

2013 Report Card on Physical Activity for Children and Youth: Summary Report as of June 27, 2013



ARE WE DRIVING OUR KIDS TO UNHEALTHY HABITS?

The 2013 Report Card was released on May 21, 2013. This year's cover story brought attention to the dramatic decline in active transportation and the impact that this is having on the physical activity and sedentary behaviour of children and youth.

In addition to the Long and Short Form Report Cards, several materials including a key message video, social media tools, and presentation materials were produced to support stakeholders to communicate the results of the 2013 Report Card and mobilize action to improve the grade in the future. All materials are available in English and French on our web site.

DISTRIBUTION TO DATE:

Email Distribution

- 3,849 via AHKC, 40% open rate
- 80,000+ via Network Partners

Print Distribution

- 10,064 Short Form
- 604 Long Form

Website Traffic

- 11,945 visitors, 68.5% new
- Average visit time was 4.49 minutes
- Reached 89 countries

SOCIAL MEDIA:

- 3125 people reached through Facebook posts
- 112 unique conversations mentioning the Report Card and AHKC on Twitter.
- YouTube video views of 4,721 from the 8 videos posted
- Inspired interesting dialogue, for example CBC article generated 396 online reader comments including the following:

"It probably has more to do with helicopter parents and the culture of fear that exists now. Parents who have to do everything for their kids and parents who might not let them walk anywhere because they're afraid of them being scooped up by a stranger."

- CBC Reader (andyH2O)

"It's nice to see this actually brought to our attention. Sometimes, this is all it takes for us to realize that we can do better. I'm going to walk to the grocery store now."

-CBC Reader (2Boots)

"One factor I think we need to consider is neighbourhood design. Here in Calgary, Alberta, most newer neighbourhoods are designed for "traffic calming" and not designed to make it easy to walk. I think we should be urging cities and developers to design new areas to be pedestrian friendly."

- CBC Listener (C.E.)

MEDIA COVERAGE:

- 151,353,972 media impressions
- 48 interviews completed by national and regional spokespeople on the first two days of the release
- The theme of active transportation resonated very well with media as it was the lead in the majority of coverage
- A media event was hosted by Cardel Place in Calgary, AB on May 21, 2013 to communicate their response to the Report Card results
- The Report Card was referenced in media materials for two significant national events: YMCA Canada's National Healthy Kids Day and Healthy Me Week

THANK YOU TO:

FUNDERS:



and provincial/territorial Governments through the Sport, Physical Activity and Recreation Committee.

STRATEGIC PARTNERS:

Our strategic partners played a critical role in the research, development and communication of the Report Card.



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GENERAL POPULATION SURVEY:

(Sample of 1514 Canadians, 379 parents with children <18)

Three key questions were posed to a general population of Canadians via the Angus Reid Omnibus Survey during the week of May 27, 2013 (one week post launch):

44% of all participants heard at least one of the key messages from the 2013 Report Card

When asked, what specific message do you recall (open-ended):

- 52% said kids need to be more active
- 15% said kids need to walk more/ don't walk to school
- 16% said the amount of activity required for kids
- 16% said driving of kids everywhere

Among parents only (n=370):

- 98% intend to support and encourage my child(ren) to be more physically active.
- 87% intend to encourage and support my child(ren) to actively commute to and from school as well as to other destinations (e.g., friend's houses, parks, etc.).
- 82% already feel that they are doing enough to support and encourage their children to be more physically active.
- 53% intend to share responsibility with other parents for supervision of younger kids to travel to and from school and other activities (e.g., take turns leading a walking bus).
- 53% intend to work with the school or community to increase active transportation.

ONLINE SURVEY:

(Sample of 527 individuals)

Individuals who accessed the 2013 Report Card online were prompted to provide their opinions about the Report Card via an online survey. Respondents had the option to be entered into a draw to win 1 of 5 President's Choice Gift Cards donated by Loblaws.

Strong word of mouth promotion of the Report card is evident with 30.6% of respondents indicating that they heard about Report Card from colleagues.

Intention of use

- 47.5% education and training
- 44.1% keeping up with the research
- 43.5% program development
- 42.3% knowledge exchange and dissemination
- 30.6% advocacy

"I always look forward to this report card. It is a valuable tool for providing the business case for physical activity for children and youth. Well done, as always."

– Survey Respondent

"I have been promoting active transportation for years but at my new school, I still face opposition from some parents (while others are truly grateful for the Walking School Buses we provide). It is good to have more "official" support for the importance of active transportation."

– Survey Respondent

"Excellent report! Great resource to guide physical activity promoters and practitioners in the field."

– Survey Respondent

THANK YOU TO:

NETWORK PARTNERS:

Many thanks to our national and provincial/territorial network partners who provided in-kind support to communicate the Report Card and key messages across Canada:

Alberta Centre for Active Living
BC Ministry of Health
Boys and Girls Clubs of Canada
British Columbia Recreation and Parks Association
Canadian Society of Exercise Physiology
Green Communities Canada
Healthy Eating Physical Activity Coalition of New Brunswick
Manitoba in Motion
Northwest Territories Sport and Recreation Council
Nunavut Department of Culture, Language, Elders and Youth, Sports and Recreation
Ophea - Ontario
Physical and Health Education Canada
Recreation and Parks Association of the Yukon
Recreation New Brunswick
Recreation Newfoundland and Labrador
Recreation Nova Scotia
Recreation Prince Edward Island
Reseau Accès Participation (Québec)
Saskatchewan in Motion
YMCA Canada

FOR ADDITIONAL INFORMATION :

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A full evaluation report for the 2013 Report Card will be available in the fall.