



# ACTIVE CANADA

20/20



**A PHYSICAL ACTIVITY STRATEGY & CHANGE AGENDA FOR CANADA  
CREATING A CULTURE OF AN ACTIVE NATION | MAY 2012 VERSION**



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# 1 INTRODUCTION

## PURPOSE

Active Canada 20/20 – A Physical Activity Strategy and Change Agenda for Canada, is the response of a broad cross-section of the physical activity community from across Canada who are concerned about health and quality of life, and who are committed to addressing the urgent national need to increase physical activity and reduce sedentary living. Eighty-five percent of Canadian adults and 93% of Canadian children and youth do not achieve the minimum level of physical activity necessary to ensure long-term good health and well-being.

Active Canada 20/20 provides a clear vision and a change agenda to describe successful steps that, if implemented, will increase physical activity and reduce sedentary behaviour, thereby reducing health risks and achieving the many benefits of a society that is active and healthy. It demonstrates the actions that, if undertaken at multiple levels, will strengthen Canada by making physical activity an important cultural trademark.

**Active Canada 20/20 can impact every family in Canada.** It is designed to engage decision makers and rally the collaborative, coordinated and consistent efforts of all stakeholders at every level to make a difference for the well-being and sustainability of our social programs, our communities, our country, and, most importantly, our people.



## Who Needs to be Part of an Active Canada 20/20 Change Agenda?

Active Canada 20/20 has numerous recommendations that can enhance every community and positively affect every Canadian. This kind of impact can only be achieved when decision makers and ‘change makers’ work together to create and enhance community opportunities that increase physical activity in all aspects of daily life.



### HEALTH PROMOTION IS EVERYONE'S BUSINESS

*While it is clear that health services are a determinant of health, they are just one among many... Because many of these determinants of health lie outside the reach of the health sector, many of the actions to improve health also lie outside the health sector, both within and beyond government.*

*This means that many government departments and a wide range of people and organizations in communities and across society play a role in creating the conditions for good health that support individuals in adopting healthy lifestyles.*

*Promoting health and preventing diseases is everyone's business – individual Canadians, all levels of government, communities, researchers, the non-profit sector and the private sector each have a role to play.*

***A Declaration on Prevention and Promotion from Canada's Ministers of Health and Health Promotion/Healthy Living – September 2010***, <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/declaration/pdf/dpp-eng.pdf>

## *Who Needs to be Part of an Active Canada 20/20 Change Agenda? ... You do!*

- **Policy Makers** – Federal, provincial/territorial, municipal, corporate, educational
- **Physical Activity Stakeholders** – Education, recreation, sport, health, healthy living and fitness (private, public and voluntary sectors)
- **Related Sector Stakeholders** – Transportation, environment, community planning, wellness and quality of life
- **Progressive Canadian Businesses** – Marketing, employee assistance, human resources, safety
- **Caregivers** – All those who love, support and care for the children, youth, seniors, and all those who need our support
- **Employers** – Private, public and voluntary sectors
- **Educational Institutions** – Schools (preschool to secondary), colleges, universities
- **Community Organizations** – For children, youth, adults, older adults, families, under-represented and at risk
- **Health Professionals** – Physicians, nurses, physical therapists
- **You** – From parents to policy makers, you make the decisions that will help get Canada moving again. In your home, in your community and in your school or workplace – be a change maker!



## ***Building on Canadian and International Efforts***

Active Canada 20/20 is a national physical activity strategy that responds to recommendations for action at the international, national, provincial/territorial and municipal levels:

1. The United Nations Declaration on the Prevention and Control of Non-Communicable Diseases. (September 2011); [www.un.org/en/ga/ncdmeeting2011/pdf/NCD\\_draft\\_political\\_declaration.pdf](http://www.un.org/en/ga/ncdmeeting2011/pdf/NCD_draft_political_declaration.pdf)
2. The Toronto Charter for Physical Activity: A Global Call for Action. (2010); Global Advocacy for Physical Activity (GAPA), the Advocacy Council of the International Society for Physical Activity and Health (ISPAH) [www.globalpa.org.uk](http://www.globalpa.org.uk)
3. Global Advocacy for Physical Activity, the Advocacy Council of the International Society for Physical Activity and Health. NCD Prevention: Investments that Work for Physical Activity. February 2011. [www.globalpa.org.uk/investments](http://www.globalpa.org.uk/investments)
4. The Pan-Canadian Physical Activity Framework. (2003); Coalition for Active Living [www.activeliving.ca/english/index.cfm?fa=WhatWeDo.main](http://www.activeliving.ca/english/index.cfm?fa=WhatWeDo.main)
5. Federal/Provincial/Territorial (F/P/T) government policy statements and targets:
  - Curbing Childhood Obesity: The F/P/T Framework for Action to Promote Healthy Weights. (2009) [www.phac-aspc.gc.ca/hp-ps/hl-mvs/framework-cadre/pdf/ccofw-eng.pdf](http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/framework-cadre/pdf/ccofw-eng.pdf)
  - F/P/T Targets for children (2008) and for adults. (2005); Please see Appendix B
  - The Integrated Pan Canadian Healthy Living Strategy. (2005) [www.phac-aspc.gc.ca/hl-vs-strat/pdf/hls\\_e.pdf](http://www.phac-aspc.gc.ca/hl-vs-strat/pdf/hls_e.pdf)
6. Creating a Healthier Canada: Making Prevention a Priority. A Declaration on Prevention and Promotion from Canada's Ministers of Health and Health Promotion/Healthy Living. (2010) [www.phac-aspc.gc.ca/hp-ps/hl-mvs/declaration/pdf/dpp-eng.pdf](http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/declaration/pdf/dpp-eng.pdf)
7. Global Strategy on Diet, Physical Activity and Health; World Health Organization. (2004) [www.who.int/dietphysicalactivity/strategy/eb11344/strategy\\_english\\_web.pdf](http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf) .
8. The Canadian Sport Policy. (2002) [www.pch.gc.ca/pgm/sc/pol/actn07-12/booklet-eng.pdf](http://www.pch.gc.ca/pgm/sc/pol/actn07-12/booklet-eng.pdf)

9. Sport Canada's policy on Aboriginal Peoples Participation in Sport. (2005)

[www.pch.gc.ca/pgm/sc/pol/aboriginal/2005/aboriginal-eng.pdf](http://www.pch.gc.ca/pgm/sc/pol/aboriginal/2005/aboriginal-eng.pdf)

10. Actively Engaged: A Policy on Sport for Women and Girls. (January 2009)

[www.pch.gc.ca/pgm/sc/pol/fewom/101-eng.cfm](http://www.pch.gc.ca/pgm/sc/pol/fewom/101-eng.cfm)

11. Policy on Sport for Persons with a Disability. (June 2006) [www.pch.gc.ca/pgm/sc/pol/spt/pwad-eng.pdf](http://www.pch.gc.ca/pgm/sc/pol/spt/pwad-eng.pdf)

The United Kingdom, Scotland, Ireland and Scandinavian countries have enacted physical activity strategies over the past several years, and Australia and the United States of America each released a national physical activity strategy in 2010.

In Canada, many municipalities, provinces and territories have designed and begun to implement physical activity plans in their jurisdictions across the country. However, these plans are often developed in isolation of one another and would benefit from pan-Canadian collaborative plans, efforts and leadership.

