

Ministry of
Healthy Living
and Sport

2009/10
Annual Service Plan Report



Ministry of Healthy Living and Sport

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Message from the Minister and Accountability Statement



I am pleased to present the *2009/10 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 over the past year.

Most notable of these accomplishments is the successful hosting of the 2010 Olympic and Paralympic Winter Games, where we witnessed elite athletes from all over the world in their pursuit of excellence. The dedicated efforts of the workers, volunteers and athletes ensured the legacy of the Games will not be forgotten, and the economic, health and social benefits of these Games will be enjoyed by British Columbians, Canadians and visitors to our beautiful province for years to come.

Healthy behaviours that address preventable chronic disease risk factors are showing positive results and trends in B.C. Leading the way in healthy living is our commitment to British Columbians and these efforts are being recognized globally. We have made significant progress towards our ActNow BC targets and are increasing health promotion supports throughout B.C. This dedication to healthy living means we are also continuing to encourage all British Columbians to be their own best health care manager.

We are also working to maximize the power of sport to create healthier families and stronger communities. By contributing to a stronger sport sector, we are helping more British Columbians participate in organized sport and incorporate physical activity throughout their lives.

We have made great strides in achieving healthier outcomes for British Columbians and we will continue to do so going forward. All of these pieces are giving British Columbians the tools and supports to be more informed than ever before about the benefits of good health and leading healthy lives.

The *2009/10 Ministry of Healthy Living and Sport Annual Service Plan Report* compares the actual results to the expected results identified in the Ministry's 2009/10 – 2011/12 Service Plan Update. I am accountable for those results as reported.

A handwritten signature in cursive script that reads "Ida Chong".

Honourable Ida Chong, FCGA
Minister of Healthy Living and Sport
June 21, 2010

Message from the Minister of State and Accountability Statement



ActNow BC was launched in 2005 to drive overall health improvement in the province by leveraging the incredible opportunity offered by the 2010 Olympic and Paralympic Winter Games. We have made tremendous progress and have now set new benchmarks to further establish ActNow BC as a model for the encouragement of healthy lifestyles for British Columbians to follow.

I am the Minister of State for the Olympics and ActNow for 2009/10 and, under the *Balanced Budget and Ministerial Accountability Act*, I have been responsible for achieving the following results:

- Work with ministries, other organizations in the government reporting entity and external parties to assist the government in meeting its financial, infrastructure and service commitments for the 2010 Olympic and Paralympic Winter Games;
- Coordinate activities of ministries and other organizations in the government reporting entity to leverage the 2010 Olympic and Paralympic Winter Games in fostering the development of sustainable economic, social, cultural and sport legacies that benefit every community in B.C.;
- Facilitate partnerships between international, national, regional and local industry organizations to generate and leverage interest in the 2010 Olympic and Paralympic Winter Games;
- Lead the development and implementation of an ActNow BC Five-Year Sustainability Action Plan and accountability framework;
- Monitor and report on progress made on ministry-led initiatives aimed at ActNow BC targets with advice and supports from relevant ministries;
- Lead the integrated ActNow BC public engagement strategy to raise awareness and activate British Columbians to make healthy lifestyle choices including by linking ActNow BC to Olympic related community activities and opportunities;
- Facilitate partnerships between organizations in the government reporting entity and organizations in the private and non-profit sectors to contribute to the achievement of ActNow BC goals.

A handwritten signature in cursive script that reads "Mary McNeil".

Honourable Mary McNeil
Minister of State for the Olympics and ActNow BC
June 10, 2010

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Highlights of the Year

The Ministry of Healthy Living and Sport is pleased to report on its performance for the 2009/10 fiscal year. The past year has brought many achievements and successes. In addition to reporting on specific indicators of performance, the Ministry would like to highlight the following achievements in their efforts towards helping to create environments that promote healthy living and support British Columbians to achieve their personal best.

ActNow BC and Sport

- Successfully hosted the 2010 Olympic and Paralympic Winter Games.
- B.C. leads Canada with the lowest rates of smoking (14.7 per cent) and self-reported overweight and obesity in Canada, and is the most physically active of all provinces.
- Helped older adults stay mobile, physically active and healthy in their communities through the promotion of ActNow BC Seniors Community Parks.
- Led and delivered an ActNow BC public engagement strategy, leading up to the 2010 Olympic and Paralympic Winter Games, to raise awareness and activate British Columbians to make healthy choices.
- Launched the ActNow BC Move for Life DVD that includes educational resources that will teach older British Columbians ways to be more physically active in their communities and encourage healthy lifestyles for the province's aging population.
- B.C.'s significant investment in sport facilities, athlete development and sporting events paid off in 2009/10:
 - Team BC won 145 medals at the Canada Games - its best finish since 1973; and
 - B.C. athletes contributed greatly to Canada's best ever winter international sport results winning a total of 25 medals and had 90 Top 8 finishes;
- Supported a number of other highly-successful sport events, including the World Police and Fire Games, all of which contributed to Vancouver being recognized as one of SportBusiness Group's 2010 Ultimate Sport Cities as the top sports city in North America, placing sixth globally.

Key Populations

- Opened the new Seniors' Lytton Health Centre to improve acute care and community health services to better meet the needs of First Nations and other residents in the Lytton area.
- The Seniors' Secretariat launched the SeniorsBC.ca website (www.seniorsbc.ca) that provides seniors and their families with better access to information on available programs and services.

Ministry of Healthy Living and Sport

- Led the provincial implementation of First Nations early childhood health screening programs for vision, dental and newborn hearing in support of Transformative Change Accord First Nations Health Plan Action Item #10.
- Released *Pathways to Health and Healing – 2nd Report on the Health and Wellbeing of Aboriginal People in British Columbia* from the Office of the Provincial Health Officer.
- Promoted volunteerism and encouraged seniors' participation in the 2010 Olympic and Paralympic Winter Games.

