



## NEWS RELEASE

### 2017 NATIONAL KINESIOLOGY WEEK: Kinesiologists invite Canadians to take a proactive role in chronic disease management and to ask referrals from their doctor for a physical activity

*“If all the ways that exercise helped you were replicated in a drug, it would be considered a miracle drug.”*

Dr. Ian Blumer

**OTTAWA, November 13, 2017** – As part of the **National Kinesiology Week from November 13 to 19**, the Canadian Kinesiology Alliance (CKA) wants to remind Canadians of the amazing healing power of physical activity. Typically, people mainly rely on medication for the management of chronic conditions such as diabetes and heart diseases. But by choosing to treat their chronic disease with physical activity, they can play a more active role in managing their diseases and enjoy a better quality of life.

#### A PROVEN METHOD TO IMPROVE OVERALL HEALTH

According to the Conference Board of Canada, if we were to decrease the number of inactive Canadians by even 10%, we’d see a 30% reduction in all-cause mortality and major savings in health care. It is in fact estimated that more than \$2.4 billion, or 3.7 per cent of all healthcare costs, were attributed to the direct cost of treating illness and disease due to physical inactivity<sup>1</sup>. The financial impact of poor health amounts to a loss of more than \$4.3 billion to the Canadian economy, and the negative repercussions of inactivity cost the healthcare system \$89 billion per year in Canada<sup>2</sup>. According to several studies, properly structured and supported exercise program, designed and delivered by a kinesiologist can, among other benefits:

- Reduce the risk of high blood pressure and heart disease by 40%;<sup>3</sup>
- Reduce the incidence of type 2 diabetes by 50% and be twice as effective as standard insulin in treating the condition;<sup>4</sup>
- Help the function of muscles for people affected by Parkinson’s disease and Multiple Sclerosis;
- Decrease depression as effectively as pharmacological or behavioural therapy;<sup>5</sup>
- Reduce the risk of stroke by 27%;
- Reduce the risk of colon cancer by 60%;<sup>6</sup>
- Reduce mortality and risk of recurrent cancer by 50%;<sup>7</sup>

<sup>1</sup> Based on year 2009. Jansen et al., 2012

<sup>2</sup> Based on year 2013.

<sup>3</sup> Cardiorespiratory fitness is an independent predictor of hypertension incidence among initially normotensive healthy women. Barlow CE et al. *Am J Epidemiol* 2006; 163:142-50.

<sup>4</sup> Reduction in the incidence of type 2 diabetes with lifestyle intervention or metformin. DPP Research Group. *New England Journal of Medicine* 2002; 346:393-403.

<sup>5</sup> Exercise treatment for depression: efficacy and dose response. Dunn A et al. *American Journal of Preventive Medicine* 2005.

<sup>6</sup> Physical activity and colon cancer: confounding or interaction? *Medicine & Science in Sports & Exercise*: June 2002 - Volume 34 - Issue 6 - pp 913-919.



Partenaire assurances  
habitation et auto



Home and Auto  
Insurance Partner





- Reduce the likelihood of developing Alzheimer’s disease by almost 40% compared to those who are less active.<sup>8</sup>

“When talking to doctors about managing your health conditions, we invite Canadians to request a referral for a physical activity program developed specifically for them by a kinesiologist, states Marie-Claude Leblanc, president of the Canadian Kinesiology Alliance. The good news is that more insurance companies are now covering the cost of kinesiology, as they realise that having an active lifestyle can significantly decrease the cost of claims.”

## EVIDENCE-BASED PRACTICE

“Kinesiologists understand that taking the time to exercise can be a daily struggle for many people, explains Ms. Leblanc. This is why we stay on top of the most current and innovative research to ensure that our clients get the correct information and guidance, to exercise efficiently and effectively in the limited time they have. With our understanding of the relationship between exercise, physical functioning and chronic disease management, we can ensure that our clients’ exercise programs will have the greatest benefit on their overall health.”

## FINDING OUT WHERE TO START

To find out where activities are happening during National Kinesiology Week, visit [www.nationalkinweek.ca](http://www.nationalkinweek.ca). In addition, visit [www.cka.ca](http://www.cka.ca) to watch a new series of videos on popular topics such as *Trendy Training Techniques*, *Fall Prevention*, *Weight Loss*, or *Chronic Disease Management*. Other topics include: *What is the role of a Kinesiologist?* *How to Claim Kinesiology Insurance benefits?* *When to consult a MD, a physio or a Kin?* These are just some of the videos that the CKA is launching as part of Kin Week. Visitors to our website can also locate a kinesiologist near them.

## ABOUT THE CANADIAN KINESIOLOGY ALLIANCE

Kinesiologists are human movement specialists. Kinesiologists specialize in different areas such as: health promotion, athletic training, rehabilitation, workplace health and safety, ergonomics, disability management, research and sports medicine. The Canadian Kinesiology Alliance (CKA) represents Kinesiologists at the national level by promoting, and advocating for, kinesiology in Canada. The Alliance has more than 4,000 affiliated kinesiologists across the country.

To follow the Canadian Kinesiology Alliance on Facebook and Twitter: @CdnKinesiology

-30-

## To schedule an interview or for more information:

Sophie Allard, APR

AH!COM, 514 499-3030, ext. 771, [sa@ahcom.ca](mailto:sa@ahcom.ca)

<sup>7</sup> Physical activity and survival after breast cancer diagnosis. Holmes MD et al. JAMA 2005; 293:2479.

<sup>8</sup> The Role of Physical Activity in the Prevention and Management of Alzheimer’s Disease – Implications for Ontario. Ontario Brain Institute. 2013.



Partenaire assurances  
habitation et auto

