STAKEHOLDER FOCUS GROUP WORKSHOP
18 May 2011
Ottawa, Ontario

SUMMARY REPORT

Canadian Physical Activity Guidelines
Canadian Sedentary Behaviour Guidelines

NEW GUIDELINES
The Time is Now.
Canadian Physical Activity Guidelines
Canadian Sedentary Behaviour Guidelines for Children and Youth

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Executive Summary

The Canadian Society for Exercise Physiology launched the Canadian Physical Activity Guidelines and Canadian Sedentary Behaviour Guidelines for Children and Youth in early 2011. A clear need to communicate the new guidelines to various and often very specific, target audiences was identified by CSEP and health promoters shortly after the Guidelines were released.

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.

Participants reviewed the previous Guides and supporting tools and discussed what worked and what did not. There was general satisfaction with the previous suite of resources. Tools that had been developed and promoted since the launch of the Guidelines were presented. Participants also listed resources either developed, planned or desired to meet the needs of their respective target audiences.

Workshop participants brainstormed on the ‘ideal’ tools and resources that would be useful for their constituencies and the broader stakeholder base and developed a short list. Eight recommendations emerged for the short and medium term.

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 also 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.

Other recommendations reiterated the need for strong promotion, communication, endorsement and evaluation plans and practices, and highlighted the need for “champions” of various stripes to convey the message.
Background

Following the January and February 2011 Guidelines’ launches, a clear need to communicate the new Guidelines to various target audiences was identified by CSEP and health promoters from across Canada.

Independently, the CSEP did not have the expertise and capacity to develop and disseminate the wide range of communications tools that had been available with the previous suite of Physical Activity Guides published by CSEP and Health Canada/Public Health Agency of Canada between 1998 and 2002.

ParticipACTION has used the new guidelines as a source of information for their 2011 print and online physical activity promotional campaign targeted at children and youth and parents of children and youth. CSEP developed a series of one-page Information Sheets for each age group targeted to health promoters and the general public. Other materials available online include a series of one-page scientific statements with the Guidelines’ preamble to provide context for health and fitness professionals, a glossary of terms, research papers and information for media.

In considering the issue, the CSEP acknowledged that they own the guidelines copyright and an expeditious way to extend an opportunity to organizations who wanted to adapt and integrate the guidelines into their communications materials should be explored.

To answer the call for action, the CSEP convened a meeting to engage willing stakeholders as partners to effectively enhance communication of the new Guidelines to Canadians i.e., through the development of tools and supporting resources, tailored to population segments, to be disseminated across Canada.

Pre-meeting Activities

It should be noted that the meeting invitation was send to a targeted list of stakeholders in order to minimize expenses, the CSEP desires to consult with others as appropriate. A key consideration was to schedule the workshop to immediately precede a ParticipACTION Advisory Group Meeting in Ottawa on May 18-19 as many of the attendees would attend both events.

Thirteen organizations accepted the invitation to attend the workshop. All major age groups were represented by one or more organizations -- these organizations indicated that their mandate is to target these age groups through their research and/or communications activities.

Invited organizations were asked to complete a short questionnaire to provide advance information about their organization’s mandate and target audiences. Organizations were encouraged to outline activities undertaken to date to promote the guidelines, what was contemplated for the short and medium term. Respondants were asked to describe their areas of expertise, and where they could contribute. A comprehensive spreadsheet summarizing the information was circulated to workshop participants.

Organizations were also asked to indicate whether their work targeted intermediaries and special populations. Tailoring of the Guidelines to special populations was identified as a high priority by organizations and health promoters during the pre-launch and launch phases of the Guidelines’ development process. The chart on the next page defines the potential reach of the organizations who accepted the invitation to attend the meeting.
The Opportunity

- CSEP wants to work with organizations to ensure that appropriate Guidelines’ tools are developed to communicate key messages to their constituents and cannot do this alone or in isolation.
- Constituents - intermediaries and general public - want this information in a format that speaks to them.
- Various partners have offered to help.
- CSEP envisions a collaborative format to provide a platform for pan-national cooperation, coordination and sharing toward a common goal.
- It is advantageous to avoid duplication of the same type of resource in multiple jurisdictions.
- It is an opportunity to leverage best practices and recognize one organization as a lead for specific initiatives; others may license the rights through an appropriate agreement.
- Partners can utilize national awareness of ParticipACTION brand “the voice for physical activity in Canada” as a primary communication vehicle for tools developed (through campaigns, PPN, new and existing industry partnerships)
- In a resource-stretched climate, groups may pool resources to produce the best products and tools to motivate Canadians.
- Private sector partners are an option.