Active Canada 20/20 builds on municipal, provincial/territorial, national and organizational promising practices and research-based evidence.



# WHY A PHYSICAL ACTIVITY STRATEGY IS NEEDED FOR CANADA

Physical inactivity is now identified by the World Health Organization as the fourth leading risk factor for global mortality.<sup>1</sup> Physical inactivity levels are increasing in many countries with major implications for the prevalence of non-communicable diseases (NCDs) and the general health of the population worldwide.

**Eighty-five percent of adults<sup>2</sup> and 93% of children and youth<sup>3</sup> are not meeting Canadian Physical Activity Guidelines.** These levels of physical inactivity have enormous societal costs. There is a need to increase physical activity levels in Canada, and there is compelling evidence that by doing so we can realize significant benefits (see Appendix A). Studies also show that reducing the sedentary time of children and youth is associated with improvements in body composition, fitness, self-esteem and self-worth.

Recent data from the Canadian Fitness and Lifestyle Research Institute indicates that over the past decade little or no progress has been made in Canada toward increasing the physical activity levels of children/youth or adults. In addition, strategies that address physical activity and sedentary living for populations with the greatest need and access issues are lacking. Nationally these populations include: Aboriginal people, children

<sup>1</sup> World Health Organization, [http://www.who.int/topics/physical\\_activity/en/](http://www.who.int/topics/physical_activity/en/)

<sup>2</sup> R.C. Colley, D. Garriguet, I. Janssen, C.L. Craig, J. Clarke, M.S. Tremblay. Physical activity of Canadian adults: Accelerometer results from the 2007 to 2009 Canadian Health Measures Survey. **Health Reports** 22(1):7-14, 2011

<sup>3</sup> R.C. Colley, D. Garriguet, I. Janssen, C.L. Craig, J. Clarke, M.S. Tremblay. Physical activity of Canadian children and youth: Accelerometer results from the 2007 to 2009 Canadian Health Measures Survey. **Health Reports** 22(1):15-24, 2011.



and youth, people with disabilities, newcomers, girls and women, LGBT (lesbian, gay, bisexual and transgendered), lower socioeconomic groups and older adults. Clearly a new, more comprehensive approach is required if we are to meet 2015 targets for Canada (see Appendix B).

Despite the fact that Canada has examples of programs, research, community interventions and education campaigns that are respected world-wide; and despite some strong provincial, territorial, and municipal/local efforts to encourage people to be more active; Canada's approach to increasing physical activity has been fragmented. As a result, these individual efforts have lacked the coordination and strategic approach needed for population-wide interventions that link evidence to action. They have, therefore, failed to produce meaningful national results. It is time to move beyond uncoordinated efforts to become a country of strategic action.

Active Canada 20/20 was developed by knowledgeable people from across Canada concerned about physical activity, health and quality of life. Over 1700 stakeholders have participated in, and contributed to, the consultation process about this agenda for change. Consensus has been reached on a set of actions designed to reverse the decline in population physical activity levels that have taken place over the generations; actions we can take together to create a culture of an active nation (see page 22 to read about the development of Active Canada 20/20).

Active Canada 20/20:

- Provides a vision for an active Canada;
- Establishes measurable goals for the nation;
- Identifies actions based on evidence;
- Focuses on priority actions and needed investments;
- Builds on current strengths;
- Identifies strategies to address gaps; and
- Provides focus and opportunity for coordinated action.

## *How Much Physical Activity do People Need?*

According to the guidelines developed by the Canadian Society for Exercise Physiology (2011), **children (5-11 years) and youth (12-17 years) require at least 60 minutes of moderate- to vigorous-intensity physical activity per day while adults (18-64 years) and older adults (65 years and older) must get at least 150 minutes of moderate- to vigorous-intensity physical activity per week.**

Importantly, Canadians should try to exceed the minimum activity thresholds since the greater the variety, intensity and duration of the physical activity, the greater the health benefits. These Guidelines are the result of more than four years of research analysis funded by several groups, are supported by the Public Health Agency of Canada and are consistent with international guidelines. They provide clear and concise instructions and tips for Canadians to achieve required levels of physical activity.

The Canadian Physical Activity Guidelines are relevant to all apparently healthy Canadians, irrespective of gender, race, ethnicity or socio-economic status. The Guidelines may be appropriate for those who are pregnant, have a disability or have a medical condition; however, these individuals should consult a health professional to understand the types and amounts of physical activity appropriate for them.

Canadians of all ages are encouraged to participate in a variety of physical activities that are enjoyable and safe.

## *What are the Recommendations Concerning Sedentary Behaviour?*

The Canadian Sedentary Behaviour Guidelines for Children and Youth (2011) are the first systematic evidence-based guidelines of their kind in the world. These guidelines recommend Canadian children and youth limit sedentary behaviour during discretionary or 'free' time in order to reduce health risks. Specifically, **for health benefits, children (aged 5-11 years) and youth (aged 12-17 years) should limit recreational screen time to no more than two hours per day. Children and youth should also limit sedentary transport, prolonged sitting and time spent indoors throughout the day.**



## *Why do we Need Sedentary Behaviour Guidelines?*

Canadian Physical Activity Guidelines have been developed to encourage children and youth to accumulate at least 60 minutes of moderate- to vigorous-intensity physical activity daily. However, even if children and youth meet these guidelines, there are still 23 hours remaining in the day for school, sleep, work and discretionary or 'free' time. Sedentary Behaviour Guidelines target this free time in particular and are meant to encourage incidental movement, active play and time outdoors, and discourage prolonged periods of sitting in a car, at a computer or resting on the sofa watching TV.

The first-ever Canadian Physical Activity and Sedentary Behaviour Guidelines for the Early Years (2012) state that children aged four and under should move more and sit less every day. All children aged one to four should accumulate at least 180 minutes of physical activity throughout the day, and children under the age of one should be physically active several times daily. Parents and caregivers should also limit prolonged sitting for more than one hour at a time and excessive screen time.

Please refer to Appendix C for the full text of the Canadian Physical Activity Guidelines and Canadian Sedentary Behaviour Guidelines for the Early Years, Children and Youth or consult the guidelines' website [www.csep.ca/guidelines](http://www.csep.ca/guidelines).



# 20/20 VISION FOR CANADA

A physically active lifestyle helps define Canada and strengthens the health and social fabric of our country.

## 20/20 GOAL STATEMENT

To increase the physical activity level of every person in Canada.



**PRINCIPLES** Active Canada 20/20 adheres to the following guiding principles:

### Guiding Principles for a Population Based Approach to Physical Activity and Sedentary Living

(Adapted from the Toronto Charter for Physical Activity, 2010)

1. Adopt evidence-based strategies that target the whole population, as well as specific population sub-groups, particularly those facing the greatest barriers;
2. Embrace an equity approach aimed at reducing social and health inequalities and disparities of access to physical activity;
3. Address the environmental, social and individual determinants of physical inactivity;
4. To achieve the greatest impact:
  - a. Value, invest in and build on current evidence informed locally, regionally and nationally
  - b. Implement sustainable partnerships across sectors and between all levels of government;
5. Build capacity and support training in research, practice, policy, evaluation and surveillance;
6. Use a life-stage approach by addressing the needs of children, youth, families, adults and older adults;
7. Advocate to decision makers and the general community for an increase in political commitment to and resources for physical activity;
8. Design for inclusion and adapt strategies to accommodate varying local needs, cultures, contexts and resources;
9. Facilitate healthy personal choices by making the physically active choice the easy choice.

