

services, with the purpose of realizing a better fitness level for all Canadians through quality fitness leadership and mass participation in physical activity. While supporting and delivering a variety of programs aimed at the general public, Fitness Canada continues to direct initiatives at specific target populations, such as youth, employees, older adults and the disabled.

In 1987-88, Fitness Canada supported 250 initiatives directed by 55 partner organizations that received a total of \$7.4 million in federal government funding. The main purpose of collaboration with organizations such as the YWCA of Canada, the Canadian Intramural Recreation Association and the Canadian Parks/Recreation Association is to assist them in the promotion and development of participation in physical activity and the provision of related services to Canadians.

For example, along with the Canadian Association for Health, Physical Education and Recreation (CAHPER), Fitness Canada works to ensure that physical education instruction is improved in all Canadian schools and that school boards set a minimum number of physical education hours for all grades. The quality, daily, physical education program aims to improve the fitness levels of Canadian school children, especially during the adolescent years.

Canada's Fitweek, May 26 to June 4, 1989, continued its trend of increasing success every year. It offered 8 million participants the opportunity to try fun and social activities at over 17,000 community events. With over 300,000 volunteers, Canada's Fitweek is by far the largest physical activity event in the country. Events are designed to attract those who do not participate regularly in physical activity while promoting pursuits that can be practiced throughout one's lifetime. The CrownLife PARTICIPAction Challenge alone, one event during Fitweek, attracted slightly over four million participants in 387 Canadian communities.

Fitness Canada continues its collaborative work with the Canadian Chamber of Commerce to develop workplace fitness and lifestyle programs. A national employee fitness survey was undertaken, in 1987-88, and two new publications were produced: *Fitness and Lifestyle at the Workplace* and *Getting Started*.

Initiatives in the areas of fitness for the disabled and older adults have led to the establishment of action plans, based on consultations with representatives of these two target groups. *Blueprints For Action* describes the key issues of concern and program focus, emphasizing areas such as

promotion and education, leadership development, advocacy and participation opportunities.

Fitness Canada responds yearly to thousands of requests from fitness leaders and the general public, distributing over one million resource items. Posters, brochures, publications and audiovisual material dealing with various aspects of fitness and physical activity continue to be very popular.

Sport Canada provides leadership, overall policy direction and financial support to Canadian amateur sport at the national and international levels. By giving guidance in the areas of administration, technical program development and planning to the organizations that serve Canada's athletes and coaches, Sport Canada seeks to stimulate the highest possible level of achievement at the international level and is committed to the development of a strong domestic sport system which provides participation opportunities for all Canadians.

Sport Canada funds and works closely with some 85 national sport organizations in Canada, including national sport governing bodies, responsible for Olympic and non-Olympic disciplines, and others involved in providing support services, in areas such as administration, coaching and sport medicine, or co-ordination, to enable Canadian participation in Olympic, Pan American, Commonwealth or World University Games and other major international sport contests. Sport Canada co-ordinates the activities of these organizations to ensure a strong, integrated delivery system that encourages general participation and high performance sport development.

Through its contributions or "core support" program, Sport Canada assists recognized sport organizations in the areas of association management, technical development and, particularly, high performance sport. This funding covers the payment of salaries for professional, technical and coaching staff, helps defray major costs associated with annual general meetings, clinics and seminars for the training and certification of coaches and officials, national championships and international competitions and assists in the areas of promotion, communications and marketing.

Sport programs. The "Best Ever" winter program was initially established to prepare Canada's "best ever" team for the Calgary Olympics and to assist the winter sport organizations to upgrade their athlete development systems. The Government of Canada renewed its commitment to amateur sport when an extension of the program was announced in March 1988. Although the program