Health Promotion, Disease and Injury Prevention

- Established the Centre of Excellence on Mobility, Fall Prevention and Injury in Aging to enhance mobility and reduce the risk of falls and fall-related injuries among older adults.
- Unveiled the Centre for Hip Health and Mobility's mobile research lab, the first of its kind in Canada, dedicated to better understanding of mobility and bone health across the lifespan.
- Provided a province-wide integrated response to Pandemic H1N1 Influenza.
- In partnership with the Ministry of Health Services, initiated the Premier's four-year "Seek and Treat" pilot to expand HIV care and treatment to vulnerable populations in Prince George and Vancouver's Downtown Eastside.
- Became the first Canadian province to implement regulations restricting trans fat in prepared and served foods in B.C. restaurants.
- Supported the Produce Availability Initiative, which aims to provide British Columbians living in remote communities with improved access to fresh vegetables and fruits.

Healthier Communities

- Implemented the BC Air Quality website (www.bcairquality.ca), which provides real-time information on the latest Air Quality Health Index readings throughout B.C. as well as information on ways to contribute to better air quality in the province.
- Launched the Provincial Idle Reduction Initiative aimed at getting drivers to change their habits to decrease the amount of time spent idling engines. The initiative addresses issues of health and air quality, climate change, and the economy and environmental concerns. It includes anti-idling measures for the public sector fleet, and as public consultations occur, will lead to an anti-idling regulation covering all vehicles in B.C.
- Led the Provincial Wood Stove Exchange Program to encourage British Columbians to change out their older, smoky wood stoves for low-emission appliances including new CSA-/EPA-certified clean-burning wood stoves.
- Launched new supports to help meat processors to become fully licensed or upgrade existing facilities in order to meet health and safety requirements and increase capacity.
- Passed the new Residents Bill of Rights to provide residents in care facilities with a set of rights that promote health, safety and dignity in an environment to support high-quality care.

Purpose of Ministry

The Ministry of Healthy Living and Sport was created to help British Columbians lead healthier lives and make choices for themselves and their families that make a real difference in their ability to remain healthy, active and enjoy life to its fullest both now and in the future.

The work of the Ministry supports all five of government's Great Goals, but in particular Great Goal 2: *Lead the way in North America in healthy living and physical fitness*. Building on the success of ActNow BC's whole of government approach, the Ministry of Healthy Living and Sport will work closely with other ministries, other levels of government and non-governmental partners to assist British Columbians to make healthy lifestyle choices that will improve their overall health. Involvement at the community level is essential to realizing the full benefits of healthy living programs and local governments, businesses and non-profits can play an important role in encouraging participation in communities around the province.

Encouraging healthy living to help British Columbians maintain and improve their health and well-being throughout their lives is important for the long term sustainability of the health care system. The Ministry supports a strengthened and renewed public health system, which incorporates both mental and physical health promotion, health protection, disease and injury prevention, health assessment and disease surveillance. In cooperation with the Ministry of Health Services, the Ministry of Healthy Living and Sport creates and maintains the legislative and policy framework that is enforced by health authorities through the *Public Health Act*, the *Food Safety Act*, the *Community Care and Assisted Living Act*, the *Tobacco Control Act*, the *Drinking Water Protection Act* and other statutes. It promotes healthy communities through the development of policy and standards for air and water quality and uses a proactive health promotion approach to help British Columbians avoid preventable chronic disease and injury, as well as reduce communicable and vaccine-preventable diseases.

The Ministry also encourages participation in sport and physical activity for the health, social, and economic benefit of British Columbians and the communities in which they live. By contributing to a strong provincial sport system and supporting athletic achievement, the Ministry helps British Columbians participate in organized sport and realize the benefits of being physically active throughout their lives. The Ministry fosters the involvement of children and youth in sport and recreation, recognizing its role in healthy child development and positive youth development, and supports elite athletes in their pursuit of excellence at all levels of competition.

The following comprise the Ministry's core business areas: Population and Public Health; Provincial Health Officer; Sport, Recreation and ActNow BC; and the B.C. Olympic and Paralympic Winter Games Secretariat.

Strategic Context

H1N1

Emergencies and disease outbreaks are a constant risk to the health and well-being of citizens in B.C. They are unpredictable events that can have severe consequences on human health and economic well-being. Responding to an outbreak/emergency places tremendous demands on an organization and the individuals involved. The H1N1 outbreak impacted the B.C. health system as a whole, re-directing resources across the province to address the pandemic, and resulted in numerous innovations that enhanced operations and readiness to respond to future events. The Ministry of Healthy Living and Sport and Ministry of Health Services, with support from the B.C. Centre for Disease Control and the regional health authorities, led the provincial strategy to mitigate the effects of the pandemic, protect public health, and respond to care and treatment demands for infected individuals around the province.

The Province responded quickly to the H1N1 pandemic, ensuring that measures were – and continue to be - in place to protect the public, as well as the out-of-country athletes and visitors that came to B.C. during the 2010 Winter Games. Activities took place within the context of national and provincial priorities, competing activities and limited resources in order to ensure the sustainability of pandemic preparedness. The health system worked collaboratively to ensure adequate capacity to provide the broad spectrum of services required to respond to the outbreak. Ministry staff and resources were redirected to areas of need, in some cases interrupting or suspending other projects and business functions temporarily, and health authority staff responded to higher than normal patient volume.

The H1N1 outbreak leaves B.C. with an enhanced capacity to manage future outbreaks, and confidence in the ability of the health systems to respond to a pandemic or other emergency.

2010 Olympic and Paralympic Winter Games

The path to Olympic and Paralympic success started years before the Games and is built through a strong system of coaches, volunteers, provincial and multisport organizations and clubs, officials, sport technicians and public and private investment. The B.C. government made significant investments in high performance sport, hosting and infrastructure, which contributed to Canada's best showing at the 2010 Olympic and Paralympic Winter Games, and B.C. athletes representing and winning more medals than our per capita share. These investments in a strong base will continue to benefit B.C. athletes in the years to come, and will leverage B.C. as a global destination for national and international event hosting.

