

Appendix C. Glossary of terms

Activity level: A classification based on energy expenditure in all non-work, non-chore activity. For each leisure-time activity performed in the 12 months leading up to the survey, adult respondents provided an average number of occasions and an average duration on each occasion. This information was used to calculate a total energy expenditure for the year, which was then converted to a daily energy expenditure and classified in one of four categories:

- *Active* represents an average daily energy expenditure of at least 3 kilocalories per kilogram of body weight (KKD) during the previous 12 months. This can also be interpreted as a net increase of 1260 MET minutes of activity per week above the basal level.
- *Moderately active* represents average energy-expenditure values that are greater than 1.5 and less than 3.0 KKD.
- *Somewhat active* corresponds to average energy-expenditure values greater than 0.5 and less than 1.5 KKD.
- *Sedentary* refers to energy-expenditure values equal to or less than 0.5 KKD.

For the sake of illustration, a person whose only physical activity is walking would be categorized as follows: active if he or she walks for a total of one hour every day, moderately active if he or she walks for a total of 30 minutes every day, somewhat active if he or she walks 10 minutes every day, and sedentary if he or she walks less than 10 minutes a day. This report combines the last three categories when it refers to “less active” or “insufficiently active” adults.

Children’s activity level: A classification based on energy expenditure in all activity. For each leisure-time activity performed by their children in the 12 months leading up to the survey, parents provided an average number of occasions and an average duration on each occasion. This information was used to calculate a total energy expenditure for the year, which was then converted to a daily energy expenditure and classified in one of two categories:

- *Active enough* represents an average daily energy expenditure of at least 8 KKD during the previous 12 months.
- *Not active enough* represents average energy-expenditure values that are less than 8 KKD.

For the sake of illustration, a physical activity level equal to 8 KKD can be achieved by a child doing a half hour of martial arts on top of walking for a total of at least one hour throughout the day.

Community mobilization: Examples of community mobilization include demonstration projects, support of Web sites, and funding for capacity building (i.e., ensuring that there are more players to support physical activity and providing sufficient financial and human resources to make the system supportive of physical activity).

Mixed land use: Community infrastructure that features mixed land use in development (i.e., residential, commercial, etc.). In terms of physical activity, this would enable

residents to access facilities and organizations in their community through active commuting.

Passive interventions: Interventions strategies that do not require active decision making.¹

Public awareness: Public awareness activities can include press releases, public service announcements, educational programs, presentations, printed articles, ministerial briefings, workshops, counselling, inter-departmental or inter-agency meetings.

Self-efficacy: The confidence in one's ability to perform a given activity.

Service providers: All those individuals who provide facilities and opportunities for physical activity, including recreation specialists, school educators, health promotion professionals, etc.

Sport and recreation system: The local sport and recreation system includes all organizations having the mandate to encourage and support physical activity, whether in the form of facilities, programs, services, or other opportunities allowing Canadians to be active in their community. It is linked to the national and provincial systems through policies that reinforce and assist local efforts to provide a supportive physical environment for being active. Readers may consider consulting the National Recreation Statement of the Interprovincial Sport and Recreation Council found on the recreational database at <http://www.lin.ca/lin/resource/html/statemen.htm>.²

Social marketing: The major goal of social marketing is to modify a person's behaviour by accentuating the benefits and minimizing the perceived costs. It involves a blend of social psychology and marketing aimed at convincing a person to accept a socially desirable or beneficial behaviour or ideal.

Systemic barriers: Barriers in the system, whether related to policy, access, stereotypical programming, etc.

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- ¹ King, A.C., Jeffery, R.W., Fridinger, F., Dusenbury, L., Provence, S., Hedlund, S.A., & Spangler, K. (1995). Environmental and policy approaches to cardiovascular disease prevention through physical activity: Issues and opportunities. *Health Education Quarterly*, 22 (4), 499–511.
- ² Interprovincial Sport and Recreation Council. (1987). *National recreation statement* [On-line]. Available: <http://www.lin.ca/lin/resource/html/statemen.htm>