

MOVE 2011 Congress

**“Igniting a National Movement for
Physical Activity and Sport”**

October 20, 2011



Kelly Murumets, President & CEO



Presentation Overview

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

Canada's Inactivity Crisis



CHILDREN'S HEALTH | A STRUCTURE OF INACTIVITY

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

BY APPOINTMENT ONLY

Through one of the most revealing aspects of modern



Canadian kids working up short on exercise

No products or fertilizers are meeting the Canadian physical activity guideline of 30 minutes of daily activity.

Associations of youth and children meeting physical activity guidelines



Life is hard enough for children
spend quality time with them.

On average, Canadian cell-

Open special about the library on
city weekday and covers hours
daily on weekends working.

The Healthy Active Kids report card gives Canada as a whole for screen time because all are over 18 children showed recommended minimums.

Twelve years is fine, a one-hour-a-day limit is recommended.

and from age 1 and no more than two hours daily.

tailed water play from the
days of Abraham and modern

with electronic play," said Dr. Drouin, who is also director of the Health, Safety, Environment

McGill University, Montreal, Quebec, Canada

In addition, it's convenient, it's a cheap highway, and it's really built for their health!"

physical activity. The report also says that the federal government is not the most important influence. According to the report, Ottawa spends less per person to deal with obesity than provinces, and is not doing as much as promoting physical activity, about 20 cents per capita a year.

The program and activities earned the highest grade in the

Wiederholungsfragen:

The report notes the sizeable discrepancy between school enrolment

Small physical school
monitored by governor
the actual program is
runned in schools. etc.

According to the report, these are three of the six low work or below-scale

family, too, got a 0. It is not for them to be effective together and get one of parents and Canada's physical-activity guidelines met.

Author Timothy Tully is a charitable giving tax professional in Canada.



Canada's Inactivity Crisis





ParticipACTION – Who We Are



PARTICIPACTION



ParticipACTION – Who We Are

Vision:

A Canadian society where people are the most physically active on earth.

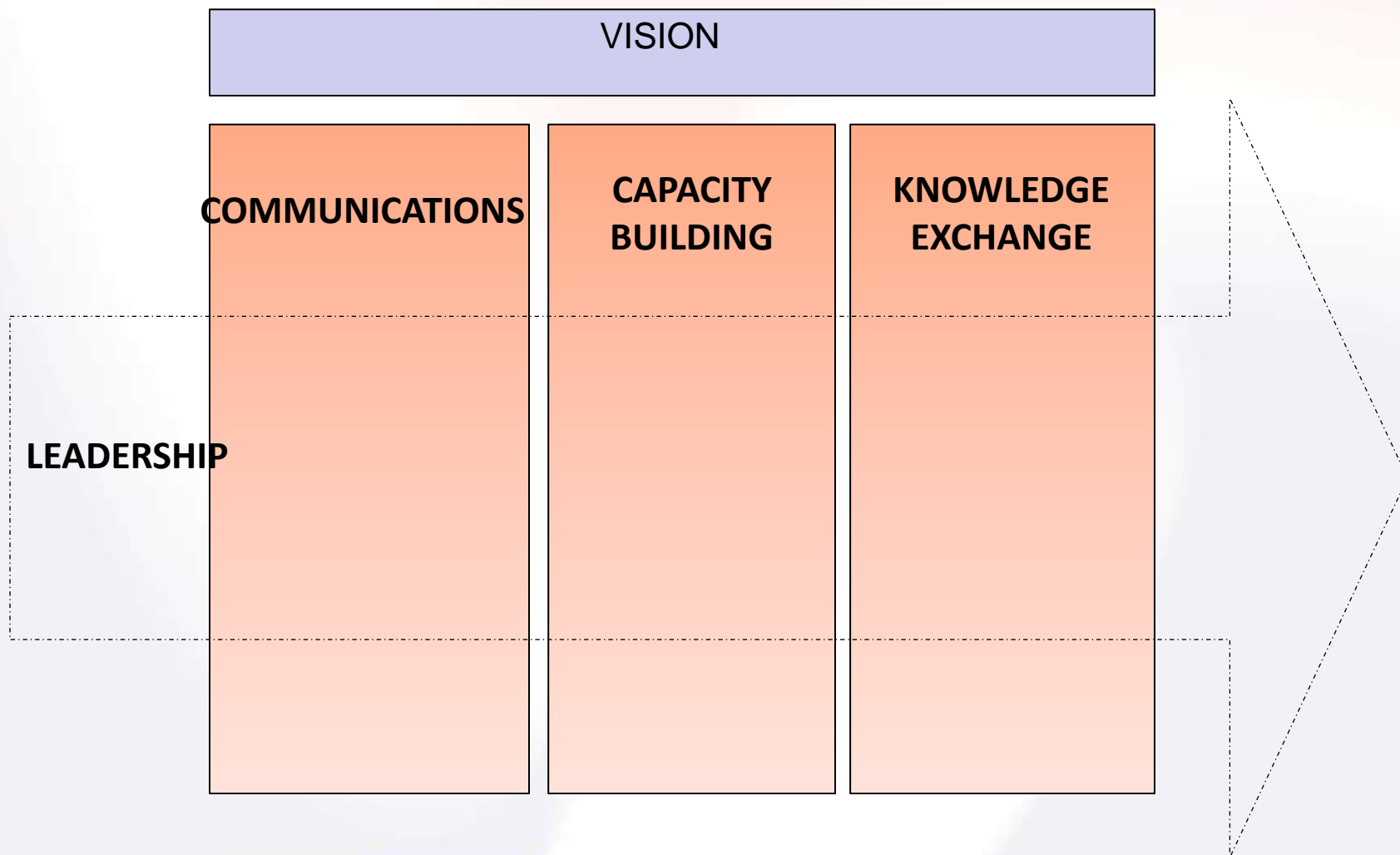
Mandate:

