

What Now? Implications for the Champlain Region

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Outline

- 2007 Active Healthy Kids Canada Report Card
- Open all windows
- Physical Activity Measurement and Guidelines Project
- What next?

About Active Healthy Kids Canada

- Established in 1994, we're a national organization with a passionate voice for the development of active healthy children and youth in Canada.
- We're focused on making physical activity a major priority in the everyday lives of Canadian families.
- We're committed to providing expertise and direction to policymakers and the public on increasing and effectively allocating resources and attention toward physical activity for children and youth.

Vision

A nation of active
healthy kids.

Mission

To inspire the nation to
engage all children and
youth in physical
activity.



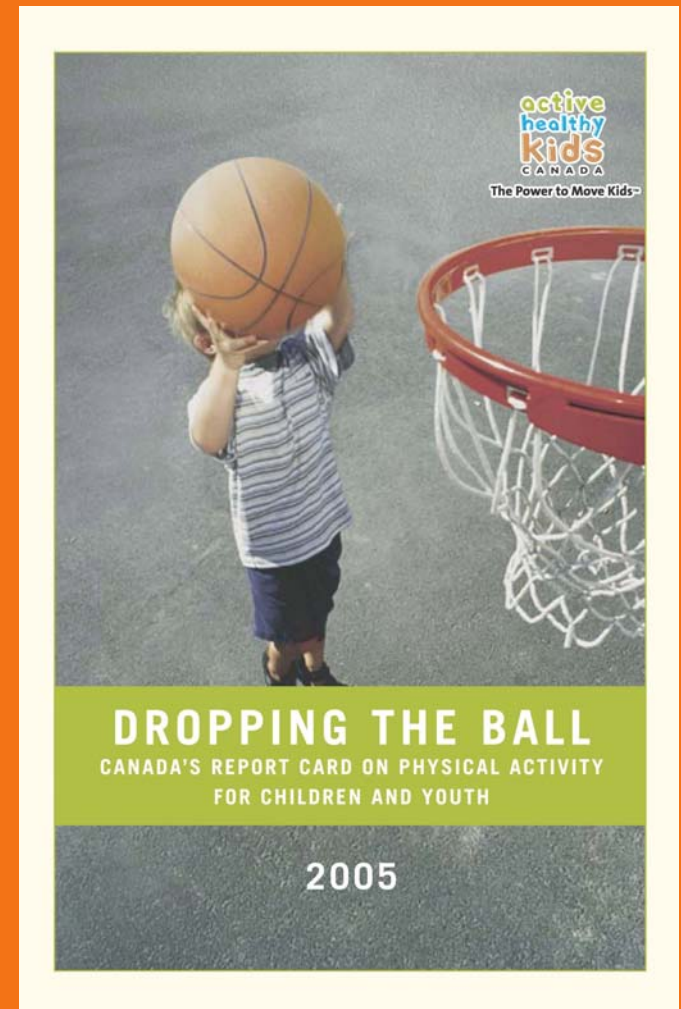
Active Healthy
Kids Canada
is the trusted
source for
“powering”
the movement
to get kids moving.



