

The logo features a blue swoosh on the left that curves around the word "PRESCRIPTION" in bold green capital letters. Below "PRESCRIPTION" is the phrase "TO GET ACTIVE" in blue, italicized capital letters.

PRESCRIPTION *TO GET ACTIVE*

Prescription To Get Active:
Member Information Package

September 2016

Interested in *Prescription To Get Active*?

Thank you for taking an interest in becoming a member with the *Prescription to Get Active* (RxTGA) Program. Physical inactivity is a fast growing health public health problem and sedentary lifestyles exposes a patient to a greater risk of dying than does: smoking, obesity, hypertension, and high cholesterol. Our program aims to improve patient's overall health by increasing physical activity as it has proven effective in the treatment and prevention of such chronic diseases.

RxTGA relies on key partnerships formed between primary care providers and health-oriented organizations such as yours. Please use this document as an introduction to the RxTGA program, our goals & values, and more importantly to determine if a membership with RxTGA is the right step for you and or your organization.

What is *Prescription to Get Active*?

Prescription to Get Active (RxTGA) is an exciting integrated partnership between family doctors, other health care providers and recreation organizations.

This health promotion initiative was launched in 2011 as a program to encourage physical activity in sedentary Canadians with the ambitious aim of improving overall health and quality of life and reducing the risk of chronic disease and premature death. In 2015 RxTGA became a federal not-for-profit corporation with a board of directors in place to oversee the growth and management of the program.

Originally inspired by the *Green Prescription* program from New Zealand, RxTGA applies the lessons learned about the power of a written prescription to encourage increased physical activity in those patients of all ages who are not reaching Canada's physical activity guidelines. Our goal is to serve as a platform to create, improve, integrate and share data to improve patients' experiences and health through physical activity. We will continue to scale the current initiative with our vision to expand and support our program throughout the rest of Canada.

Vision, Mission & Values

Vision

An integrated membership between primary care and recreation to promote the importance of regular physical activity.



Mission

To utilize physical activity prescriptions to promote participation in physical activity in the community and within recreation facilities.

Core Values

All RxTGA partners should exemplify the values of **PRESCRIPTION**:

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

How does the program work?

Step #1: Partnered family doctors and other health care providers first identify patients who are:

- Sedentary or inactive (below 150 min of moderate to vigorous activity/week for adults or below 60 mins/day for children)
- Able to participate in physical activity without any supervision and or medical clearance.
- Low risk (medically stable), and or, free of complex chronic diseases. Note: While the focus is on primary prevention & health promotion, we do not exclude those with chronic conditions from participating in this program. All patients who are able to be physically



active without medical supervision are encouraged to participate.

Step #2: Patients can be provided with a Prescription To Get Active. Patients are encouraged to record their prescription on our website: www.prescriptiontogetactive.com where they can receive additional physical activity resources such as; 12 week getting started activity guides, or home and community based activity programs for improving aerobic capacity, strength, or flexibility. Encouraging patients to record their prescription on our website is an essential component in allowing us to determine the number of prescriptions provided to patients and for additional program evaluation.

This exclusive script also enables the patient to “redeem” it at local recreation facilities where they will receive complimentary access to; the facility, certified staff and or specific programs or resources designed for them. Our goal is to provide opportunities for patients to be active in whichever modality they choose (join a recreation facility, walk outdoors, join a local walking group, etc.)

By providing these resources and by partnering with recreation facilities, RxTGA hopes to grant people greater opportunities to explore their interests and find an activity that is their best fit.

Who’s involved?

RxTGA prescriptions are currently being provided to patients through the Edmonton, Central and Calgary area Primary Care Network physicians and associated health care providers. Please [click here](#) to see a complete list of participating members.

As the program continues to expand across the province and nationally, RxTGA is eager to collaborate with new facilities and organizations to create more opportunities for physical activity.

What is involved for members?

As a requirement for membership, all interested recreation facilities, organizations and or individuals are asked to sign a membership agreement to join the federal Prescription to Get Active Not for Profit Corporation.

