Doctors of BC’s public health campaign encourages kids aged 5-11 to be more active and make healthy choices. Doctors coordinate with local schools to challenge kids to get at least one hour of activity, every day, in October.

Kids receive an activity guide where they can set goals, track their activities, and learn the simple ‘Live 5-2-1-0’ steps to be healthy every day.

What is Be Active Every Day?

Doctors challenge kids to get at least 1 hour of activity each day to encourage active, healthy lifestyles and positive habit-forming behaviours.

Why are doctors challenging kids to be active at least 60 min every day?

Only 9% of kids aged 5 - 11 meet the recommended Canadian guidelines of 60 minutes of physical activity every day. BC’s doctors want our children to learn healthy habits so they can grow into healthy young adults.

Parents

- Help your child achieve their fitness goals by setting aside time to be active as a family.
- Hang this poster up in your home and talk with your kids about what each number means.
- Visit be-active.ca for active videos you and your family can do.
- Help kids choose healthy snacks and drinks.

Teachers

- Remind students to complete their activity books.
- Hang this poster up in your classroom and talk with your kids about what each number means.
- Visit be-active.ca for active videos your students can use to get moving.