

# LA FÉDÉRATION DU SPORT FRANCOPHONE DE L'ALBERTA



## 5|30 Health and Wellness Challenge and Défi Santé 5|30 Équilibre

The *5/30 Health and Wellness Challenge* is an initiative of ACTI-MENU. ACTI-MENU's mission is to offer to the population, the employer and their personnel, health's professional and their clients, tools, information and support to help individuals take care of their mental and physical health.

The *5/30 Health and Wellness Challenge* is a provincial campaign that invites every Albertans of 4 years and older, for 6 weeks, from March 1<sup>st</sup> to April 11<sup>th</sup>, to commit themselves to reach or maintain 3 key objectives for their health :

- Eat better : including at least 5 portions of fruit or vegetable a day (Goal 5)
- Move more : meaning at least 30 minutes a day (Goal 30)
- Take care of yourself : targeting an objective to improve your wellness (choice of 5 Wellness Goals)

The *Challenge* invites at anytime adults wanting to take care of their body weight and waist measurement and kids to limit their time spent in front of screen (TV, computers, video games).

By registering to the *Health Challenge*, the participants receive different forms of support to acquirer and maintain health reflexes and accomplish practical and concrete gestures for their well-being. During the six weeks, participants will receive emails to motivate them to continue the challenge. Here is the reason why people should register :

- It is free
- To motivate themselves
- To accomplish practical actions to improve or maintain mental and physical health
- To have more energy and feel better
- To take advantage of the free support : [www.530HealthAndWellnessChallenge.ca](http://www.530HealthAndWellnessChallenge.ca) and the motivation emails.

Participants can take up the *Challenge* individually, in a team with friends or colleagues or again with family. Workplaces are also invited to promote the *5/30 Health and Wellness Challenge* by spreading the promotional tools to their employees to encourage them to register and adopt healthy habits.

### Who are we?

La Fédération du sport francophone de l'Alberta (FSFA) is the reference in term of sports and physical activities in French in Alberta. The FSFA is a French provincial organism focusing its efforts on the continuity of his action and the perpetual development to offer services to the community. The FSFA was designated as the sector lead in Sports & leisure by the Association canadienne-française de l'Alberta (ACFA).

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The FSFA is meticulous to offer quality services meeting the community demands, to serve its clients and reach distant regions. In that regard, the FSFA is proud to coordinate the *5/30 Health and Wellness Challenge* in Alberta.

## **Success in Quebec**

For his fifth edition in Quebec, 120 176 participants register to the *5/30 Health and Wellness Challenge* and the website [defisante530.ca](http://defisante530.ca) receive more the 250 000 hits. The *5/30 Health and Wellness Challenge* is well-known challenge in Quebec, where the notoriety is at 51%, according to a Omnibus survey made by Léger Marketing in 2009. Half the population of Quebec have heard of the *5/30 Health and Wellness Challenge* in 5 years.

## **2011 Alberta's 5/30 Health and Wellness Challenge**

The first edition of the *5/30 Health and Wellness Challenge* in Alberta wants to target any Albertans who want to improve their health. Even if the FSFA is a Francophone organism, we believe it will have the same success as in Quebec and that is why we are inviting Albertans to join us in living a better life and being healthier.

Objectives :

- Get a maximum of registry on the *5/30 Health Challenge* website (Goal 50 000);
- Develop follow-up tools for the participants;
- Develop promotions with partners to create long terms associations;
- Be an asset for Albertans to take care of their health.

## **Value for our partners**

By associating with the *5/30 Health and Wellness Challenge*, our partners establish themselves as taking initiative to help the population to stay active and be healthy. There is a wide range of possibilities to join us in promoting the challenge and reach your missions :

- Create a webpage on their website with recipes and tips to successfully achieve the challenge. Emails sent to participants would include a link to this page;
- Create an event promoting the challenge;
- Include the *5/30 Health Challenge* in your pre-existing event or promotion;
- Establishing your organization care about the well-being of the population.

## **Website address**

The website is the most important tool participants will have this edition. The FSFA invites you to visit it to gain more information of the challenge.

[www.530HealthAndWellnessChallenge.ca/](http://www.530HealthAndWellnessChallenge.ca/)

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