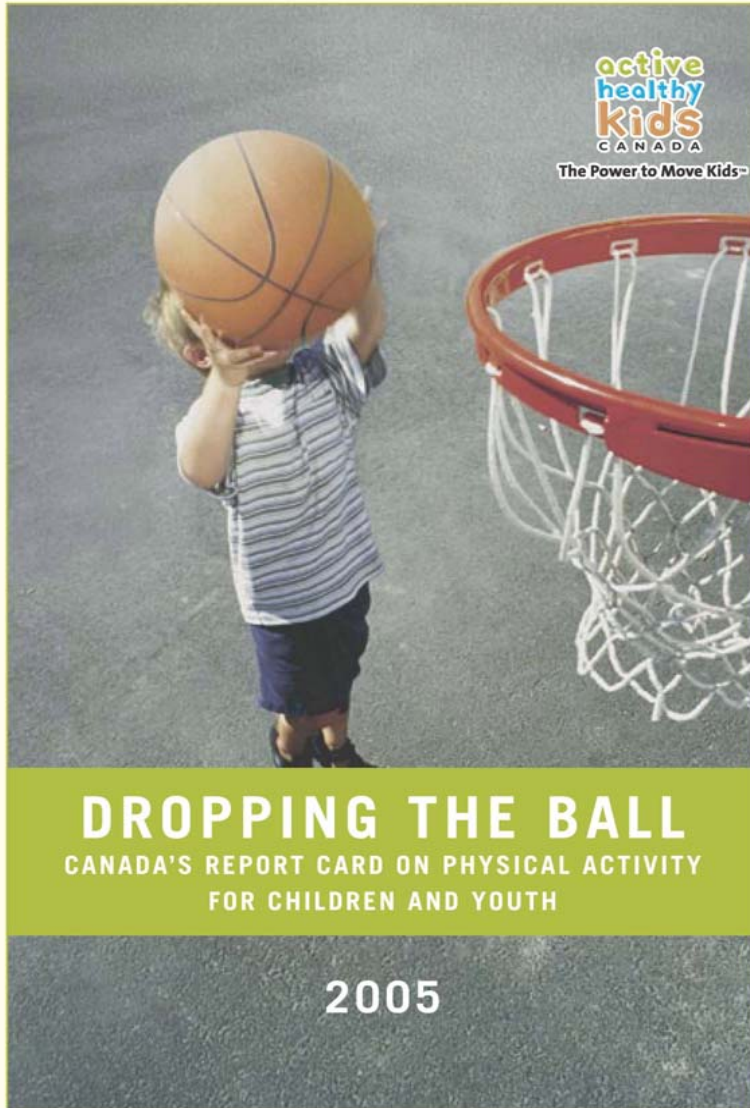
The Power to Move Kids™

National Physical Activity Report Card

The Report Card is a research-based communications and advocacy piece designed to provide insight into Canada's "state of the nation" each year on how, as a country, we are being responsible in providing physical activity opportunities for children and youth.

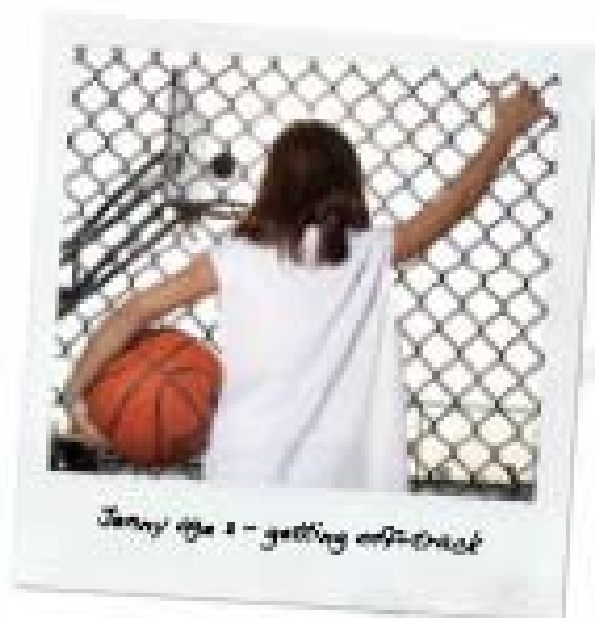


“D”



“D”





Older But Not Wiser Canada's Future At Risk

Canada's Overall Grade 2007: D

The 2007 Canada's Report Card on Physical Activity for Children and Youth is the third annual overview of physical activity levels of Canada's young people conducted by Active Healthy Kids Canada. For the third straight year, Canada has received a failing grade (D), indicating that overall progress on improving physical activity among children and youth has stalled. Three consecutive years of poor grades is disappointing; however, *some* progress has been made and there are opportunities for further improvement in several areas.

2006 Report Card Indicators

PHYSICAL ACTIVITY / INACTIVITY

Physical Activity Levels

Grade: F

(2006 Grade D)

Screen Time

Grade: D-

(2006 Grade D-)