ParticipACTION is the national voice of physical activity and sport participation in Canada.

Through leadership in communications, capacity building and knowledge exchange, we inspire and support Canadians to move more.



ParticipACTION – Who We Are



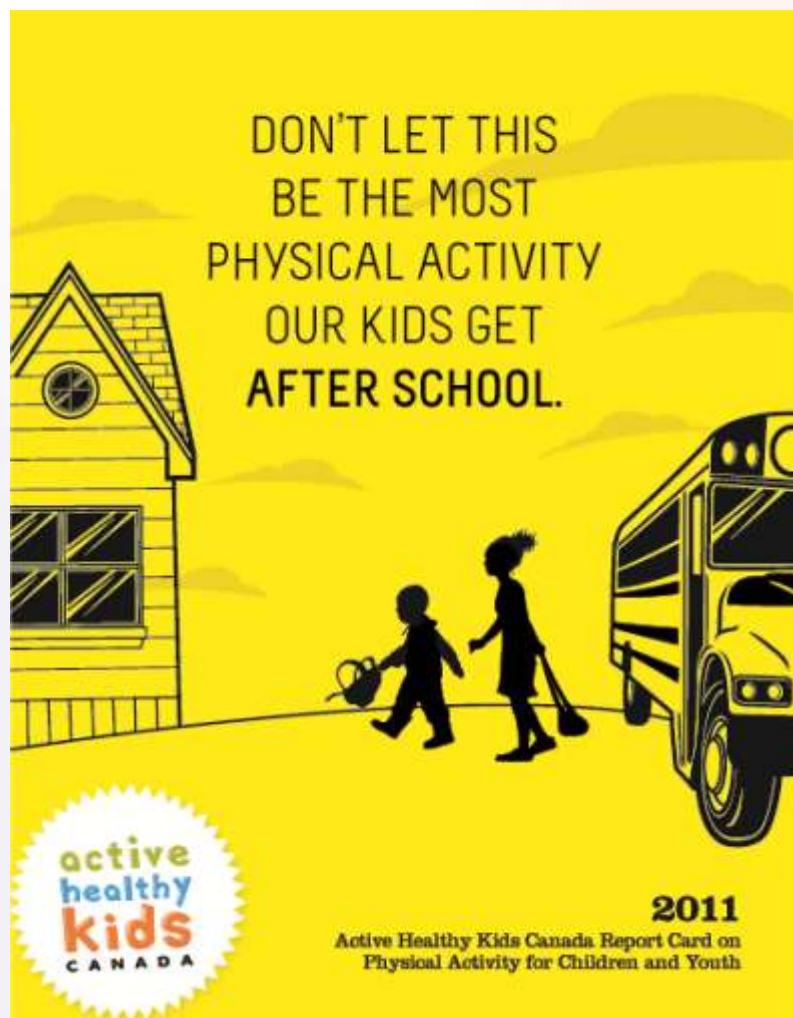
Partnering with Others to Get Canadians Active



