

Sport Vision 2012

“Creating a Physical Activity and Sport Movement in
Canada”

March 20, 2012



Kelly Murumets, President & CEO



Presentation Overview

1. Canada's Inactivity Crisis
2. ParticipACTION – Who We Are
3. Partnering With Others to Get Canadians Active
 - Communications
 - Capacity Building
4. Building Capacity for the Sector

Canada's Inactivity Crisis



Canada's Inactivity Crisis

L4 Life

Health

CHILDREN'S HEALTH » 'A STRUCTURE OF INACTIVITY'

Canada's kids get an F for (un)Fitness

Only 1 in 8 schoolchildren do the recommended 90 minutes a day of physical activity, report says

BY ANDRÉ PICARD
PUBLIC HEALTH REPORTER

A dismal 12 per cent of Canadian children are getting the recommended levels of daily physical activity, ranging from a low of 7 per cent in New Brunswick to a high of 19 per cent in British Columbia, a new report reveals.

Health Canada's physical-activity guidelines recommend that school-aged children and youth get at least 90 minutes of exercise daily.

The problem begins with pre-schoolers — only half of whom are active as part of their daily routine — and hits its nadir in the teenage years, when barely 5 per cent of girls are minimally active, according to the annual report card published by Active Healthy Kids Canada.

"We've socialized movement out of the lives of our kids for the convenience of parents and institutions," said Mark Tremblay, the chief scientific officer of AHC, in an interview.

From a very young age all they hear is "sit still," "no running," "do your homework, don't go outside," "wait for a ride," and so on," Dr. Tremblay said.

"When you impose a structure of inactivity you see the results we're seeing," he said.

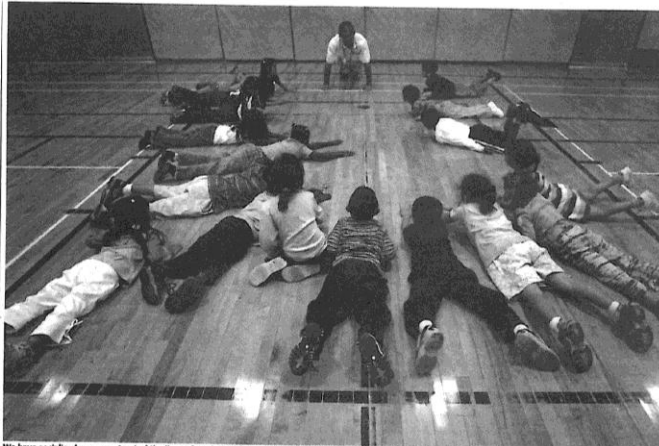
That includes one in four children aged 2 to 5 who are already overweight or obese, and that number grows as they approach adulthood. Rates of lifestyle-related disease such as Type 2 diabetes and high blood pressure are also occurring more frequently at younger ages.

With 88 per cent of school-aged kids failing to meet the recommended minimum of 90 minutes a day, Canada gets an F for physical activity in the new report card.

While Canada does not have a standard for pre-schoolers, international guidelines suggest they should spend at least two hours a day being active through many sessions of play, games, transportation and other activities.

"It's in a kid's DNA to want to run and move. It helps them grow and learn," said Kelly Murumets, president and CEO of ParticipACTION. "But our society is imposing sedentary behaviours beginning at a very young age."

She said one of the most troubling aspects of modern

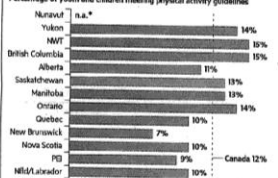


We have socialized movement out of the lives of our kids for the convenience of parents and institutions, health advocates charge. FRED LUBA/THE GLOBE AND MAIL

Canadian kids coming up short on exercise

No provinces or territories are meeting the Canadian physical activity guideline of 90 minutes of daily activity.

Percentage of youth and children meeting physical activity guidelines



CARLE COOPERATIVE OF GLOBE AND MAIL
A SOURCE: CANADIAN PHYSICAL AND LIFESTYLE RESEARCH INSTITUTE

Source: Canadian Physical and Lifestyle Research Institute

life is how much time children spend glued to the screens of television, computers and electronic games.

On average, Canadian children spend about six hours every weekday and seven hours daily on weekends watching TV, chatting online or engaging in virtual games.

The Healthy Active Kids report card gives Canada an F grade for screen time because 90 per cent of children exceed recommended maximums.

Health groups such as the Canadian Paediatric Society recommend that children younger than 2 not watch any TV. For the average age at which kids begin watching TV is now five months.

From ages 2 to 5, a one-hour-a-day limit is recommended, and from age 6 and up no more than two hours daily.