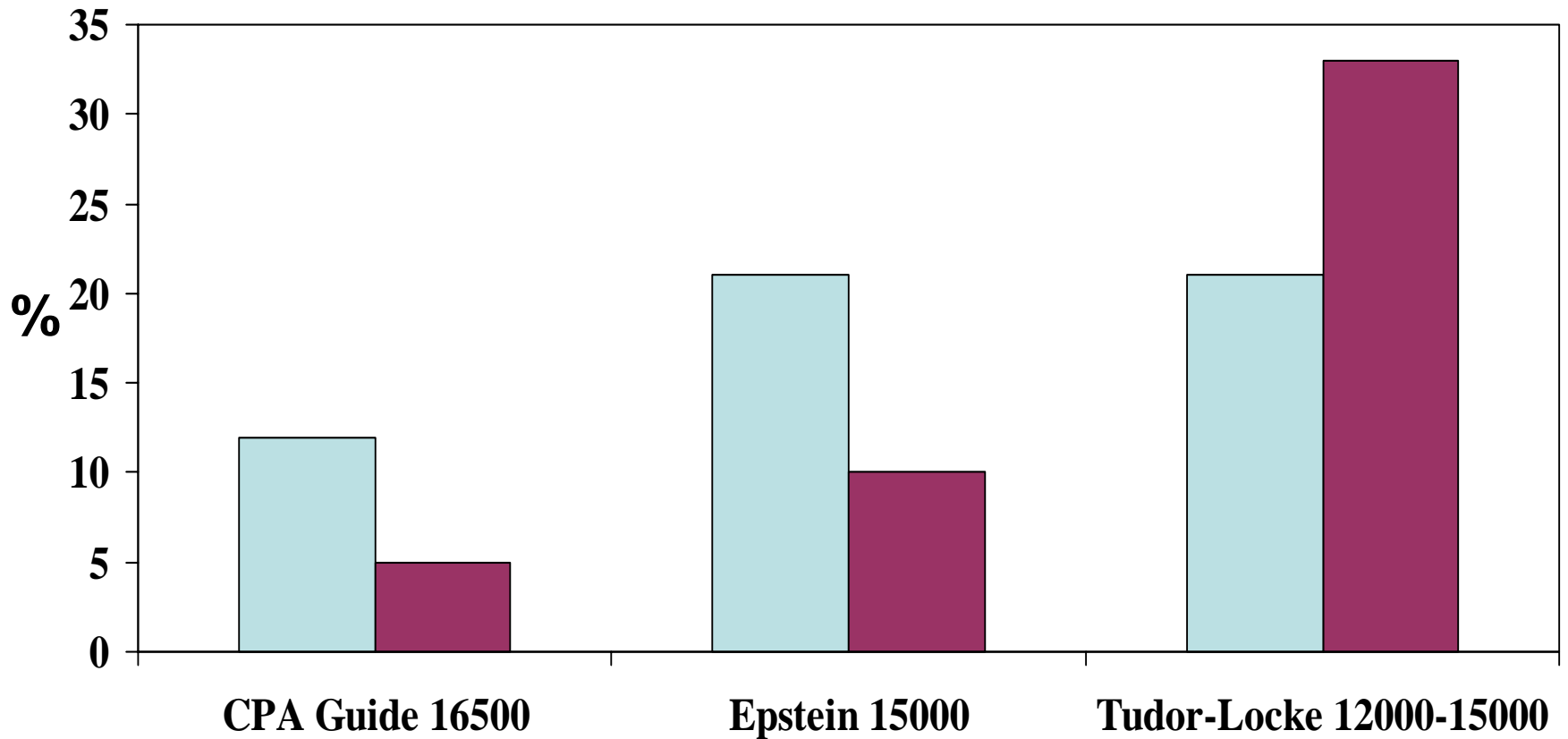
Sport Participation

Grade: C

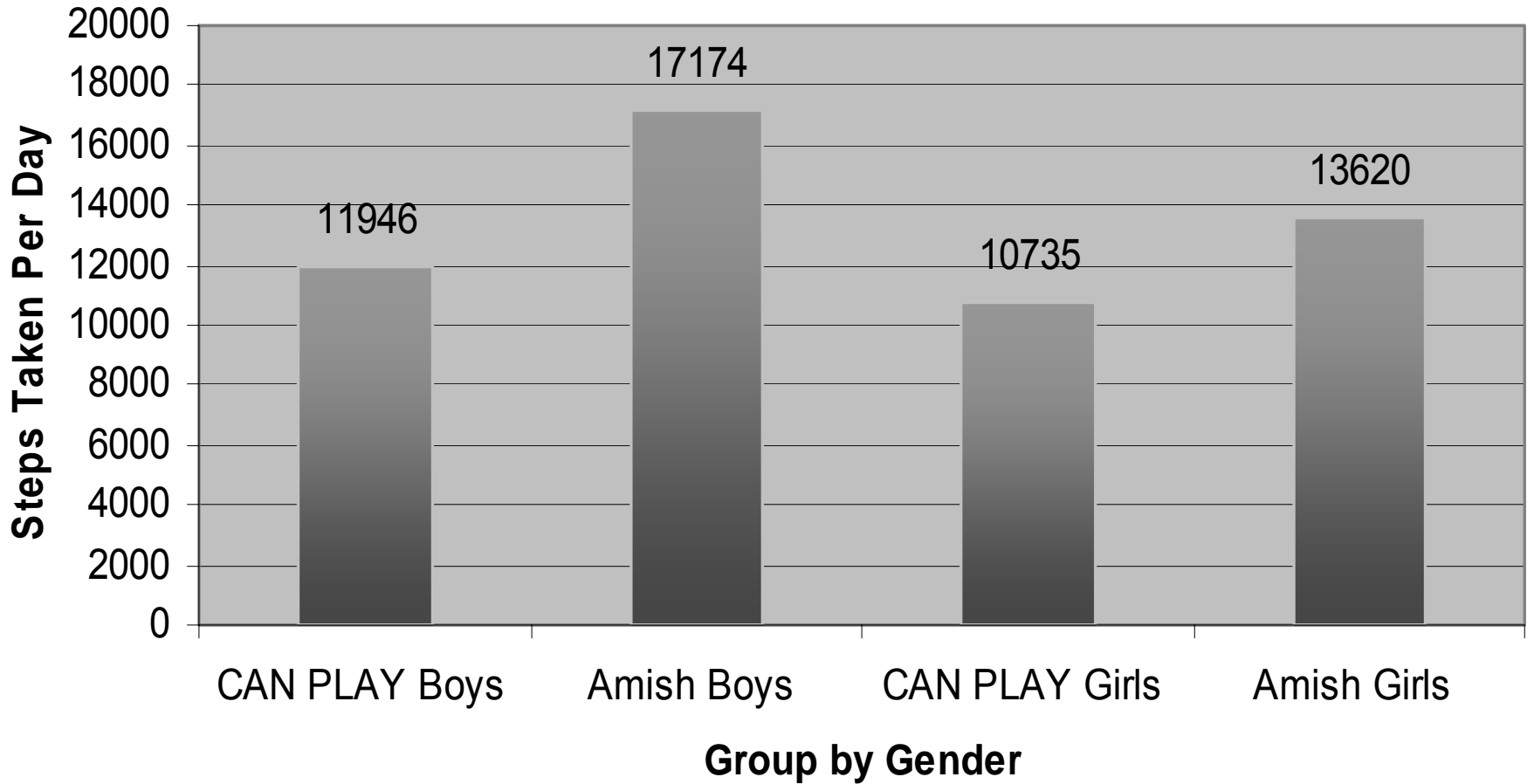
(2006 Grade C-)



