

IS CANADA IN THE RUNNING?

Recommendations from the 2014 AHKC Report Card

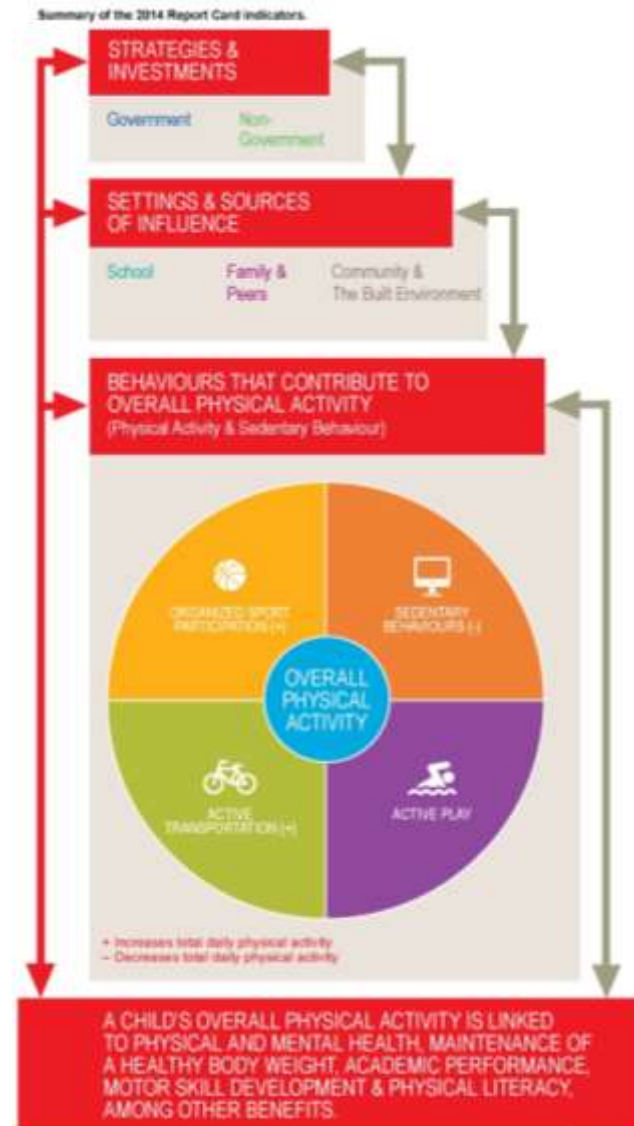
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FRAMEWORK

- The 2014 Report Card assigns letter grades to 10 different indicators grouped into three categories.
- Grades are based on an examination of current data against a benchmark along with an assessment of trends over time and the presence of disparities.
- Together, the indicators provide a robust and comprehensive assessment of physical activity of Canadian children and youth



Grade assignments are determined based on examination of the current data and literature for each indicator against a benchmark or optimal scenario, assessing the indicator to be poor, adequate, good or excellent:

A = We are succeeding with a large majority of children and youth.

B = We are succeeding with well over half of children and youth.

C = We are succeeding with about half of children and youth.

D = We are succeeding with less than half, but some, children and youth.

F = We are succeeding with very few children and youth.

IS CANADA IN THE RUNNING?

