

About Middlesex-London *in motion*TM

Middlesex-London *in motion*TM is a community campaign to promote healthy and active living. We are doing this through communications, social marketing, targeted community strategies, community partnerships, and research and evaluation.



Our vision:

Building the Healthiest Community in Canada.

Our mission:

In collaboration and partnership with all sectors of the community, Middlesex-London *in motion*TM will encourage initiatives and advocate for a culture of healthy lifestyles.

Our beliefs:

*in motion*TM believes in:

- Promoting, supporting, encouraging and celebrating active and healthy living across all demographic and population groups for wellness.
- Collaborating with and supporting other community health promotion initiatives that share our vision and values.
- Evaluating and measuring physical activity and healthy eating in Middlesex-London.
- Enhancing the community's and the individual's awareness and joy for active and healthy living.
- Assisting to link and align the efforts of like-minded organizations and people in motivating change.

How you can get “in motion”?

To get “in motion” and discover dozens of ways to be healthy, visit inmotion4life.ca

At inmotion4life.ca, you can access some of the best resources currently available to help you feel great.

- Find tips, healthy recipes and resources for healthy and active living.
- Download Eating Well with Canada's Food Guide.
- Download Canada's Physical Activity Guides.

Get involved and be part of *in motion*TM

You can be an *in motion*TM supporter.

Contact *in motion*TM at 519-663-5317 ext. 2220 or email inmotion@mlhu.on.ca. We are proud to be part of a national network of *in motion*TM communities.

Pamphlet sponsored by:



MIDDLESEX - LONDON
Building Canada's
Healthiest Community

www.inmotion4life.ca

Do it for life... every day!



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Putting our community *in motion*TM

Middlesex-London *in motion*TM is a community campaign to promote and celebrate healthy and active living. Being *in motion*TM means including healthy eating and physical activity as a part of a healthy lifestyle.



How will you benefit from getting “in motion”?

There is no doubt that people of all ages can improve the quality of their lives through a lifelong practice of physical activity and healthy eating.

Being *in motion*™ has so many benefits:

- better health
- improved fitness
- better posture and balance
- a healthy body weight
- reduced stress
- stronger muscles, joints and bones
- continued independent living in later life

Reduce the risk of chronic disease

Choosing healthy food options is a great way to increase your energy level, achieve and maintain a healthy weight, and lower your risk of disease.

Physical activity, combined with healthy eating, can reduce your risk of developing some chronic diseases or health conditions such as heart disease, stroke, high blood pressure, diabetes, some types of cancer, osteoporosis, obesity and depression.

Reference: Public Health Agency of Canada (2003). *Canada's Physical Activity Guide to Healthy Active Living*. Retrieved September 30, 2010 from www.phac-aspc.gc.ca/pau-uap/paguide/index.html



Put your body “in motion” everyday

Quick tips for healthy eating

- Follow Canada’s Food Guide. To obtain a copy, contact your local health unit.
- A balanced meal includes smaller amounts of meat, and greater emphasis on vegetables, fruit and whole grains.
- Make water your beverage of choice. Milk, fortified soy beverages and 100% juice are also healthy options. Avoid sugary beverages.
- Pack a safe and healthy lunch to take to work or school. A nutritious lunch keeps your body fueled and energized.

Quick tips for active living

- Take the stairs, instead of the elevator/escalator.
- Cycle or walk to work, school or for trips to your local store.
- Take activity breaks (e.g. stretches, walks, exercises) when sitting for a long time.
- Walk in your neighborhood park or on one of the trails located in our community.
- Park away from store entrances so you have a greater distance to walk.

For more tips, visit the web site at inmotion4life.ca

Measuring our success

Ongoing evaluation and measurement of physical activity and healthy eating is an important component of the *in motion*™ strategy. Through community partnerships, *in motion*™ facilitates integrated research and evaluation in our community.

Champions and Community Partners

Leaders from the community have been recruited as champions in support of our vision, mission and values. Non-profit organizations are invited to join the partnership of *in motion*™. Formal and informal partnership opportunities are available. For a full list of champions, community partners or for more information about how your organization can participate, please visit the web site at inmotion4life.ca



Plan healthy snacks for an active lifestyle

Choosing a healthy snack which includes 2 of the 4 food groups from *Eating Well with Canada's Food Guide* can provide the needed energy and nutrients for an active lifestyle. Choosing foods that are higher in complex carbohydrates will fuel our bodies for physical activity. For example, enjoy a bowl of whole grain cereal with low fat milk (skim, 1% or 2%) topped with strawberries or try yogurt with a banana and a few almonds.