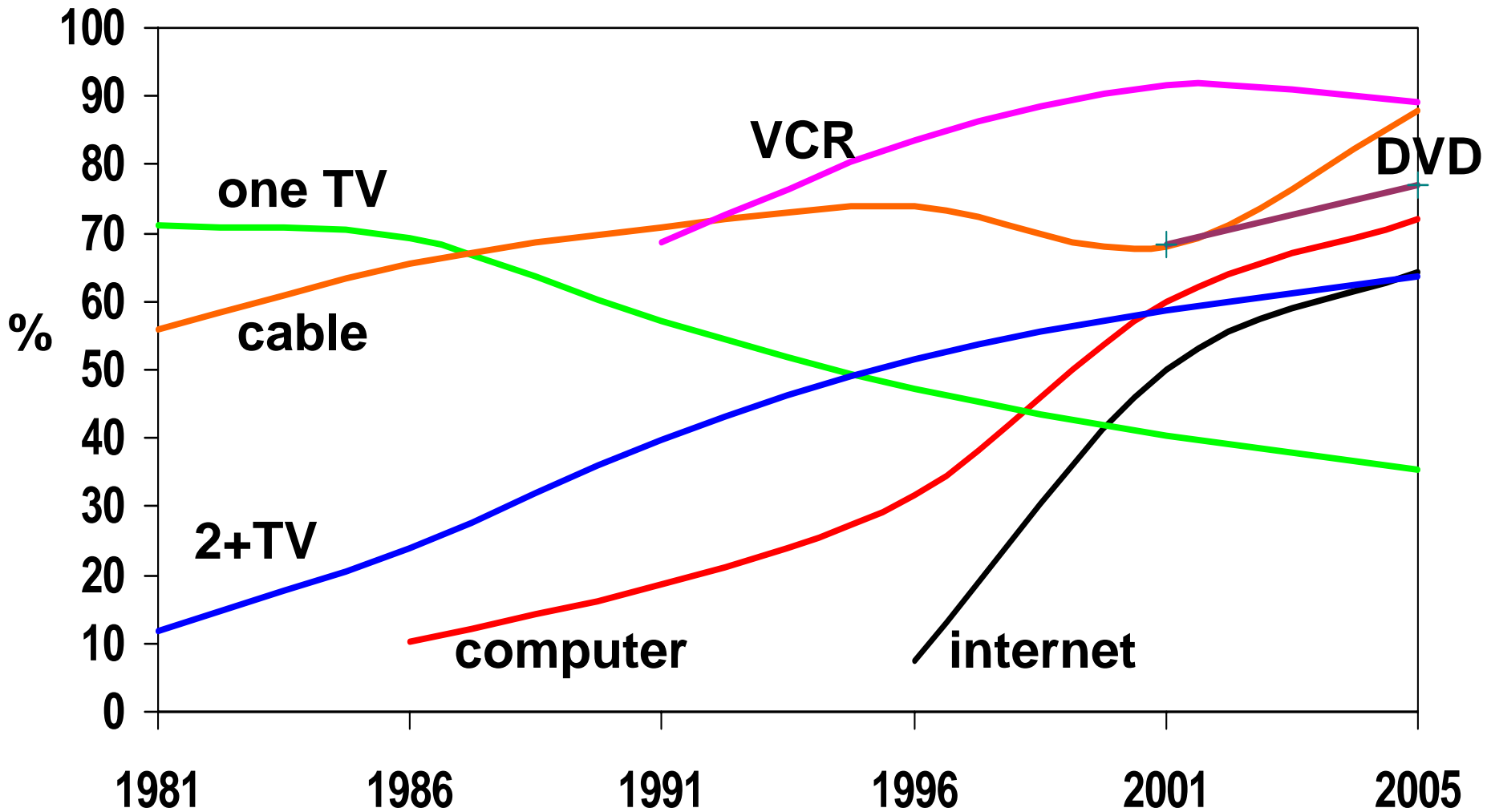
Proportion of Canadian Children and Youth (aged 5-19) Accumulating Sufficient Steps to Meet Recommendations



Average Steps Taken Per Day



Screen exposure trends



2006 Report Card Indicators

HEALTH

Overweight and Obesity

Grade: F

(2006 Grade F)