2014 Report Card Results





HOW CANADA STACKS UP



OVERALL PHYSICAL ACTIVITY	ORGANIZED SPORT PARTICIPATION	ACTIVE PLAY	ACTIVE TRANSPORTATION	SEDENTARY BEHAVIOURS	FAMILY & PEERS	SCHOOL	COMMUNITY & THE BUILT ENVIRONMENT	GOVERNMENT STRATEGIES & INVESTMENTS
Mozambique B	New Zealand B	New Zealand B	Finland B	Ghana B	Australia C	England A-	Australia A-	Colombia B
New Zealand B	Australia B-	Kenya C	Kenya B	Kenya B	Canada C	Finland B	Canada B+	Finland B
Mexico C+	Canada C+	Mozambique C	Mozambique B	New Zealand C	Finland C	Australia B-	England B	Scotland B
Kenya C	Finland C	Nigeria C-	Nigeria B	Ireland C-	Kenya C	New Zealand B-	Finland B	South Africa B
Nigeria C	Ghana C	Finland D	Mexico B-	Colombia D	New Zealand C	Canada C+	Ireland B	Australia C+
England D+	Kenya C	Australia INC	England C	Finland D	Scotland D-	Kenya C	Scotland B	Canada C
Colombia D	South Africa C	Canada INC	Scotland C	Mexico D	Colombia INC	Mozambique C	United States B-	Kenya C
Ghana D	England C-	Colombia INC	South Africa C	United States D	England INC	Ireland C-	New Zealand C	Mexico C
Finland D	Ireland C-	England INC	New Zealand C-	Australia D-	Ghana INC	United States C-	Ghana D	Mozambique C
South Africa D	United States C-	Ghana INC	Australia D	Canada F	Ireland INC	Ghana D	South Africa D	Ghana D
Australia D-	Colombia D	Ireland INC	Canada D	Nigeria F	Mexico INC	Mexico D	Mexico F	England INC
Canada D-	Mexico D	Mexico INC	Ghana D	Scotland F	Mozambique INC	South Africa D	Mozambique F	Ireland INC
Ireland D-	Mozambique F	Scotland INC	Ireland D	South Africa F	Nigeria INC	Colombia F	Colombia INC	New Zealand INC
United States D-	Nigeria INC	South Africa INC	United States F	England INC	South Africa INC	Nigeria INC	Kenya INC	United States INC
Scotland F	Scotland INC	United States INC	Colombia INC	Mozambique INC	United States INC		Nigeria INC	Nigeria INC

KEY INSIGHTS FOR CANADA

- We've built it, but they aren't coming
- Culture of convenience
- Kids need *room* to move



WE'VE BUILT IT BUT THEY AREN'T COMING...

- Canada's **highest grades** are a B+ in Community & the Built Environment, a C+ in School and a C+ in Organized Sport Participation:
 - 95% & 94% of parents report local availability of parks & outdoor spaces and public facilities and programs
 - There is a PE curriculum in place at schools in every province and territory. Most students have regular access to a gymnasium (95%), playing fields (91%) and areas with playground equipment (73%) during school hours.
 - 75% of Canadian kids aged 5-19 participate in organized physical activities or sport.

WE'VE BUILT IT BUT THEY AREN'T COMING...

- Like most other countries with well-developed infrastructure, Canada trails at the back of the pack for overall physical activity levels
- Canada's **overall physical activity levels are at a D-**.

The Canadian Physical Activity Guidelines (PAG) for 3- and 4-year-olds include light, MVPA (referred to below as "total physical activity" – TPA)

84%



Meet the PAG
(180 minutes
of Daily TPA)

11%



Meet the PAG +
Get 60 Minutes
of Daily MVPA

The PAG for 5- to 17-year-olds includes only MVPA. Research is needed to better understand the role and importance of light intensity physical activity in this age group.

7%



Meet the PAG
(60 minutes of
Daily MVPA)
5- to 11-year-olds

4%



Meet the PAG
(60 Minutes of
Daily MVPA)
12- to 17-year-olds

The PAG for the early years states that 3- to 4- year olds should progress towards at least 60 minutes of energetic play by 5 years of age. While the majority of 3- and 4-year-olds are meeting the PAG (84%), very few are accumulating the 60 minutes of energetic play or MVPA that they need to transition into the different PAG at age 5.

CULTURE OF CONVENIENCE

- Canadian parents look to structured activities and schools to get their kids moving.

82% of parents agree that the education system should place more importance on providing quality PE

79% of parents contribute financially to their kids' physical activities, but only 37% of parents often play actively with their children



