

# Getting Kids Active!

2010 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



## Parental Involvement in Children's Physical Activity

The 2010 Physical Activity Monitor explored the concept of parental involvement by asking parents about the amount of time that they spend playing active games with their child and transporting their children to their physical activities or sports. Parents were also asked if over the past 12 months, they have supervised recess or helped at a physical activity or sporting event at their child's school, volunteered to help with their child's physical activities or sports (such as a special event or serving on a committee), or if they have bought equipment, paid a membership or fee, or paid for coaching or instruction for their child's physical activity or sports.

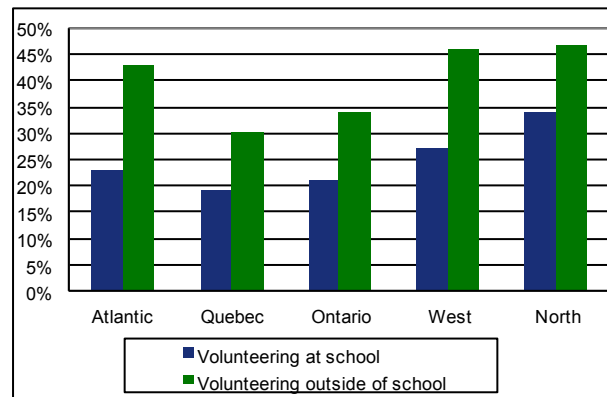
In summary,

- 38% of parents indicate that they *often* or *very often* play active games with their children, 35% sometimes do, and 27% *rarely* or *never* do;
- 64% of parents say that they *often* or *very often* take their child to their physical activities or sport, 22% sometimes do, and 14% *rarely* or *never* do;
- 22% state that they have volunteered at school, such as supervising recess or helping at a physical activity or sporting event in the past year;
- 37% have volunteered outside of school with their child's physical activities or sports (for example, at a special event or else serving on a committee); and,
- 80% indicate that they have bought equipment, paid a membership or fee, or paid for coaching or instruction for their child's physical activities or sports.

There are no regional differences with respect to parental involvement by playing active games with their child, transporting their child to activities or sports, or financially contributing to their child's activities. There are, however, differences with respect to volunteering. Compared to the national average, relatively more parents in the North have said that they have helped at school and relatively more parents in the West say that they have volunteered with their child's physical activities or sports outside of school.

FIGURE 1

Parental involvement in child's physical activity and sport by region, 2010



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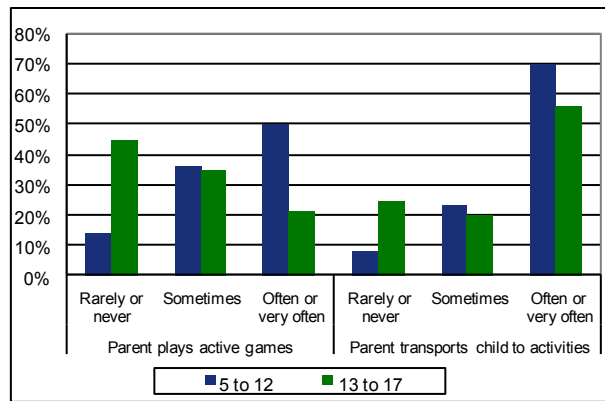
### Child characteristics

Relatively more parents of boys say that they play active games *often* or *very often* and have volunteered in outside of school compared to parents of girls.

Relatively more parents of 5 to 12 year olds *often* or *very often* play active games with their children, or transport their child to their activities, whereas relatively more parents of 13 to 17 year olds *rarely* or *never* do. Relatively more parents of younger children (5 to 12 year olds) have contributed financially to their child's activities or helped out at school compared to parents of older children (13 to 17 year olds). Interestingly, differences in the proportion who indicate that they volunteer elsewhere does not differ with respect to child's age, as it does for volunteering at school.