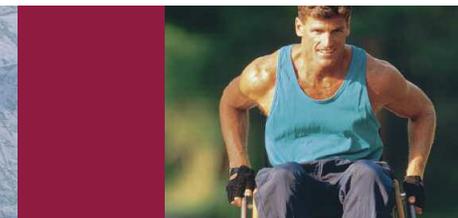
# 4 THE WAY FORWARD

## *What Influences Physical Activity?*

Physical activity is influenced at the community level through a complex relationship between people and their environment. While individuals can make lifestyle choices that influence their health and well-being, behaviours are also greatly influenced by the environments in which they live. Active Canada 20/20 is informed by the Social-Ecological Model (see Appendix D) that describes this relationship. Individuals are *responsible* for their own physical activity levels, but individual behaviour is *influenced* by social and physical environments, e.g. community norms and values, opportunities, regulations, infrastructure and policies.

Barriers to physical activity exist for many community members. As these barriers are addressed, behaviour change becomes more achievable and sustainable and people can become more active.

The most effective approach for increasing physical activity is a combination of efforts at all levels – individual, interpersonal, organizational, community and public policy. There is consensus that focused action is needed in four key areas – or Areas of Focus. Active Canada 20/20 describes these areas which must be undertaken to address the relationship between people and the environments in which they live, and to achieve the goal of increasing the physical activity level of every person in Canada.



## AREAS OF FOCUS

1. Policy Development, Change and Implementation
2. Targeted Information and Public Education
3. High Quality, Accessible Programs and Services
4. Community Design

The four Areas of Focus need the support of three important 'Foundations for Change'. These are:

## FOUNDATIONS FOR CHANGE

1. Evidence and Knowledge Exchange
2. Strategic Investments
3. Mobilization

Areas of Focus and Foundations for Change are coordinated areas of work that must be sustained in order to make an impact on the efforts to increase physical activity and achieve the vision of Active Canada 20/20. These Areas of Focus and Foundations are described in the following section with essential actions listed for each.

### 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.

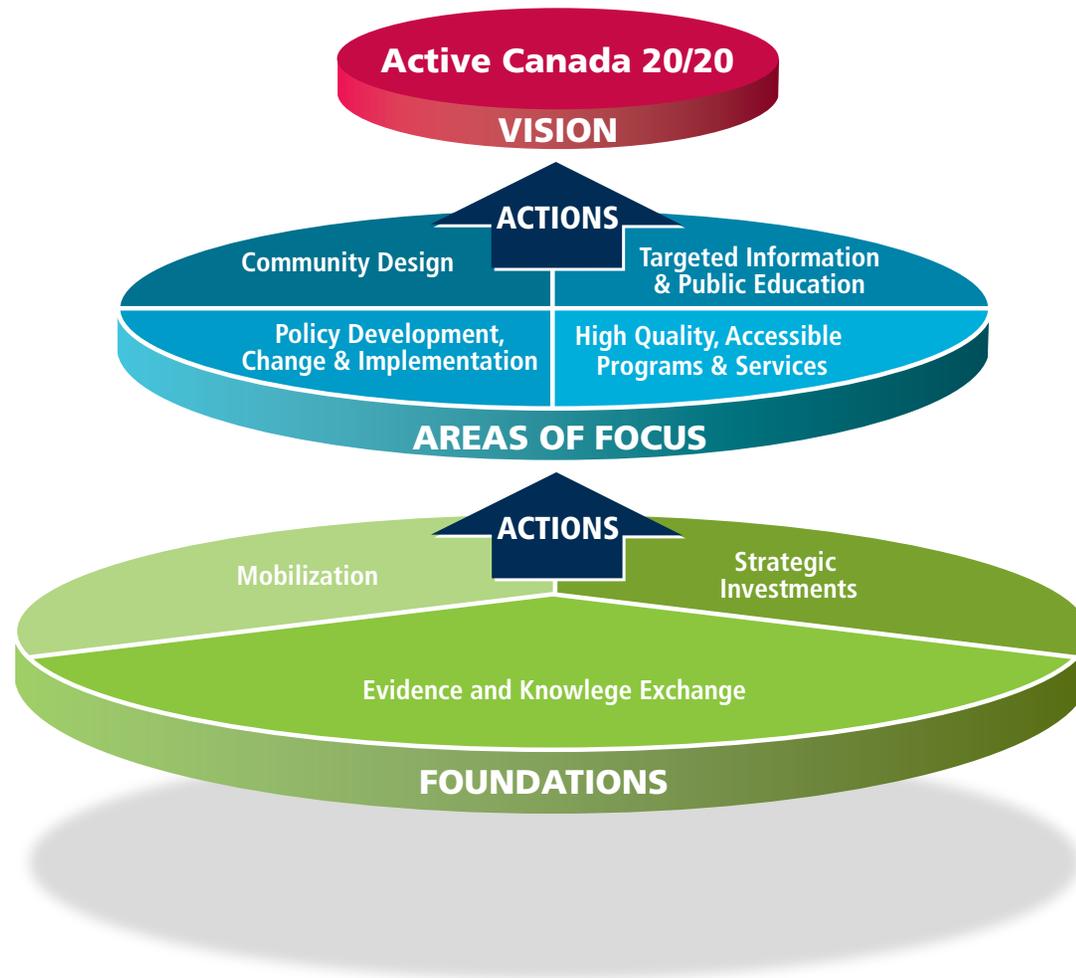


Diagram developed by Dr. Nicoleta Cutumisu, University of Alberta

# 5 AREAS OF FOCUS

Four **Areas of Focus** are needed to make Canada a more physically active country. No one Area can be addressed in isolation and each is essential to building an Active Canada. Essential actions for each Area are described below.

## Policy Development, Change and Implementation:

**Introduce, change, coordinate and implement policies and/or legislation at all levels of government, voluntary and private sectors, to stimulate increases in physical activity and reduce barriers.**

\*'Active transportation' refers to any form of human powered transportation, including trips using public transportation.

\*\*Physical literacy - Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person.

### 1 Actions for Policy Development, Change and Implementation

Create a Canadian Physical Activity Policy similar in reach and scope to the Canadian Sport Policy. The Canadian Physical Activity Policy should explicitly target increased physical activity and reduced sedentary behaviours. The Physical Activity Policy would be developed in consultation with F/P/T/M departments concerned with education, transportation, human resources, infrastructure, environments, business, heritage and tourism, and other non-governmental stakeholders. A special Task Force or other mechanism for creation of the Policy should be considered.

Employers in Canada should develop and/or strengthen results-oriented policies that support infrastructure and programs for employees to add physical activity and reduce sedentary behaviours in their daily lives, including active transportation\* to and from work. Health and Safety policies should address physical activity and sedentary behaviours. Employers and employees should be supported with tax incentives and policies designed to increase physical activity and decrease sedentary behaviours.

