



AWARENESS AND ATTENTION TO PHYSICAL ACTIVITY

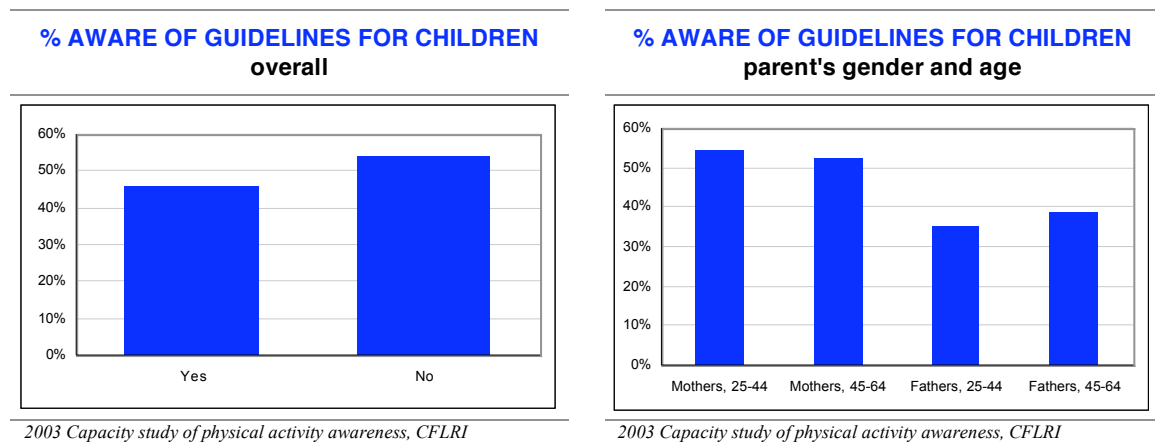


Awareness of physical activity guidelines for children and youth

When asked whether they have seen or were aware of any guidelines for physical activity for children and youth, 46% of parents indicate that they are aware of such guidelines. Quebec residents are the most likely to say that they are aware of such guidelines (57%).

Parental characteristics Overall, mothers are more likely than fathers to say that they are aware of guidelines for physical activity for children and youth. Mothers, aged 25–44 are more likely than fathers of the same age to indicate awareness. Homemakers are by far the most likely to indicate awareness, with a prevalence rate of 65%.

Implications *Canada's Physical Activity Guides to Healthy Active Living for Children and Youth*¹ were released in the 2002. Other Canadian data have revealed generally lower awareness of guidelines for physical activity among adults than these results seem to indicate for parents.² For example, the 2003 Physical Activity Monitor reported that, when prompted, 37% of Canadians (15 years and older) had heard of Canada's Physical Activity Guide. Although at first blush, these results sound encouraging for dissemination of the guide to parents, it is important to note that previous research indicates that prompted awareness of guidelines may overestimate awareness, as prompting may have a high social desirability effect.³



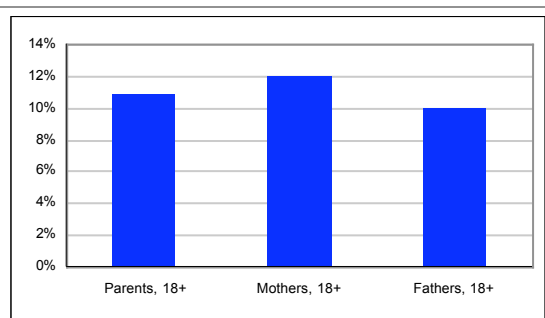
Advice from a health professional

One in ten parents (11%) report that they had received advice or information related to their child's physical activity from a health professional in the past year. There were no significant regional differences among those parents receiving such information.

Parental and child's characteristics There are no significant differences in the percentage who obtained advice or information from a health professional according to the socio-demographic characteristics of parents and children.

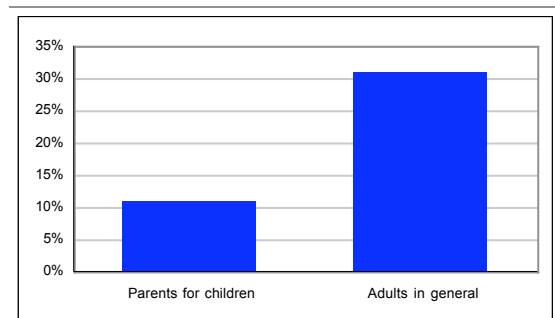
Implications Interestingly, the percentage of parents reporting that they had obtained advice or information about their child's physical activity from a health professional is significantly lower than personal advice obtained by Canadians overall.² According to the 2003 Physical Activity Monitor, almost three times as many Canadians (15 years and older) personally received information about physical activity from a health professional in the past year, than did parents for their children. Counselling of children and youth by physicians or other health care providers may provide a good opportunity for the promotion of physical activity to children. This idea is promoted by the Canadian Paediatric Society's "Healthy Kids, Active Kids" program, designed to assist paediatricians and other health care professionals to educate parents and young patients about the benefits of physical activity, good nutrition, and an active lifestyle.⁴ This program contains in-office counselling tools, community resources to assist in building connections in the community, access to champions or a network of paediatricians, and other useful resources. From a policy perspective, approaches need to be investigated that would encourage health care professionals to counsel patients on physical activity. These can include training, professional awareness of the benefits of physical activity, reimbursement for counselling, or position statements on physical activity counselling by professional societies.

