

2011 GUIDELINES' COMMUNIQUÉ

Information for stakeholders on the new Canadian Physical Activity Guidelines' launch and dissemination

An Update on the new Canadian Physical Activity Guidelines for Children (5-11 Years) and Youth (12-17 Years), Adults (18-64 Years), and Older Adults (≥65 Years)

Coming Soon for Stakeholders

Guidelines' Information Webinar!

Watch your inbox for an invitation to attend an hour-long interactive webinar to present the new Canadian Physical Activity Guidelines. This webinar is designed to help you to understand the new Guidelines and to let you know how you can disseminate the new Guidelines to your constituents. Experts will be on hand to answer your questions about the launch of the new guidelines on January 24th.

SURVEY INVITATION

Our partners at Queen's University are conducting a preliminary evaluation of the guidelines release process.

You are invited to complete a brief survey regarding the availability of resources within your stakeholder organization for promoting the new Canadian Physical Activity Guidelines. Results will provide insight into what factors may facilitate the uptake of evidence-based guidelines on physical activity promotion websites.

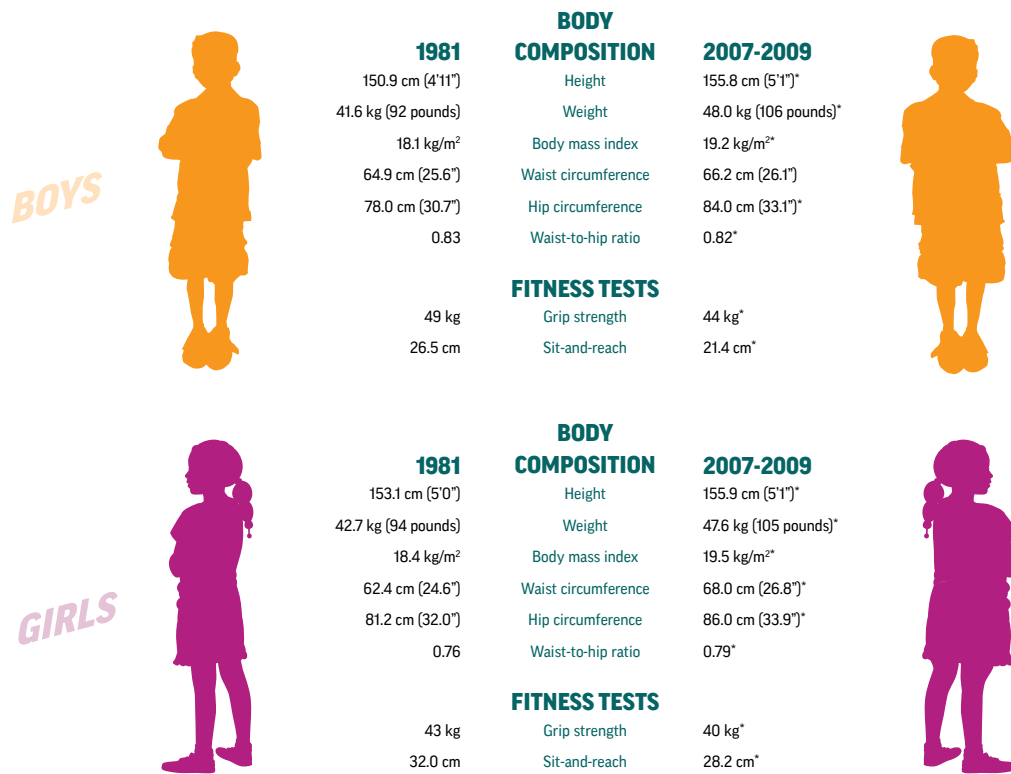
The survey will take approximately 20 minutes to complete. If you complete the survey, you will receive a \$5 gift card to a retailer of your choice. If you would like to participate, please click on the following link which will connect you to the survey website.

Survey link: <https://www.surveymonkey.com/s/PAGuidelines>

Further details about the study are also provided on the survey website. If you have any questions, do not hesitate to contact the researcher at heather.gainforth@queensu.ca.

Why were the Guidelines developed?

Change is necessary. Research shows that children 5-11 years and youth 12-17 years are currently not active enough to stay healthy. Canadian children and youth are, on average, taller, heavier, fatter, rounder, weaker and less flexible than they were in 1981. Currently only 31% of children and youth are active for 60 minutes per day and fitness levels have declined in all children and youth. About 31% of Canadian boys and 25% of Canadian girls are now classified as overweight or obese.