CULTURE OF CONVENIENCE

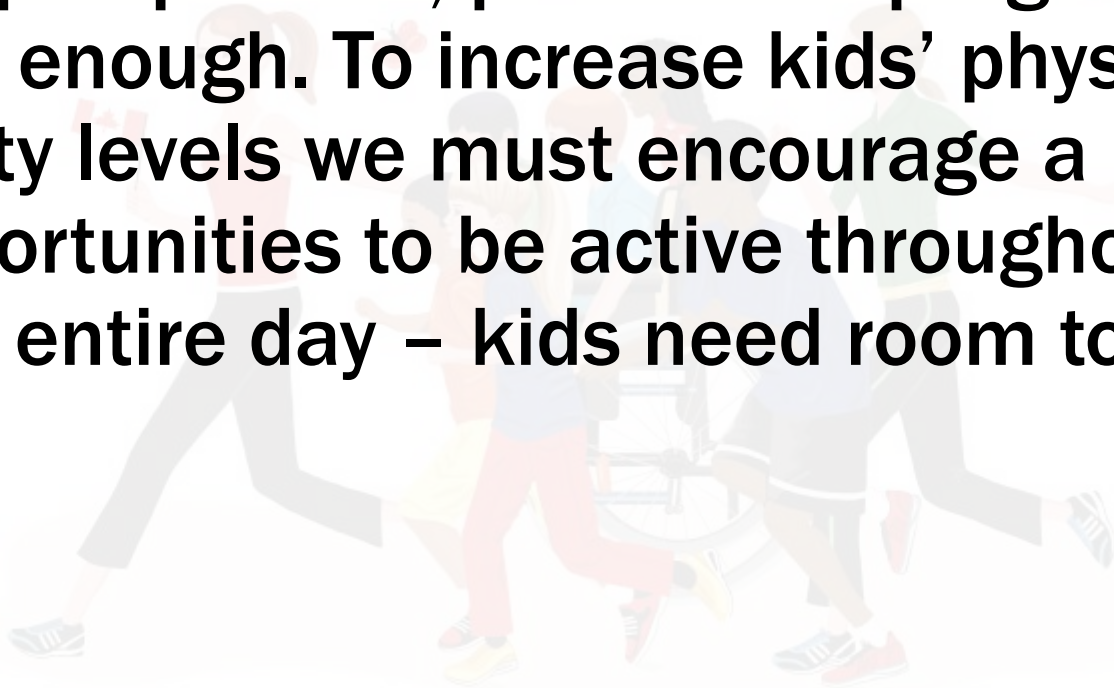
- The social norm in Canada is to drive kids to school and other places, rather than let them bike or walk.
 - Canada gets a **D in Active Transportation**
 - Perceived reasonable walking distance Parents value on convenience & beliefs about neighbourhood safety influence their kids' school trip mode.



- When kids do have free time, busy lives and safety concerns mean much of it is spent sedentary.
 - Canada receives an **F for Sedentary Behaviours** (our lowest grade), tied at the bottom with Nigeria, Scotland and South Africa.
 - 61% of Canadian parents agree their kids spend too much time in front of the TV or computer.

KIDS NEED ROOM TO MOVE

The global comparisons tell us well-developed policies, places and programs are not enough. To increase kids' physical activity levels we must encourage a mix of opportunities to be active throughout a child's entire day – kids need room to move.



Recommendations- Parents/Family

- Parents should consider a mix of physical activities to ensure their children meet the daily physical activity requirements.
- In some cases, parents must step back, do less and simply allow kids to play.
- Establish household rules for television and other screen use and set reasonable limits to break up sedentary time.



Recommendations – School

- Break down false perceptions of risk that inhibit physical activity and free play
- Develop a travel plan identifying strategies to promote active school travel and address local barriers
- Plan for opportunities to break up sedentary time throughout the school day



Promote independent mobility

- Re-examine existing policies that pose barriers
- Create policies and strategies that enable parents to manage safety concerns
- Conduct 'health impact assessment'



Promote independent mobility

- Consider active transportation as part of school site planning.
- Provide time in facility schedules for drop-in, spontaneous activities.

Recommendations – Government Strategies & Investments

- Governments at all levels should target policies to eliminate disparities in access and participation levels.
- Improve the level of funding devoted to health promotion including physical activity promotion, physical education and entry-level sport participation to reflect the realities of cost savings to be attained in the future as a result of a more physically active population.
- Better coordinate investments and policies between public and private sectors to minimize duplication and inefficiencies.

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Physical inactivity of Canadian kids blamed on 'culture of convenience'

Parents encouraged to weave opportunities to move and play with their kids into daily lifeCBC News | Posted: May 20, 2014 11:00 AM ET | Last Updated: May 20, 2014 10:06 PM ET

Canadian kids' physical inactivity 3:21

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Overall Recommendations

- Program/policy evaluations
- Increase awareness of the guidelines
- Make the active choice, the easy choice
- Specifically target at risk groups
 - i.e., Aboriginal populations, children with a disability, adolescent girls, children from low SES households

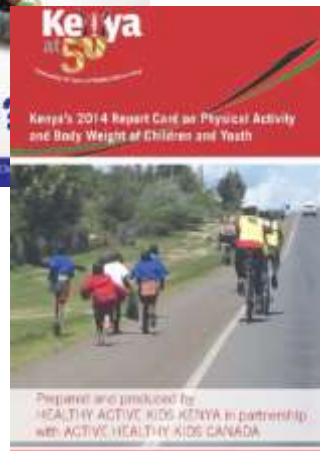


How Can We Improve the Grades?