Report on Performance

Overall, the Ministry of Healthy Living and Sport has made significant progress towards achieving its performance targets for 2009/10. The following table (page 12) provides an overview of progress in achieving the goals and objectives in the Ministry's *2009/10 – 2011/12 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.

Statistics Canada's Canadian Community Health Survey is the data source for the majority of the performance measures included in this report. This comprehensive survey allows for comparison of results and trends with other provinces and Canada over time. Performance measure results are also available at the health authority and health service delivery level to support regional and community level planning and programming.

Similarly, the Canadian Tobacco Use Monitoring Survey also collects data for national comparison. The limitation of these surveys is that results are not available in time to meet the Annual Service Plan Reporting timeframes. These national surveys collect and present data for all provinces across Canada, therefore they require significant time to process, analyse and prepare results.

Utilizing alternative data collection methods in order to present data for the purposes of the Annual Service Plan Report would be costly. It is beneficial to have data results that compare B.C. with other provinces in Canada in order to further evaluate the impact of health improvement programs. The Ministry of Healthy Living and Sport is committed to transparent performance reporting and will continue to monitor and report on health indicators to ensure B.C. leads the way in healthy living and physical fitness.

“Within Canada, there is consensus that British Columbia is the leading province in terms of overall population health and health behaviours (including smoking cessation, engaging in regular physical activity, choosing a healthy diet and maintaining a healthy body weight).”

Institute for Clinical Evaluative Sciences, “What Does it Take to Make a Healthy Province?”, November 2009

Performance Plan Summary Table

Goal 1: Improved Health for British Columbians For greater detail see pages 12 to 15	2009/10 Target	2009/10 Actual
1.1 Support British Columbians to make healthier choices and be more active, eat healthier foods, live tobacco-free and use alcohol responsibly. Tobacco Use Rates for Adults	17%	DATA AVAILABLE FALL 2010 ¹
<ul style="list-style-type: none"> Smoking rates for young adults (age 20-24) 		
Fruit and Vegetable Consumption		DATA AVAILABLE SUMMER 2011
<ul style="list-style-type: none"> Percentage of British Columbians (age 12+) that eat five or more servings of fruit and vegetables daily 	46.5%	
<ul style="list-style-type: none"> Percentage of B.C. youth (age 12-19) that eat five or more servings of fruit and vegetables daily 	50%	DATA AVAILABLE SUMMER2011
Obesity in B.C. Adults	Maintain or decrease from baseline 11.9%	DATA AVAILABLE SUMMER 2011
<ul style="list-style-type: none"> Proportion of B.C. adults (age 18+) classified as obese 		
Goal 2: Reduced Illness and Injury For greater detail see pages 16 to 17	2009/10 Target	2009/10 Actual
2.1 Close the gap in health status between Aboriginal people and the rest of the population of British Columbia. Gap in Mortality Rates Between Status Indians and other British Columbians	19.9	DATA AVAILABLE 2011
<ul style="list-style-type: none"> Reduce the gap in age-standardized mortality rate (per 10,000 population) between Status Indians and other British Columbians 		
Goal 3: Healthier Communities For greater detail see pages 19 to 20	2009/10 Target	2009/10 Actual
3.2 Set standards, monitor and report on water quality to improve human health Water Quality Monitoring	Maintain or decrease from baseline 405	320 EXCEEDED
<ul style="list-style-type: none"> Number of drinking water systems on boil water notifications that have been in existence for more than 18 months 		
Goal 4: Increased Participation in Sport and Physical Activity For greater detail see pages 21 to 22	2009/10 Target	2009/10 Actual
4.1 Support opportunities for individuals to achieve their personal best and participate in sport, recreation and physical activity Physical Activity Rates	67.4%	DATA AVAILABLE SUMMER 2011
<ul style="list-style-type: none"> Percentage of British Columbians (age 12+) who are physically active during their leisure time 		
<ul style="list-style-type: none"> Percentage of B.C. youth (age 12-19) who are physically active or their leisure time 	Maintain or increase from baseline 74.1%	DATA AVAILABLE SUMMER 2011

¹ Actuals for 2009 will be available fall 2010 at the following website:
http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/research-recherche/stat/_ctums-esutc_prevalence/prevalence-eng.php#notewave1b_09

Goals, Objectives, Strategies and Performance Results

Goal 1: Improved Health for British Columbians

Use a whole of government approach to address the broad conditions and factors that affect the health of British Columbians and develop health promotion strategies to help people be healthy and make healthier choices.

Objective 1.1: Support British Columbians to make healthier choices and be more active, eat healthier foods, live tobacco free and use alcohol responsibly.

The Ministry works in partnership with the health authorities, schools, communities, private sector and non-government organizations, other levels of government and all ministries of the B.C. government to provide British Columbians with information, resources and support they need to motivate and encourage healthy lifestyle choices.

Strategies

- Partner with the Ministry of Education to support the elimination of unhealthy food and beverage sales in B.C. schools and improve the health of B.C. students.
- Work with food service establishments to restrict industrially produced trans fat using regulations under the *Public Health Act*. The Ministry also partners with the Heart and Stroke Foundation to support establishments in offering healthier food choices for British Columbians through the HealthCheck BC Healthy Dining Program.
- Create a task force with representation from the Union of B.C. Municipalities, First Nations, the food industry and other ministries to develop a strategy to improve availability of produce for remote communities.
- Through British Columbia's Tobacco Control Strategy, reduce death, disease and disability caused by tobacco use and reduce its subsequent cost to the health care system.

Approximately 6,000 B.C. smokers and 6,000 of their quit buddies joined the 2nd QuitNow and Win contest to stop smoking.

Performance Results:

Performance Measure	2007 Baseline	2007 Actual	2008 Actual	2009 Target	2009 Actual
Smoking rates for young adults (age 20-24)	18.2%	18.2%	21%	17%	DATA AVAILABLE FALL 2010

Data Source: Canadian Tobacco Use Monitoring Survey

Discussion of Results

Young adults aged 20-24 have the highest rate of smoking in B.C. Young adulthood is a transitional period when smoking behaviours are likely to become firmly established, which may explain why the highest rate of quit attempts was also among 20 - 24 year-olds (68.3 per cent). This group is also a key target for tobacco marketing. Increasing quit rates in other population segments mean the tobacco industry is looking to attract new users.

