A HISTORY OF CANADA’S PHYSICAL ACTIVITY GUIDES

Pre-Conference Think Tank

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GUIDES

- Canada’s Physical Activity Guide to Healthy Active Living (1998)
- Canada’s Physical Activity Guide to Healthy Active Living for Older Adults (1999)
- Canada’s Physical Activity Guides for Children and Youth (2002)
PARTNERSHIP

- Guides developed in partnership between Health Canada and the Canadian Society for Exercise Physiology (CSEP)
- National Advisory Committee
- Endorsed by all provincial/territorial governments
- Endorsed by more than 65 national organizations
Canada’s Physical Activity Guide to Healthy Active Living (18 to 55 years of age)

- Guide
- Handbook
- Posters
- 1 888 #
- Website
- Video for intermediaries
- Information kits for stakeholders
- Information kits for parliamentarians
- Communications manual for partners
- Available in English and French
- Merchandise available through the CSEP
CHAMPIONS

- Randy Adams – Health Canada
- Angelo Belcastro – CSEP
- Cora Craig – CFLRI
- Mike Sharratt – CSEP President
- Larry Brawley – Psy-Soc substantive expert
- Lise Gauvin – Psy-Soc substantive expert
- Claude Bouchard – Biological substantive expert
- Roy Shephard – Biological substantive expert
- Roger Passmore – Active Living Coalition
- Marj Keast – ISRC
- Joyce Gordon – Active Living Coalition for Older adults
- Bill Hearst - CSEP
NEED AND RATIONALE

- the substantive evidence regarding the health benefits of being physically active,
- that sedentary living had been identified as a significant public health concern,
- that a number of different agencies had developed and promoted recommendations for physical activity,
- issue was not in the public agenda,
- communications on physical activity had been soft,
- cost of inactivity to individual and system was unknown,
- Canadians concerned about ‘quality of life issues’ and ‘sustainability of health care system’, and
- that the public wanted all levels of government to work together.
Within this context the following conclusions were drawn

- a wake-up call and sense of urgency was needed;
- the costs of inactivity are very high and increasing; and
- the majority of Canadians understand the concept, but are not making it a priority.
“a consistent and valid common Canadian guide to physical activity that was relevant, useable, easily understood, readily available, and reasonably attainable by the majority of Canadians”
FPT MINISTERS AGREE ON PRIORITIES

- **Clear lake, Manitoba, August 1997**
- Approved/endorsed: *Physical Inactivity: A Framework for Action*
- Endorsed: *Canada’s Physical Activity Guide*
- Set target: 10% reduction in inactivity over 5 years
- Established 3 priority areas:
  - Increase physical activity in school environment
  - Dissemination of *Canada’s Physical Activity Guide*
  - Planning and production of supplement for older adults
- Agree to address needs of children/youth living in poverty
KEY THEMES

- **Costs of physical inactivity**
  - To health-care system
  - To lost productivity
  - To disability and premature death
  - To health and quality of life

- **Benefits of physical activity**
  - Quality of life, all ages
  - Disease and disability prevention
  - Improved mobility and independence as grow older
  - Essential for children for optimum growth and development

- Physical activity guidelines
KEY AUDIENCES

- Media
- Public Policy Decision-Makers
- Opinion Leaders
- Active Living Partners
- Educators
- Health Care Providers
- Fitness Practitioners
- Community Organizations
LAUNCH EVENTS

- National News Conference
  - Launches *Guide*
  - Focuses on “big picture”
  - Features CSEP and Health Canada
- Regional News Events
  - Promotes *Guide*
  - Features provincial Ministers/ provincial action
  - Engages community partners
  - Focuses on the many facets of Active Living
COMMUNICATION OPPORTUNITIES

- Three media hits
- Printing and distribution of *Launch News*
- Feature articles for partners
- Development of a distribution plan during the Pre-Launch Phase
  - quickly followed with Phase Two – Launch which included national and regional launches (with provinces and partners)
- Media relations campaign (inclusive of information kits for media, partners, stakeholders and parliamentarians)
- Phase Three – Post-Launch leveraged already known activities in Canada such as *Summer Active* and *Back to School*
SUMMARY OF STEPS TO GUIDE DEVELOPMENT

- Preliminary Market Research
- Scientific Review Process
- Prototype Development
- National Concept Testing
- Launch
Canada’s Physical Activity Guide for Healthy Active Living for Older Adults (55 years and older)

- Guide
- Handbook
- Posters
- 1 888 #
- Website
- Information kits for stakeholders
- Information kits for parliamentarians
- Available in English and French
- Merchandise available through the CSEP
CHAMPIONS

- Bruce Taylor – Health Canada
- Angelo Belcastro – CSEP
- Cora Craig – CFLRI
- Larry Brawley – psy-soc substantive expert
- Don Paterson – biological substantive expert
- Bert Taylor – biological substantive expert
- Joyce Gordon and Diana Dampier – ALCOA
- Bill Hearst - CSEP
POSITIONING

- Positioned as a supplement to the ‘main Guide’, however
- developed as a separate, stand-alone product
- The aim of this positioning to build on the proven communication approaches used to support the ‘main Guide’ launch and distribution
COMMUNICATION ACTIVITIES
(based on a three-phase approach)

- Phase 1: Pre-Launch
- Phase 2: Launch
- Phase 3: Post-Launch
KEY AUDIENCES

- Public policy decision-makers at all levels
- Provincial/territorial and municipal government and non-government leaders
- Media
- NGO partners
- General and older adult community groups and organizations
- Health-care providers
- Fitness/active living practitioners
MOVING THROUGH THE YEARS: A BLUEPRINT FOR ACTION