4. **WATER THAT SUPPORTS SUSTAINABLE GROWTH:** In order to ensure growth, ensure resources/funding from government and private sector partners.
3. **STRONG PLANTS THAT BLOOM TO CREATE INTEREST, DIVERSITY AND ATTENTION** Leverage network of professionals and community organizations to distribute messages and communications tools that can reach target audience in settings where they are engaged and most likely to respond. Leverage partnership opportunities to create compelling community events that inspire and support participation.
2. **SEEDS THAT CREATE LOCAL POTENTIAL:** In partnership with provinces/territories, supplement national campaign with regional media campaign in key markets to extend reach of messaging that educates, inspires and supports target audience to become more active.
1. **FERTILE GROUND TO GROW:** Use ParticipACTION's national media campaign to create a foundational communications platform and raise awareness of the physical inactivity crisis among target audience.

Knowledge Exchange

Active Healthy Kids Canada Report Card



Physical Activity	F	Physical Activity Levels <p>According to newly released data from the Canadian Health Measures Survey, only 9% of boys and 4% of girls meet the new Canadian Physical Activity Guidelines. The Guidelines state that for health benefits, children and youth should accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily.</p> <ul style="list-style-type: none"> 44% OF CANADIAN CHILDREN AND YOUTH ARE GETTING 60 MINUTES OF PHYSICAL ACTIVITY (SWIM) 2 DAYS PER WEEK, AND 70% ARE GETTING 30 MINUTES OF PHYSICAL ACTIVITY PER WEEK.¹ CHILDREN AND YOUTH FROM EUROPEAN COUNTRIES TAKE ALMOST 20% MORE STEPS PER DAY THAN THEIR PEERS IN CANADA.²
	C	Organized Sport and Physical Activity Participation <ul style="list-style-type: none"> 40% OF PARENTS SAY THEIR CHILDREN PARTICIPATED IN SPORT IN THE PAST YEAR.³ CHILDREN WHO PARTICIPATE IN ORGANIZED SPORT TAKE LONGER WALKS PER DAY THAN THOSE WHO DON'T PARTICIPATE IN THESE SPORTS.⁴ STUDIES INDICATE THAT ORGANIZED SPORT DURING CHILDHOOD IS POSITIVELY RELATED TO FREQUENCY OF LEISURE-TIME PHYSICAL ACTIVITY IN EARLY ADULTHOOD.⁵
	F	Active Play <ul style="list-style-type: none"> ONE QUARTER STUDY WROTE THAT ONLY 1 IN 8 CHILDREN ARE ENGAGED IN ACTIVE PLAY 6 DAYS A WEEK IN THE AFTER-SCHOOL PERIOD.⁶ THERE IS A LACK OF DATA AVAILABLE ABOUT THE DEFINITION, FREQUENCY, INTENSITY AND DURATION OF ACTIVE PLAY. MORE RESEARCH IS NEEDED.
	D	Active Transportation <ul style="list-style-type: none"> 34% OF CANADIAN PARENTS SAY THEIR CHILDREN USE ONLY ACTIVE MODES OF TRANSPORTATION IN TRIPS TO AND FROM SCHOOL.⁷ A REGIONAL STUDY INDICATED THAT 42% OF KIDS ARE DRIVEN TO SCHOOL. THE MAJORITY OF PARENTS SAID CURRENTLY DRIVE INDICATES THAT THEY WOULD ALLOW THEIR CHILDREN TO WALK/BICYCLE TO/FROM SCHOOL IF THE KIDS WERE NOT ALONE.⁸
