

The 2014 Active Healthy Kids Canada Report Card



Thanks to our partners and funders



Additional support is provided by the provincial and territorial governments through the Interprovincial Sport and Recreation Council (ISRC) and by IA Clarington Investments.

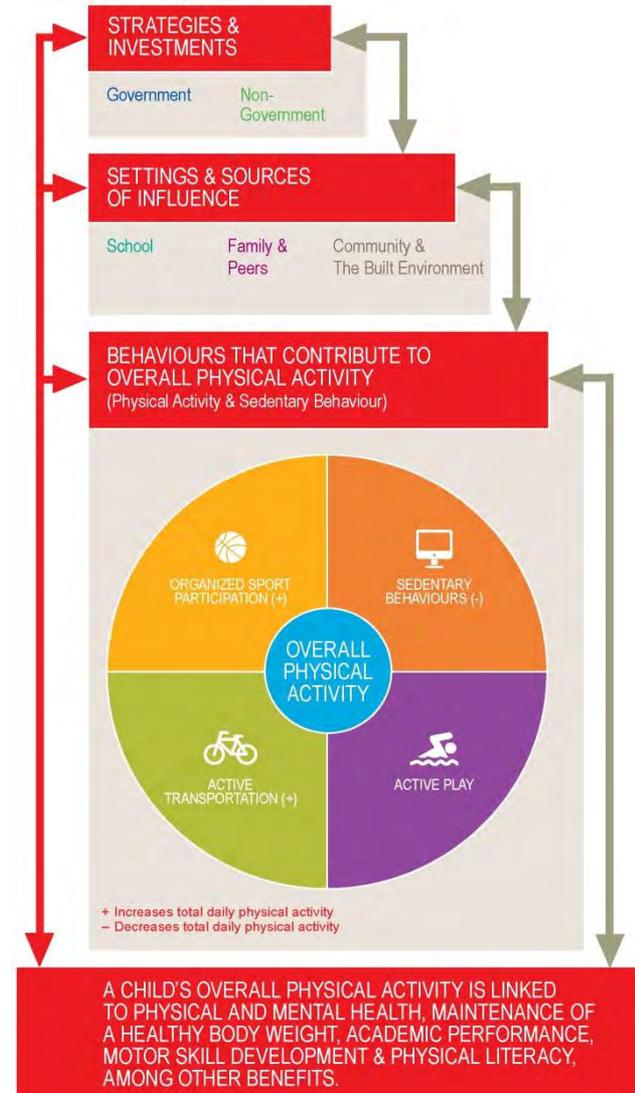
Active Healthy Kids Canada relies upon its strategic partners, who play a critical role in the research, content development and communication of the Report Card:



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

Summary of the 2014 Report Card indicators.



Data Sources

- Canadian Health Measures Survey (CHMS)
- Canadian Physical Activity Levels Among Youth Survey (CANPLAY)
- Health Behaviour in School-Aged Children Survey (HBSC)
- Keeping Pace
- Opportunities for Physical Activity at School Survey (OPASS)
- Physical Activity Monitor (PAM)
- Youth Smoking Survey (YSS)

In addition, the long form Report Card includes a comprehensive set of references and a variety of specific **recommendations** in each section and can be accessed at activehealthykids.ca.

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



CONTEXT: HOW CANADA STACKS UP

For the first time, the Active Healthy Kids Canada Report Card goes global to look at how Canadian child and youth physical activity stacks up against 14 other countries.