Governments should intentionally address people with the greatest need and access issues by targeting policies to eliminate disparities in participation levels.

Government departments responsible for community planning, design and transportation (federal, provincial/territorial, municipal, local) should establish and implement policies to prioritize active transportation.

School boards across Canada should adopt and implement policies in all schools to ensure the delivery of quality, daily physical education, including delivery by physical education specialists and support for the development of physical literacy\*\* for all children.

School policies should also ensure opportunities for daily physical activity, school sport, intramurals, spontaneous play, active transportation and decreased sedentary behaviours.

Implementation of the Canadian Sport Policy should bring priority to increasing physical activity levels and decreasing sedentary time as part of its sport participation goal.

Community organizations from all sectors should work together to develop policies that identify community assets for physical activities (facilities, corridors, green spaces and active spaces) and maximize use of those assets through shared use plans and agreements.

Multi sector opportunities should be investigated to collaborate with the insurance industry to reduce real and perceived barriers to physical activity associated with liability issues.

## 2 Actions for Targeted Information and Public Education

Long-term planning and support for national information and education campaigns that are adequately funded, that reach Canadians using the most effective media and communications, and that are closely aligned with national, provincial/territorial and major municipal priorities should be implemented. Smaller communities should be supported in their efforts to educate citizens.

### Targeted Information and Public Education:

**Increase and strategically coordinate targeted awareness, social marketing, education, and health communication campaigns and messages to increase physical activity.**

Priority themes for increasing physical activity and decreasing sedentary behaviours in Canada should be set across jurisdictions to guide education and marketing campaigns. Themes should support national, provincial/territorial, local and organizational efforts to make physical activity a viable choice in everyday life, help to remove barriers to choosing physical activity and promote a reduction in sedentary behaviours.

The Canadian Physical Activity Guidelines and Canadian Sedentary Behaviour Guidelines should be broadly distributed to the population, through informed stakeholders, using plain language.

Educational campaigns to stimulate leadership designed to increase physical activity and reduce sedentary behaviour in workplaces, schools and the home should be implemented. Campaigns should be supported by tools and resources for decision makers in each setting i.e., employers, school boards and principals, and parents/caregivers.

Targeted outreach should take place that is relevant to the needs of people with the greatest need and access issues.

Decision- and policy-makers should be provided with current, reliable statistics on the status of physical activity and sedentary behaviour levels in Canada. Wherever possible, local level data should inform decisions.



**High Quality, Accessible Programs and Services:**

**Establish, enhance and reorient programs, services and social supports where necessary to prioritize physical activity and enhance physical literacy.**

**3 Actions for High Quality, Accessible Programs and Services**

Elementary and secondary schools, with support from school boards and the Ministry of Education, should commit to the full delivery of the physical education curriculum to ensure that every child can develop the knowledge, skills and habits that are the foundation to a physically active lifestyle.

University teacher preparation should equip teachers to deliver quality daily physical education and an understanding of physical literacy and how it is formed in children.

Schools should ensure opportunities for daily physical activity, school sports, intramurals, spontaneous play, after school physical activity programs and active transportation.

Schools should implement practices designed to reduce and minimize extended sitting.

Municipal recreation and health departments, or municipal and local officials responsible for recreation or health, should set targets for increasing physical activity and reducing sedentary behaviour of residents and monitor progress as part of their planning and performance objectives.

Facility managers of community schools, recreation facilities, clubs and organizations (both private and public sectors) should provide greater access for members of the community to access facilities in order to increase participation in sport and physical activity programs.

Primary health care professionals should be trained in physical activity prescription, sedentary behaviour reduction and referral as part of their education and professional development. They should be important community leaders and champions for physical activity.

Specific strategies should be developed by all delivery organizations to encourage participation in physical activity programs and reduce sedentary behaviours in people with the greatest need and access issues.

All employers should implement physical activity initiatives designed to increase the physical activity of employees while promoting a reduction in sedentary behaviours. Workplaces should have access to tools and resources to inform decisions by employers.

Investigate ways to promote “health enhancing physical activity” within all levels of the sport system (e.g., The National Coaching Certification Program, Canadian Sport for Life, Canadian Sport Policy).

**Community Design:**

- **Built and Natural Environments**
- **Social Infrastructure\***

**Reframe and modernize physical and social infrastructures to make physical activity an inviting, practical and accessible priority.**

**4 Actions for Community Design****BUILT AND NATURAL ENVIRONMENTS:**

Every municipality should develop or review and revise municipal/local government master plans to ensure that opportunities for physical activity are explicitly included in all facets of the plan, that barriers to an active lifestyle are eliminated, and that environments promoting sedentary behaviours are limited.

Within the municipal/local government master plan for physical activity, a strategic plan for transportation that explicitly places priority on safe and active transportation, as well as public transportation, should be developed.

Municipalities/local governments should plan and establish active transportation routes designed to meet the needs of everybody with safe and accessible routes to nearby neighbourhood and community-wide destinations.

Governments should address the recreation infrastructure deficit in order to ensure everyone has access to indoor and outdoor facilities and public spaces where they can learn, experience, play and practice physically active pursuits.

Municipal/local governments should identify existing facilities and spaces (public, private and others) and develop plans to maximize community-wide shared use in order to increase access by community members for physical activity.

**SOCIAL INFRASTRUCTURE:**

Governments should ensure that a community development approach is taken so that those affected are included in the design and delivery of the plan. Populations with the greatest need and access issues should be an integral part of plans and strategies to increase physical activity and reduce sedentary behaviours.

Municipal/local governments, in partnership with the private sector, should address disparities in human and financial investments in recreation and sport for under-served areas such as rural, remote and low income communities or high density areas with inadequate access to opportunities.

Physical activity practitioners, companies and organizations should ensure that their outreach, planning, programming, physical environments and staff are accessible and inviting to people from all circumstances.

Volunteers should be valued, trained and supported as an essential part of the delivery of physical activity opportunities in every community in Canada. Identifying volunteers from people with the greatest access issues should be a priority as part of the community development approach.

Physical activity practitioners and leaders should be trained to appreciate and understand the importance of reducing sedentary behaviours in addition to the promotion of physical activity.

\* "Social Infrastructure" includes the range of 'public goods' that individuals need to be happy and to reach their full potential. It is both 'hard' infrastructure – schools, community centres, hospitals, public housing – and 'soft' infrastructure – the actual delivery of services such as child care, education, recreation, settlement and health care.

# FOUNDATIONS FOR CHANGE

## (SUPPORTING THE FOUR AREAS OF FOCUS)

Capacity to create change is essential. A change agenda will depend on sustainable systems that support action and progress in increasing physical activity and reducing sedentary behaviours. There are three **Foundations for Change**:

### THREE FOUNDATIONS FOR CHANGE

#### EVIDENCE AND KNOWLEDGE EXCHANGE

Sustain comprehensive systems to conduct research, surveillance and evaluation, and facilitate evidence-based decision making and accountability.

