

# Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



## Awareness and use of resources

The Canadian Fitness and Lifestyle Research Institute conducted a study entitled the 2015 Survey of Physical Activity Opportunities in Canadian Communities to explore factors associated with physical activity (PA) at the local level. Administrators in communities with at least 1,000 residents were asked to report on their *awareness* and *use* of physical activity- or sport-oriented resources in community programming. This bulletin summarizes these findings.

### Awareness of physical activity- and sport-oriented resources

When asked if they had heard of specific resources, the majority of communities (with at least 1,000 residents) have heard of the National Coaching Certification Program (72%) and Canadian Physical Activity Guidelines (67%). In addition, 46% of municipal administrators have heard of the Canadian Sport Policy, and 38% have heard of provincial- and territorial-specific physical activity guidelines. Moreover, 30% have heard of strategies for physical literacy, 26% have heard of Long Term Player/Athlete Development guidelines, and 23% have heard of Canada's Sedentary Guidelines for children and youth.

FIGURE 1

Awareness of physical activity/sport resources



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PA = physical activity

### Community characteristics

Regional differences exist with respect to awareness of physical activity and sport resources. These are summarized in Table 1. In very general terms, communities in the West and Atlantic are more likely, whereas Quebec communities are generally less likely than the national average to indicate awareness of *many* (more than half) resources.

TABLE 1

Regional differences in citing the awareness of physical activity and sport specific resources

Awareness	Differences in awareness compared to the national average*			
	Atlantic	Quebec	Ontario	West
National Coaching Certification Program	ND	↓	ND	↑
Canadian Physical Activity Guidelines	↑	↓↓	↑↑	↑↑
Canada's Sport Policy	ND	↓↓	ND	↑↑
Provincial/Territorial physical activity guidelines	↑↑	↓↓	↓	↑
Strategies for physical literacy	↑	-	↑	↑↑
Long-Term Player/Athlete Development guidelines	↑↑	↓↓	ND	↑
Canada's Sedentary Guidelines for children and youth	-	ND	ND	ND

\*Sample size limits individual release of data in the North.

↓ = slightly less likely; ↓↓ = substantially less likely; ↑ = slightly more likely; ↑↑ = substantially more likely; ND = Not statistically different; - = data not released due to insufficient sample size.

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Relatively more administrators in large communities (10,000 or more residents) indicate awareness of all resources compared to smaller communities (between 1,000 and 9,999 residents).

### Use of specific resources in programming

Municipal administrators in communities with more than 1,000 residents were also asked if they have used the identified resources in their municipal programming. In many cases, the proportion citing the *usage* of resources in programming was very similar to those citing *awareness* of resources. Overall,

- 60% used the National Coaching Certification Program
- 55% have used Canada's Physical Activity Guidelines
- 39% have used provincial/territorial physical activity guidelines
- 28% used strategies for physical literacy
- 24% have used the Canadian Sport Policy
- 22% have used Long-Term Athlete Development guidelines
- 16% used Canada's Sedentary Guidelines for children/youth.

### Community characteristics

Usage of specific physical activity- or sport-oriented resources in municipal programming vary by communities in various geographical regions.

Table 2 summarizes the resources that yield significant differences by region. Communities in the West are generally more likely to indicate usage of many of the resources, compared to the national average.

For most of the resources mentioned, a greater proportion of administrators in larger communities (10,000 or more residents) indicate usage of many of these specific resources in municipal programming compared to smaller communities (between 1,000 and 9,999 residents). Exceptions to this are provincial and territorial physical activity guidelines and Canada's Sedentary guidelines for children/youth.

TABLE 2

Regional differences in citing the usage of specific resources in programming

Usage of specific resources	Differences in usage of resources compared to the national average			
	Atlantic	Quebec	Ontario	West
Canada's Physical Activity Guidelines	↑↑	-	↑	↑
Provincial/Territorial physical activity guidelines	↑↑	ND	↓	ND
Strategies for physical literacy	-	-	ND	↑
Long-Term Player/Athlete Development guidelines	-	-	-	↑

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