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

For more on international comparisons

[Journal of Physical Activity and Health Supplement](#)

International Pages (pg. 90 – 104 in the Long Form Report Card)

[Country Report Cards](#)



[Australia](#)



[Canada](#)



[Colombia](#)



[England](#)



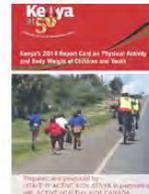
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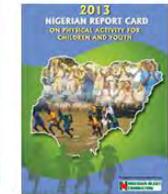
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[Scotland](#)



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[United States](#)

Key insights for Canada

1. We've built it, but they aren't coming
2. Culture of convenience
3. Kids need room to move

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

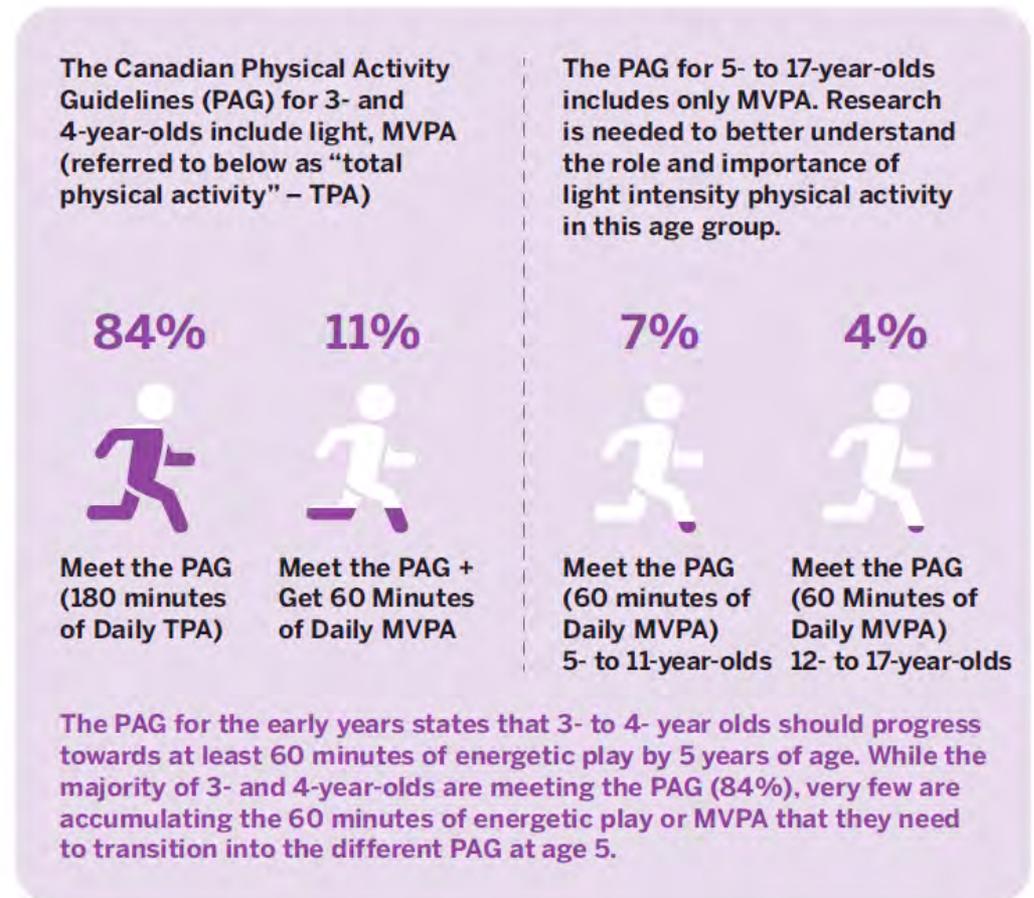
Canada, like most other countries with well-developed physical activity infrastructure and programs, trails at the back of the pack for overall physical activity levels – it's almost as though we have built it, but they aren't coming.

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% of parents report local availability of parks and outdoor spaces, and 94% report local availability of public facilities and programs (such as pools, arenas and leagues).
 - There is a physical education (PE) curriculum in place at schools in every province and territory, and 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-**.



CULTURE OF CONVENIENCE

Our Canadian “culture of convenience” means we always try to do more in less time – we have prioritized structured, organized activities and engineered opportunities for spontaneous physical activity out of children’s daily lives.