- > The system for monitoring physical activity and sedentary behaviour levels in Canada and the impacts of national and provincial/ territorial strategies should be enhanced and maintained to ensure quality, timely and relevant data is collected that is consistent and comparable for systemic measurement of progress toward the vision and goal of Active Canada 20/20.
- > The effectiveness of interventions (including community-based ones), social marketing, education campaigns and policy initiatives should be monitored and evaluated as to their impact on individuals.
- > Ongoing research should be conducted on barriers, determinants, prevalence and correlates of physical activity and sedentary behaviour.
- > A comprehensive evaluation framework should be included as part of any physical activity or sedentary behaviour intervention.

#### STRATEGIC INVESTMENTS

Make substantive, sustained and strategic investments.

- > Governments (Federal, Provincial/Territorial and Municipal) should identify physical activity promotion and sedentary behaviour reduction as priorities and dedicate ongoing budgets to them. This includes substantive, timely and sustained investments in the voluntary sector delivery system that are clearly linked to expected results.
- > Investments in physical activity should support community development approaches to ensure ownership, relevance and sustained action.
- > Business and industry should make timely and targeted investments in efforts that promote physical activity and discourage sedentary behaviour for Canadians.

#### MOBILIZATION

Build capacity and mobilize leaders and partners across sectors.

- > At the community level, decision makers responsible for recreation and parks, and public health should lead collaboration between transportation, planning, environment, sport, education, voluntary sector and other stakeholders in the development, implementation, sustaining and evaluation of strategies to increase physical activity and decrease sedentary behaviours.
- > A leadership model between the F/P/T governments responsible for Sport, Physical Activity and Recreation, Health and Healthy Living, and other physical activity stakeholder groups (voluntary, private, municipal) should be established.
- > All delivery organizations and government jurisdictions should engage intermediary and end user populations in planning processes and implementation of strategies.

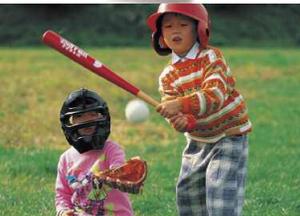
# 7 DEVELOPMENT OF ACTIVE CANADA 20/20

In February 2010, ParticipACTION's three Advisory Groups met with the purpose of each defining their activities with respect to:

- (1) Providing advice to ParticipACTION;
- (2) Supporting the physical activity sector; and
- (3) Providing professional development opportunities to Advisory Group members.

A recommendation put forward by the (former) Policy and Capacity Building Advisory Group was to build on past and recent national and international efforts by developing a Physical Activity Strategy for Canada. Given its relevance to the sector, the timeliness of the initiative and the fact that a national strategy would be an initiative to which all Advisory Groups could contribute, ParticipACTION staff put in place a number of steps towards its development. A steering committee was then formed representing national stakeholders in physical activity, recreation, education, health promotion and sport to oversee the development of Active Canada 20/20.

With grounding in the 2010 Toronto Charter's Global Call to Action and the Pan-Canadian Physical Activity Strategy, a national, inter-sectoral Active Canada 20/20 consultation document was prepared that was used to support a broad physical activity sector consultation through an online survey and a series of in-person forums held from July 2011 to January 2012. Active Canada 20/20 incorporates recommendations that bridge the research, policy and practice components that will be needed to collectively achieve the Goal and realize the Vision of Active Canada 20/20.



The online and in-person consultation phase involved the enthusiastic feedback of approximately 1,700 physical activity, sport, recreation, public health, government and industry stakeholders. These consultations informed, refined and significantly strengthened Active Canada 20/20.

### ***Who “Owns” Active Canada 20/20?***

**Active Canada 20/20 is owned by all those stakeholders who participate in, and contribute to, realizing the vision of a physically active Canada. It belongs to you.**

Unlike in many other countries, stakeholders in physical activity in Canada work locally, provincially, nationally, internationally and in all sectors – but without a coordinated agenda. By sharing our perspectives on what is needed to get Canada active and working toward that agenda together, we can have a much greater positive impact on the lives of Canadians.

Although Active Canada 20/20 was originally conceived and developed by the Advisory Groups of ParticipACTION, these groups of diverse physical activity stakeholders now act as stewards of the Active Canada 20/20 strategy and seek to ensure that it:

- represents the needs of the sector;
- is current; and, most importantly,
- is implemented as an agenda for change.



## ACTIVE CANADA 20/20 TIMELINE

<b>FEB 2010</b>	ParticipACTION Policy and Capacity Building Advisory Group identifies gap and decides to develop a sector-wide national Physical Activity Framework/Strategy (Active Canada 20/20)
<b>JUN-NOV 2010</b>	"Active Canada 20/20" framework developed including the Active Canada 20/20 Background, Vision, Goal, Foundations and Areas of Focus for Change.
<b>FEB 2011</b>	Draft Active Canada 20/20 Strategy presented to members of ParticipACTION's three Advisory Groups
<b>MAR-MAY 2011</b>	Steering Committee fine-tunes Active Canada 20/20 Strategy and develops Consultation Strategy
<b>JULY 2011</b>	National Online Stakeholder Survey – over 800 responses
<b>SEP 2011- JAN 2012</b>	Consultation roundtables/teleconferences/meetings: Truro NS, Banff AB, Winnipeg MB, Regina SK, Vancouver BC, Yellowknife NT, Whitehorse YT, Toronto ON, Montreal QC, St. John's, NL
<b>OCT 2011</b>	National Online Survey: Aboriginal stakeholders – over 400 responses
<b>JAN-FEB 2012</b>	Finalize Active Canada 20/20 Strategy document Present to F/P/T Deputy Ministers responsible for Sport, Physical Activity and Recreation
<b>JAN-MAR 2012</b>	Develop Business Case and Communications Plan Develop Implementation Plan and Engagement Strategy
<b>FEB 2012</b>	Present Active Canada 20/20 Strategy and consultation results: Canadian Sport for Life (CS4L) Summit; 4th Chronic Disease Prevention Alliance of Canada (CDPAC) Conference
<b>JUNE 2012</b>	Present Active Canada 20/20 Strategy document to F/P/T Ministers responsible for Sport, Physical Activity and Recreation
<b>JUNE-DEC 2012</b>	Engage Corporate, Stakeholder and Pan-government sectors
<b>JUNE-DEC 2012</b>	Initiate Evaluation through the leadership of the ParticipACTION Research Advisory Committee
<b>ONGOING 2012+</b>	Implement Action Plan activities

# 8 TAKE ACTION!

The Active Canada 20/20 strategy has a change agenda that can enhance every community and positively affect every Canadian. This kind of impact can only be achieved when decision makers and 'change makers' work together to create and enhance community opportunities that increase physical activity and decrease sedentary behaviours in all aspects of daily life. Action depends on all of us. Here are some ideas about how you can be part of this positive force for change:

## **Policy Makers** – *Federal, provincial/territorial, municipal, corporate, educational*

Policy is a powerful tool. It shapes our planning, our resource allocation and our action.

- > Consult broadly to develop a policy agenda for the citizens you serve – your country, your province/territory, your municipality or your neighbourhood.
- > Create a policy agenda that removes barriers to physical activity and provides leadership with new and innovative approaches that enable measures to increase physical activity and reduce sedentary behaviours.

## **Physical Activity Stakeholders** – *Education, recreation, sport, health and fitness, (private, public and voluntary sectors)*

Lead the movement! You have the knowledge, training and passion to lead Canadians in the adoption of daily physical activity.

