



The majority of young people in Canada are not active enough for healthy growth and development.

With Your Help We Can Make a Difference!

Canada's study of Physical Activity Levels Among Youth (CAN PLAY)

Physical activity is as important in protecting one's health as wearing a seatbelt.

The Survey

You've probably heard the startling statistics on the radio, seen television news items, read about it in newspapers and magazines... **the majority of young people in Canada are not active enough for healthy growth and development.**

On a typical weekday, 71% of children rely on inactive commutes to school. After 6 or so hours of sedentary class activity, the average child spends over two hours watching t.v. or playing video games at home. Physical inactivity among youth is a concern for many parents across the nation and, if left unchecked, could lead to significant health risks now and in later life.

To find answers to this growing health crisis, and to combat the disturbing trend among our country's young people, the Canadian Fitness and Lifestyle Research Institute (CFLRI) is conducting a major national survey to examine physical activity levels of children and youth. Canada's study of **Physical Activity Levels Among Youth (CAN PLAY)** provides an effective and objective means of studying current fitness and physical activity patterns of Canada's young people. **CAN PLAY** is the first nation-wide study of it's kind, and we have invited Canadian families like yours to be part of this exciting new research. A state-of-the-art, non-intrusive and safe electronic device, called a **pedometer**, counts the number of steps taken daily by each participant. These data will be critical to developing long term solutions and programs for a more active and healthier younger generation.

What to Expect

A professional data collector from the **Institute of Social Research at York University** (on behalf of the CFLRI) has already asked you some questions on the telephone and obtained permission for your family's participation in the study. This package contains:

- pedometers for all participants;
- instructions on how to use a pedometer;
- a short one-page questionnaire;
- a teacher information form;
- instructions on how to report the data from the pedometer (through an automated phone system or via a secure Web site, available 24 hours a day, 7 days a week);
- a postage paid Canada Post Xpress Post return envelope.

To ensure that this research continues to be successful, useful, and cost-effective, it is essential that families **(1) log all information immediately, due to the time sensitivity of the data and (2) return pedometer(s) as soon as possible to the CFLRI after the completion of the 7 day study period for re-use. Just drop the pre-addressed, pre-paid Xpress Post return envelope in any Canada Post mailbox.** There is no need to take it to a post office.

Privacy and Confidentiality

All data collected will remain strictly private and confidential. No individual, household or personal information will ever be released.

About Us

The Canadian Fitness and Lifestyle and Research Institute is a registered charity established in 1980. We are dedicated to providing research-based information so that individual Canadians, professionals, and policy makers can take action to improve the health of Canadians. By doing so, the Institute contributes to the well-being and the quality of life of all Canadians. We invite you to visit the Institute's Web page at www.cflri.ca to view our research and activities. The site has answers to frequently asked questions for survey participants. If you have any questions or concerns about the study, contact us toll-free at 1-888-413-9129 ext. 0 or by email at info@cflri.ca.

Please note that the CFLRI is **not** a marketing or telemarketing firm **nor** involved in market research. The CFLRI does **not** affiliated with and does **not** endorse any particular pedometer company.

We thank you for participating in this exciting and much needed research! It will make a difference in the future health and well-being of Canada's children and youth.