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 physical education.
 - 79% of parents contribute financially to their kids' physical activities, for example through equipment and fees, 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** (one of our lowest grades).
 - For most Canadians, the socially acceptable walking distance to school is less than 1.6 km.
 - In Finland, which gets a B in Active Transportation, 74% of kids living 1-3 km from school bike or walk and almost all of those who live 1 km or closer do so.
 - Kids are less likely to use active transportation for school travel if their parents think driving their kids will save them time, is more convenient, or if they have road and neighbourhood safety concerns.

- 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.

LESS IS MORE – 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 - such as organized sport, active play and active transportation - to ensure their children meet the daily physical activity requirements. No single strategy is sufficient on its own.
- In some cases, parents must step back, do less and simply allow kids to play.
- Parents should establish household rules for television and other screen use, and set reasonable limits, to break up their child's sedentary time.

Recommendations-School

- School boards and administrators should break down false perceptions of risk that inhibit physical activity and free play.
- School boards and community partners should develop a travel plan identifying strategies to promote active school travel and address local barriers.
- Educators should plan for opportunities to break up sedentary time throughout the school day (before school, during curriculum time, at recess, lunch hour, after school).

Recommendations - Policy

- Active transportation needs to be considered before schools are closed or new schools are built, to ensure that a greater proportion of children and youth live within walking or biking distance of their school.
- Municipalities must do away with policies that restrict opportunities for active outdoor play.
- Provide time in facility schedules for drop-in, spontaneous activities. Many arenas and gyms are booked for organized activities that do not serve all children and youth.
- Assist parents to manage safety concerns through policies (e.g. traffic speed enforcement, provision of crossing guards) and strategies (e.g. neighbourhood watch program, walking school bus, shared supervision) so that children have greater independent mobility to actively travel with friends to places to be physically active.
- Municipalities should conduct a health impact assessment when they do their planning (e.g., to approve a new subdivision or road) or implement a new policy (e.g. consider any negative implications the policy will have on outdoor play).
- Lower- and better-enforced speed limits, traffic calming measures (e.g., speed bumps), greater sidewalk coverage and crossing guards near school, libraries, playgrounds and community centres are all measures that could improve safety and help encourage parents to allow their children to walk or cycle more.

Recommendations – Strategies & Investments

- Governments at all levels should target policies to eliminate disparities in access and participation levels.
- P/T Governments should develop physical activity action plans and policies aligned with Active Canada 20/20, the National Recreation Framework and the Canadian Sport Policy.
- Governments at all levels need to 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.
- There is a need for increased coordination of investments and policies between public and private sectors and across all levels of government to ensure alignment between strategies and investments and to minimize duplication and possible inefficiencies.

The Report Card serves as...

- A public awareness mechanism and call to action through a nationwide media strategy
- An accountability index for all Canadians
- A surveillance synthesis mechanism
- An advocacy tool for physical activity leaders and organizations
- A policy driver
- A process for identifying research and surveillance needs
- A challenge to other countries and jurisdictions to implement similar processes to allow comparisons and facilitate improvements

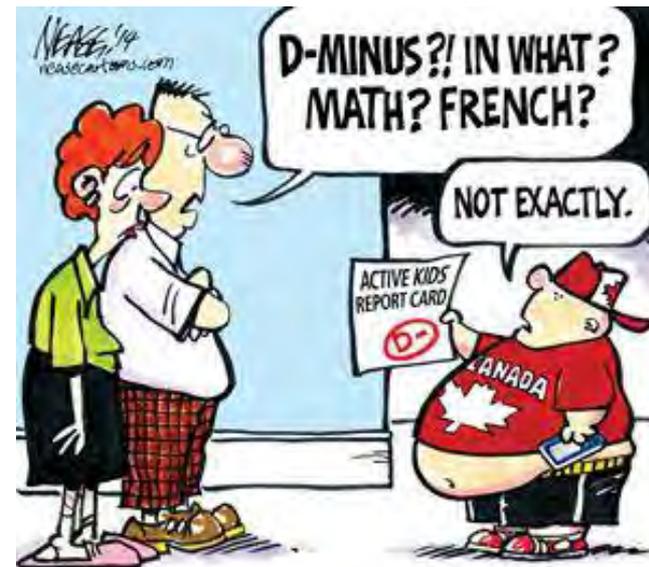
Examples of 2014 Media Coverage



Globe & Mail



Toronto Star



Mississauga News



Why kids over 5 aren't doing enough physically

Canada has the programs and infrastructure for physical activity, and parents are paying for their children to participate. But as Dave McGinn reports, more than 90 per cent of children over the age of 5 aren't meeting a target of an hour a day of moderate to vigorous exercise