- > Use your sphere of influence to increase physical activity and decrease sedentary behaviours in the lives of each person you meet.
- > Develop programs based on evidence and promising practices.
- > Create environments that welcome all citizens.
- > Deliberately create strategies which meet the needs of people with the greatest need and access issues.



**Community Builders** – *Transportation, environment, community planning, wellness and quality of life*

Nearly every characteristic of a community has an impact on our ability to be active. The deliberate design of our communities to encourage increased opportunities for physical activity depends on social and physical environments to positively impact patterns of daily human movement. You'll be surprised at the contribution physical activity will make to many of society's current challenges.

- > Take on the challenge to contribute to a better, healthier, more active community.
- > Engage members of your community in planning processes that will give them the opportunity to express their needs and their ideas.
- > Apply a physical activity lens to all major community decisions.

**Education Decision Makers** – *Pre-school, elementary, secondary and post-secondary schools*

The lives of our next generation of Canadians are shaped and enriched in our pre-schools, schools, colleges and universities. A complete educational experience includes physical education, opportunities for physical activity, recreation and sport

- > Provide opportunities for life-long learning about the human body and physical activity as well as the risks of sedentary lifestyles.
- > Prepare our next generation of leaders to be role models for physical activity and physical literacy.
- > Ensure that Quality Daily Physical Education (QDPE) is included as a core subject in school curricula – this includes adequate time in the school schedule, qualified and enthusiastic teachers, sufficient resources and equipment, appropriate adapted physical education options, and full delivery of the provincial/territorial physical education curriculum.
- > Support QDPE in an environment that reinforces and provides the opportunity for physical activity outside of class, integrates school-community partnerships, involves and supports families and fosters an overall culture of physical activity. Investment in professional development in physical activity and health is essential.

**Progressive Canadian Businesses** – *Marketing, employee assistance, human resources, safety*

As Canada's corporate leaders, the success of your company is linked in so many ways to the success of Canada and its people. You have the potential to be a powerful force for positive change that makes Canada a healthier, more productive nation and one that is reducing the economic burden caused by the spiralling cost of chronic (avoidable) diseases.

- > Use the investments you currently make in marketing, sponsorship and philanthropy, as well as employee care, policy leadership and purchasing to show leadership and encourage physical activity for all.
- > Help make physical activity an important part of Canada's workplace culture and identity.

**Health Professionals** – *Physicians, nurses, physical therapists*

You are trusted spokespersons for health and well-being.

- > Educate parents and young patients about the importance of physical activity and sport by providing literature on the topic.
- > Become knowledgeable about available opportunities in communities.
- > Encourage families to be active together and provide physical activity "prescriptions" to treat certain health concerns.
- > Educate parents about safety, and best methods of introducing sport and physical activity.
- > Join, lead or contribute to community committees addressing the issue of physical activity and sport.

**Employers** – *Private, public and voluntary sectors*

Research shows that every employer benefits from a healthier, more productive workforce. Each day you touch the lives of your employees and their families. But there is an opportunity to do more... and it will cost you less.

- > Investigate low cost investments in physical activity and policies that might make a difference to those who work for you and their families – as well as your bottom line.
- > Work with your employees to identify strategies that may pay dividends in health, satisfaction, retention and productivity.



**Community organizations** – *for children, youth, adults, older adults, families, people with the greatest need and access issues*

Community organizations are the lifeblood of every municipality in Canada. For every special activity, program or interest group there is an organization ready to help. They are an essential element in making communities work – but we can do even more together.

- > Facilitate community-level multi-sectoral engagement and collaboration between citizens, community organizations, municipal planning professionals, parks and recreation, local elected officials, property developers and small businesses.
- > Physical activity promoters and their volunteer boards and committees should include urban planners and engineers to help shape a built environment that can help promote physical activity, accessibility and equity.
- > Use physical activity as a program tool to help achieve your objectives.
- > Be a community advocate for physical activity and ensure that your goals are enhanced by a physical activity agenda.

**Parents and Caregivers** – *all those who love, support and care for children, youth, people with disabilities, seniors and all those who need our support*

You have one of the most significant opportunities of all to increase physical activity and decrease sedentary behaviours in Canada. Physical activity is a key ingredient in the health, well-being, inclusion and development of those you care for.

- > Be a role model for a physically active lifestyle.
- > Help instil a joy for movement that lasts a lifetime.
- > Provide exposure to new opportunities to be physically active.
- > Help teach physical literacy by including learning about fundamental movement patterns and skills.
- > Help make physical activity an important part of both your life, and those you care for – every day.

**From parents to policy makers... You make the decisions that will help get Canada moving again. In your home, in your community and in your school or workplace – be a change maker!**

# APPENDIX A

## THE BENEFITS OF PHYSICAL ACTIVITY

### *What is Physical Activity?*

The World Health Organization defines physical activity as:

***Any bodily movement produced by skeletal muscles that requires energy expenditure. Sedentary behaviour (e.g. sitting) is an independent risk factor for chronic diseases.***<sup>4</sup>

For example, moderate-intensity physical activity is defined in METs<sup>5</sup>, or 3.0 – 5.9 times the intensity of rest for adults and 4.0 – 6.9 times the intensity of rest for children and youth.

### *What is Sedentary Behaviour?*

***Any waking behaviour characterized by an energy expenditure  $\leq 1.5$  METs while in a sitting or reclining posture. In contrast, we suggest that authors use the term “inactive” to describe those who are performing insufficient amounts of MVPA (i.e. not meeting specified physical activity guidelines).***<sup>6</sup>

### *Individual Benefits of Physical Activity*<sup>7</sup>

Physical activity can benefit people of all ages. It leads to healthy growth and social development in children, and reduces risks of chronic disease and improves mental health in adults. For instance, it can reduce the risk of cardiovascular disease, diabetes and osteoporosis, help control weight and promote psychological well-being.

<sup>4</sup> World Health Organization, [http://www.who.int/topics/physical\\_activity/en/](http://www.who.int/topics/physical_activity/en/)

<sup>5</sup> MET – “The ratio of the work metabolic rate to the resting metabolic rate. One MET is defined as 1 kcal/kg/hour and is roughly equivalent to the energy cost of sitting quietly. A MET also is defined as oxygen uptake in ml/kg/min with one MET equal to the oxygen cost of sitting quietly, equivalent to 3.5 ml/kg/min.” - Ainsworth BE, Haskell WL, Herrmann SD, Meckes N, Bassett Jr DR, Tudor-Locke C, Greer JL, Vezina J, Whitt-Glover MC, Leon AS. The Compendium of Physical Activities Tracking Guide. Healthy Lifestyles Research Center, College of Nursing & Health Innovation, Arizona State University. Retrieved December 14, 2011 from the World Wide Web. <https://sites.google.com/site/compendiumofphysicalactivities>

<sup>6</sup> Sedentary Behaviour Research Network. 2012. Standardized use of the terms “sedentary” and “sedentary behaviours”. Appl. Physiol. Nutr. Metab. (in press).

<sup>7</sup> Public Health Agency of Canada, <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/02paap-eng.php>

### Children and Youth

Physical activity is essential for healthy growth and development. Regular physical activity in childhood develops cardiovascular fitness, strength, flexibility and bone density. For example, 35 to 40 per cent of a person's total bone mass is formed in the first four years of adolescence.