"Over the years we've re-

moved active play from the lives of children and replaced it with electronic play," said Dr. Tremblay, who is also director of the healthy active living and obesity research group at the Children's Hospital of Eastern Ontario.

"It's seductive, it's convenient, it's a cheap babysitter, but it's really bad for their health."

The report card issued grades in 21 different areas related to physical activity.

In addition to the failing grades on physical-activity levels and screen time, it gave the federal government an F for its investment policies. According to the report, Ottawa spends half the amount it did in 1985 on promoting physical activity, about 30 cents per capita annually.

The provinces and territories earned the highest grade in the report card, a B+, because nine

of the 13 jurisdictions set a physical-activity target. The report notes that there are large discrepancies between physical activity levels mandated by government and the actual programs in place in schools, which earned a grade of C-.

It is the only province with mandatory physical activity through end of high school.

According to the report, more than one-third of children either walk or bike to school. Families, too, got a D grade for their transportation.

Active Healthy Kids is a charitable group, has published its annual report since 2004.





Canada's Inactivity Crisis





ParticipACTION – Who We Are





ParticipACTION – Who We Are

Our Vision

- A Canada where physical activity is a vital part of everyday life.

Our Mandate

- ParticipACTION is the national voice of physical activity and sport participation in Canada.
- Through social marketing and collaborative partnerships, we inspire and support Canadians to lead active, healthy lives.



ParticipACTION – Who We Are

VISION

LEADERSHIP

COMMUNICATIONS

CAPACITY BUILDING

Communications

Think Again Campaign



THINK AGAIN.



THINK AGAIN.



THINK AGAIN.

Don't let couch potato culture take root in kids

► Cut TV and computer use to two hours a day, new guidelines suggest ► Greatest risk is chronic disease

New sedentary behaviour guidelines take aim at the couch potato culture of many Canadian youngsters by suggesting limits for sitting idle and spending time glued to TV, computer and game screens.

The Canadian Society for Exercise Physiology's guidelines, unveiled yesterday, focus on minimizing behaviours that involve little physical movement and the low expenditure of energy.

The group recommends children and youth aged five to 17 limit recreational screen time — including watching TV, playing passive video games and using the computer — to no

60

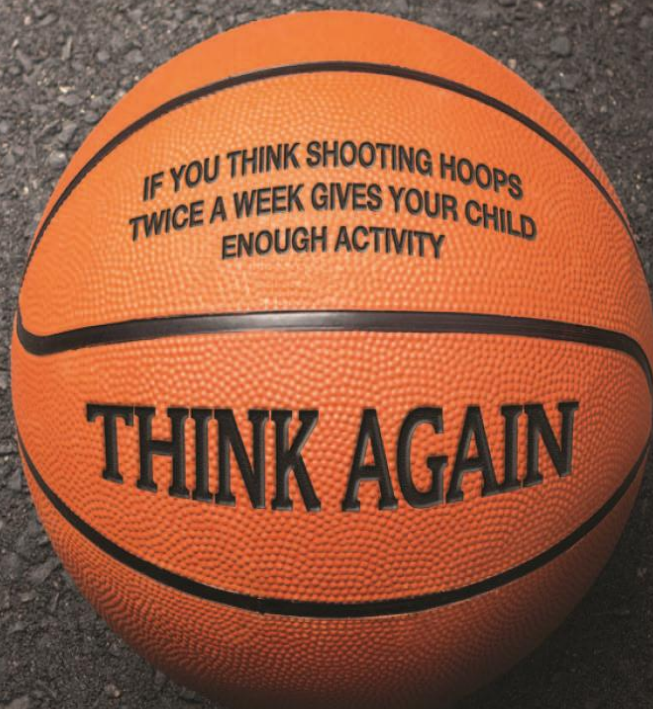
Children and youth are advised to get at least 60 minutes of moderate to vigorous physical activity daily. Today, only seven per cent of youngsters are active enough to meet those targets.

more than two hours daily.

The guidelines suggest youngsters scale back on time spent indoors and sitting for extended periods. They also recommend limiting use of sedentary transport, like travelling by bus or car.

Instead, kids ages five to 11 are encouraged to walk to school with a group of neighbourhood children; for youth 12 to 17, it's recommended they walk or bike with friends. Instead of teens texting their friends, it's suggested they visit with them instead.

CSEP says kids are presently spending an average 8.6 hours a day — 62 per cent of their waking hours — being sedentary. Chronic disease risk is elevated if individuals are highly sedentary, so even an hour of recommended activity for kids isn't full protection if they're sedentary for the remainder of the day. **THE CANADIAN PRESS**



Fact is, kids need at least 60 minutes of physical activity per day. Every day.