A first-of-its-kind study combed of children around the world has found that kids in Canada aren't anywhere close to achieving the recommended level of daily physical activity despite access to large numbers of parks, playgrounds, hockey rinks and other such facilities. While 84 per cent of children who are 3 and 4 years old get the recommended 60 minutes of daily physical activity, the picture changes drastically for older age groups. Only seven per cent of kids ages 5 to 11 and a mere four per cent of those aged 12 to 17 get the recommended 60 minutes of daily physical activity of moderate to vigorous intensity. Active Healthy Kids Canada has put out its annual assessment for 10 years, but this year for the first time it compared Canadian children and youth to those in 14

other countries across five continents. Based on nine categories, Canada received a grade of D- in overall physical activity, putting it below Mozambique, New Zealand, Mexico, Kenya, Nigeria and England. "The global comparisons reveal that Canada, like most other developed countries, receives high grades for physical-activity infrastructure and programs, but trails at the back of the pack for overall physical-activity levels and sedentary behaviours," Mark Tremblay, chief scientific officer of Active Healthy Kids Canada, said at a press conference on Tuesday. "In short, it seems we've built it, but they aren't coming." Access to physical activity in Canada isn't the problem, as per cent of parents report local availability of parks and outdoor spaces; 94 per cent say public facilities such as arenas and pools are available; and more than 90 per cent of students have access to a gym or playing fields at school. But like most other developed countries that have an abundance of infrastructure, including the United States, Australia and Ireland, Canada's children still fail to get sufficient levels of physical activity. On the other hand, the report found that kids in nations with less access to sports programs and facilities have much more overall activity. "Paradoxically, it may mean in some ways that less is more," Dr. Tremblay said.

THE PROBLEM
Parents in Canada have effectively outsourced their children's daily physical activity, said Elio Antunes, president and CEO of

Participation, one of the report's strategic partners. "Canadian parents look to structured activities to get their kids moving," he said. "We have the facilities, we have the programs, we have the arena, we have the programs. What we're not doing so well is the spontaneous play aspect. Kids are just not playing within their free time. Their free time is being used primarily with screen time as opposed to active time." The report found that 75 per cent of kids aged 5 to 9 participate in organized physical activities or sports. As well, 79 per cent of parents in Canada contribute financially to their kids' physical activities, whether it is to buy equipment or pay fees. However, only 27 per cent of parents play actively - often - with their children. Dr. Tremblay blames a "culture of convenience," in which parents drive their kids to school because it is easier than having them ride bicycles or walk. Parents will even drive their kids to playgrounds because it takes less time than walking, he said. As a result, 21 per cent of Canadian kids are overweight or obese, and the number of kids with Type 2 diabetes has been rising for the past two decades. "A culture of convenience is not associated with optimal health," Dr. Tremblay said.

THE SOLUTION
For Canada to see its overall physical activity grade rise from D- to A+, more than 80 per cent of kids will have to meet the physical-activity guidelines on a daily basis. That will take years and would require a fundamental cultural

change, Dr. Tremblay said. Jennifer Cowie Bonne, CEO of Active Healthy Kids Canada, suggests two key solutions to begin to bring about that change. The first is to make it easier for kids to use active transportation to get to school - walking and cycling instead of going by car or using transit. According to the report, 62 per cent of parents said their kids aged 5 to 17 are always driven to and from school, whether by car, bus, or other form of transit. "Lower and better-enforced speed limits, traffic-calming measures and crossing guards along school routes are all measures that can improve safety to help parents allow their children to walk, wheel and cycle more," she said. The second is for school boards and municipalities "to revisit policies, bylaws and playground