*Indicates significantly different than 1981 (p<0.05).

Figure 1: Portrait of a typical 12-year-old boy and girl, 1981 and 2007-2009 (Adapted with permission from Statistics Canada, Fitness of Canadian Children and Youth: Results from the 2007-2009 Canadian Health Measures Survey, Cat. No. 82-003-X, Vol. 21, no.1, March 2010).⁵⁵

Source: 2010 Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth (p. 8).

The new **Canadian Physical Activity Guidelines** describe the *amount* and *types* of physical activity that offer substantial health benefits. Canadian scientists worked to harmonize research from many countries and used the newest scientific evidence to update the Guidelines.

Fast Facts

Only 31% of Canadian children and youth are accumulating 60 minutes of PA per day

(from the 2007-2009 CAN PLAY (Canadian Physical Activity Levels Among Youth))

53.9% of Canadians 65+ have hypertension

(from the 2009 CHMS) (Ramage-Morin, Shields M, Martel L. Health promoting factors and good health among Canadians in mid- to late life. Health Reports (Statistics Canada, Catalog no 82-003-X) 2010; 21(3))

At ages 20-39 years, less than one third (27%) of males and less than one quarter (23%) of females were assigned excellent or very good scores for aerobic fitness

At ages 60-69, only 10% of males and fewer than 5% of females received excellent or very good aerobic fitness ratings

(from CHMS 2007-2009) Shields M, Tremblay MS, Lavolette M, Craig CL, Janssen I, Connor Gorber S. Fitness of Canadian adults: results from the 2007-2009 Canadian Health Measures Survey. Health Reports (Statistics Canada, Catalogue no. 82-003-XPE) 2010; 21(1)

Q's & A's

What is the difference between the old and new Canadian Physical Activity Guidelines?

Children & Youth:

Inclusion of all school-aged children and youth.

Previously the age range was 6-14. The new guidelines are for children (5-11 years old) and youth (12-17 years old).

Recommendation for 60 minutes of moderate-to vigorous-intensity physical activity per day.

The best available evidence shows a clear dose-response relationship between the volume of moderate- to vigorous-intensity physical activity and increased health benefits. The previous guidelines recommended a progression of physical activity, that children and youth should increase time currently spent on physical activity, starting with 30 minutes more per day and progressing over 5 months to 90 minutes more per day. Current evidence shows that substantial health benefits can be achieved with physical activity in excess of 60 minutes per day. This new evidence is reflected in the guidelines.

Adults:

Revised age range (18 to 64 years).

The new adult guidelines cover a larger age range. The previous guidelines focused on adults aged 20-55 years, the new guidelines include those aged 18-64 years.

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Recommendation for 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week.

Evidence shows a clear relationship between increased levels and intensities of physical activity and increased health benefits, but it is unclear the best frequency of physical activity (e.g. if this activity needs to be done daily, or every other day for maximum effect). This new guideline has the advantage of allowing individuals to customize their weekly physical activity routine to their schedule.

Older Adults:

Revision of age range (≥ 65 years).

The new guidelines for older adults include people ≥ 65 years of age to reflect the best available evidence, whereas previous guidelines focused on ≥ 55 years of age.

Recommendation for 150 minutes of moderate- to vigorous-intensity aerobic physical activity per week.

As with the adult guidelines, evidence shows that increased physical activity (at moderate to vigorous intensities) is associated with increased health benefits, but it is unclear the best frequency of physical activity (e.g., if this activity needs to be done daily, or every other day for best effect). This new guideline has the advantage of allowing individuals to customize their weekly physical activity routine to their schedule.

When will there be tear away sheets and booklets with the new Canadian Physical Activity Guidelines available for Health Units to order for the public?

There is currently no date set for the release of updated *Canada's Physical Activity Guides* or their equivalent. The CSEP, Public Health Agency of Canada and others will be working together to meet the broad public interest by updating and creating easy-to-use materials that reflect the latest guidelines.

What is the role of physical activity promoters, in supporting the release of the new PA guidelines later this month? Will CSEP, PHAC, or ParticipACTION be providing tools such as media release templates and background information for health and physical activity promoters to use locally?

The CSEP, with the assistance of ParticipACTION, is currently preparing materials to support the launch, including a media release, background information, Q&A, and sample article. Plans are to provide materials to key stakeholders just prior to the launch on January 24th.

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