

# PRESCRIPTION *TO GET ACTIVE*

Prospective Member Information Package



## About Prescription to Get Active

This uniquely designed prescription gives prescribers the opportunity to discuss the importance of physical activity and grant patients access to community recreation. This motivational tool breaks down barriers and encourages patients to find the right activities for them as they work towards a healthier life.

### History

Prescription to Get Active started as a grassroots effort in one small Alberta city in 2011. The initiative was created with the intent to get the community more physically active and to combat inactivity, which is the fourth leading cause of premature death globally. With the Alberta health care industry desperate for a resource to motivate and support sedentary patients, the program was quickly adopted across the province within more than half the Primary Care Networks.

In 2015, Prescription to Get Active became a federal not-for-profit corporation and began to impact even more lives with the power of a written prescription. This innovative program did not go unnoticed and in 2017, two more provinces stepped forward to bring this initiative to their communities.

### Goal

Prescription to Get Active is dedicated to improving the health of Canadians by providing an impactful program and making physical activity the most powerful prescription given.

The goal of the program is to support individuals to become more active, to equip doctors and their healthcare teams with the tools to educate their patients on the importance of physical activity and to partner with recreation facilities to provide accessible spaces within all communities.

If healthcare providers can influence patients to modestly increase physical activity levels, we can expect to see:

- 222,000 fewer hypertension cases;
- 120,000 fewer diabetes cases;
- 170,000 fewer heart disease cases; and
- 31,000 fewer cancer cases in Canada within 25 years.

This could reduce health care costs by \$2.6 billion and inject \$7.5 billion into the Canadian Economy.<sup>1</sup>

<sup>1</sup> Fares Bounajm, Thy Dinh, Louis Theriault *Moving Ahead: The Economic Impact of Reducing Physical Inactivity and Sedentary Behaviour*. The Conference Board of Canada, October 24, 2014



## Vision, Mission, Values

### Vision

More Canadians are active due to an integrated partnership between healthcare and recreation.

### Mission

To utilize physical activity prescriptions to promote active living within the community.

### Values

All RxTGA members should exemplify the values of PRESCRIPTION:

<b>P</b> artner	We embrace and create meaningful partnerships.
<b>R</b> espect	We treat people with dignity, understanding and compassion.
<b>E</b> ducate	We educate people on the benefits of physical activity.
<b>S</b> upport	We support the health of individuals, families and communities.
<b>C</b> ultivate Unity	We cultivate unity by moving forward as one body, supporting each other and one voice.
<b>R</b> esults	We strive to show measurable results.
<b>I</b> nclusiveness	We are accessible and available to all individuals.
<b>P</b> rescribe	We prescribe physical activity to enhance individual health.
<b>T</b> rust	We earn and retain trust.
<b>I</b> ntegrity	We behave consistently with our core values.
<b>O</b> pportunities	We provide opportunities to be physical active.
<b>N</b> etwork	We create a network of healthcare and recreation organizations to explore opportunities to work together and promote physical activity.



## How does the program work?

**Step 1:** Doctors and their healthcare teams identify patients who are:

- a. Below the Canadian Physical Activity and Sedentary Behaviour Guidelines.
  - Less than 60 minutes per day for children and youth (0-17 years old)
  - Less than 150 minutes per week for adults and seniors (18-65+ years old)
- b. Able to participate in unsupervised physical activity without medical clearance.

**Step 2:** Prescribers write a specially designed prescription to their patients.

**Step 3:** Patients record their prescription at [www.PrescriptionToGetActive.com](http://www.PrescriptionToGetActive.com)

**Step 4:** Patients start moving at home and in their communities.

- Physical activity resources are provided through the website to help get patients started.
- Patients can also fill their prescriptions at participating recreation facilities and receive free trial access.

## How is RxTGA Organized?

RxTGA is a federal not-for-profit corporation and has an elected Board of Directors that oversee the organization on a national level.

Locally the program is powered by dedicated members that have formed Chapters. Each Chapter is organized within a geographical region and consists of healthcare members, recreation members and program supporters.

