

Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



Useful information for encouraging participation in physical activity

Previous bulletins in this series examined the types of physical activity information provided to citizens by their communities (Bulletin 4) and the various sources used by their recreational departments to obtain this information (Bulletin 5). The 2015 Survey of Physical Activity Opportunities in Canadian Communities also asked communities with at least 1,000 residents to report on the specific types of information considered to be useful for informing residents about how to become more active. This bulletin summarizes these findings.

The majority of municipal administrators (79%) cite the ways to inspire Canadians to become more active as information most useful for informing residents to become active, whereas less than half (44%) indicate that information about injury prevention and recovery would be useful for motivating Canadians to be active. **Table 1** further summarizes the types of information considered useful for encouraging physical activity among residents.

TABLE 1

Types of information considered useful for encouraging physical activity

Type of information	% of municipal administrators indicating importance for encouraging PA
Ways to inspire Canadians to be more active	79%
What Canadians find useful in helping them get active	67%
Successful promotion campaigns in other jurisdictions	60%
What barriers Canadians face in getting active	57%
Evidence-based recommendations on how to address barriers	54%
Injury prevention and recovery	44%

PA = Physical activity

Survey of Physical Activity Opportunities in Canadian communities, 2015, CFLRI

Region

Regional differences exist with respect to the types of information considered useful by municipalities for facilitating physical activity among residents. Compared to the national average, *slightly* more communities in the Atlantic region cite information about what Canadians find useful in helping them get active and evidence-based recommendations for addressing barriers as important. Conversely, relatively fewer communities in this region indicate this for information regarding what barriers Canadians face in getting active and on injury prevention and recovery.

Quebec communities are generally less likely to indicate that any information is useful for informing residents about becoming more active, whereas Western municipalities are generally more likely to consider all information important.

Compared to the national average, Ontario municipalities are *slightly* more likely to regard information about barriers impeding activity, evidence based recommendations for addressing barriers, and about successful promotion campaigns in other jurisdictions as useful.

A more concise summary of the above mentioned regional differences is provided in **Table 2**.

Community size

Larger municipalities (those with 10,000 or more residents) are generally substantially more likely than smaller municipalities (those with 1,000 to 9,999 residents) to indicate that any information is useful for informing residents about how to become more active.

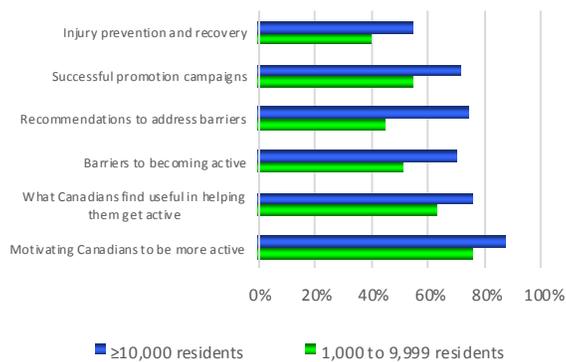


TABLE 2
Regional differences in citing usefulness of information for promoting physical activity

Types of information	Differences in citing usefulness compared to the national average			
	Atlantic	Quebec	Ontario	West
What Canadians find useful for helping them get active	↑	↓↓	ND	↑↑
Ways to inspire Canadians to be more active	ND	↓	ND	↑
What barriers Canadians face in getting active	↓	↓	↑	↑
Evidence-based recommendations on how to address barriers	↑	↓↓	↑↑	↑↑
Successful promotion campaigns in other jurisdictions	ND	↓↓	↑	↑↑
Injury prevention and recovery	↓	↓	ND	↑

↓ = slightly less likely; ↓↓ = substantially less likely; ↑ = slightly more likely; ↑↑ = substantially more likely; ND = Not statistically different
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FIGURE 1
Important information for promoting physical activity by community size (≥1,000 residents)



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CANADIAN FITNESS & LIFESTYLE RESEARCH INSTITUTE

201-185 Somerset Street West • Ottawa, ON K2P 0J2 • (613) 233-5528 • info@cflri.ca • http://www.cflri.ca/



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