Sedentary Behaviour	F	Screen-Based Sedentary Behaviours <ul style="list-style-type: none"> CHILDREN AND YOUTH ARE GETTING AN AVERAGE OF 9 HOURS PER DAY OF SCREEN TIME OUTSIDE OF SCHOOL HOURS AND OVER 7 HOURS ON WEEKEND DAYS.^{9,10,11}
	INC	Non-Screen Sedentary Behaviours <ul style="list-style-type: none"> TOTAL DAILY SEDENTARY TIME FOR CANADIAN CHILDREN AND YOUTH AVERAGED 4.8 HOURS OR 42% OF THEIR WAKING HOURS.¹² EVIDENCE SHOWS THAT INCREASED LEVELS OF SEDENTARY BEHAVIOURS, INDEPENDENT OF PHYSICAL ACTIVITY LEVELS, ARE ASSOCIATED WITH UNFAVOURABLE PHYSICAL AND MENTAL HEALTH OUTCOMES.¹³
School	C-	Physical Education <ul style="list-style-type: none"> PARENTS REPORT THAT 44% OF CANADIAN CHILDREN GET 1-2 DAYS OF PE CLASSES PER WEEK, 34% GET 3-4 PE CLASSES PER WEEK, AND 22% WHO GET NO DAILY PE.¹⁴ ONE STUDY SHOWS THAT DURING PE CLASSES, 2% OF GIRLS AND 1% OF BOYS SPEND AT LEAST HALF OF THE CLASS IN MODERATE TO VIGOROUS PHYSICAL ACTIVITY.¹⁵
	B	Sport and Physical Activity Opportunities at School <ul style="list-style-type: none"> PARTICIPATION IN SCHOOL SPORT DECLINED AT THE TRANSITION TO HIGH SCHOOL, AND CONTINUED TO DECLINE THROUGHOUT HIGH SCHOOL.¹⁶ 75% OF PARENTS SAY SCHOOLS OFFER OTHER PHYSICAL ACTIVITY OR SPORT PROGRAMS OUTSIDE OF REGULAR PE CLASSES.¹⁷
	B	School Infrastructure and Equipment <ul style="list-style-type: none"> FEW SCHOOLS HAVE RENOVATED AND REPLACED PLAYGROUND EQUIPMENT. CHILDREN WITH NO PLAYGROUND EQUIPMENT ARE SIGNIFICANTLY LESS ACTIVE, AND USE OF PLAYGROUND EQUIPMENT IS SIGNIFICANTLY HIGHER AT SCHOOLS WITH RENOVATED EQUIPMENT.¹⁸
	C	School Policy <ul style="list-style-type: none"> SCHOOL POLICY SUPPORTED BY EFFECTIVE IMPLEMENTATION IS CRITICAL. FOR EXAMPLE, SCHOOLS WITH A WRITTEN POLICY FOR PHYSICAL ACTIVITY AND SCHOOLS OFFERING ORGANIZED PHYSICAL ACTIVITY THROUGHOUT THE DAY, OUTSIDE OF PE CLASSES, HAVE HIGHER PROPORTIONS OF STUDENTS WHO REPORTED DAILY PHYSICAL ACTIVITY AT SCHOOLS.¹⁹

Knowledge Exchange

Canadian Physical Activity Guidelines

Canadian Physical Activity Guidelines

FOR YOUTH - 12 - 17 YEARS

Canadian Physical Activity Guidelines

FOR OLDER ADULTS - 65 YEARS & OLDER

Guidelines

For 60 minutes of moderate-to-vigorous intensity physical activity daily. This should include:

- Vigorous-intensity activities at least 3 days per week.
- Activities that strengthen muscle and bone at least 3 days per week.
- More daily physical activity provides greater health benefits.

Let's Talk Intensity!

