Launch Announcement:
Canadian Physical Activity Guidelines for the Early Years (aged 0-4 years)
Canadian Sedentary Behaviour Guidelines for the Early Years (aged 0-4 years)
Launch date: March 27, 2012

WEBINAR!
Physical Activity promoters are invited to sign-up now for a Early Years Guidelines pre-launch webinar!
Three sessions will be offered (times noted are Eastern Time).
March 22: 13h - English
March 23: 10h - French
12h - English
Contact Sarah Stanley to sign up:
sstanley@ParticipACTION.com
DEADLINE: March 19, 2012

Contents:
- Key Numbers
- Partners
- Early Years’ Guidelines Stakeholder Survey Results
- Guidelines Year in Review

Now is the time
To download the CSEP’s Canadian Physical Activity Guidelines and Canadian Sedentary Behaviour Guidelines, visit www.csep.ca/guidelines.
Key Numbers

Media impressions (millions):

35 release of background papers, IJBNPA - May 2010

45.5 Canadian Physical Activity Guidelines - January 2011

51.8 Canadian Sedentary Behaviour Guidelines for Children and Youth - February 2011

Website: csep.ca/guidelines

166,124 page views

18.5% of all traffic Jan 2011-Feb 2012

Printed copies:

210,000+ Guidelines disseminated in pads of 50 & single copies since January 2011

Partners

The CSEP thanks several national and provincial partners who have played a leading role to assist with Guidelines’ development and dissemination to stakeholders and constituents.

Communications Partner:
National media launches, online dissemination, promotion through “Think Again” annual campaign and integration within related products. ParticipACTION.com

Research Partner:
Coordination and undertaking of systematic reviews, national and international presentations to physical activity and health professionals. haloresearch.ca

Dissemination Partner:
Online and print dissemination to Manitoba residents through Service Ontario. serviceontario.ca

Dissemination Partner:
Online and print dissemination to Manitoba residents through the Government of Manitoba inMotion program. manitobainmotion.ca
Early Years’ Guidelines
Stakeholder Survey Results

In December 2011, a combined online survey with 6 physical activity-specific, 6 sedentary-bheaviour specific and 6 common questions was developed. The Survey was distributed to a wide range of stakeholders interested in physical activity and health promotion in the early years including national and international content experts, health professionals, government and non-governmental organizations, teachers, caregivers and parents.

Stakeholders were asked about the wording of, and agreement with, the proposed physical activity and sedentary behaviour guidelines and their associated preambles. Over 900 stakeholders responded to the English and French Surveys and 212 provided additional comments and suggestions. Overall, there was a high level of agreement with the draft Guidelines and in January 2012 the guidelines’ wording was fine-tuned based on the stakeholder feedback.

Results
Physical Activity Guidelines: Agreement

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<thead>
<tr>
<th>Agreement Level</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Completely agree</td>
<td>413</td>
<td>73.23%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>142</td>
<td>25.18%</td>
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<td>Neither agree nor disagree</td>
<td>18</td>
<td>3.19%</td>
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<tr>
<td>Somewhat disagree</td>
<td>24</td>
<td>4.26%</td>
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<td>Completely disagree</td>
<td>4</td>
<td>0.71%</td>
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Sedentary Behaviour Guidelines: Agreement

<table>
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<tr>
<th>Agreement Level</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
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<td>355</td>
<td>68.80%</td>
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<tr>
<td>Somewhat agree</td>
<td>143</td>
<td>27.71%</td>
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<td>Somewhat disagree</td>
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<td>3.29%</td>
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<tr>
<td>Completely disagree</td>
<td>2</td>
<td>0.39%</td>
</tr>
</tbody>
</table>

Complete survey results will be posted online soon!

DID YOU KNOW?
There are two easy ways to get the new Guidelines.

For the latest information, link your website today!

csep.ca/guidelines
participACTION.com
Guidelines Year in Review

Outreach Activities
Webinars (6: 4 English, 2 French)
CSEP Guidelines Communiqué (3 issues)
Media Launches (January 24, February 15, 2011)
Hard copy mailing to 230 national/provincial/territorial ministries and stakeholders (March 2011)
Presentations:
- PARC Symposium (March 2011)
- CON Obesity Summit (May 2011)
- Cdn Centre for Activity & Aging (June 2011)
- ISBNPA 2011 Australia (June 2011)
- Ottawa Catholic School Board teachers (July 2011)
- Ontario Health Network (September 2011)
- Ontario Kinesiology Association AGM (October 2011)
- CSEP AGM (October 2011)
- ParticipACTION Content & Capacity Building Advisory Group (January 2012)

Stakeholder Workshop
Representatives from national physical activity organizations, government health promotion departments and community-level health promotion organizations gathered in Ottawa on May 18, 2011 for a focussed workshop to review guidelines’ current and potential communication tools and resources. The objective was to determine if organizations could work together to reduce duplication and harness collective efforts and skills to more widely promote the Guidelines and realize a more efficient use of resources. The group agreed upon an ambitious Workshop Vision and the timeframe that the subsequent recommendations would apply to.

There was clear support for the development of a common ‘look and feel’ for the guidelines e.g., logo or icon that could be an easily-used identifier for all materials developed by CSEP and others as being part of the Guidelines ‘family’. There was a strong recommendation to establish a common ‘go-to’ portal for everything Guidelines-related that would feature Canadian tools and resources and point to those in other jurisdictions. There was a consensus that a small number of foundational tools for end-users and intermediaries across age groups would be useful to most of the groups.

Resources and Tools
Numerous tools have been developed by individual organizations across Canada. CSEP plans to release two new tools this year:
1. Weekly Activity Vignettes for families
2. Health & Fitness Benefits of Physical Activity posters

Now is the Time.