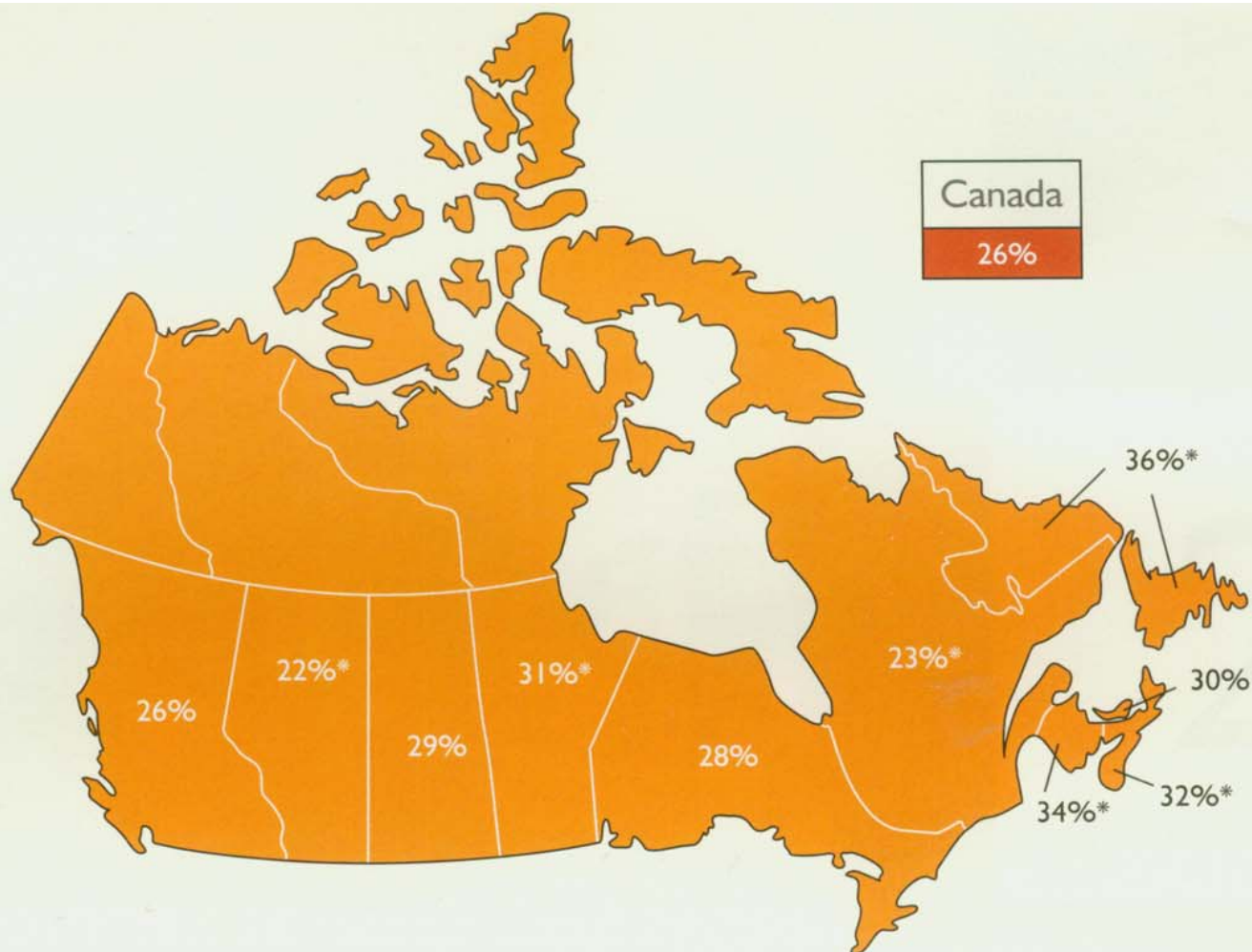
Overall Physical Well-Being and Psychosocial Development

Grade: C-

(2006 Grade C)



Measured Overweight Ages 2-17 years



Source: CCHS 2.2 (2004), Statistics Canada.¹

* Significantly different from the Canadian average, $p < .05$.

Note: Analyses were based on the International Obesity Task Force (IOTF) criteria for BMI cut-offs for 2- to 18-year-olds.²⁰⁵

2006 Report Card Indicators

**FAMILY: Family Perceptions and Roles
Regarding Physical Activity** Grade: **D** (2006 Grade D)

POLICY AND INVESTMENTS:

**Progress on
Government Strategies
and Investments**

Grade: **C** (2006 Grade C-)

**Sector Investments in
Research, Industry,
Foundations**

Grade: **INC** (New)



2006 Report Card Indicators

SCHOOL AND COMMUNITY

Physical Activity Programming at School

Grade: C (2006 Grade INC)

Social Support for Physical Activity at School

Grade: B- (New)

Training of School Personnel

Grade: C- (New)

Community Facilities and Programs: Access and Use

Grade: C (2006 Grade C)

Community Parks and Outdoor Spaces: Access and Use

Grade: C+ (2006 Grade B-)



Key recommendations to improve the grade

1. Engage and empower our youth to direct and design motivating, socially stimulating and enjoyable PA opportunities.
2. Transform the after school hours from screen time to active time in partnership with schools, community agencies, program delivery organizations, neighbourhoods and parents and children and youth.
3. Demand and employ more robust measures for program and policy evaluation, research and surveillance.

