

Help Make Primary Prevention a Priority in the 2011 Provincial Election Campaign

Did you know...

- ❖ Smoking, physical inactivity and overweight/obesity cost Manitobans annually ***more than \$490 million in direct annual health care costs*** and ***more than \$1 billion in lost productivity?***
- ❖ If nothing is done to reverse this trend, these risk factors will cost Manitoba taxpayers a cumulative total of ***\$4.7 billion*** in increased health care expenditures and lost productivity by 2026?
- ❖ More than 500,000 or 55% of Manitobans are overweight or obese, more than 460,000 or 45% are inactive and 273,000 or 27% still smoke?
- ❖ That a recent survey of Manitoba high school students* indicates that only 41% of female students and 55% of male students have the recommended amount of daily physical activity; 21% of students report being current smokers?

Think about the consequences to the provincial treasury and available government spending for other priorities if nothing is done.

You can help reverse these trends by asking your political candidates to commit to a 1% annual reduction in each of these risk factors. The Primary Prevention Syndicate and the Alliance for the Prevention of Chronic Disease has written all three provincial parties asking for that commitment based on the recent report ***Making the Case for Primary Prevention – An Economic Analysis of Risk Factors in Manitoba.***

Specifically, when candidates come to your door asking for your support, ask them:

- ❖ What is your Party's commitment to reducing smoking, physical inactivity and overweight/obesity?
- ❖ What is your Party's commitment to initiate a comprehensive strategy:
 - Coordinating the existing activities and initiatives across all provincial ministries. And
 - Introducing new measures to motivate, education and support healthy choices for all Manitobans?
- ❖ What is your Party's commitment to monitoring progress towards the 1% annual goal?

Learn more about Making the Case by going on-line to www.heartandstroke.mb.ca/EconomicAnalysis, For more information on the Primary Prevention Syndicate, go to www.heartandstroke.mb.ca and for more information on the Alliance for the Prevention, go to www.chronicdiseasealliance.org.

*Access the Manitoba Youth Health Survey at <http://www.healthincommon.ca/pphl/>.