The RxTGA’s membership currently includes various chapters across the province of Alberta and is growing to include chapters in other provinces across Canada. New members in defined geographic areas are asked to form a “chapter”. Each chapter should consist of at least one primary care member and one recreational member. Ideally, during the early formation of a new



chapter, an invitation should be sent out to all local potential primary care and recreation members to join the local chapter. This will help create a robust leadership committee, will help distribute the workload to implement the initiative, and will significantly increase the probability of success. Each chapter will be responsible for *all* aspects of the implementation of the program at a local level, including any associated costs. Chapters have the autonomy to manage themselves and will have the authority to approve new members to their group; each new member must also join the national not-for-profit. Each chapter will provide the flexibility to work with their local recreation facilities and to adapt the program to meet the specific needs in their community.

The national body is responsible for approving the creation of new chapters and to provide support in this capacity, policies for chapters to follow, advocacy, fund raising from national organizations and the federal government and brand management.

What are the benefits of becoming a member?

Becoming a member will ensure you & or your organization continues to receive the following benefits:

- The ability to contribute as a participating member in your local chapter;
- Quarterly newsletters that include program statistics and updates;
- Permission to use the Prescription to Get Active logo (and accompanying visual guidelines);
- PDF and design files for marketing and promotional materials;
- Access to the collaborative section of the website for resource sharing, program planning, policies and other updates;
- An invitation to attend the corporation's Annual General Meeting and voting to elect the RxTGA NPC's Board of Directors.

What are the benefits of becoming a *facility* member?

All member recreational facilities & or organizations will benefit through:

- Promotion of member corporate image through the website and other RxTGA materials
- Increase in member awareness and public visibility (e.g. brand recognition)
- Potential expansion of member client base and therefore membership enrolment
- Opportunity to build new and deeper community networks, which might include other member facilities, community organizations, professional groups, and primary care providers.



- Promotion of a positive corporate social image through association with a non-profit cause and public health initiative (thereby demonstration of commitment to and concern for community well-being)

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 comprehensive community based physical activity resources and activities to all partners and patients across Canada.

Membership Expectations & Qualification Criteria

All members are those that:

- 1) Provide a service, program and/or amenities that support or facilitate physical activity.
- 2) Align with and support the RxTGA mission, vision, and core values.
- 3) Have program options and resources available for individuals with low functional fitness levels (i.e. beginners or sedentary individuals)
- 4) Have a means of addressing financial barriers associated with participation (e.g. a subsidy program, service discount, etc.)

All *recreation* facility members will:

- 1) Provide an offer of complimentary access to the facility to encourage physical activity. One month of complimentary access is the recommended offer. If a one-month offer is unfeasible, a rationale and a reasonable alternative will be provided.
- 2) Provide a welcome & support service for participants redeeming prescriptions, by an appropriate member of staff, including
 - a. A discussion about the individual's interests or activities they would like to try, their physical needs, restrictions, and personal goals
 - b. Explanation of facility services (and secondarily, membership options) that would best suit the participant, according to the above discussion
 - c. A guided facility tour
 - d. If necessary, demonstration of equipment use and thorough orientation to ensure the individual's comfort level with independent use



- 3) Designate at least one member of staff to be the program contact. This person will be responsible for liaising with RxTGA staff, disseminating program updates to other staff, submitting tracking information and upholding redemption procedure standards.
- 4) Ensure that all front line facility staff members (e.g. front desk staff, trainers) are knowledgeable regarding RxTGA and sufficiently trained regarding redemption procedures and expected services.
- 5) Adhere to standardized redemption tracking processes for evaluation purposes, including quarterly reporting of required redemption information, using provided tracking tools.
- 6) Provide a facility tour to RxTGA representatives if requested.
- 7) Commit to membership with RxTGA for a minimum of one (1) year.
- 8) Understand that member status can be revoked and terminated at any time for failing to adhere to the core principles and membership expectations of RxTGA.
- 9) Promote the initiative by including a hotlink to the RxTGA webpage on their website.
- 10) All members will be reviewed annually to remain in good standing.

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.

To begin the process of becoming an approved member, please visit [here](#) for an online application. For any questions or concerns, please contact your local Chapter representative or send inquires to info@prescriptiontogetactive.com.

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,



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