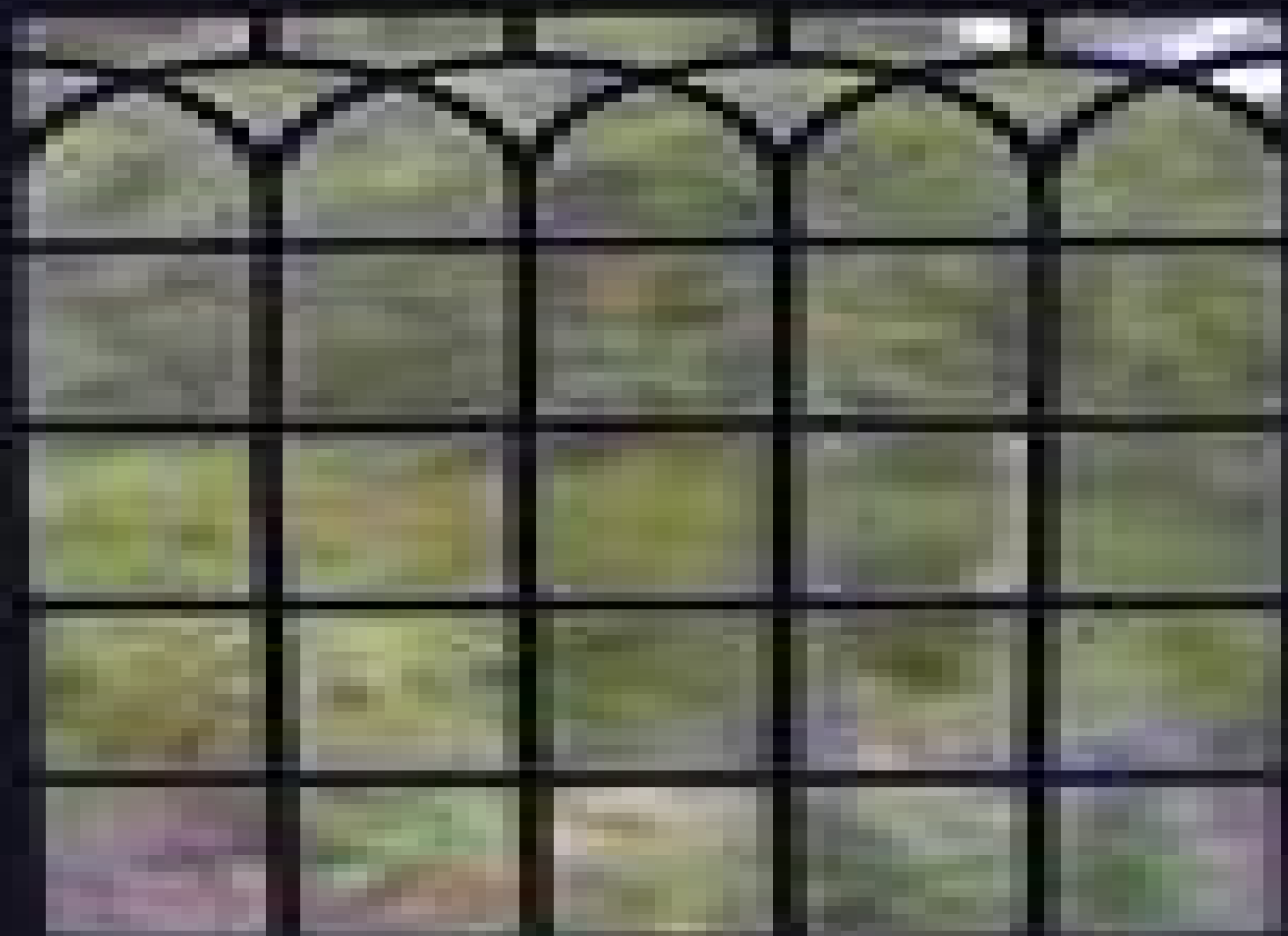
The AHKC Report Card serves as...

- An accountability index for all Canadians
- A surveillance synthesis mechanism
- An advocacy tool for PA leaders and orgs
- A policy driver
- A process for identifying research and surveillance needs
- A challenge to other jurisdictions to implement similar processes to allow comparisons and facilitate improvements
- And has been very successful with over 170,000,000 media impressions in first 3 year (ad value estimated at >\$2,000,000)

active
healthy
kids
CANADA

The Power to Move Kids™

www.activehealthykids.ca





IMPORTANCE OF GETTING “Back to the Basics”

DON'T BE FOOLED!!

A structured exercise
session does not replace
23+ hrs/day of

SLOTH-LIKE BEHAVIOUR!