Physical activity helps maintain a healthy body weight and also has beneficial effects on adiposity in overweight and obese youth, and on several components associated with mental health (self-concept, anxiety and depression). Physical activity helps reduce a number of risk factors for diseases such as coronary heart disease and type 2 diabetes by setting positive habits early on in childhood and adolescence.

### Adults

Physical activity reduces the risk of over 25 chronic conditions, in particular coronary heart disease, stroke, hypertension, breast cancer, colon cancer, type 2 diabetes and osteoporosis.

Regular physical activity and higher levels of fitness allow daily tasks to be accomplished with greater ease and comfort, and with less fatigue. Risk of depression is reduced by physical activity and functional decline with advancing age is also reduced. Research shows that as much as one half of the functional decline between the ages of 30 and 70 is due not to aging itself, but to an inactive way of life.

### Older Adults

Physical activity has life-long advantages. For older adults, additional benefits include functional independence, a higher level of cardio-respiratory and muscular fitness, healthier body mass and composition; reduced risk of falls and fractures due to enhanced bone health; and protection from age-related diseases, including lower rates of coronary heart disease, high blood pressure, stroke, type 2 diabetes, colon cancer and breast cancer.

### Aboriginal Canadians

Aboriginal Canadians face many of the same cultural challenges. One of the most important reasons for Aboriginal people to be more active is the risk of diabetes and its complications: their rates of diabetes are three to five times higher than the general Canadian population. People of any culture who are physically active are less likely to develop type 2 diabetes. Activities in native cultures such as traditional dancing, drumming, hunting and fishing are all great ways to be physically active. Sports such as hockey, soccer, baseball and track and field are healthy for children and youth, whether played in rural, northern, remote or urban communities.

### Girls and Women

Regular physical activity in adolescent girls can reduce the risk for obesity and osteoporosis. It can enhance mental health by offering adolescent girls positive feelings about body image, improved self-esteem, tangible experiences of competency and success, and increased self-confidence. It can also reduce the symptoms of stress and depression.

The benefits of physical activity by older women include better health, improved fitness, better posture and balance, better self-esteem, weight control, stronger muscles and bones, feeling more energetic, relaxation and reduced stress, and continued independent living in later life.

### Newcomers to Canada

Newcomers to Canada face a special set of barriers to an active lifestyle. Even though they may know that they should be physically active, people from other parts of the world sometimes find it difficult to become involved. This difficulty could be due to:

- Customs;
- A lack of familiar activities;
- Not having social support or others with whom to be active;
- Not being able to afford some activities or transportation to the activity;
- Not having time because of competing priorities.

Newcomers may become isolated. Instead of being able to participate and feel part of their community, they may feel that they are on the outside looking in.

Physical activity that considers cultural context can be an important tool for both health and inclusion.

### People with Disabilities

While regular physical activity is important for all Canadians, it is particularly important for the 15% of Canadians with a disability. Overall health, improved quality of life, elevated self-esteem, prolonged independent living later in life and increased mobility are benefits that help a person with a disability cope with the everyday challenges of life.

Physical activity can also provide a valuable increase in energy required for a person to cope with the additional physical and mental stresses of living with a disability. In addition to the fact that people with a disability are often at a far greater risk for sedentary lifestyle illnesses and other health complications, these individuals are also susceptible to debilitating reductions in independence, isolation, low levels of social participation and low self-esteem. Physical activity participation not only enhances the physical and emotional health of people with a disability; it is also a powerful catalyst in promoting confidence, self-empowerment, social inclusion and healthier and more inclusive communities.

## *Societal Benefits of Physical Activity*

### **For Health**

Physical inactivity is the fourth leading cause of chronic disease mortality<sup>8</sup> such as heart disease, stroke, type 2 diabetes and some cancers, contributing to over three million preventable deaths annually worldwide. Physical inactivity also contributes to the increasing level of childhood and adult obesity.

### **For Sustainable Development**

Promoting active transportation can reduce harmful air pollution and greenhouse gas emissions, which are also known to negatively impact health. Urban planning, design and redevelopment that aim to reduce dependence on motor vehicles can also contribute to increased physical activity, particularly in those developing countries experiencing rapid urbanisation and growth. Increasing investment in active travel provides more equitable mobility options.

### **For the Economy**

Physical inactivity contributes substantially to direct and indirect health care costs and has a significant impact on productivity and healthy life-years. Policies and actions that increase participation in physical activity are a powerful investment in creating liveable and socially connected communities that attract investment, business and tourism; in reducing the burden of spiralling health care costs by preventing chronic diseases and improving health and quality of life; as well as in increasing productivity in our workplaces and achievement in our places of learning.

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<sup>8</sup> The Toronto Charter for Physical Activity: A Global Call for Action, May 2010

# APPENDIX B

## FEDERAL/PROVINCIAL/TERRITORIAL TARGETS

### Children and Youth

*To increase by seven percentage points, by 2015, the proportion of children and youth who participate in 90 minutes of moderate to vigorous physical activity over and above activities of daily living;*

*To increase from 11,500 steps to 14,500 steps per day, by 2015, the average number of steps taken by all children and youth, which is equivalent to an increase of 30 minutes per day.*

FPT Ministers responsible for Sport, Physical Activity and Recreation, 2008

### Adults

*By 2015, to increase by 20% the proportion of Canadians who participate in regular physical activity based on 30 minutes per day of moderate to vigorous activity as measured by the CCHS and the Physical Activity Benchmarks/Monitoring Program.*

Integrated Pan Canadian Healthy Living Strategy, 2005

# APPENDIX C

## CANADIAN PHYSICAL ACTIVITY GUIDELINES

### **For the Early Years** (aged 0-4 years)<sup>1</sup>

*For healthy growth and development:*

*Infants (aged less than 1 year) should be physically active several times daily – particularly through interactive floor-based play.*

*Toddlers (aged 1-2 years) and preschoolers (aged 3-4 years) should accumulate at least 180 minutes of physical activity at any intensity spread throughout the day, including*

- *A variety of activities in different environments.*
- *Activities that develop movement skills.*
- *Progression toward at least 60 minutes of energetic play by 5 years of age.*

*More daily physical activity provides greater benefits.*

### **For Children and Youth**<sup>2</sup>

*For health benefits, children aged 5 – 11 years and youth aged 12 – 17 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 muscles and bones at least 3 days per week*

*More daily physical activity provides greater health benefits.*

<sup>1</sup> Tremblay, MS, LeBlanc, AG, Carson, V, et al. 2012. Canadian Physical Activity Guidelines for the Early Years (aged 0–4 years) Appl. Physiol. Nutr. Metab. 37(2): 345-356

<sup>2</sup> Tremblay MS, Warburton DE, Janssen I, Paterson DH, Latimer AE, Rhodes RE, et al. 2011. New Canadian Physical Activity Guidelines. Appl. Physiol. Nutr. Metab. 36(1): 36-46

## CANADIAN PHYSICAL ACTIVITY GUIDELINES

### For Adults<sup>1</sup>

*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.*

### For Older Adults<sup>1</sup>

*To achieve health benefits, adults aged 65 years and older 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.*

*Those with poor mobility should perform physical activities to enhance balance and prevent falls.*