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THE GLOBE AND MAIL SOURCE: ACTIVE HEALTHY KIDS CANADA

Home x LP Les jeunes Canadiens pas si actifs x +

www.lapresse.ca/actualites/sante/201405/20/01-4768209-les-jeunes-canadiens-pas-si-actifs.php

la presse

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Publié le 20 mai 2014 à 13h43 | Mis à jour le 20 mai 2014 à 13h43

Les jeunes Canadiens pas si actifs



publicité

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Investissement Bourse

Jésus est-il Dieu ?

LES PLUS POPULAIRES : ACTUALITÉS

Dernière heure	Dernier jour	Dernière semaine
(13h17)	La chasse à l'homme se poursuit à Moncton	
(13h31)	Fraude: Tony Tomassi déclaré coupable	
(11h26)	Six nouveaux décès par surdose à Montréal	
(12h56)	Un présumé assassin se livre aux	

Windows taskbar: Internet Explorer, File Explorer, Google Chrome, Word, Outlook, PowerPoint, System tray: 2:25 PM 6/5/2014



CBCnews | Health

IN THE NEWS

- D-Day anniversary
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Health Rate My Hospital

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

Parents encouraged to weave opportunities to move and play with their kids into daily life

CBC 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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Canada's "culture of convenience" means children and youth sit too much and move too little, in gym class, on the playground, and while travelling to and from school, according to a new global comparison.

Top News Headlines

- RCMP surround building



Pierre DeMaere

How about creating a few rules for a change for the kids? Reading time: x hours, computer time: x hours, outdoor time: x hours, homework time, sleeping time, Cutting sugar, fried, and ready-made food are necessary too. And so is time with people around, such as family at eating time, for instance, with NO TV playing.

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Seabeast

Back when streets were built on a straight grid pattern and shops and services were integrated into neighbourhoods, it was easier to be active. I lived in such a neighbourhood for some years and saw both kids and adult going past on foot or by bike all the time.

Modern maze-style communities make it much more difficult. The streets wind and twist, making it impossible to walk anywhere directly, and the sidewalks are divided by sloping driveways that are slippery in winter. Front yards are... » more

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VIPER047

Never thought I would say this but.....When I was a kid !

Lived in the Vancouver East End and EVERY WEEKEND my friends and I would cycle all the way over to Lynn Canyon and spend the day exploring and swimming! Or cycle out to New Westminster , Spanish Banks, were I worked cooking for two summers, !

Anywhere that WE could get to, we rode our bike and I would mention, NEVER once did we have an accident with m/vehicles !

Kids today are tangled up in the future of... » more

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life experience

the kids that are thirty, did they play outside?

15 days ago 0 Likes

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Long & Short Form Report Cards available
on our website.

<http://www.activehealthykids.ca/ReportCard/2014ReportCard.aspx>

Hard copies available for ordering.

[Click here](#) to order and for more information.

Communication Tools



Social Media Kit

Use these prepared posts to spread the findings of the Report Card through your own social media.



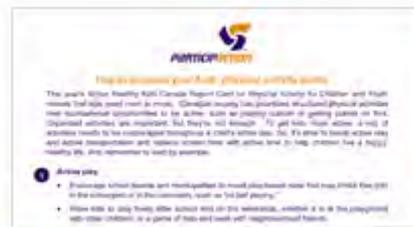
Report Card Infographics

Use these infographics to support presentations or use on websites and social media.



Report Card Web Banners

Use these banners on your website to link to this year's Report Card.



Tip Sheet

Use ParticipACTION's Parent Tip Sheet to help parents consider a mix of physical activities - such as organized sport, active play and active transportation - to ensure their children meet the daily physical activity requirements.



Fact Sheet

Use the Fact Sheet if you are facilitating workshops or presentations that include Report Card content.



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