Visit www.participACTION.com to learn more.



Communications

Think Again Campaign

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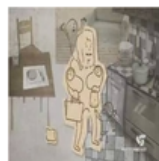
PARTICIPACTION TOOLKIT

PARTICIPACTION TOOLKIT

The ParticipACTION Tool Kit offers easy, free access to communications materials created by ParticipACTION and partner organizations to those who support and promote active living. These materials can be used in any of your organization's communications, such as newsletters, events, presentations and websites.



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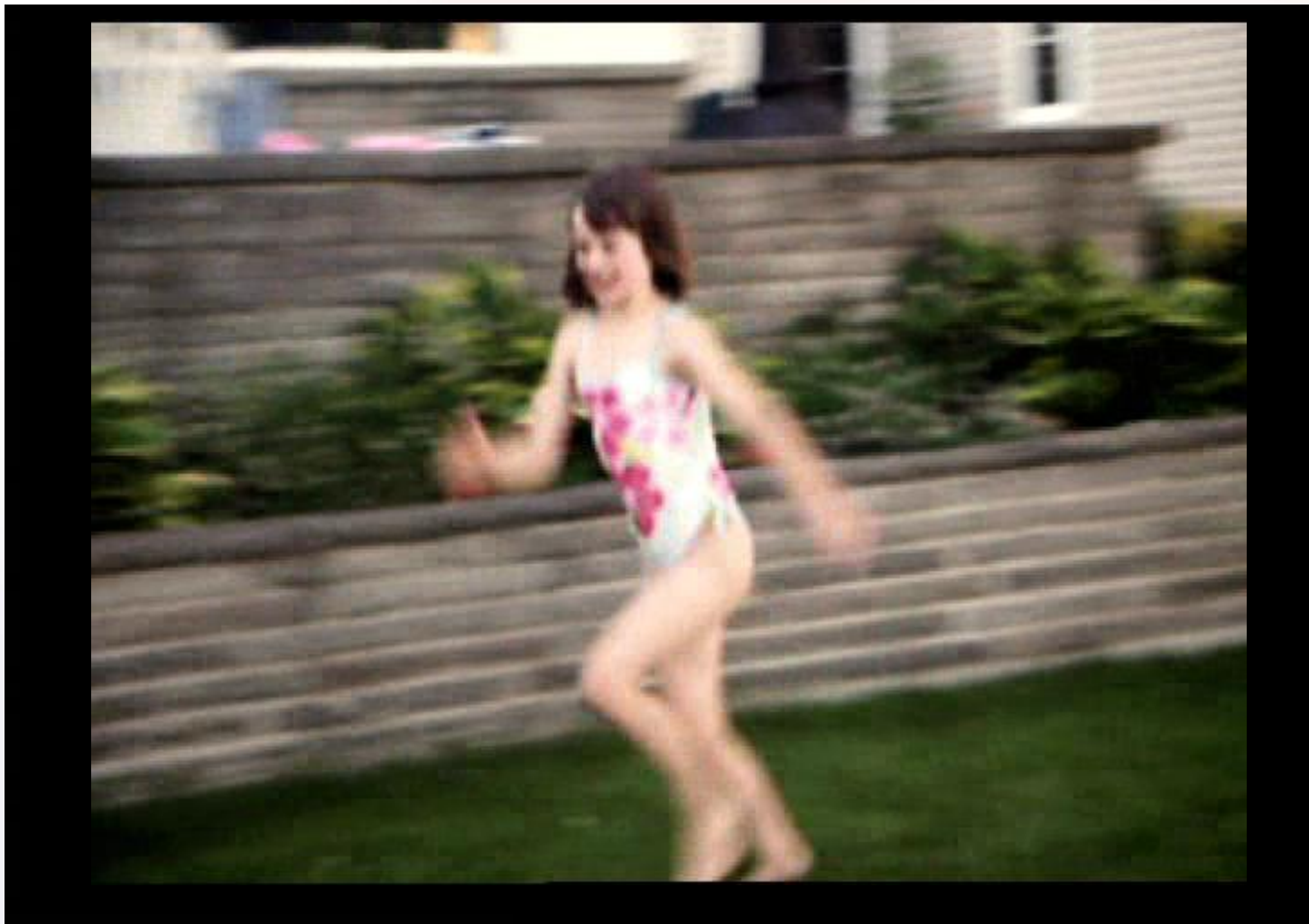
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For the fire within



**CANADIAN
SPORT FOR LIFE**

Capacity Building

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Building Capacity for the Sector

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