*More physical activity provides greater health benefits.*

<sup>1</sup> Tremblay MS, Warburton DE, Janssen I, Paterson DH, Latimer AE, Rhodes RE, et al. 2011. New Canadian Physical Activity Guidelines. Appl. Physiol. Nutr. Metab. 36(1): 36-46

## CANADIAN SEDENTARY BEHAVIOUR GUIDELINES

### For the Early Years (aged 0-4 years)<sup>1</sup>

*For healthy growth and development, caregivers should minimize the time infants (aged less than 1 year), toddlers (aged 1-2 years) and preschoolers (aged 3-4 years) spend being sedentary during waking hours. This includes prolonged sitting or being restrained (e.g., stroller, high chair) for more than one hour at a time.*

- *For those under 2 years, screen time (e.g., TV, computer, electronic games) is not recommended.*
- *For children 2-4 years, screen time should be limited to under one hour per day; less is better.*

### For Children and Youth<sup>2</sup>

*For health benefits, children aged 5–11 years and youth aged 12–17 years should minimize the time they spend being sedentary each day. This may be achieved by:*

- *Limiting recreational screen time to no more than 2 hours per day. Lower levels are associated with additional health benefits.*
- *Limiting sedentary (motorized) transport, extended sitting and time spent indoors throughout the day.*

<sup>1</sup> Tremblay, MS, LeBlanc, AG, Carson, V, et al. 2012. Canadian Sedentary Behaviour Guidelines for the Early Years (aged 0–4 years) Appl. Physiol. Nutr. Metab. 37(2): 370-380.

<sup>2</sup> Tremblay MS, Colley R, Duggan M, Hicks A, Janssen I, Kho M, et al.. 2011. Canadian Sedentary Behaviour Guidelines for Children and Youth. Appl. Physiol. Nutr. Metab. 36(1): 59-64.

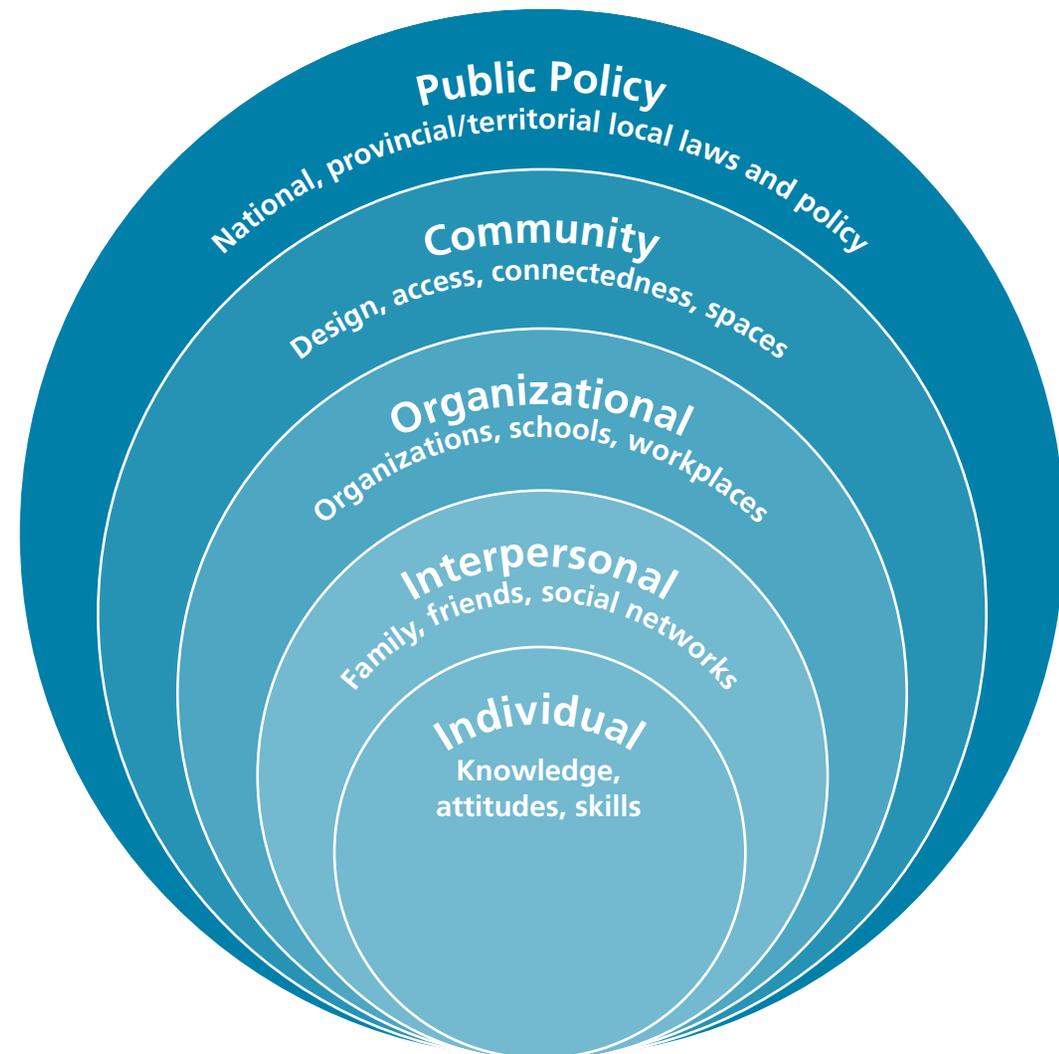
# APPENDIX D

## SOCIAL-ECOLOGICAL MODEL

Research suggests that the social, physical and policy environments impact on the ability or likelihood of individuals to participate in physical activity or sedentary behaviours. Human behaviour is difficult to change, especially in an environment that does not support change. To increase physical activity and decrease sedentary behaviours, efforts need to focus not only on the behaviour choices of each individual but also on factors that influence those choices. The social-ecological model helps to identify opportunities to promote participation in physical activity and reduce sedentary behaviours by recognising the multiple factors that influence an individual's behaviour. Efforts to change behaviour are more likely to be successful when the multiple levels of influence are addressed at the same time.

Barriers to physical activity are shared among the community as a whole. As these barriers are lowered or removed, behaviour change becomes more achievable and sustainable and a society can become more active.

The most effective approach, leading to increases in physical activity levels and decreases in sedentary behaviours, is a combination of the efforts at all levels – individual, interpersonal, organizational, community, and public policy.



A Social-Ecological Model for Physical Activity - Adapted from Heise, L., Ellsberg, M., & Gottemoeller, M. (1999)

# APPENDIX E

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We gratefully acknowledge the following Advisory Group members for contributing their time, energy, experience and knowledge to the development of the Active Canada 20/20 Consultation Draft.

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Active Canada 20/20 acknowledges the significant contribution of the Coalition for Active Living (CAL) to the development of this national physical activity strategy.

In response to a need to work together more collaboratively and cooperatively, national and provincial physical activity organizations created the Coalition for Active Living (1999 to 2008). Significant among its many contributions to the physical activity movement in Canada were the *Pan-Canadian Physical Activity Strategy Framework (2003)*, and *Investing in Prevention: A Business Plan to Increase Physical Activity in Canada (2006)*. These seminal documents were widely supported by CAL members and have informed many provincial and municipal strategies.