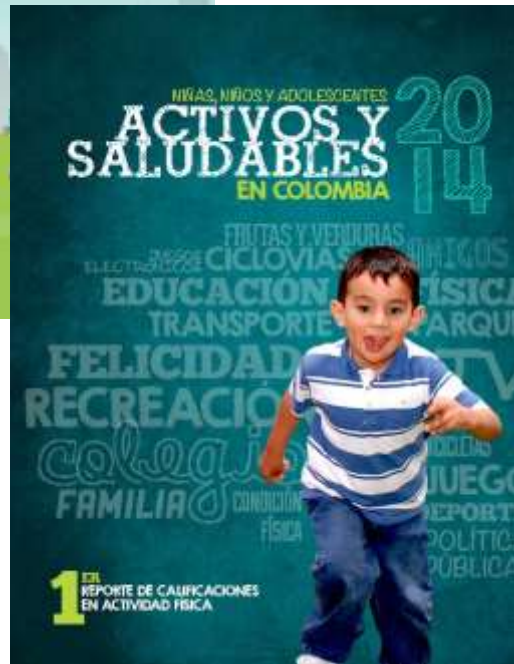
Recommendations from the Global Matrix countries:



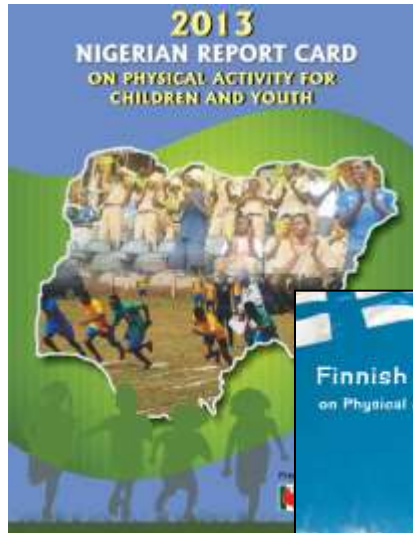
COMMUNITY & THE BUILT ENVIRONMENT



GOVERNMENT STRATEGIES & INVESTMENTS



ACTIVE TRANSPORTATION



SCHOOL



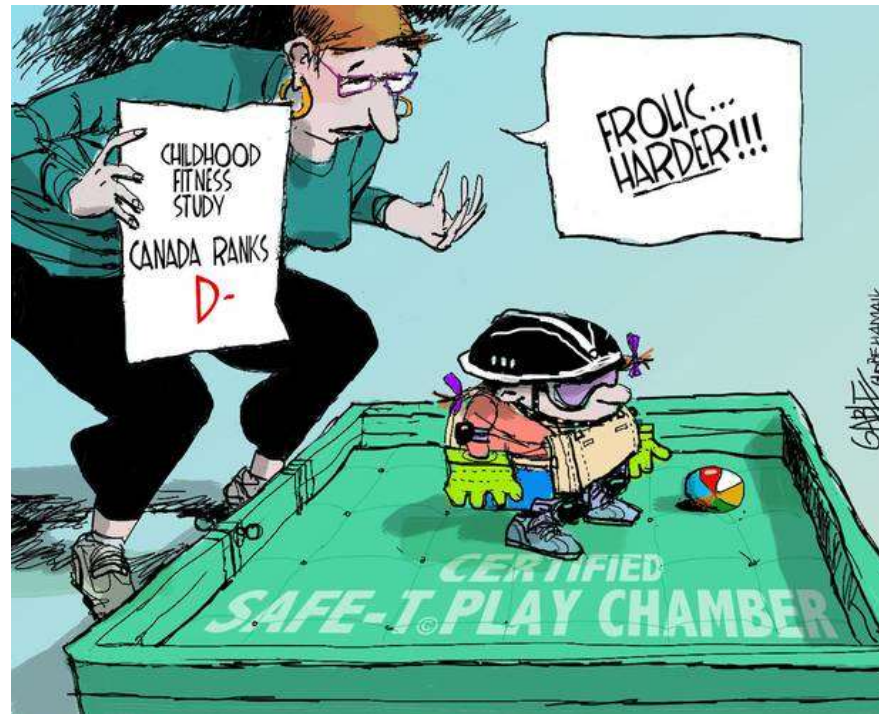
FAMILY AND PEERS



ACTIVE PLAY



THANK-YOU



Globe & Mail

THANKS TO OUR PARTNERS AND FUNDERS

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Learn to Play
Project



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Active Healthy Kids Canada relies upon its strategic partners, who play a critical role in the research, content development and communication of the Report Card:

