

Getting Kids Active!

2010-2011 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Parental involvement in child's physical activity and sport

The 2010-2011 Physical Activity Monitor looks at parental involvement in children's physical activity and sport. Questions on the survey asked 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. Over one-third of parents (37%) report that they *often* or *very often* play active games with their children, 35% *sometimes* do, and 28% *rarely* or *never* do. Compared to the national average, a greater proportion of parents living in the Yukon play active games with their child.

Roughly two-thirds of parents (64%) say that they *often* or *very often* take their child to their physical activities or sport, 21% *sometimes* do, and 16% *rarely* or *never* do. No regional differences exist with respect to this type of involvement.

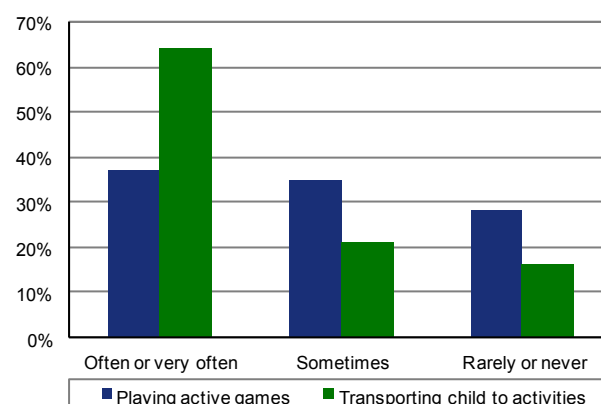
When asked about other ways that they were involved in their children's physical activity and sport in the past year, less than one quarter (21%) of parents report that they have volunteered at school, such as supervising recess or helping at a physical activity or sporting event in the past year. Compared to the national average, relatively more parents in the Saskatchewan, British Columbia, Yukon and the Northwest Territories have said that they have helped at school.

In addition, 37% have volunteered outside of school with their child's physical activities or sports (for example, at a special event or serving on a committee). Relatively more parents in Nova Scotia, Manitoba, Saskatchewan, Alberta, British Columbia, Yukon, and Northwest Territories say that they have volunteered with their child's physical activities or sports outside of school, while parents in Quebec and Ontario are less likely, compared to the national average.

The majority of parents (79%) indicate that they have contributed financially to their child's physical activity, such as having bought equipment, paid a membership or fee, or paid for coaching or instruction for their child's physical activities or sports. Compared to the national average, a greater proportion of parents living in the Yukon contribute financially to their child's activities, whereas relatively fewer parents in Quebec report this.

FIGURE 1

Parental involvement in child's physical activity and sport, overall



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Child characteristics

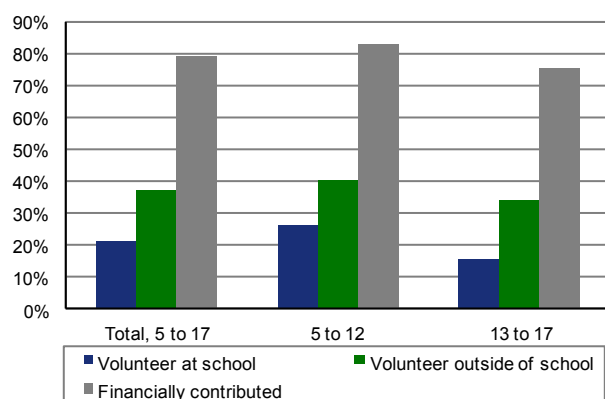
A greater proportion of parents of boys indicate that they *often* or *very often* play active games with their child, have volunteered with their child's physical activities or sports outside of school, or have contributed financially to their child's physical activities or sports, compared to parents of girls.

Substantially more parents of 5 to 12 year olds *often* or *very often* play active games with their children or transport their child to activities, whereas relatively more parents of 13 to 17 year olds *rarely* or *never* do this. A greater proportion of parents of younger children (5 to 12 year olds) have contributed financially to their child's activities, helped out at school with recess or physical activity events, and volunteered outside of school with their child's physical activities, compared to parents of older children (13 to 17 year olds).



FIGURE 2

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

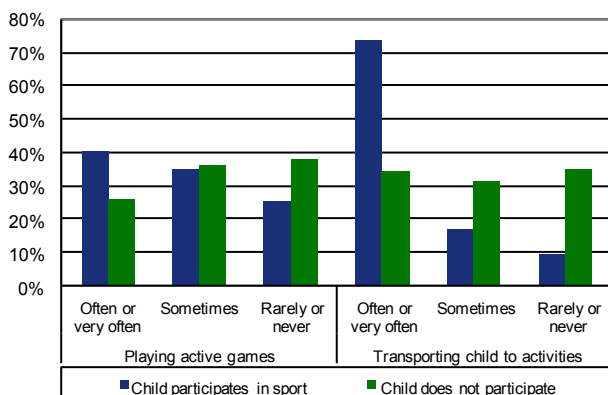


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Relatively more parents who have children that participate in sport say that they *often* or *very often* play active games with their children or take their child places, volunteer at school and outside of school, and contribute financially compared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

FIGURE 3

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



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Parental characteristics

A greater proportion of fathers or male guardians indicate that they play active games *often* or *very often* (42%) with their child compared to their mothers (32%), whereas relatively more mothers (female guardians) indicated that they *rarely* or *never* play active games. Compared to fathers (18%), a greater proportion of mothers (24%) indicate that they helped at school such as supervising recess or helping at a school physical activity event. A greater proportion of younger parents (25 to 44 years) *often* or *very often* play active games or take their child to their activities,

whereas relatively more parents aged 45 to 64 indicate that they *rarely* or *never* do so.

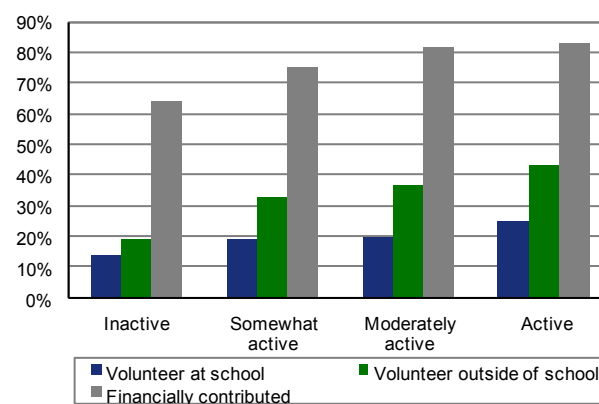
The proportion of parents who indicate that they *often* or *very often* transport their child to activities, and who indicate that they have financially contributed to their child's activities generally increases with increasing education level of the parent. Parents with a university education are more likely to indicate that they have volunteered outside of school with their child's activities compared to those with a high school education or less.

Relatively fewer parents who are students indicate that they take children to places where they can be active compared to the average. A greater proportion of parents who are unemployed or ill *rarely* or *never* take their child places to be active, and they are less likely to volunteer outside of the school environment or contribute financially to their child's physical activity and sport compared to the national average. Compared to the national average, relatively more homemakers indicated that they have helped out at school by supervising recess or helping with a physical activity event, whereas relatively fewer have contributed financially to their child's physical activities and sports.

The proportion of parents who indicate that they *often* or *very often* play active games with their child or transport their child to their physical activities and sports increases substantially with increasing activity level of the parent (see figure 4). Similarly, the proportion of parents who indicate that they have volunteered with physical activity at school (such as supervising a recess or helped at a physical activity or sporting event) or more generally outside of school (like a special event or on a sport committee) increases with increasing parental activity level. Following the same pattern, the proportion of parents who report having financially contributed to their child's activities or sports also increases with parent's activity level (64% among inactive parents to 83% of active parents).

FIGURE 4

Parental involvement in child's activities by parent's activity level



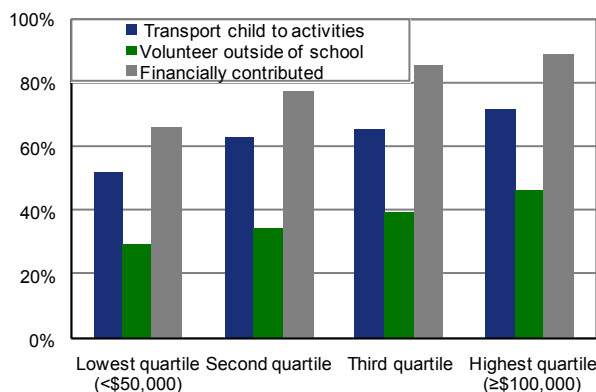
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Household characteristics

The proportion of parents that indicate that they *often* or *very often* play active games with their child, transport their child to their activities, volunteered outside of school and who have financially contributed to their child's activities are generally higher among those from higher income households.

FIGURE 5

Parental involvement in child's activities by household income



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A greater proportion of parents residing in smaller communities (less than 10,000 residents) indicate that they have volunteered outside of school in their child's physical activities and sports compared to parents from the largest communities (250,000 and more residents). There are, however, no other significant differences with respect to community size and parental involvement in a child's activity level.

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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