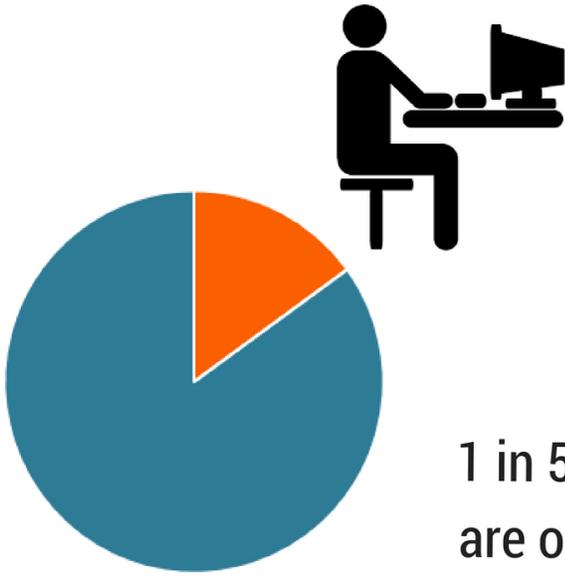
A photograph of a woman from the back, wearing a yellow sports bra with white straps. She has her hair in a bun and is flexing her right bicep with her right hand. Her left hand is resting on her neck. The background is a blurred indoor setting with blue and white tones.

How can physical activity
participation get you
the body you
want?

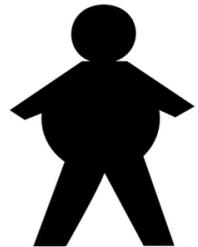
Stats & Info

Physical activity guideline for Canadian adults: 150 minutes of moderate to vigorous physical activity/week.



15% of Canadians meet the guidelines.

The average Canadian spends 9 hours and 48 minutes sitting/day, and gains 0.5-1lb/year.



1 in 5 Canadian adults are obese! Look in the mirror!

Is it you?



IF YOU INCREASE YOUR PHYSICAL ACTIVITY IN 10 MINUTE BOUTS, THESE ARE SOME POTENTIAL BENEFITS.

Short-term
(a single session of activity)

Medium-term
(4-8 weeks of regular activity)

Long-term
(months-years of regular activity)

To meet new people
New workout gear
Conversation starter
Romantic opportunities

Build new relationships
Self-confidence
Self-worth
Positive attention
Increased muscle mass

Better posture
Weight control
Build social skills
Lean body mass
Body composition

Benefits of Physical Activity

For you

Do you participate in 150 minutes of moderate to vigorous physical activity per week in bouts of 10 minutes or more?

Yes No I don't know

Moderate activity:

Brisk walk
Light bike
Light weights
Shoveling
Light swim

Vigorous activity:

Running
Spin class
Boot Camp
Heavy weights
Interval training

Do you do strength-based physical activity 2 times per week for each muscle group?

Yes No I don't know

YOUR top 3 most important short-term physical activity benefits:

YOUR top 3 most important medium or long-term physical activity benefits:

A photograph of a woman's midsection and upper arms. She is wearing a black sports bra and black shorts. Her skin is tanned, and her muscles are well-defined, particularly in the abdominal area. The background is dark and out of focus. Overlaid on the right side of the image is white text in a serif font.

Are you active
enough to look
the way You
want to look?