These high smoking rates among B.C.'s young adults reinforce the need for effective strategies to reduce tobacco use. Recently, QuitNow Services expanded promotions by including the QuitNow and WIN! Contest. Through use of a variety of social media outlets, QuitNow was able to directly promote the contest to young people in this target age group.

Smoking rates for 20-24 year olds have been decreasing over the past decade (in 2005 and 2006, smoking rates for this age group were 26 per cent and 24 per cent respectively); however, the Tobacco Industry's powerful marketing efforts coupled with the small population sample size mean these rates may fluctuate from year to year. The Ministry is working to utilize new approaches to deliver anti-smoking messages to young adults, including the use of social media, in order to counteract the Tobacco Industry's efforts.

According to the Canadian Tobacco Use Monitoring Survey (CTUMS), young British Columbians (age 15-19) are leading the country in butting out. Results show B.C.'s youth smoking rates for 2007 dropped to single digits for the first time ever at 9.0 per cent, down from 12.4 per cent the year before.

Performance Results:

Performance Measure	2003 Baseline	2007/08 Actual	2008/09 Forecast ¹	2009/10 Target	2009/10 Actual
Percentage of British Columbians (age 12+) that eat five or more servings of fruit and vegetables daily.	42.6%	43.4%	44.9%	46.5%	DATA AVAILABLE SUMMER 2011
Percentage of B.C. youth (age 12-19) that eat five or more servings of fruit and vegetables daily.	41.4%	48.5%	49%	50%	DATA AVAILABLE SUMMER 2011

Data Source: Statistics Canada, Canadian Community Health Survey (CCHS).

1. Data for 2008/09 are forecast because Statistics Canada only releases full sample (two year combined) data every second year. The next full sample data release will be for 2009/10 in summer 2011.

Discussion of Results

Increasing fruit and vegetable consumption for British Columbians is a provincial priority for healthy eating. Evidence has shown that consuming more fruits and vegetables during childhood

is predictive of more healthy dietary patterns among adults. Measuring fruit and vegetable consumption for B.C.'s youth as well as the larger population provides an opportunity to track the impact that early establishment of healthy dietary patterns have over time.

As part of ActNow BC, government's healthy living platform, ambitious targets were set to drive change in areas that contribute to ill health. Progress towards reaching these targets has been slow, but B.C. is demonstrating superior performance compared to other provinces, and trends indicate that British Columbians are starting to make healthier choices.

For 2007 and 2008 combined, 43.4 per cent of British Columbians aged 12 years and older ate fruit and vegetables five or more times per day, which ranked B.C. second in Canada for fruit and vegetable consumption. According to the Canadian Community Health Survey, British Columbian's children and youth (age 12-19) showed significant improvements in their frequency of fruit and vegetable consumption, moving from 41.4 per cent in 2003 to 48.5 per cent.

There is reasonable evidence that investments in the care, education and well-being of young children have important long term returns. Despite the fact that there are strategies in place for the whole population, it is largely recognized that it is more efficient to prevent chronic conditions than to treat them afterwards. Interventions at an early age are strategic in avoiding the materialization of risk.

Ministry Response

Healthy eating is essential to healthy growth and development, prevention of disease and disability, and maintenance of good health at all stages of life. Healthy eating, along with physical activity, is also important in maintaining healthy weight and is a priority under government's ActNow BC platform.

Many changes in the past decade to the food supply and eating habits have contributed to poor diet and weight gain. These include increased eating away from home, increased consumption of fast food, increased portion sizes, heavy marketing of calorie dense foods, and increased amount and variety of nutritional foods available in supermarkets.

It is recognized that action on healthy eating must focus on both improving individual knowledge and skills and creating supportive environments to encourage healthy choices. As a result of school-based programs such as ActionSchools! BC, the School Fruit and Vegetable Nutrition Program and Farm to School Salad Bar initiative, students are increasing their awareness of the health benefits of healthy food choices. In order to maximize students' access to healthier options and eliminate the sale of unhealthy foods and beverages to students in B.C. schools, the Guidelines for Food and Beverage Sales in Schools have been developed and are being implemented in schools around the province.

B.C. had the lowest rates of hospitalized heart attacks in 2008 and 2009.

Canadian Institute for Health Information, "Health Indicators 2010", May 2010

In addition, the Ministry aims to create healthy environments by supporting initiatives that remove barriers to healthy foods, such as lack of availability. The Produce Availability Initiative aims to enhance the availability of vegetables and fruit for British Columbians living in urban and remote communities.

Performance Results:

Performance Measure	2003 Baseline	2007/08 Actual	2008/09 Forecast ¹	2009/10 Target	2009/10 Actual
Proportion of B.C. adults (age 18+) classified as obese.	11.9%	12.9%	11.9%	Maintain or decrease from baseline	DATA AVAILABLE SUMMER 2011

Data Source: Statistics Canada, Canadian Community Health Survey (CCHS)

1. Data for 2008/09 are forecast because Statistics Canada only releases full sample (two year combined) data every second year. The next full sample data release will be for 2009/10 in summer 2011.

Discussion of Results

Obesity is associated with a higher risk of chronic illnesses than being overweight. In 2007/08, B.C. showed the lowest level of obesity for adults (age 18+) in Canada at 12.9 per cent, significantly lower than any other province. The Canadian self-reported obesity rate was 17 per cent. Although levels of obesity in B.C. slightly increased from 11.9 per cent in 2003 to 13.4 per cent in 2005, the rate of obesity decreased again in 2007/08.

Ministry Response

Obesity rates for Canadian adults continue to grow and obesity rates for Canadian children and youth have nearly tripled in the last 25 years. In B.C., obesity is the second-leading preventable cause of death and leads to a higher risk of chronic illnesses.