Moderate-intensity physical activity will cause children to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Vigorous-intensity physical activity will cause children to sweat and breathe hard. Activities like:

- Running
- Rollerblading

Parents and caregivers can help to plan their child's daily activity. Kids can:

- Walk, bike, rollerblade, or skateboard to school
- Go to a gym or community center
- Go to a friend's house

Now is the time. Walk, run, or wheel, and embrace life.

Canadian Physical Activity Guidelines

FOR CHILDREN - 5 - 11 YEARS

Guidelines



For health benefits, children aged 5-11 years should accumulate at least 60 minutes of moderate-to-vigorous-intensity physical activity daily. This should include:



Vigorous-intensity activities at least 3 days per week.



Activities that strengthen muscle and bone at least 3 days per week.



More daily physical activity provides greater health benefits.

Let's Talk Intensity!

Moderate-intensity physical activity will cause children to sweat a little and breathe harder. Activities like:

- Biking
- Playground activities

Vigorous-intensity physical activity will cause children to sweat and breathe hard. Activities like:

- Running
- Swimming

Being active for at least 60 minutes daily can help children:

- Improve their health
- Do better in school
- Improve their fitness
- Grow stronger
- Have fun playing with friends
- Feel happier
- Maintain a healthy body weight
- Improve their self-confidence
- Learn new skills

Parents and caregivers can help to plan their child's daily activity. Kids can:

- Play tag or freeze tag
- Go to the playground after school
- Walk, bike, rollerblade or skateboard to school
- Play an active game at recess
- Go skating in the park on the weekend
- Go "paddle-hopping" on a rainy day

60 minutes a day. You can help your child get there!

Guidelines

To achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate-to-vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.

It is also beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days per week.

More physical activity provides greater health benefits.

Let's Talk Intensity!

Moderate-intensity physical activity will cause adults to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Vigorous-intensity physical activity will cause adults to sweat and breathe hard. Activities like:

- Running
- Swimming

Let's Talk Intensity!

Moderate-intensity physical activity will cause adults to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Vigorous-intensity physical activity will cause adults to sweat and breathe hard. Activities like:

- Running
- Cross-country skiing

Let's Talk Intensity!

Moderate-intensity physical activity will cause adults to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Vigorous-intensity physical activity will cause adults to sweat and breathe hard. Activities like:

- Running
- Cross-country skiing

Let's Talk Intensity!

Moderate-intensity physical activity will cause adults to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Canadian Physical Activity Guidelines

FOR ADULTS - 18 - 64 YEARS

Guidelines



To achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate-to-vigorous-intensity aerobic physical activity per week, in bouts of 10 minutes or more.



It is also beneficial to add muscle and bone strengthening activities using major muscle groups, at least 2 days per week.



More physical activity provides greater health benefits.

Let's Talk Intensity!

Moderate-intensity physical activity will cause adults to sweat a little and breathe harder. Activities like:

- Biking
- Biking

Vigorous-intensity physical activity will cause adults to sweat and breathe hard. Activities like:

- Running
- Cross-country skiing

Being active for at least 150 minutes per week can help reduce the risk of:

- Premature death
- Heart disease
- Stroke
- High blood pressure
- Certain types of cancer
- Type 2 diabetes
- Osteoporosis
- Overweight and obesity

And can lead to improved:

- Fitness
- Strength
- Mental health (mood and self-esteem)

Pick a time. Pick a place. Make a plan and move more!

- Join a weekly community running or walking group
- Go for a short walk around the block after dinner
- Take a dance class after work
- Bike or walk to work every day
- Take the stairs, and then offer to do the chores for a neighbour
- Sign up for a sport (in a club or walk for charity)
- Take up a new sport (or try a new sport)
- Be active with the family on the weekend

Now is the time. Walk, run, or wheel, and embrace life.

Communications

Think Again Campaign



THINK AGAIN.