Population groups represented by organizations

- Young children (infants, toddlers, preschool)
- Children and Youth
- Adults
- Older Adults
- Frail elderly (“older older adults“)
Workshop Agenda

PART I
A. Establish a Practical Vision to guide the meeting
B. Review Guidelines tools and supporting resources

PART II
A. Generate Ideas – thinking
B. Generate Ideas – reporting

PART III
A. Classify the List of Proposed Tools and Resources
B. Define the Strategic Imperatives
C. Reconvene and Report

PART IV
A. Time for Action - Operationalizing the ideas
B. Next Steps & Wrap-up
Workshop Vision

Participants agreed to support a targeted, common focus for the workshop in order to prioritize achievable initiatives over the short and medium term (0-2 years).

“We will identify and establish consensus on the most urgently needed 2-3 practical vehicles to be developed by March 2012 in order to effectively communicate the guidelines to a broad stakeholder base. Development of several additional supporting resources of a more targeted nature will also be identified with a target completion of March 2013.”

Workshop Guiding Principles

The group agreed that the following principles would govern the discussion:

- It is understood that additional organizations than those represented at this meeting will be involved.
- There is a desire to have a tool(s) on the ground an in practice within 6/9/12 months
- Recognize that there are ‘ideal’ tools i.e., a ‘personalized, interactive, online physical activity plan for each Canadian’ but this is beyond the scope of this meeting
- Try to consider all age groups (age 5+)
- Aim to harmonize the ‘look’ of any tools/resources developed
- There will be appropriate acknowledgement of CSEP copyright.
Review: Previous Guidelines Tools and Supporting Resources

Previous tools and resources:
• Adults (1998)

From left to right Handbook, Tearsheet, Communications Manual, Health & Fitness Benefits Poster

Previous tools and resources:
• Older Adults (1999)

Tearsheet (left), Handbook (right)
Previous tools and resources:

- **Children (6-9)**

![Children's Physical Activity Guide](image1)

PHYSICAL ACTIVITY IS FUN!

- **At Home**
- **At School**
- **At Play**
- **In Sport or Recreation**
- **On the Way to and from School**
- **With Family and Friends**
- **With a Friend**
- **At the Mall**

From left to right: Tearsheet (4 pp), Magazines for Families, Teachers and Children; Resource Manual for Educators

**Plus:** a monthly Activity Planner with Stickers – very popular!

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Previous tools and resources:

- **Youth (10-14)**

![Youth Physical Activity Guide](image2)

From left to right: Tearsheet (4 pp), Magazines for Families, Teachers and Youth.
Previous tools and resources:

• Promotional items

Promotional items distributed by CSEP 1998-2000 (left) and 2000-2002 (right)

Summary of comments on the previous resources — what worked, what did not work

• Paper Guides were well-used by practitioners; Handbooks contained good messaging
• The resources were readily available, these tools were the only ones
• Did the harmonization with the Food Guide work?
• Posters widely requested by schools
• Guides did not explain relevance to the school environment
• Tearsheets easy to include with mailouts i.e., of the Food Guide
• Tearsheets popular when distributed at events
• Practitioners liked and used the Handbook, Tearsheets used by Adults, good basic tools
• Tearsheets and handbooks did not reflect persons with a disability - pwad did not see themselves in the guidelines
• In some cases there was too much material e.g., children and youth supporting resources, much of it was not used
• Very little promotion, poor online presence
• Low level of awareness by general public
• No evaluation or measurement of behaviour change at the population level
Review: New Guidelines Tools and Supporting Resources

Current tools and resources:

Canadian Physical Activity Guidelines for Children (5-11), Youth (12-17), Adults (18-64) and Older Adults (65 years and Older) Information Sheets for professionals and the general public (at left) and Scientific Statements (at right) for professionals.

Current tools and resources:

Canadian Sedentary Behaviour Guidelines for Children (5-11) and Youth (12-17) Information Sheets for professionals and the general public (at left) and Scientific Statements (at right) for professionals.
Websites

Left to right: ParticipACTION.com, Service Ontario, CSEP.ca/guidelines.

Evidence-based reference and background materials

Current tools and resources:

Left to right: APNM 32(S2E), IJBNPA article series, APNM 36(1), AGREE II Reports on CSEP.ca
Additional Guidelines

Physical Activity Guidelines for Adults with Spinal Cord Injury

![Physical Activity Guidelines for Adults with Spinal Cord Injury](www.sciactioncanada.ca)

Physical Activity Guidelines for Infants, Toddlers and Preschool Children (early 2012)

Physical Activity Guidelines for Adults with Multiple Sclerosis (early 2012)
Tools and Resources - In Development by CSEP (draft versions shown)

Health and Fitness Benefits Posters for professionals: each age group

— demonstrating Intensity levels and reinforcing ‘moderate-to-vigorous’ benefits of physical activity.