- launched in 1992 and updated in 1999
- Targeted largely at leaders, to assist them in planning and shaping policies, in essence giving a common direction for active living and older adults across the country
- Guide represents a tool for older adults themselves as well as those working directly with seniors, to become more physically active
Canada’s Physical Activity Guides for Children and Youth (children 6 to 9 years of age – youth 10 to 14 years of age)
KEY INGREDIENTS

- Champions
- Budget
- National Partners
- Project Administration
- Internal Health Canada Communications
- Product Development
- Endorsement Activities
- Distribution and Implementation Activities
- Collateral activities
- Media Relations and Launch Activities
- Evaluation Framework
CHAMPIONS

- Mike Sharratt, Ph.D. - CSEP
- Morina Reece – Public Health Agency of Canada – Physical Activity Unit
- Larry Brawley, Ph.D. – substantive expert
- Oded Bar Or, Ph.D, M.D. – substantive expert
- Cora Craig – CFLRI
- Bill Hearst – CSEP consultant
NATIONAL ADVISORY COMMITTEE

- Michael Arthur – Provincial/Territorial Government
- Guy Tanguay – CAHPERD
- Doug MacQuarrie/Scott Ogilvie – Heart and Stroke Foundation of Canada
- Claire LeBlanc – CPS
- Bryna Kopelow – CAAWSPA
- Michael Jacino – Marketing Division – PHAC
- Pamela Turpin/Paula Hadden-Jokiel – Children and Youth Division – PHAC
- Neil Semenchuk – CPRA
- Richard Mirasty – Aboriginal Community
summarized the approach used in 'breaking new ground' with the C&Y guides

and an agreement that we would 'work within the philosophy of using the best evidence, with the best experts and the best common sense...using a mediated approach with C&Y and their key influencers, the purpose of the guide to build attitudes of life-long active lifestyles'

The decisions reached at this meeting set the stage for the intent of the guides, principles for the guide, criteria for selection of target audiences, target audiences, the 'know', 'think', 'do' of each age grouping.
PRODUCT DEVELOPMENT

- **Scientific Background/ Input**
- Biological and psycho-social background papers developed
- Peer review of background papers
- Recommendations from scientific advisors on points of consensus for materials
- Executive Summary developed
- Revisions to guidelines (‘dose’) as a result of updated review
PRODUCT DEVELOPMENT

- **Creative Writing**
  - Writer identified to work with management committee and academic advisor regarding behavioural aspects of the materials (Emphasis: scientific papers highlighted the fact that all the answers are not available...agreed to work within the philosophy of using ‘the best evidence with the best experts and the best common sense’ using a mediated approach with children and youth and their key influencers....the purpose of the guide to build attitude of lifelong active lifestyles’.)

- Translators and editors identified to assist with final materials
PRODUCT DEVELOPMENT

- **Focus Testing**
- RFP and selection of firm to carry out focus testing
- Product feasibility/Market Research with children and youth and physical activity i.e., regarding perceptions about current practices, understanding/beliefs/knowledge about benefits of physical activity, views on test products, perception about appropriate format, etc
- Series of focus testing activities (3 occasions) with children, youth, teachers, parents, recreation leaders i.e., products suitable for target groups, intent, dose, vehicles for delivery, messages, graphics, etc
PRODUCT DEVELOPMENT

- Concept Testing
- Approach identified for coordination of concept testing
- Testing re useability and content in school setting (with material going home to family)
ENDORSEMENT/DISTRIBUTION

- Selection of company to carry out endorsement activities i.e., to generate awareness and understanding of guide project to identified stakeholder groups; to secure the support of national orgs who work with children/youth/parents and other influencers; to secure effective participation in promotion and distribution; to identify orgs who could play role in launch; to identify orgs who could play a role in implementation, etc
- Endorsement kit developed i.e., cover letter/backgrounder/Q’s & A’s/boilerplate article, etc
- Went back to stakeholders
DISTRIBUTION IMPLEMENTATION

- Avenues for distribution identified i.e., national endorsers, CAHPERD (for direct distribution and implementation to schools), federal/provincial/territorial governments, general Health Canada 1-888

- CAHPERD to play a key role with the primary target groups (specific strategy developed) i.e., children/youth/teachers/family
COLLATERAL ACTIVITIES

- 1-888 #
- website development and additions to current Health Canada site
- interactive site for children and youth
- interactive tool (pedometer); pedometer rationale and strategy developed
- merchandising products available for sale to field through CSEP
MEDIA RELATIONS AND LAUNCH ACTIVITIES

- decision to host a two-phase launch approach i.e., release of CPAGs for C&Y (4 pager) followed by the release of support materials (magazines/teacher’s guide/family guides)
- strategies and options developed (very dependent on availability of the Minister)
- development/distribution of kits specific to media, endorsers/stakeholders, FPT governments and MP’s
- kit enclosures for inclusion on webb
- continued media work up to news conference
EVALUATION FRAMEWORK

- evaluation framework developed to evaluate message, distribution/implementation and interactive tool
- implementation of evaluations #1, 2 & 3
EVALUATIONS

- Evaluation of the Four Page Guide Without Support Resources
- A Usability Evaluation and Follow-up Examination of a Two-Week Intervention to Increase the Physical Activity of Grade 5 and 6 Youth in Selected Canadian Schools - Quantitative Report and Qualitative Report
- Follow-up Survey (administered 5 months later)
a total of 14 workshops offered to Faculty of Education graduating students, teachers in the field and nurses.

- Resource Manual for Educators
- Follow-up evaluation of workshop participants.