



- ◆ Only 56% of Halton residents aged 12 and over are active or moderately active
- ◆ In 2008, 37% of Halton residents were overweight, and 12% were obese

Be active your way, everyday – for life!

We would like to recognize the following organizations that are part of Active Halton

- | | |
|--|-------------------------------|
| Full Circle Judo Club | YMCA of Oakville |
| Conservation Halton | Ministry of Health Promotion |
| Living Well Pilates | ParticipAction |
| Conscious Weight Loss | Our Kids Network |
| Halton Multicultural Council | Halton District School board |
| Town of Oakville | Halton Support Services |
| While You Wait | Oakville Sports Council |
| Food For Thought | Canadian Diabetes Association |
| Town of Milton | City of Burlington |
| Halton Region Health Department | Just Play Sports Services |
| Just Play Sports Services | Write Communications |
| Living Fit | YMCA of Hamilton-Burlington |
| Hartmans Community Centre | Baptist Community Homes |
| Halton Health Care Services | Town of Halton Hills |
| Canadian Mental Health | Kicks For Kids Martial Arts |
| Cedar Springs Health, Racquet and Sportsclub | Body in Motion |
| Burlington Cycling Committee | Halton Multicultural Council |
| Walk and Bike for Life | Wui Nui Outrigger |
| Halton Hills Family Health Team | Choices for Health |
| Halton Health Care Services | Burlington Sport Alliance |
| Mississauga Halton Falls Prevention Initiative | Halton Diabetes Program |
| Halton Fresh Food Box | Heart & Stroke Foundation |
| Oak Park Moms & Tots Neighbourhood Centre | highway to health |

We would like to thank the following organizations for their continued support over the past year



Living It Everyday!

Branding Strategy for Community Partners

Living It Everyday!

**We Connect Providers, Engage and Inspire
Halton Residents to Get Active!**

www.activehalton.ca

Introduction

This document highlights several components of Active Halton's branding strategy. This includes the use of the Active Halton logo, tagline, corporate positioning statement, and key messages about Active Halton (i.e. corporate messages) and physical activity (i.e. community messages).

Logo and Tagline

The Active Halton logo and tagline, *Living It Everyday!*, captures the organization's brand identity. Active Halton is a vibrant and proactive promoter of physical activity for everybody, every day.

Corporate Positioning Statement

The corporate positioning statement is the promise that Active Halton has made to its partners, Halton residents, donors, volunteers and other target audiences. Active Halton's positioning statement is built on its brand personality, as identified below:

Living It Everyday! We Connect Providers, Engage and Inspire Halton Residents to Get Active!

Key Messages

The **corporate messages** are the statements that best describe Active Halton as an organization. The consistency with which these are communicated will help to confirm the image of, and effectively brand, Active Halton.

Active Halton:

- ◆ Connects organizations that promote active lifestyles.
- ◆ Engages and inspires Halton residents to get active.
- ◆ Advocates for accessible physical activity initiatives.
- ◆ Is the expert on active lifestyle trends and programming.



The **community messages** are the statements that Active Halton and its partners will use with the community to help increase physical activity levels in Halton. Halton Region Public Health Department has developed the following messages which can be used by Active Halton and its partners to target people living in Halton (for details about each statement visit www.activehalton.ca):

- ◆ Follow Canada's Physical Activity Guide to Healthy Active Living.
- ◆ Be active, your way every day – for life.
- ◆ Participate in a variety of activities including unstructured, non-competitive activities and organized sports.
- ◆ Be active together with family and friends.
- ◆ Age is no barrier.
- ◆ Replace non-active time with physical activity.



Active Halton has also developed several additional messages to supplement those listed previously:

Physical activity includes activities that you do:

- ◆ at work,
- ◆ as part of your house and yard work,
- ◆ to get you from place to place, or
- ◆ in your spare time for recreation, exercise or sport.

Include **'vigorous activities'** that make you breathe much harder than normal for at least 10 minutes at a time (for example, heavy lifting, digging, aerobics, or fast bicycling).

Include **'moderate physical activities'** that make you breathe somewhat harder than normal (for example, carrying light loads, bicycling at a regular pace, or walking).



Include walking at work and at home, walking to travel from place to place, and any other walking for recreation, sport, exercise or leisure.

Walk Everyday! Take 10,000 or more steps daily. Count Your Steps to Better Health by borrowing a pedometer from your local library.

Branding Strategy Implementation

The logo, tagline, positioning statement and key messages can be used by Active Halton's partners in:



- ◆ Presentations,
- ◆ Websites,
- ◆ Media releases,
- ◆ Interviews,
- ◆ PSA's,
- ◆ Direct mail pieces or,
- ◆ Other marketing communications.

Variations in the use of brand statements and messages can lead to dilution of the Active Halton brand and is discouraged. In addition, changes to the logo and tagline are not permitted without consultation with Active Halton.

Supporting documents:

Halton Region Public Health Department Physical Activity & Healthy Eating Messages
http://www.halton.ca/health/documents/common_messages_discussion_paper.pdf

Health Canada's Physical Activity Guides
<http://www.phac-aspc.gc.ca/pau-uap/paguide/>