## Who are members?

RxTGA has a dedicated member base consisting of healthcare professionals, recreation facilities and supporters who believe fully in the vision of the program. The goal to get more Canadians physical activity is a mission that all RxTGA members strive toward, and as the program continues to expand across the country, RxTGA is eager to collaborate with new facilities and organizations.

- **Healthcare Organizations**

These members write prescriptions to patients and consist of doctors and members of their healthcare team such as, nurses, behavioral counsellors, pharmacists, exercise specialist and many more. These healthcare members must be in a clinical or counselling setting and are affiliated with a doctor. Members would *not* include



healthcare professionals with a private business or organization, for example, a private physiotherapy, chiropractic, psychology clinic or community pharmacist that does *not* have an affiliation with a family doctor.

- **Recreation**

Recreation members must offer a direct service to patients and have the amenities to meet the needs of patients new to a physically active lifestyle. These services can include swimming, golf, skating, weight rooms, personal training, walking tracks, yoga, etc.

- **Supporters**

Supporters are member organizations that endorse the program's mission and vision but who may not contribute financially or provide direct services to patients.

## What are the benefits of becoming a member?

Members will benefit through:

- Cross promotion of corporate image/logo through the website, social media and other RxTGA materials.
- Increase in program awareness and public visibility (e.g. brand recognition).
- Networking opportunities with other members, community organizations, professional groups and healthcare providers.
- Promotion of a positive corporate social image through association with a not-for-profit cause and public health initiative demonstrating a commitment to, and concern for, community well-being.

As a member, you receive:

- Comprehensive materials on how to implement RxTGA in your organization.
- Design files for marketing and promotional materials, and permission to use the Prescription to Get Active logo.
- Access to the collaborative section of the website for resource sharing, templates, policies and other updates.
- Quarterly newsletters that include program statistics, updates and physical activity resources.
- The ability to contribute as a participating member in your local Chapter and committees.
- Invitation to attend RxTGA Annual General Meeting and vote to elect the Board of Directors.



## Membership Expectations & Qualification Criteria

All members will:

- 1) Designate at least one member of staff to be responsible for; liaising with RxTGA staff; disseminating program updates to others; submitting prescription tracking information; and upholding redemption procedure standards.
- 2) Ensure that all staff members are knowledgeable of RxTGA and are sufficiently trained regarding prescription writing and/or redemptions.
- 3) Adhere to prescription writing and redemption tracking processes for evaluation purposes, including Quarterly Reporting.
- 4) Commit to a membership with RxTGA for a minimum of one (1) year.
- 5) Understand that membership status can be revoked at any time for failing to adhere to the core principles and membership expectations of RxTGA.
- 6) Promote the initiative by including a link to the RxTGA webpage on their website, include RxTGA promotion in printed, digital and online resources, as well as program guides in clinical and recreational spaces.

Recreation Members will also:

- 7) Offer complimentary access to RxTGA patients. Example: 30-day free trial.
- 8) Provide a welcome service for patients redeeming prescriptions. This includes:
  - a. Tour of the facility and demonstration of equipment;
  - b. Consultation with certified staff to discuss interests and potential physical activities available at the facility; and
  - c. Options the patient has once trial is done.

All members **will not**:

- 1) Denigrate or negatively impact the reputation of other RxTGA members.
- 2) Be nutritionally based businesses, entities, or organizations.
- 3) Be primarily focused on selling equipment or health products.
- 4) Exert unwanted pressure to individuals with RxTGA redemptions to purchase additional memberships or passes.



Your membership with the RxTGA program supports our efforts to:

- Reduce the incidence of numerous chronic diseases by promoting participation in physical activity and reducing sedentary behavior.
- Ensure every patient, at every visit is provided the opportunity to have activity assessment and counselling in a unified and motivational manner.
- Provide community based physical activity resources and activities to all patients across Canada.

If you are interested in joining the Prescription to Get Active initiative, please email [info@prescriptiontogetactive.com](mailto:info@prescriptiontogetactive.com) for more information.

On behalf of the RxTGA NPC Board of Directors we thank you for your interest and for your support of the Prescription to Get Active program.

Kind Regards,



Len Frank  
President, Prescription to Get Active Not for Profit Corporation

