

# Let's Get Active!

## Planning Effective Communication Strategies

### PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM

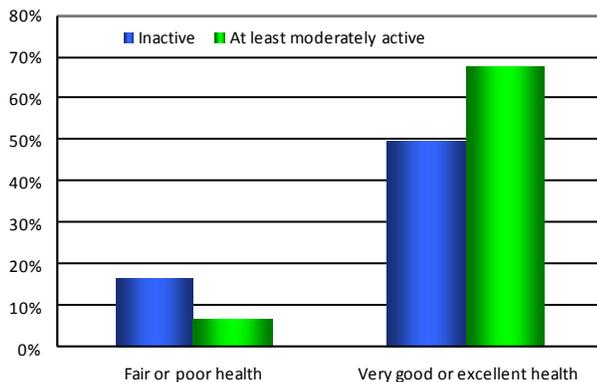


## Perceived health status

According to the most recent 2013 data, more than half of Canadians considered themselves to be in *very good* or *excellent* health. A marked difference in the proportion citing this is noted by activity level, such that 68% of active adults reported being in either *very good* or *excellent* health compared to 49% among those who are inactive.

On the other hand, a relatively small proportion (roughly less than 20%) of adults report their overall health as *fair* or *poor*. When looking at the proportion citing this by activity level, it is apparent that a significantly higher proportion of inactive adults consider their overall health to be *fair* or *poor* compared to those who are active (16% vs. 7% respectively).

**FIGURE 1**  
Perceived health status by activity level



Canadian Community Health Survey, 2013

The following section explores disparities between age and sex groups for associations between general health in relation to activity level (both self-rated, see side box for further details).

### Gender

The difference in reported health status by activity level is evident for both men and women and across each age group. More specifically, a greater proportion of active men and women report being in *very good* or *excellent* health compared to their inactive counterparts; the converse is true for those reporting *fair* or *poor* health.

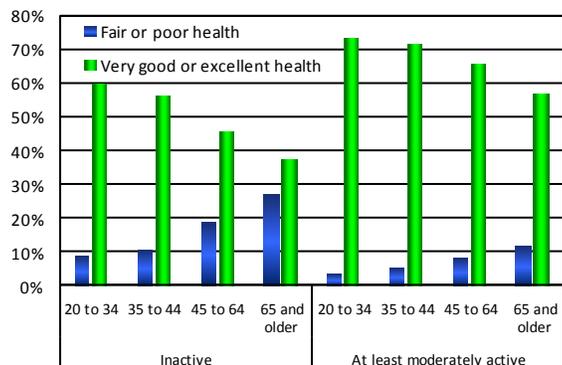
**Measuring self-report, general health status** - In this study, health status was measured by asking participants to rate how they perceive their overall health, in general.

**Measuring physical activity** - In this study, the physical activity indicator measures the single domain of leisure time physical activity (LTPA). This self-report measure assesses recall of physical activity participation during the past 3 months. Activity level is calculated by multiplying the occasions by the average time reported for each activity participated in by the MET (metabolic equivalent which indicates the amount of energy expended on the activity relative to a resting state) value for each of these activities. As the question is based on 3 month recall, in order to calculate the yearly total, this product is multiplied by 4. This calculation is repeated for each PA reported. The energy expenditure value is summed across each activity and divided by 365 to yield the average energy expenditure from LTPA per day. For the purposes of this bulletin, active is considered achieving 1.5 or greater MET per day. See Bulletin 1 in this series for more information on physical activity rates based on 2013 data.

### Age and Gender

There are no apparent differences in health status between men and women, however, differences were noted by age. The proportion of adults citing *very good* or *excellent* health decreases with increasing age, whereas the proportion of adults who indicate being in *poor* or *fair* health increases with increasing age group. This pattern was evident irrespective of activity level. Specifically, 20 to 44 year olds who are active are the most likely to report being in *very good* or *excellent* health, while older adults (65 years or older) who are inactive are the most likely to report their general health as being *fair* or *poor*.

**FIGURE 2**  
Perceived health status by activity level, by age



Canadian Community Health Survey, 2013

Additionally, table 1 further describes gender differences within age categories when looking at two activity-level categories independently.

**TABLE 1**  
Perceived general health by activity level, age, and gender

	To cite very good or excellent health			To cite fair or poor health		
	Overall	By Men	By Women	Overall	By Men	By Women
Inactive	<ul style="list-style-type: none"> <li>20 to 44 years olds are <i>most</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>20 to 44 year olds more likely than the average</li> <li>65+ years <i>least</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>20 to 34 year olds <i>most</i> likely</li> <li>65+ years <i>least</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>65+ years <i>most</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>65+ years <i>most</i> likely</li> </ul>	
At least moderately active	<ul style="list-style-type: none"> <li>20 to 44 years olds are <i>most</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>20 to 34 year olds more likely than the average</li> <li>65+ years <i>least</i> likely</li> </ul>		<ul style="list-style-type: none"> <li>65+ years <i>most</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>65+ years <i>most</i> likely</li> </ul>	<ul style="list-style-type: none"> <li>65+ years more likely than the average</li> </ul>

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