There is a growing recognition that there are no easy solutions to solving overweight and obesity issues. Multiple strategies are required to provide social and economic supports at the community level in order to increase physical activity and healthy eating, two primary risk factors for obesity and ill health. The provincial government is committed to reducing levels of overweight and obesity in the population by promoting healthy eating and physical activity. A comprehensive multi-sectoral approach and ongoing monitoring and evaluation are essential to find the most effective and efficient ways to promote healthy body weights among British Columbians.

The Ministry will continue to work with other ministries and stakeholders to reduce obesity and its consequences in the province. ActionSchools! BC, Daily Physical Activity, Built Environment and Active Transportation, and Literacy Education Activity Play BC are examples of key Ministry and ActNow BC programs related to obesity and chronic disease prevention.

Goal 2: Reduced Illness and Injury

Develop policies and programs that help prevent diseases and reduce injuries or disabilities that may shorten life or impair the health, well-being and quality of life of British Columbians.

Objective 2.1 Close the gap in health status between Aboriginal people and the rest of the population of British Columbia

Strategies:

- Implement the strategies outlined in the Tripartite First Nations Health Plan through the following four pillars: Governance, Relationships and Accountability, Health Promotion and Disease and Injury Prevention; Health Services, and Performance Tracking.
- Develop a Cultural Competency Framework that aims to improve the cultural competency and performance of health authorities in their planning, design, delivery and monitoring of health services delivered to Aboriginal and First Nations communities.
- In partnership with the Ministry of Health Services, implement a First Nations Telehealth Strategy to improve access to health services for rural and remote First Nations communities.
- Develop and release the Provincial Health Officer's annual report on Aboriginal health. The report provides detailed information on the health and well-being of Aboriginal people compared to other British Columbians, discusses the progress that has been made since 2001, and identifies the next steps that may be necessary to further improve the health of Aboriginal people.

The Tripartite First Nations Health Plan sets the foundation for partners to work together in innovative ways to develop a new governance framework within which First Nations Health is delivered.

Performance Results:

Performance Measure	2005 Baseline	2006 Actual	2008 Forecast	2009 Target	2009 Actual
Reduce the gap in age-standardized mortality rate (per 10,000 population) between Status Indians and other British Columbians.	Gap 26.0	Gap 22.9	Gap 20.7	Gap:19.9	DATA AVAILABLE 2011
Age-standardized mortality rates:					DATA AVAILABLE 2011
• Status Indians	77.9	73.6	68.9	67.0	
• Other Residents:	51.9	50.7	48.2	47.1	

Data Source: B.C. Vital Statistics Agency

Discussion of Results

This measure is from the Transformative Change Accord: First Nations Health Plan. The target was set based on the assumption that prevention and treatment initiatives aimed at improving the health status of Aboriginal people would close the gap in mortality from external causes (suicide, motor vehicle traffic accidents, and accidental poisoning) by half, and mortality from natural causes would be reduced by one third over 10 years.

Data beyond 2006 are unavailable as necessary data sharing agreements between the provincial government, federal government and First Nations have not yet been completed. The Ministry of Healthy Living and Sport has been working with partners to develop the necessary data sharing agreements which would enable the production of comprehensive and accurate health status information for First Nations in BC. It is anticipated that the data sharing agreements will be in place for next year's reporting cycle.

A Tripartite BC First Nations H1N1 Working Group, co-chaired by two First Nations physicians, Dr. Evan Adams and Dr. Shannon Waters, came together in response to the H1N1 outbreak to manage the risk to and ensure remote First Nations communities would received the same access, care and coverage as all British Columbians.

Communications to the First Nations communities and the development of the Pandemic Preparedness & Response for First Nations Communities in British Columbia Action Plan contributed to First Nations' hospitalization and mortality rates for H1N1 comparable to that of other British Columbians, and a very high vaccination coverage rate of over 75% for the on-reserve First Nations population. This is approximately two times higher than the vaccination coverage for the general provincial population. The management of H1N1 for BC First Nations demonstrates how new tripartite approaches are generating enhanced outcomes.

Ministry Response

Aboriginal people in B.C. do not experience the same levels of health as other British Columbians. Over time, many external factors have negatively impacted Aboriginal health and led to lower overall health status. The federal and provincial governments are working collaboratively with First Nations to develop culturally sensitive health programs that support the unique health needs of First Nations in B.C. Discussions between provincial and federal governments and First Nations have included efforts to develop a new health governance body to enable and empower First Nations to better govern their own health and well-being in a more holistic way. Through continued efforts and progress on the 29 action items outlined in the Tripartite First Nations Health Plan, the Ministry supports health improvement for First Nations and works collaboratively to close the gap in health status between Aboriginal people and the rest of the population in B.C.

Goal 3: Healthier Communities

Provide healthy physical and social environments that protect the health of British Columbians and support individuals in making healthy choices.

Objective 3.2: Set standards, monitor and report on water quality to improve human health

Addressing water quality impacts resulting from direct and indirect exposure to toxins or wastes is vital to protect human health. Innovative approaches are required for policy and guideline development and for the protection of watersheds in order to ensure clean and safe drinking water, and to preserve water sources for recreational and agricultural use. The Ministry of Healthy Living and Sport works closely with the Ministry of Environment to ensure clear accountability for effective watershed planning and monitoring at the provincial, regional and local levels in relation to both human health and ecological health outcomes.

The Ministry of Healthy Living and Sport's objective is to set water shed policy related to health outcomes, provide health expertise to local/regional air and watershed planning and operations, and set regulations for water in relation to human health. The Ministry of Environment is responsible for setting standards, guidelines and regulations for air and water in relation to ecological health.

Strategies:

- Support the training and certification of drinking water operators under the *Drinking Water Protection Act*.
- Review current approaches to drinking water protection in order to identify and address regional and administrative gaps.
- Identify drinking water source areas that are most at risk. This approach will help ensure the Province is better able to respond to emerging issues impacting water quality.
- Examine options for cross government efforts in monitoring and reporting on water quality to protect human health.
- Develop new guidelines, objectives and standards for key water pollutants, pathogens and toxicants to protect water quality.
- Develop a special report on progress on the Action Plan for Safe Drinking Water through the Office of the Provincial Health Officer.