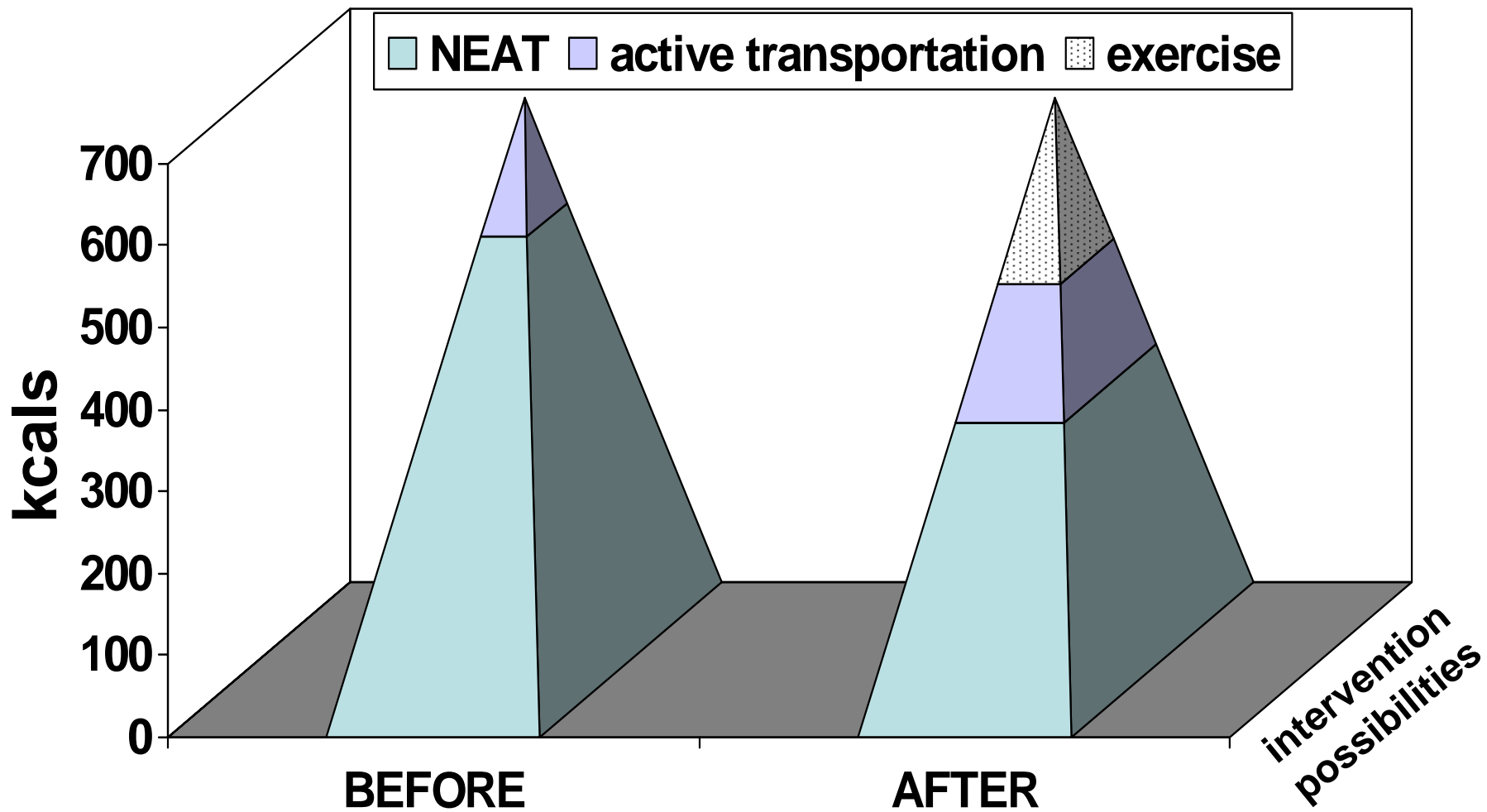
VARIABLE	ODDS OF OBESITY	ODDS OF OVERWEIGHT
Organized Sport	NS	NS
Unorganized Sport	0.58**	0.77**
Art/Music/Dance Clubs	NS	0.88*
Video Games	NS	1.19**
TV 2-3 hrs/day	NS	1.15*
TV 3-5 hrs/day	1.51**	1.36**
Low SES	NS	1.18*
High SES	0.60**	0.76**
Single Parent	1.36**	NS

