schools!, Literacy Education Activity Play (LEAP BC) BC, and the Active Communities Initiative are examples of key Ministry and ActNow BC programs related to chronic disease prevention. There are more than 150 programs and policies in the province that are helping British Columbians make healthier choices in their daily lives, and play a critical role in our ongoing commitment to drive behavioural change for a healthier British Columbia.

## Report on Resources

The inaugural 2008/09 Ministry operating budget of \$71.939 million was an amalgamation of funding from four Voted appropriations: the Ministry of Health Services, the former Ministry of Community Services (now Community and Rural Development), the former Ministry of Tourism, Sport and the Arts, and the Air and Water Monitoring Program from the Ministry of Environment (see 2008/09 Funding Sources and Core Business Expense Allocations). In addition to these funds, the Ministry was granted an additional \$3.08 million from the Contingency Vote for a total authorization of \$75.02 million.

Total operating expenditures for the fiscal year ending March 31, 2009 were \$69.658 million. Approximately 60 per cent of the Ministry budget is invested in public health and prevention, and 35 per cent is dedicated to ActNow BC, sport and other programs to promote wellness and physical activity. The remaining balance is for the Minister's office and Corporate services held in Executive and Support Services.

The operating surplus for the fiscal year, including some accounting adjustments that are not available for spending, was \$5.4 million or 7 per cent. The program variances are primarily the result of broad expenditure restraint initiatives implemented during the fiscal year.

## Resource Summary Table

	Estimated <sup>1</sup>	Other Authorizations <sup>2</sup>	Total Estimated	Actual	Variance
<b>Operating Expenses (\$000)</b>					
Sport, Recreation and ActNow BC	19,222	3,081	22,303	22,193	110
Population and Public Health <sup>3</sup>	43,413	1,474	44,887	41,812	3,075
Provincial Health Officer	1,113		1,113	1,052	61
Executive and Support Services <sup>4</sup>	5,891		5,891	3,821	2,070
<b>Sub Total</b>	<b>69,639</b>	<b>4,555</b>	<b>74,194</b>	<b>68,878</b>	<b>5,316</b>
Physical Fitness and Amateur Sports Fund - Special Account	2,300		2,300	2,300	
<b>Sub Total Operating Expenses</b>	<b>71,939</b>	<b>4,555</b>	<b>76,494</b>	<b>71,178</b>	<b>5,316</b>
Reversal of Prior Year Over Accruals				(37)	37
<b>Total</b>	<b>71,939</b>	<b>4,555</b>	<b>76,494</b>	<b>71,141</b>	<b>5,353</b>
<b>Full-Time Equivalents (FTEs)</b>					
Sport, Recreation and ActNow BC	24.0		24.0	24.6	(0.6)
Population and Public Health	88.0		88.0	100.1	(12.1)
Provincial Health Officer	2.0		2.0	5.7	(3.7)
Executive Support Services	26.0		26.0	16.9	9.1
<b>Total</b>	<b>140.0</b>	<b>0</b>	<b>140.0</b>	<b>147.3</b>	<b>(7.3)</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000s)</b>					
Sport, Recreation and ActNow BC	280		280	276	4
<b>Total</b>	<b>280</b>	<b>0</b>	<b>280</b>	<b>276</b>	<b>4</b>

<sup>1</sup> Voted appropriations amounts have been restated to be consistent with core business areas.

<sup>2</sup> Other authorizations includes \$3.081 million from Contingencies (All Ministries) and New Programs Vote.

<sup>3</sup> Other authorizations includes \$1.474 million to reflect the transfer of the budget and \$1.520 million in expenses from the Ministry of Health Services for dietician services provided through HealthlinkBC.

<sup>4</sup> Executive and Support Services includes the Minister's Office and Corporate Services.