“The architects of British Columbia’s ActNow strategy understood the importance of building it from the bottom up: B.C. municipalities have been and continue to be a key partner in the initiative.”

Institute for Clinical Evaluative Sciences, “What Does it Take to Make a Healthy Province?”, November 2009

Performance Results:

Performance Measure	2007 Baseline	2007 Actual	2008/09 Forecast**	2009/10 Target	2009/10 Actual
Number of drinking water systems on boil water notification that have been in existence for more than 18 months.	405*	405*	380	Maintain or decrease from baseline	320 EXCEEDED

Data Source: Regional Health Authority data.

***Note:** Baseline data has been revised to include updated counts from 2007.

****Note:** As the baseline was revised, forecast data for 2008/09 was estimated by comparing most recent data and 2009/10 actuals.

Discussion of Results

The performance measure was developed based on a recommendation in the 2008 Ombudsman report, *Fit to Drink*. The baseline was amended during the development of this report to reflect more accurate data on the number of boil water notifications. At the time the 2009/10 Service Plan Update was released, the baseline was understood to be 301. Updates to health authority data have resulted in an adjusted 2007 baseline, at 405. Of these long-term notifications, 85 have since been rescinded.

The Ministry of Healthy Living and Sport has made progress towards achieving several of the recommendations in the 2008 report (2009 Update on Recommendations can be found at www.ombudsman.bc.ca) and continues to address issues affecting drinking water quality in the province.

Ministry Response

Boil water notifications are issued when there is a high risk that drinking water is contaminated by microbiological pathogens. In this case, the public is warned to either boil or otherwise disinfect water before drinking it. Some health authorities issue a "do not drink water notice" (also called a "do not use water notice" or "restricted use notice") for situations where a boil water notification is deemed inadequate to address the health risk posed by contaminated water.

Boil water notifications are supposed to be temporary solutions, but in cases where a quality or safety problem is not resolved, the advisory may last for extended periods of time. The majority of long term boil water notifications are small systems. Taking a cross-government approach, the Ministry is working with Regional Districts to identify and address issues using a coordinate approach to deal with the unique challenges that small systems face.

British Columbia has regulated all water supply systems serving more than a single family dwelling since 1992. Provincial governments historically have not regulated smaller systems and have therefore had a lower number of notifications in effect.

The number of boil water notifications does not necessarily reflect a deterioration of water quality, and as drinking water officers increase efforts to identify small water supplies the number of boil water notifications may increase over the next few years. The increase in

notifications, therefore, actually reflects a greater awareness for this particular health risk, and demonstrates a need to take steps to manage the potential risks posed by water supplies.

The Comprehensive Drinking Water Source to Tap Assessment Guide was released in its final form in early 2010. It is a tool used by water purveyors to identify, inventory and assess the risks to a drinking water system from source to tap, and to provide recommendations to mitigate those risks. The draft document has been in use throughout the province since 2005, and meets the requirements for an assessment under Part 3 of the *Drinking Water Protection Act*.

Goal 4: Increased Participation in Sport and Physical Activity

Support a strong sport and recreation system that contributes to positive provincial health, environmental, social and economic outcomes and provides opportunities for individuals to participate and achieve at all ages, abilities, interests and aspirations.

Government's annual investment in coaches, athletes, provincial and multi-sport organizations, sport science and medicine, and regional programs is showcased when provincial athletes compete at events such as the BC Games, Canada Games, the Western Canada Summer Games and the North American Indigenous Games. These investments also lever success when B.C. athletes move onto major international competition such as the Olympic and Paralympic Games and other international competitions. Nowhere has this been more apparent than with B.C.'s hosting of the 2010 Olympic and Paralympic Winter Games, where we saw B.C. athletes compete right here at home.

The Canadian Olympic and Paralympic teams' most successful Winter Games performance was a result of many years of investments by athletes, coaches, officials, organizations, governments and volunteers.

Strategies:

- Implement Canadian Sport for Life—an approach endorsed by provincial/territorial and federal governments that promotes and supports lifelong participation in sport and physical activities. Examples of initiatives that support this approach include teaching fundamental movement skills to children (Active Start); aligning programs and services with developmental, training and competitive needs of athletes (long term athlete development) and supporting initiatives that encourage lifelong participation (Active for Life).

Seventeen per cent of the 2010 Canadian Olympic team and 43 per cent of the Canadian Paralympic team were from B.C.

- Support organizations, programs and services that promote and provide opportunities for individuals to participate and achieve personal goals in sport, recreation and physical activity. This includes providing core funding to provincial sport organizations, support for coaching and leadership and support to multi-sport and recreation organizations.

- Target resources to specific populations that are under-represented in sport, recreation and physical activity (such as persons with a disability, girls and women, low income families, seniors, Aboriginals, ethnic groups, inactive individuals) through initiatives such as, BC Seniors Games and the Sport Participation program.
- Through partnerships, continue to support the development and implementation of programs and resources to provide opportunities for all British Columbians to be more physically active.

Performance Results:

Performance Measure	2003 Baseline	2007/08 Actual	2008/09 Forecast ¹	2009/10 Target	2009/10 Actual
Percentage of British Columbians (age 12+) who are physically active or moderately active during their leisure time.	59.9%	57.7%	58%	67.4%	DATA AVAILABLE SUMMER 2011
Percentage of B.C. youth (age 12-19) who are physically active or moderately active during their leisure time.	74.1%	73.1%	74.1%	Maintain or increase from baseline	DATA AVAILABLE SUMMER 2011

Data Source: Statistics Canada, Canadian Community Health Survey (CCHS).

1. Data for 2008/09 are forecast because Statistics Canada only releases full sample (two year combined) data every second year. The next full sample data release will be for 2009/10 in summer 2011.