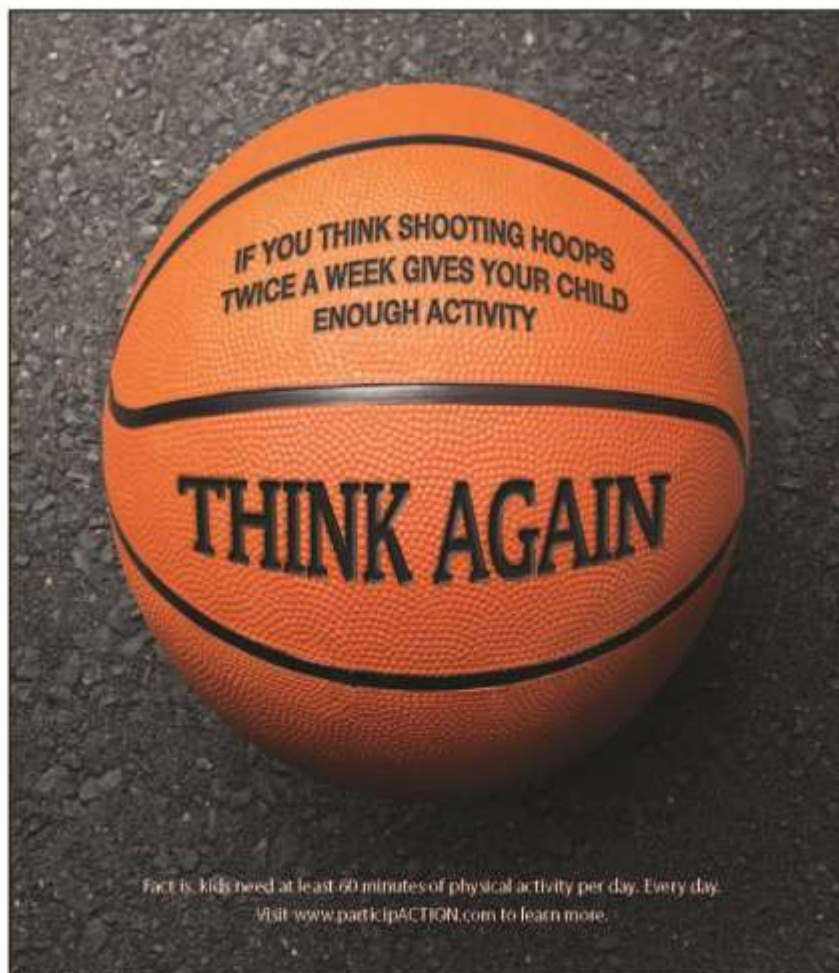
THINK AGAIN.



THINK AGAIN.

Communications

Think Again Campaign



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

Visit www.participACTION.com to learn more.

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**



Communications

Think Again Campaign

PARTICIPACTION TOOLKIT - Windows Internet Explorer

http://toolkit.participaction.com.php5-17.websitetestlink.com/browse/en/

Edit View Favorites Tools Help

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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.



Featured Materials All Materials Physical Activity Guidelines Video Audio Print Online Articles Logo



Soccer Mom
1775.06, MP3 Format

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Logo de ParticipACTION
601.96, JPG Format

preview download



Physical Activity Guidelines
for Adults with a Spinal
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PARTICIPATION

Capacity Building

Sports Day in Canada





Capacity Building

Sports Day in Canada

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CANADIAN OLYMPIC COMMITTEE
For the fire within