# BC Olympic and Paralympic Winter Games Secretariat

## Highlights of the Year

- Restructured its organization in March 2009 to deliver the final phase of hosting and leveraging the 2010 Olympic and Paralympic Winter Games. Developed and implemented a Project Planning and Management framework for agencies, Crown corporations and ministries to deliver these programs.
- Developed the BC Showcase at Robson Square to host the world's top business VIPs during the Olympic and Paralympic Games. The Showcase will create ongoing economic opportunities through promoting British Columbia as a leading business destination and establishing connections with B.C. communities and businesses.
- Since it opened in May 2007, the 2010 Commerce Centre in downtown Vancouver has hosted over 240 workshops on 2010 Business Opportunities, delivered 2010 business opportunities to more than 8,000 companies and maintains a database of more than 4,500 companies engaged in 2010-related business activities.
- Supported the World Conference on Sport and Environment in March 2009.
- Supported and coordinated One Year Countdown celebrations at the Richmond Oval and with communities across the province.
- Through the 2010 Speakers Bureau, which connects communities with speakers to share the opportunities of the 2010 Olympic and Paralympic Winter Games, helped reach over 21,000 people in every economic region of B.C. as well as North America and overseas.
- Continued to oversee the province's \$765 million financial commitment toward hosting of the 2010 Olympic and Paralympic Winter Games. All Olympic competition venues are complete and test events have been held successfully at these venues.
- Led the operation of the British Columbia Canada Pavilion in Beijing, China. The Pavilion welcomed community, industry and business delegates from Canada and China, resulting in 700 business connections.
- Negotiated a memorandum of understanding with the United Kingdom Trade and Investment Organization to leverage business opportunities between Vancouver 2010 and London 2012.

## **Purpose of the Secretariat**

Working within the Ministry of Healthy Living and Sport, the BC Olympic and Paralympic Winter Games Secretariat's (BC Secretariat) primary role is to provide strategic leadership, coordination and oversight to ensure the Province meets its financial, infrastructure and service commitments for the 2010 Olympic and Paralympic Winter Games. The Province has committed \$765 million to the 2010 Olympic and Paralympic Winter Games' endowments, legacies, venue construction and medical and security services.

Another role of the BC Secretariat is to ensure the early identification and realization of sustainable economic and social opportunities associated with hosting the 2010 Olympic and Paralympic Winter Games, and to support efforts to evolve these opportunities into enduring legacies for communities and businesses throughout British Columbia.

## Strategic Context

The 2010 Olympic and Paralympic Winter Games will create unparalleled international exposure for British Columbia and will open new opportunities for investment and business development. The Province is maximizing these opportunities internationally and creating programs so businesses and communities can take advantage as British Columbia prepares to host the Games. In addition, infrastructure investments leading up to the Games will give a significant boost to the provincial economy.

Despite the economic slowdown, the demand from businesses was unexpectedly high, resulting in the Secretariat being able to surpass its target for business opportunities and jobs throughout the province related to the 2010 Olympic and Paralympic Winter Games. In addition, all competition venues were substantially complete and within budget.

To recognize the increased costs of security, the Province increased its commitment by \$165 million to \$765 million for the 2010 Olympic and Paralympic Winter Games' endowments, legacies, venue construction, and medical and security services. The BC Secretariat continued to provide oversight over the Province's financial commitments during this period of economic slowdown and to ensure that 2010 partner and stakeholder relationships were created and maintained.

# Report on Performance

## Performance Plan Summary Table

Goal 1: British Columbia hosts a successful Vancouver 2010 Olympic and Paralympic Winter Games that create a legacy of economic benefits for the province. For greater detail see pages 23 to 24	2008/09 Target	2008/09 Actual
1.1 The Province's financial commitments to the 2010 Olympic and Paralympic Winter Games are met.	ACHIEVED	ACHIEVED
1.2 2010 Olympic and Paralympic Winter Games business opportunities and jobs are maximized throughout the province Cumulative total of businesses registered for the 2010 Olympic and Paralympic Winter Games procurement opportunities.	7,000	8,302 EXCEEDED

## Goals, Objectives, Strategies and Performance Results

### **Goal 1: British Columbia hosts a successful Vancouver 2010 Olympic and Paralympic Winter Games that create a legacy of economic benefits for the province.**

#### **Objective 1.1: The Province's financial commitments to the 2010 Olympic and Paralympic Winter Games are met.**

The BC Secretariat's primary role is to provide strategic leadership, co-ordination and oversight to ensure the province meets its financial, infrastructure and service commitments for the 2010 Olympic and Paralympic Winter Games.

#### **Strategies**

Key strategies for this objective include:

- Ensuring the Province's financial commitments to the 2010 Olympic and Paralympic Winter Games do not exceed the approved budget through monitoring and managing commitments against the performance agreements that are in place; and
- Overseeing and monitoring legal structures and funding mechanisms to support games related initiatives.