Discussion of Results

British Columbia has the highest youth and adult physical activity rates in the country based on the Canadian Community Health Survey (2007 and 2008 combined).

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.

Ministry Response

Physical activity is one of the major components of a healthy lifestyle, along with healthy diet, tobacco free life and avoidance of other substances harmful to health.

Participation in physical activity and sports can promote social well-being, as well as good physical and mental health. Elite sporting events, such as the 2010 Olympic and Paralympic Winter Games, provide a unique vehicle by which to showcase the link among sport, health and community engagement and to motivate people to set and achieve their own personal goals and contribute to a healthier, more active population.

The World Health Organization has recognised ActNow BC as a "promising best practice."

Ministry of Healthy Living and Sport

The Ministry of Healthy Living and Sport continues to work collaboratively with partners and stakeholders in the private and public sectors to plan and implement a wide range of programs, initiatives and policies that promote and support physical activity and increase opportunities for people to participate in sport. Action Schools! BC, Literacy Education Activity Play BC (LEAP BC), Walk BC, the Built Environment Active Transportation Initiative, the Sport Participation program, BC Games, BC Seniors Games and sport organization support are examples of key Ministry and ActNow BC programs that aim to improve health by increasing physical activity and participation in sport. There are more than 170 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

	Estimated	Other Authorization ¹	Total Estimated	Actual	Variance
Operating Expenses (\$000)					
Sport, Recreation and ActNow BC	12,165		12,165	11,392	(773)
Population and Public Health	24,920	1,500	26,420	25,782	(638)
Provincial Health Officer	1,096		1,096	1,090	(6)
2010 Olympic and Paralympic Winter Games Secretariat	40,665	82,656	123,321	125,678	2,357
Executive and Support Services²	6,232		6,232	5,292	(940)
Sub Total	85,078	84,156	169,234	169,234	0
Physical Fitness and Amateur Sport Fund	2,200		2,200	2,072	(128)
Sub Total Operating Expenses	87,278	84,156	171,434	171,306	(128)
Adjustment of Prior Year Accruals				(182)	(182)
Total	87,278	84,156	171,434	171,124	(310)
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)					
Executive and Support Services³	859		859	639	(220)
Total	859		859	639	(220)

¹ Other authorizations include \$84,156,000 from Vote 44 Contingencies (All Ministries) and New Programs Vote. Due to cost management ministry-wide only \$82.656 million of the \$85.031 million authorized from the Contingencies and New Programs Vote for the 2010 Olympic and Paralympic Winter Games Secretariat was required.

² Executive and Support Services includes the Ministers' Offices, Deputy Minister's Office and Corporate Services.

³ The 2009/10 approved capital allocation in Executive and Support Services includes amounts for the 2010 Olympic and Paralympic Winter Games Secretariat

BC Olympic and Paralympic Games Secretariat

Highlights of the Year

- Continued to oversee the province's \$765 million financial commitment to meet its financial, infrastructure and service commitments for the 2010 Olympic and Paralympic Winter Games and ensure that 2010 partner and stakeholder relationships were created and maintained.
- Successfully staged an outdoor celebration site at Robson Square which introduced British Columbia to over 1.5 million visitors during the Olympic and Paralympic Winter Games.
- Led provincial initiatives in 50 B.C. communities where over 260,000 citizens celebrated the Olympic Torch Relay and the Games.
- Led a national torchbearer contest that garnered 600 torchbearers for the Paralympic Torch Relay.
- Hosted 46 business-to-business programs at the BC Showcase at Robson Square during the 2010 Winter Games. A total of 3,197 business people attended these programs and B.C. organizations reported making 2,072 new business connections.
- Negotiated a Memorandum of Understanding with the Australian Trade Commission to facilitate business to business networking opportunities between B.C. and Australia during the 2010 Winter Games. This MOU resulted in the delivery of one major event during the Games and a number of smaller networking opportunities between B.C. and Australia.
- Signed a Protocol of Intent with Governor Alexander Tkachev of Krasnodar, the host Region of the 2014 Sochi Olympic and Paralympic Winter Games, to explore opportunities between Vancouver 2010 and Sochi 2014.
- Since launching in 2005, the 2010 Commerce Centre delivered 252 of its 'Get ready for 2010 Business' workshops to 7,637 business people from every corner of the province.
- Re-opened the ice rink at Robson Square after nine years. Since the GE Plaza opened in November 2009, about 80,000 people skated on the rink.
- Built the highly successful BC Canada Pavilion which showcased B.C. industries, tourism and culture to over 6,000 visitors per day from around the world and hosted over 27 events during the 2010 Winter Games.
- The zipline at Robson Square thrilled about 15,000 people, and was named one of the iconic images of the Games by CTV.
- Since launching in 2005, the 2010 Speakers Bureau matched 225 speakers from 2010-related Partners with 674 events throughout British Columbia, Canada and beyond.
- During February, the B.C. International Media Centre (BCMC) recorded approximately 6,000 visits from 3,900 domestic and international media, representing a cross-section of media unparalleled to any previous Winter Olympic Games unaccredited media centre.

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 was to provide strategic leadership, coordination and oversight to ensure the Province met its financial, infrastructure and service commitments for the 2010 Olympic and Paralympic Winter Games. The Province 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 was to ensure the early identification and realization of sustainable economic and social opportunities associated with hosting the 2010 Olympic and Paralympic Winter Games. The BC Secretariat was tasked with supporting efforts to evolve these opportunities into enduring legacies for communities and businesses throughout British Columbia.

Strategic Context

The 2010 Olympic and Paralympic Winter Games created unparalleled international exposure for British Columbia and opened new opportunities for investment and business development. The Province maximized these opportunities internationally through its involvement in the 2006 Torino Winter Games, the 2008 Beijing Summer Games and MOUs with past and future Games hosts. Additionally, programs were created so businesses and communities could take advantage of B.C.'s role as Host Province. Infrastructure investments leading up to the Games gave a significant boost to the provincial economy.

