

July 2010

In recent years, the Doctors Manitoba Public Health Issues Committee has engaged in a variety of projects and partnerships encouraging Manitobans of all ages to be physically active. These initiatives are consistent with our [Exercise Promotion Policy](#), adopted by the Board in 2005. In May 2009, the Board adopted a [Policy on Physical Activity and Healthy Weights](#). For a summary of the policy document, click [here](#).

In many instances, images and messages have been developed around the "Dr. Suss" theme, with Committee Chair Dr. Roger Suss in the role of physician champion for active living.

The important influence physicians can have as physically active role models for their patients, and for each other, has been promoted in several ways.

### **Posters - available free of charge from the Doctors Manitoba office:**

- for [medical offices](#), reminding physicians to "prescribe" exercise for its benefits in treating all kinds of health problems.
- for [schools, workplaces and public buildings](#), illustrating a few of the endless opportunities to make exercise a way of life.

### **Regularly featured in our member newsletter, *Rounds*:**

- [Fit Tips](#) - short and simple advice on everyday ways to be more active, all year round
- [Another Doc Walks the Talk](#) - profiling a physician who devotes leisure time to a specific sport or other physical activity

## **Active Transportation**

In the interests of healthier Manitobans and a healthier environment, [Doctors Manitoba strongly supports measures](#) that are planned or under way to make all communities in the province conducive to cycling, walking and other active transportation alternatives. [Results of a 2007 public opinion poll](#) showed that the majority of Manitobans are in favor of increased government investment in active transportation infrastructure.

A Doctors Manitoba [media campaign in summer 2009](#) was designed to encourage more Winnipeg commuters to bike to work. A key objective is to improve awareness of the city's existing and ever-expanding network of [cyclist-friendly routes](#), including pathways and dedicated traffic lanes. An advertisement posted

on the exterior of transit buses and sponsored radio traffic reports were developed with the theme: "Bike to Work! Good for your heart...Good for your soul!" The campaign had [more mileage in summer 2010](#) through repeat Winnipeg media exposure and prominence on a Canadian Medical Association poster showcasing physician-driven active transportation initiatives at a national public health conference.

In cooperation with [Bike to the Future](#), we recently developed a [display to promote active transportation](#) at public events. Arrangements for loaning the display to interested groups may be made by phone: 985-5866 or e-mail: [lbulera@docsmb.org](mailto:lbulera@docsmb.org)

## **Who Else is Active?**

Check out what others are doing to encourage physical activity and/or active transportation in Manitoba:

[Physical Activity Coalition of Manitoba](#)

[In Motion](#)

[Bike to the Future](#)

[One Green City](#)

[Resource Conservation Manitoba](#)

City of Winnipeg:

- [Cycling Route Information and Maps](#)

- [Active Transportation Plan](#)