- The BC Secretariat regularly monitors and reports on oversight, financial, and compliance detail through the following processes and reports:
  - The annual progress reports published by the BC Secretariat.
  - The audit reports issued by the office of the Auditor General of British Columbia on the progress of the 2010 Olympic and Paralympic Winter Games.
  - The annual public accounts reports published by the Office of the Comptroller General on the funding status of the province's \$765 million Winter Games commitments.

**Objective 1.2: 2010 Olympic and Paralympic Winter Games business opportunities and jobs are maximized throughout the province.**

The BC Secretariat plays a key role in ensuring that opportunities associated with hosting the 2010 Olympic and Paralympic Winter Games are identified early and realized before, during and after the Games, and that these opportunities evolve into enduring legacies for communities around the Province.

**Strategies**

Key strategies for this objective include:

- Providing tools and information for communities and businesses to take advantage of Olympic opportunities.
- Providing timely and effective responses within the province and among partners and stakeholders.
- Maximizing media, investment, and marketing opportunities for B.C. at the BCCP in Beijing during the 2008 Summer Olympic and Paralympic Games.

**Performance Results**

Performance Measure	Benchmark	2007/08 Actual	2008/09 Target	2008/09 Actual
Cumulative total of businesses registered for the 2010 Olympic and Paralympic Winter Games procurement opportunities. <sup>1</sup>	3,000	7,400	7,000	8,302 EXCEEDED

Data Source: 2010 Commerce Centre Registration Database.

<sup>1</sup> The BC Secretariat is working with all Ministries to ensure that the opportunities and benefits created from the 2010 Winter Games and 2010 Commerce Centre are transitioned into the Province's broader economic plan and programs following the 2010 Games.

## **Discussion of Results**

This measures the effectiveness of outreach programs to B.C. businesses for the 2010 Olympic and Paralympic Winter Games by calculating the cumulative total of businesses registered for procurement opportunities advertised by the 2010 Commerce Centre. British Columbia and Canadian businesses can register and receive directed information on business opportunities.

## **Secretariat Response**

The target was exceeded due to strong demand from the B.C. business community to engage in the opportunities of the 2010 Olympic and Paralympic Winter Games. Interconnected programs, including the 2010 Business Opportunities Workshop and 2010 Business Network, ensure this strong demand is focused to maximize opportunities for firms across the province.

# Report on Resources

## Resource Summary Table

	Estimated	Other Authorizations <sup>1,2</sup>	Total Estimated	Actual	Variance
<b>Operating Expenses (\$000)</b>					
2010 Olympic and Paralympic Games Secretariat	79,597	106,368	185,965	185,965	278
<b>Full-time Equivalents (FTEs)</b>					
2010 Olympic and Paralympic Games Secretariat	39.0		39.0	49.0	10
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>					
2010 Olympic and Paralympic Games Secretariat	216	1,488	1,704	1,704	0

<sup>1</sup> Other authorizations includes \$83.7 million in Supplementary Estimates.

<sup>2</sup> Other authorizations includes \$22.279 million from Contingencies (All Ministries) and New Programs Vote.

# Appendix A: Ministry Contact Information

## Ministry of Healthy Living and Sport

1515 Blanshard Street  
Victoria, British Columbia  
V8W 3C8

Toll free in B.C.: 1-800-465-4911

In Victoria: 250-952-1742

To learn more about the Ministry of Healthy Living and Sport go to [www.gov.bc.ca/hls/](http://www.gov.bc.ca/hls/) or see:

- ActNow BC: [www.actnowbc.ca](http://www.actnowbc.ca) or email: [actnow@gov.bc.ca](mailto:actnow@gov.bc.ca).

# Hyperlinks to Additional Information

## **British Columbia's Six Health Authorities**

**Fraser Health Authority** - [www.fraserhealth.ca](http://www.fraserhealth.ca)

**Interior Health Authority** - [www.interiorhealth.ca](http://www.interiorhealth.ca)

**Northern Health Authority** - [www.northernhealth.ca](http://www.northernhealth.ca)

**Provincial Health Services Authority** - [www.phsa.ca](http://www.phsa.ca)

**Vancouver Coastal Health Authority** - [www.vch.ca](http://www.vch.ca)

**Vancouver Island Health Authority** - [www.viha.ca](http://www.viha.ca)