— demonstrating that the level of effort provides different benefits, reinforcing ‘more is better’.
Tools and Resources - Ideas

Participants presented their short-list of ideas for tools that would be most useful to them and those they represented.

Group 1

- Tearsheets, posters (keep it simple)
- Online portal for healthcare and public health professionals - possibly segregated by NCD condition/risk
- Video loop for health fairs and/or YouTube promo spots
- Daily Activity Log, customized for different age groups
- Champions and Ambassadors (could be used in the videos)
- Social media options

Group 2

- A Communications Strategy
- Logo or common visual identifier that highlights the ‘minutes’ per week/day for each age group
- Common website - csepguidelines.ca for ‘one-stop’ retrieval of information (fun, easy to use)
- Tips for persons with disabilities - in alternate formats
- Videos
- ‘Take Action’ Guide for Professionals

Group 3

- Common website or portal for information and tools, segregated by age group
- Resources tailored to target audience(s)
- Maintain consistent branding on all materials
- Stories, vignettes, Handbook
- Webinars
Guidelines Tools and Resources
- Developed or Planned by Participants

ParticipACTION
- parents are the target audience
- 30 second TV/video spots; print ads (4); posters (4)
- AHKC Report Card After School activity guide and Activity Tracker - currently in print and online (planned)

ParticipACTION Partner Network (PPN)
- opportunity to co-brand the communications materials
- Base Camp and toolkit for organizations to upload their own materials

ActNowBC
- families are the target audience
- government branding
- promoting the 60 minutes per day
- using ambassadors
- promoting an ‘activity pledge’

Canadian Centre for Activity and Aging
- Older Adults and caregivers target audience
- want to get the message out, that there are guidelines, what the guidelines are
- would like to have/develop communications tools such as posters and ambassadors

Alberta Centre for Active Living
- practitioners and people of all ages are target audiences
- are using the CSEP resources.
- plan to poll members & collate what tools are in use or in development

ALACD
- want to develop tailored materials for persons with disabilities
- use the guidelines among a speaker network
- have an online program for leaders

OSPAPPH
- Public Health promoters are the target audience
- are using the CSEP resources
- plan to develop tools with common messages that health promoters use
- tools vary across health units; some units have developed radio spots and videos

PHE Canada
- target audiences are teachers, school boards and teacher educators
- intend to increase awareness of the guidelines online and in newsletters

Ontario Ministry of Health Promotion and Sport
- plan to disseminated co-branded Guidelines to Ontarians
- would like to see a common, catchy guidelines logo/icon that emphasizes 60 per day and 150 per week
- wants guidelines to be easy to find

OPHEA / PARC
- plans to embed the messaging within their updated materials and disseminate through PARC

CSEP
- poster series nearly complete
- Weekly Activity Charts (planned)
- tool for Health and Fitness practitioners (planned)
- print ad - G&M Obesity Supplement (October 2011)
- numerous presentations on the Guidelines to groups in Canada and internationally
Key Recommendations

Immediately

RECOMMENDATION #1
Develop a common branding, look and feel for the Guidelines and their associated products. 100% of Canadians need to know about the Guidelines.

- This would be a logo, ‘look’ or icon that would immediately let professionals and the public know that the tool or document they were viewing was a part of the Guidelines ‘family’.
- Establish Branding Guidelines to guide the use of the Guidelines by others in their materials.

RECOMMENDATION #2
Establish a common portal for all Guidelines-related materials. The Guidelines should be very easy to find online and through distribution partners.

- A dedicated URL that could be commonly-shared and pointed to, to direct users to one place that they could retrieve the latest news and Guidelines-related information for Canada and other jurisdictions.
- Links would point only to recommended (and vetted) resources and best practices.

RECOMMENDATION #3
Develop a small number of Foundational Tools – for users and practitioners.

RECOMMENDATION #4
Seek corporate and 3rd party support for initiatives.

Medium Term

RECOMMENDATION #5
Develop a Communications Plan.

RECOMMENDATION #6
Draft and Implement an Endorsement Strategy.

RECOMMENDATION #7
Develop an Evaluation Strategy.

RECOMMENDATION #8
Recruit and train different types of influential ‘champions’.

- These champions would be ambassadors who are relevant to the target audience.
- Efforts should also be made to recruit influential political champions and media champions.
Workshop Participants

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