**ADVICE FROM A HEALTH PROFESSIONAL
by parent's gender**



2003 Capacity study of physical activity awareness, CFLRI

**ADVICE FROM A HEALTH PROFESSIONAL
parents vs. Canadians overall (15+)**



2003 Capacity study of physical activity awareness and 2003 Physical activity monitor, CFLRI

References

- ¹ Health Canada & Canadian Society for Exercise Physiology (2002). Canada's Physical Activity Guide for Children. Cat. No. H39-611/2002-2E. ISBN 0-662-31932-X. Available at: http://www.phac-aspc.gc.ca/pau-uap/paguide/child_youth/pdf/guide_k_en.pdf
- ² Cameron, C., Craig, C.L., & Paolin, S. (2005). *Increasing physical activity: trends for planning effective communication*. Canadian Fitness and Lifestyle Research Institute, Ottawa, ON.
- ³ Bauman, A. & Craig, C.L (forthcoming) Low levels of recall of Canada's Physical Activity Guide to healthy Active Living . *Canadian Journal of Applied Physiology*.
- ⁴ Canadian Paediatric Society. Healthy Active Living for Children and Youth. Available at: <http://www.cps.ca/english/proadv/HAL/index.htm> (accessed November 2004).

Awareness of physical guidelines for children and youth

2003 Capacity study of physical activity awareness, CFLRI

	Yes	No
<i>TOTAL, PARENTS (18+)</i>	46%	54%
mothers	54	46
fathers	36	64
25–44	47	53
mothers	54	46
fathers	35	65
45–64	44	56
mothers	52	48
fathers	39	61
<i>TOTAL, CHILDREN (5–14)</i>	46	54
boys	44	56
girls	48	52
5–9	43	57
boys	40	60
girls	46	54
10–14	48	52
boys	47	53
girls	50	50
<i>REGION</i>		
East	45	55
Newfoundland	–	–
Prince Edward Island	–	–
Nova Scotia	–	–
New Brunswick	–	–
Quebec	57	43
Ontario	42	58
West	43	57
Manitoba	–	–
Saskatchewan	–	–
Alberta	–	–
British Columbia	44	56
North	43	57
Yukon	–	–
Northwest Territories	–	–
Nunavut	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
High	44	56
Moderate	54	46
Low	42	58
Lowest	45	55

– Data unavailable because of insufficient sample size.

Awareness of physical activity guidelines for children and youth (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Yes	No
<i>PARENT'S EDUCATION LEVEL</i>		
Less than secondary	41%	59%
Secondary	52	48
College	48	52
University	42	58
<i>HOUSEHOLD INCOME</i>		
< \$20,000	43	57
\$20,000–29,999	46	54
\$30,000–39,999	50	50
\$40,000–59,999	51	49
\$60,000–79,999	45	55
\$80,000–99,999	44	56
≥ \$100,000	36	64
<i>PARENT'S EMPLOYMENT STATUS</i>		
Full-time worker	43	57
Part-time worker	56	44
Unemployed	–	67
Homemaker	65	35
Student	–	–
Retired	–	–
<i>COMMUNITY SIZE</i>		
< 1,000	–	62
1,000–4,999	44	56
5,000–9,999	–	–
10,000–29,999	56	44
30,000–49,999	–	–
50,000–99,999	46	54
100,000–249,999	56	44
250,000–499,999	47	53
500,000–1,000,000	51	49
> 1,000,000	40	60
<i>FAMILY COMPOSITION</i>		
Living with a partner	45	55
Widowed, divorced, separated	53	47
Never married	–	50

– Data unavailable because of insufficient sample size.

Advice from a health professional

2003 Capacity study of physical activity awareness, CFLRI

	Yes	No
<i>TOTAL, PARENTS (18+)</i>	11%	89%
mothers	12	88
fathers	10	90
25–44	11	89
mothers	12	88
fathers	–	92
45–64	12	88
mothers	–	90
fathers	–	87
<i>TOTAL, CHILDREN (5–14)</i>	11	89
boys	11	89
girls	11	89
5–9	11	89
boys	–	89
girls	12	88
10–14	11	89
boys	12	88
girls	–	91
<i>REGION</i>		
East	–	91
Newfoundland	–	–
Prince Edward Island	–	–
Nova Scotia	–	–
New Brunswick	–	–
Quebec	13	87
Ontario	11	89
West	–	90
Manitoba	–	–
Saskatchewan	–	–
Alberta	–	95
British Columbia	–	89
North	–	88
Yukon	–	85
Northwest Territories	–	88
Nunavut	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
High	11	89
Moderate	–	89
Low	–	87
Lowest	–	91

– Data unavailable because of insufficient sample size.

Advice from a health professional (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Yes	No
<i>PARENT'S EDUCATION LEVEL</i>		
Less than secondary	–	88%
Secondary	–	89
College	12	88
University	10	90
<i>HOUSEHOLD INCOME</i>		
< \$20,000	–	88
\$20,000–29,999	–	83
\$30,000–39,999	–	91
\$40,000–59,999	–	91
\$60,000–79,999	–	87
\$80,000–99,999	–	94
≥ \$100,000	–	90
<i>PARENT'S EMPLOYMENT STATUS</i>		
Full-time worker	11	89
Part-time worker	–	89
Unemployed	–	91
Homemaker	–	89
Student	–	–
Retired	–	–
<i>COMMUNITY SIZE</i>		
< 1,000	–	94
1,000–4,999	–	89
5,000–9,999	–	80
10,000–29,999	–	94
30,000–49,999	–	–
50,000–99,999	–	95
100,000–249,999	–	88
250,000–499,999	–	89
500,000–1,000,000	–	86
> 1,000,000	10	90
<i>FAMILY COMPOSITION</i>		
Living with a partner	10	90
Widowed, divorced, separated	–	88
Never married	–	80

– Data unavailable because of insufficient sample size.