

# DIABETES CANADA



## OUR RESEARCHERS | DR. RYAN RHODES

**Thank you for your generosity. Diabetes Canada is grateful to our donors for supporting critical research that will end diabetes.**

**Through your support, Dr. Ryan Rhodes, professor in the School of Exercise Science, Physical and Health Education, and Director of the Behavioral Medicine Laboratory at the University of Victoria, is bringing us one step closer to a future without type 2 diabetes.**

Promoting regular physical activity is one of the most effective methods of reducing people's chances of developing diabetes. Developing regular physical activity habits begins in childhood; unfortunately, over 80% of Canadian children are not active enough to establish the physical activity habits needed for diabetes prevention. To improve children's physical activity levels, we need to improve physical activity levels for the whole family.

Currently, we lack effective physical activity interventions targeted at families. We know that identity is one of the most powerful determinants of behaviour, but a focus on how to promote a physical activity identity amongst families has never been explored.

Dr. Ryan Rhodes is testing an innovative approach that focuses on identity formation and behavioral change, rather than traditional education and goal-setting approaches, to improve families' physical activity levels. His interventions concentrate on encouraging family members and families to take on self- and social identities as exercisers and physically active families. This approach holds promise to create lasting child behaviour change, improved physical activity levels, and help prevent type 2 diabetes.

**Thank you for giving hope for a healthier future without type 2 diabetes.**