**CANADIAN
SPORT FOR LIFE**

Capacity Building

Sports Day in Canada



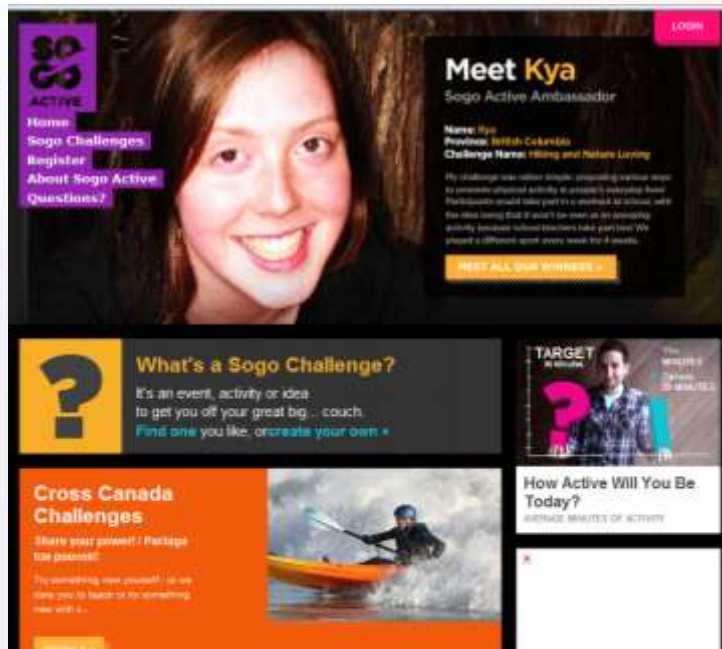


PARTICIPACTION



Capacity Building

Sogo Active



Saskatchewan
Parks and Recreation
Association



Capacity Building

Sogo Active







Building Capacity for the Sector

The ParticipACTION Network

PARTICIPACTION
Partner Network



Building Capacity for the Sector

The Partnership Protocol

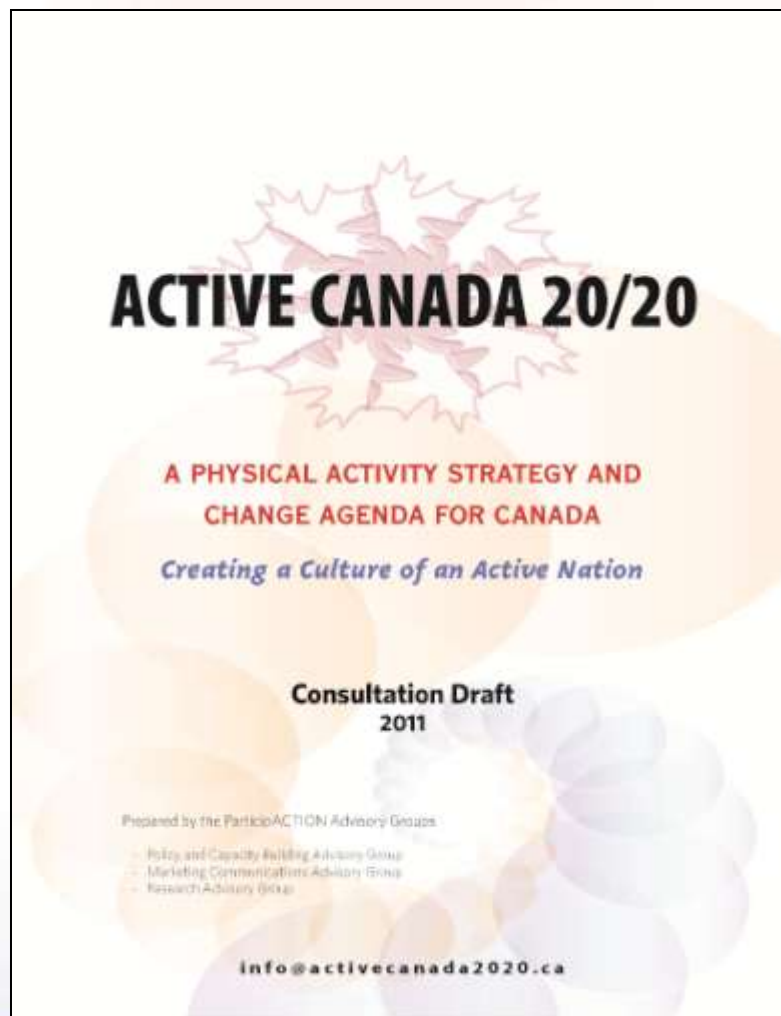
The Partnership Protocol

Principles and Approach for Successful Private/Not-for-Profit
Partnerships in Physical Activity and Sport

October 2010

Building Capacity for the Sector

Active Canada 20/20



IT'S TIME FOR ACTION

www.participACTION.com