FIGURE 2

Parental involvement in child's physical activity and sport by child's age, 2010



Physical Activity Monitor 2010, CFLRI

Parents who have children that participate in sport are more likely to say that they *often* or *very often* play active games with their children or take their child places compared to those whose children do not participate in sport. Parents of children that participate in sport are more likely to report that they volunteer at school and outside of school and contribute financially compared to those who do not.

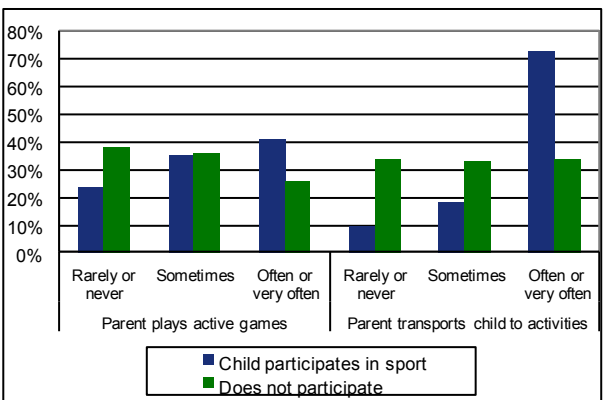
**Parental characteristics**

A greater proportion of fathers (or male guardians) *often* or *very often* play active games with their child, whereas a greater proportion of mothers (female guardians) indicate that they *rarely* or *never* do. A greater proportion of mothers (female guardians) have indicated that they have volunteered at school with their child's physical activities and sports, compared to fathers.

A greater proportion of parents aged 45 to 64 *rarely* or *never* play active games with their children or take their child to their

FIGURE 3

Parental involvement in child's activities by child's sport participation, 2010



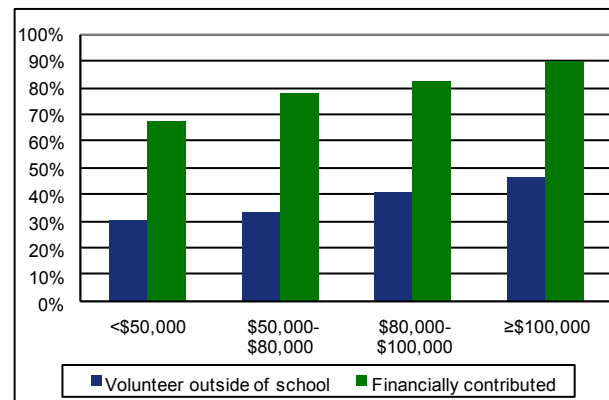
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activities, whereas a greater proportion of younger parents (25 to 44 years) *often* or *very often* play active games.

Relatively fewer parents from the lowest income households (lowest quartile, <\$50,000) indicate that they *often* or *very often* transport their child to their activities compared to those from higher incomes. The proportion of parents that indicate that they have volunteered outside of school and who have financially contributed to their child's activities are generally higher among those from higher income households.

FIGURE 4

Parental involvement in child's activities by household income, 2010



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A greater proportion of parents with a post-secondary education *often* or *very often* transport their child to activities compared to those with less than a high school education. Similarly, parents with a university education are more likely to indicate that they have volunteered outside of school with their child's activities compared to those with a high school education. Generally speaking, the proportion of parents that have financially contributed to their child's activities increases with increasing education level of the parent.

A greater proportion of active parents say that they *often* or *very often* play active games or take their children to places to be active compared to inactive parents. Conversely, relatively more inactive parents indicate that they *rarely* or *never* do so. Relatively more active parents say that they volunteer both in and outside of school and contribute financially, compared to inactive parents.

