

June 20, 2011

Letter to Leaders of Manitoba Political Parties,

In Manitoba, the annual economic burden of smoking, overweight/obesity and physical inactivity exceeds **\$490 million** in provincial health care costs and more than \$1 billion in lost productivity.

In the recent report, ** "**Making the Case for Primary Prevention: An Economic Analysis of Risk Factors in Manitoba**", continuing this trend will cost Manitobans **\$4.7 billion in increased health-care expenditures and lost productivity by 2026.**

During the pending provincial election campaign, the Primary Prevention Syndicate, the Alliance for the Prevention of Chronic Disease and our colleagues in primary prevention will be challenging each political party to do something – specifically to commit to a 1% annual reduction in each of the areas of physical inactivity, smoking and overweight/obesity for the next five years.

We will be asking candidates the following:

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

We encourage you to include Primary Prevention as an important component of your public policy discussion in the upcoming months. Please note that we will also be distributing the attached questionnaire to stakeholders and all candidates in the provincial election.

If you have any questions or would like more information, please do not hesitate to contact Debbie Brown, President and Chief Executive Officer, Heart and Stroke Foundation of Manitoba at: 949-2004 or by email at dbrown@heartandstroke.mb.ca

** We encourage you to view "**Making the Case for Primary Prevention: An Economic Analysis of Risk Factors in Manitoba**" at: www.heartandstroke.mb.ca/EconomicAnalysis

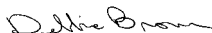
Sincerely,



Wendy Bulloch, Past Chair, Heart and Stroke Foundation of Manitoba; Co-Chair, Primary Prevention Syndicate



Val Dunphy, Chair, Alliance for the Prevention of Chronic Disease



Debbie Brown, President and CEO, Heart and Stroke Foundation of Manitoba; Co-Chair, Primary Prevention Syndicate