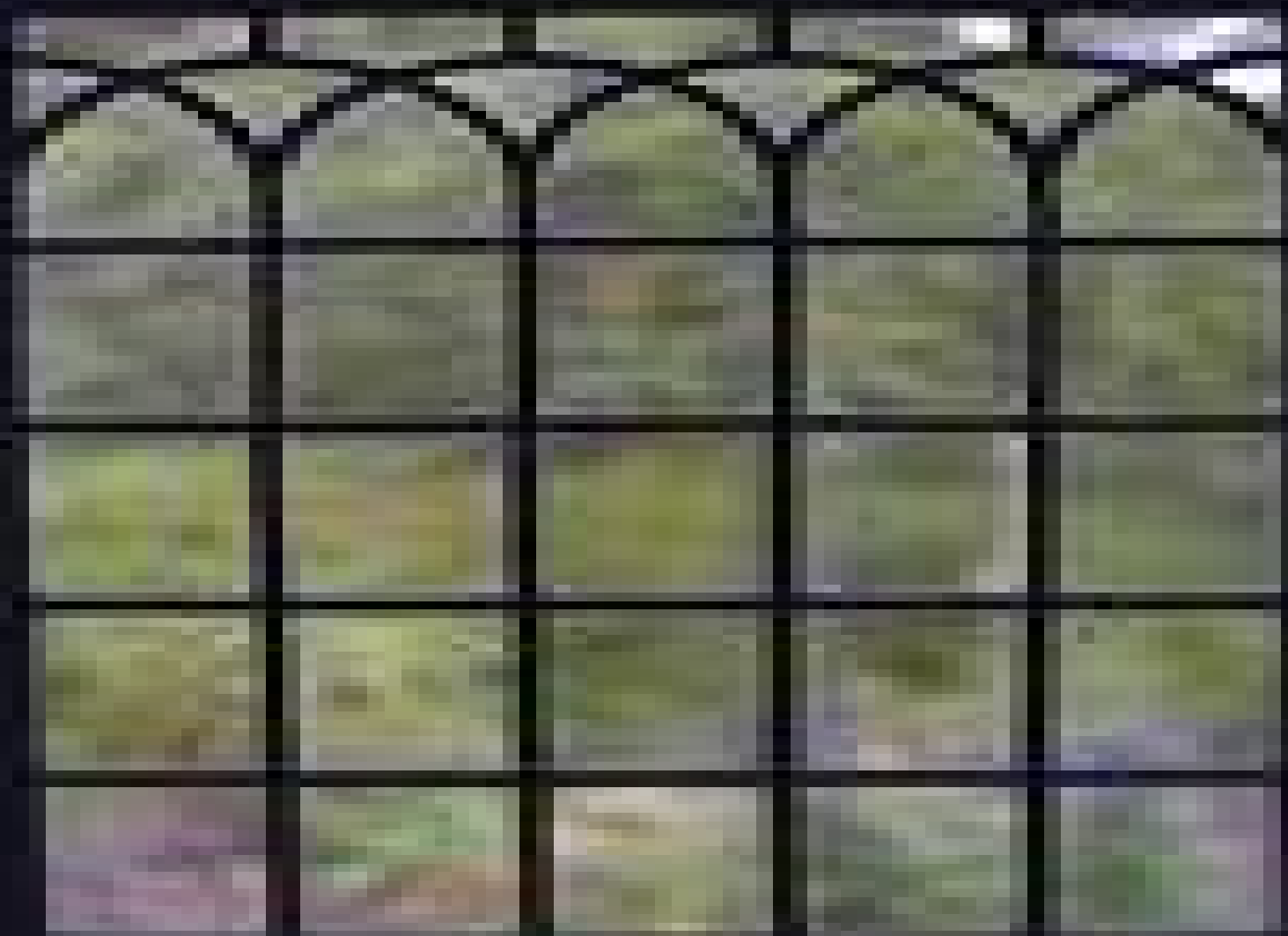
A LITTLE MEANS A LOT!

THE CASE OF THE TV REMOTE

- Average age 80 years
- 20 years x 52 wks x 25 hrs/wk = 26,000 hrs of TV
- 60 years x 52 wks x 12.5 hrs/wk = 39,000 hrs of TV
- $(26,000 + 39,000) \times 5 \text{ CC/hr} = 325,000 \text{ CC in lifetime}$
- $325,000 \times 0.5 \text{ kcal / CC} = 162,500 \text{ kcals}$
- $162,500 / 3,500 \text{ kcal / lb of fat}$
- 46.4 pounds of fat!!!

What about
“incidental movement”
or
“lifestyle embedded activity”
or
“NEAT”
(nonexercise activity thermogenesis)





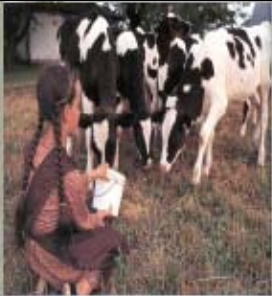
LIFESTYLE

Traditional

Contemporary



Commuting



Chores



Sports



Free Time



RESULTS

Directly Measured Physical Activity

- Old Order Mennonites
 - ↑ average movement counts per day
 - ↑ minutes of moderate physical activity (3-6 METS)
 - ↑ minutes of MVPA (3+ METS)
 - ↑ total daily energy expenditure

Tremblay et al., MSSE, 2005

Despite having no physical education, no institutionalized sport, and low socioeconomic status, Old Order Mennonite and Amish children are more active than children living a contemporary Canadian lifestyle.

Tremblay et al., MSSE, 2005

OUR CHALLENGE!

- Reduce time reference from an hour to a minute
- Reduce activity reference from 200 kcal to 2 kcal
- Reduce exercise ref to a few muscle contractions
- Reduce auto-dependency
- Reduce financial dependency
- Reduce reward (food, awards, prizes) dependency
- Reduce institutional approaches and dependencies
- Reduce nature-deficit disorder
- Reduce screen time
- Reduce chair time

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*Advancing physical activity measurement and guidelines in Canada:
a scientific review and evidence-based foundation for the future
of Canadian physical activity guidelines.*

In cooperation with/ En concert avec:



National Research
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Conseil national
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**South Africa's
overall health
grade for children
in 2007: C-**

**Healthy Active Kids
South Africa**

South Africa's Report Card on Physical Activity for Children & Youth

2007

WHAT NEXT?

- Champlain LHIN Report Card?
- Open ALL windows
- Add a “touch of Amish” and a “dash of inconvenience” to your daily routine
- Reposition movement as an opportunity, not an inconvenience