**Trends**

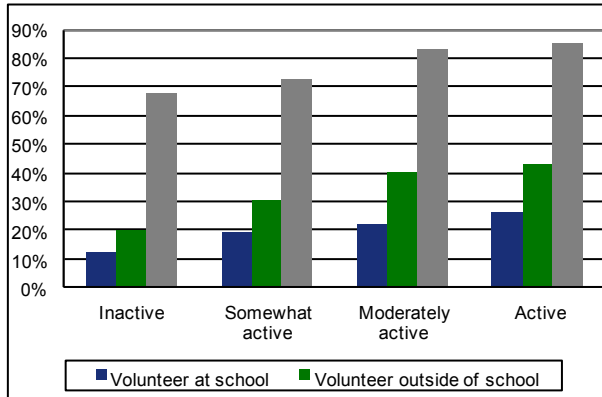
There have been no changes since 2000 in the overall proportion of parents who report playing active games or transporting their children to their physical activities and sports. The proportion of parents who indicate that they have supervised or volunteered at school has decreased steadily within the past decade, whereas the proportion that have contributed financially to their child's physical activities or sports have increased over this same time period.

Parents were less likely in 2010 compared to 2005 to say that they have volunteered with their child’s physical activity and sport outside of the school environment.

New relationships that have emerged in 2010 with respect to parents’ involvement in children’s physical activity and sport include the following:

FIGURE 5

Parental involvement in child’s activities by parent’s activity level, 2010



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- Parents of boys are now more likely than parents of girls to say they play active games with their child *often* or *very often* or that they have volunteered outside of school
- Young parents (25 to 44 years) and inactive parents are less likely than older to say that they *rarely* or *never* provide transportation to physical activity or sporting events. Parents with less than a secondary level education and inactive parents are more likely than university graduates and active parents respectively to say this.

Contrary to this, some relationships previously noted have disappeared, specifically; there are no differences with respect to child’s gender and parent’s age in the proportion of parents who say they have helped out at school. Moreover, there are no longer gender differences among parents’ financial contribution to their child’s activity.

Table 1 summarizes the key changes over time.

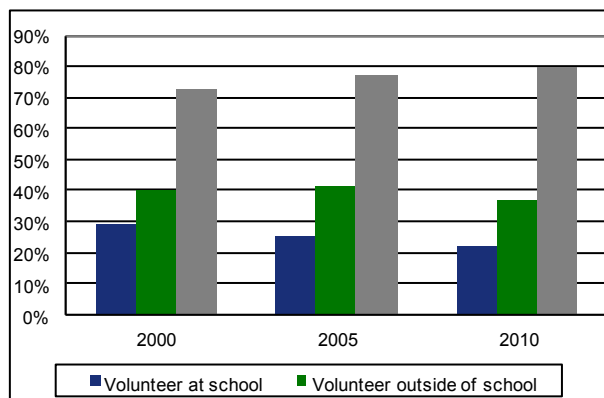
TABLE 1

Parental involvement, changes over time, 2000-2010

Involvement with child	Frequency	Changes from 2000 to 2010
Play active games with child	Never or rarely	Increased among most active and least active parents
	Often or very often	Increased among: -parents of boys
Taking child places to be active	Never or rarely	Decreased among: -younger parents (25 to 44 year olds) -parents living in the Atlantic
	Often or very often	Increased among: -parents living in the Atlantic -mothers -parents of boys -parents of young children (5 to 12) -active parents
Volunteering at school		Decreased among: -mothers -young parents (25 to 44 years olds) -parents of girls -parents of young children (5 to 12 year olds) -highest income earners
Volunteering outside school		Decreased among: -parents of girls -parents of young children (5 to 12 year olds)
Financial contribution		Increased: -regardless of child’s or parent’s gender -among highest and low (2 <sup>nd</sup> lowest quartile) income earners -among younger parents (25 to 44 years old) -live in the Atlantic or West -among active parents.

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**FIGURE 6**  
Parental involvement in child's activities, trends, 2000-2010



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Production of this bulletin has been made possible through a financial contribution from the Public Health Agency of Canada, Sport Canada, and the Interprovincial Sport and Recreation Council. The views expressed herein do not necessarily represent the views of these agencies.