



**Toronto's Community Development and
Recreation Committee**

September 19, 2012

Canada's Inactivity Crisis



- Only an average of 7% of young people attain the recommended level of 60 minutes of moderate-to-vigorous physical activity per day, with 9% of boys and 4% girls engaging in the recommended 60 minutes of moderate-to-vigorous physical activity on at least 6 days per week.
- Canadian kids are spending six hours a day in front of television, video game and computer screens - over the course of a week, that is as much time as their parents spend at work.
- Sport participation rates in Canadian youth aged 15-18 declined from 77% in 1992 to 59% in 2005.
- Physical activity appears to reduce the risk of over 25 chronic conditions, in particular coronary heart disease, stroke, hypertension, breast cancer, colon cancer, type 2 diabetes and osteoporosis.

Fitness of Canadian children and youth: Results from the 2007-2009 Canadian Health Measures Survey

by Mark S. Tremblay, Margot Shields, Manon Laviolette, Cora L. Craig, Ian Janssen
 and Sarah Connor Gorber

Figure 3
Portrait of typical 12-year-old boy and girl, 1981 and 2007-2009

BOY

1981	BODY COMPOSITION	2007-2009
150.9 cm (4'11")	Height	155.8 cm (5'1")*
41.6 kg (92 pounds)	Weight	48.0 kg (106 pounds)*
18.1 kg/m ²	Body mass index	19.2 kg/m ² *
64.9 cm (25.6")	Waist circumference	66.2 cm (26.1")
78.0 cm (30.7")	Hip circumference	84.0 cm (33.1")*
0.83	Waist-to-hip ratio	0.82*
FITNESS TESTS		
49 kg	Grip strength	44 kg*
26.5 cm	Sit-and-reach	21.4 cm*

GIRL

1981	BODY COMPOSITION	2007-2009
153.1 cm (5'0")	Height	155.9 cm (5'1")*
42.7 kg (94 pounds)	Weight	47.6 kg (105 pounds)*
18.4 kg/m ²	Body mass index	19.5 kg/m ² *
62.4 cm (24.6")	Waist circumference	68.0 cm (26.8")*
81.2 cm (32.0")	Hip circumference	86.0 cm (33.9")*
0.76	Waist-to-hip ratio	0.79*
FITNESS TESTS		
43 kg	Grip strength	40 kg*
32.0 cm	Sit-and-reach	28.2 cm*

Active Healthy Kids Canada Report Card



The Report Card, in its eighth year of production, is an evidence-informed communications and advocacy piece designed to provide insight into Canada's "state of the nation" each year on how, as a country, we are being responsible in providing physical activity opportunities for children and youth.

Key Learnings from recent Report Cards

Research shows lifestyle patterns set before the age of five predict obesity and health outcomes in later childhood and through adulthood.

- Less than half of Canadian children under five are getting regular physical activity as part of daily routines - meaning many are already on the path to inactivity before they reach their fifth birthday.
- Obese children have a 25 to 50 per cent increased risk of being obese adults, and it is estimated that overweight two to five-year-old children are four times as likely to become overweight as adults.

The after-school period, from 3 to 6 p.m., is prime time for physical activity, yet many Canadian children and youth are sitting idle indoors.

- Children and youth could be getting a large portion of their daily physical activity during this window of opportunity (as much as 30 per cent of it). Yet, children and youth are getting only 14 minutes of physical activity – the majority of the after-school time (92 per cent) is spent in light or sedentary activities

Active play - especially outdoors - is becoming extinct among Canadian children and youth.

- Kids are less active on weekends, compared to weekdays, despite having more free time.
- 46 per cent of Canadian kids are getting three hours or less of active play per week, including weekends.



Vision and Mandate

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 Campaigns



"Inactive Kids"



"Get Inspired. Get Moving."

THINK AGAIN.

"Think Again"



A Physical Activity Strategy for Canada



Active Canada 20/20 Framework to Create a Culture of an Active Nation

Areas of Focus, Foundations for Change, Principles and Strategic and Priority Actions are mutually reinforcing and work together to achieve the Active Canada 20/20 Vision. Figure 1 below shows the relationship between the essential elements of this change agenda.



Diagram developed by Dr. Nicoleta Cutumisu, University of Alberta

Working with Partners



GOAL: *To unite, build and nurture a robust network of organizations dedicated to physical activity and sport participation that is coordinated, connected, responsive, effective, and sustainable.*

Working with Partners



Get Active Toronto (GAT) is an initiative formed between public, voluntary and private sector organizations to address the current epidemic of physical inactivity by achieving increased physical activity levels in Toronto. GAT does this by raising public awareness, creating more opportunities and reducing barriers to enable all residents to be physically active where they live, work, learn and play.



PARTICIPACTION

Let's get moving.

www.participACTION.com

www.activehealthykids.ca

www.activecanada2020.ca

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