The momentum created by this pre-Games planning continued until the 2010 Olympic and Paralympic Winter Games. Demand from businesses remained high, resulting in the BC Secretariat being able to surpass its target for business opportunities and jobs throughout the province related to the 2010 Olympic and Paralympic Winter Games.

Tourists and locals were equally excited about the 2010 Winter Games. Robson Square and the BC Canada Pavilion introduced an unimagined number of visitors to British Columbia. Online, the *You Gotta Be Here* campaign received 104,000 hits from users interested in learning about B.C.'s role at the 2010 Winter Games, and approximately 3,900 media shared B.C.'s stories around the world through the BCMC.

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 29 to 31	2009/10 Target	2009/10 Actual
1.1 The Province's financial commitments to the 2010 Olympic and Paralympic Winter Games are met.	\$765 million	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.	8,500	9,650 EXCEEDED
1.3 2010 Olympic and Paralympic Winter Games Media opportunities Number of media visits to the BCMC.	3,000	6,000 EXCEEDED
Value of earned media, in all forms, directly generated by BCMC use ²	\$30 million	\$250 million 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:

- Ensure 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
- Oversee and monitor legal structures and funding mechanisms to support Games-related initiatives.

During November 2009, the PriceWaterhouseCoopers, "The Games Effect. Fourth Report: Economic Impact of the 2010 Olympic and Paralympic Winter Games on British Columbia 2003 – 2008" was released. The next report outlining Games impacts and benefits will be released to the public later this year.

The BC Secretariat regularly monitors and reports on oversight, financial, and compliance detail through audit reports issued by the office of the Auditor General of British Columbia on the progress of the 2010 Olympic and Paralympic Winter Games.

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

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

Strategies:

- Provide tools and information for communities and businesses to take advantage of Games-related opportunities.
- Provide timely and effective responses within the province and among partners and stakeholders.
- Act as coordination hub for provincial activities, projects and key relationships related to the 2010 Olympic and Paralympic Winter Games.

Performance Results

Performance Measure	Benchmark	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Cumulative total of businesses registered for the 2010 Olympic and Paralympic Winter Games procurement opportunities.	3,000	7,400	8,302	8,500	9,650 EXCEEDED

Data Source: 2010 Commerce Centre Registration Database.

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 Columbian 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. Connected programs, including the 2010 Business Opportunities Workshop and 2010 Business Network, ensured this strong demand was focused to maximize opportunities for firms across the province. The BC Secretariat is working with all Ministries to ensure 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 with the close of the 2010 Winter Games.

Objective 1.3: Showcase British Columbia as a place to work, play, visit and invest

Strategies:

- Operate the B.C. International Media Centre (BCMC) during the 2010 Olympic and Paralympic Winter Games.

- The BCMC will be the primary home for unaccredited media, as well as an additional resource for media accredited at VANOC's Main Press Centre. Fully functional from a technology standpoint, the BCMC will provide an opportunity for British Columbia to increase its profile with both international and domestic media in 2010.
- Activate Robson Square leading up to and during the 2010 Olympic and Paralympic Winter Games.
 - This venue, officially designated by VANOC as a "Celebration Site", showcased B.C. businesses, technologies and communities to the world. Its central location, the skating rink at GE Plaza, and lively cultural and outdoor activities are designed to attract public participation and will be coordinated with other 2010 related activities.

Performance Results

Performance Measure	2007/08 Actual	2008/09 Actual	2009/10 Target	2009/10 Actual
Number of media visits to the BCMC ¹	NA	NA	3,000	6,000 EXCEEDED
Value of earned media, in all forms, directly generated by BCMC use ²	NA	NA	\$30 million	\$250 million EXCEEDED

Data Source:

¹ Number of media visits is based on the number of registrations with the BCMC.

² Value of earned media is the product of the value of the space (if print media) or air time (if radio or television) if it were purchased and an industry standard multiplier.

Discussion of Results

The success of the BCMC at Robson Square far exceeded original expectations. The BCMC was able to capitalize on the overall popularity of the Robson Square celebration site which became the focal point for public celebration of the 2010 Olympic and Paralympic Winter Games in downtown Vancouver. While other levels of government also developed celebration sites, Robson Square enjoyed the most strategic location and offered the most concentrated number of attractions. These included the GE Plaza ice skating rink, the zipline, the BC Canada Pavilion, nightly pyrotechnic shows, big screen video viewing sites, and business hosting facilities at the BC Showcase and 2010 Commerce Centre.

Over 1.5 million people visited Robson Square during the 2010 Olympic and Paralympic Winter Games

The BCMC was able to exploit these advantages to draw an unprecedented number of non-accredited media. Approximately 3,900 domestic and international media registered with BCMC – and the centre enjoyed 6,000 media visits. Broadcast media used the setting and the large public gatherings each day as a backdrop for their broadcasts, and the proximity of Robson Square to the broadcast headquarters of CTV – Canada’s Olympic rights holding broadcaster – also accelerated the popularity of the site and the media centre. The BCMC provided broadcast

BC Olympic and Paralympic Games Secretariat

services and continuous live shots of the site to CTV and all other broadcasters, and repeated broadcast of these live shots by TV networks reinforced the view that the BCMC and Robson Square were the place to be. The BCMC hosted over 75 press conferences and events including daily appearances by medal winning Olympic athletes. These high profile events further enhanced the image of the BCMC as the Vancouver centre for media coverage.

While it is difficult to isolate the value of earned media coverage originating at Robson Square, the Vancouver Organizing Committee in its Olympic Legacies Report (June 2010) placed the total value of all earned media during the Games at \$250 million worldwide. This is probably a conservative number considering that the worldwide audience for the 2010 Games set a new Winter Olympic Games record of 3.5 billion viewers. These were the most watched Winter Games in the history of the Olympic movement.

Appendix A: Ministry Contact Information

Ministry of Healthy Living and Sport

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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/

To learn more about the Provincial Health Officer, go to www.hls.gov.bc.ca/pho/

To learn more about ActNow BC, go to www.actnowbc.ca or email: actnow@gov.bc.ca.