

Let's Get Active!

Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



Consultation with a health professional and perceptions of associated health benefits

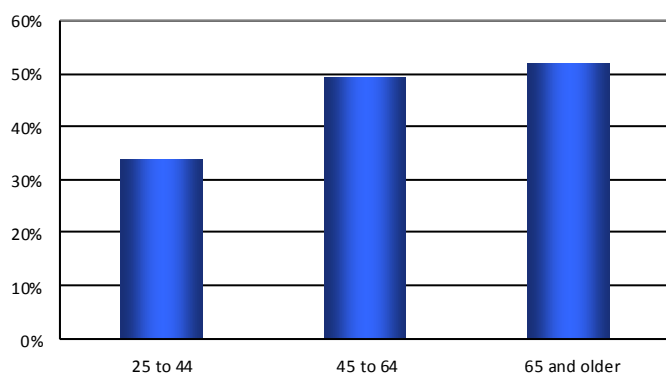
The 2014-2015 Physical Activity Monitor assessed factors associated with physical activity. The survey asked Canadian adults if they had heard about physical activity from a health professional in the year prior to the survey. In addition, questions were asked about perceptions of how physical activity contributes to certain health behaviours such as smoking cessation, choosing a healthy diet, and reducing the risk of obesity. This bulletin summarizes these findings in relation to individual, household, and community characteristics.

Consultation with a health professional

When asked if they had heard about physical activity from a health professional, 40% of Canadian adults indicate that they have within the year prior to the survey. A greater proportion of older adults (65 years and older) indicate that they have heard about physical activity from a health professional compared to those aged 25 to 44 years. Consultation with a health professional about physical activity did not vary, by gender, education, household income, marital or employment status, community size, or region.

FIGURE 1

Hearing about physical activity from a health professional in the previous 12 months by age



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Perceptions of how physical activity contributes to health behaviours

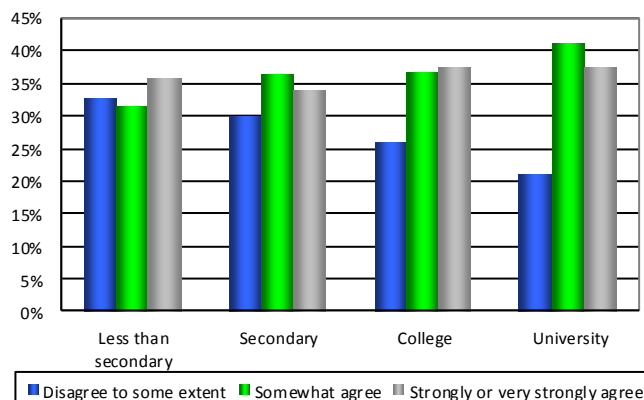
Adults were asked about their perceptions of agreement about how physical activity contributes to certain health behaviours such as smoking cessation, choosing a healthy diet, and reducing the risk of obesity.

Just over one-third of adults (37%) strongly or very strongly agree that physical activity helps people to avoid or to stop smoking, whereas 38% somewhat agree, and 25% disagree to some extent. Compared to the national average, a higher percentage of adults living in the Yukon strongly or very strongly agree with the statement, whereas relatively fewer adults living in Prince Edward Island disagree to some extent. Relatively more men than women disagree with this statement to some extent. Older adults (65 years and older) are more likely than 25 to 44 year olds to strongly or very strongly agree that physical activity helps people to avoid smoking, whereas the opposite relationship is true for those who somewhat agree. In addition, a greater proportion of adults with less than a secondary school education or those living in the lowest income households (<\$20,000 per year) disagree to some extent with this statement compared to those with a university education or living in the highest income households (≥\$100,000 per year), respectively.

Over one half of adults (53%) strongly or very strongly agree that physical activity helps people to choose a healthy diet, whereas 33% somewhat agree, and 14% disagree to some extent. Compared to the national average, a greater proportion of adults living in Newfoundland and Labrador or Prince Edward Island strongly or very strongly agree with the statement, and are less likely to disagree. Adults living in Saskatchewan are less likely than the average to disagree to some extent.



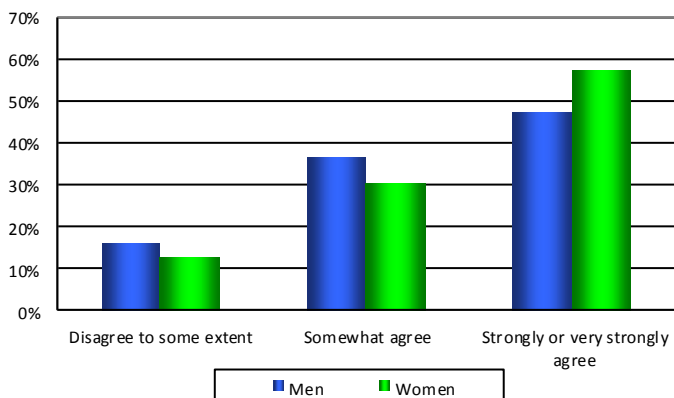
FIGURE 2
Perceptions that physical activity contributes to smoking cessation by education level



2014-2015 Physical Activity Monitor, CFLRI

Relatively more women than men strongly or very strongly agree with the statement, whereas more men than women somewhat agree. Although a slightly higher percentage of adults aged 45 to 64 disagree with this statement compared to 25 to 44 year olds, 25 to 64 year olds are more likely to somewhat agree compared to 18 to 24 year olds. Agreement that physical activity helps people choose a healthy diet varies by household income whereby a greater proportion of adults living in the lowest income households strongly or very strongly agree with the statement compared to those living in higher income households, yet the opposite relationship is true among those who somewhat agree.

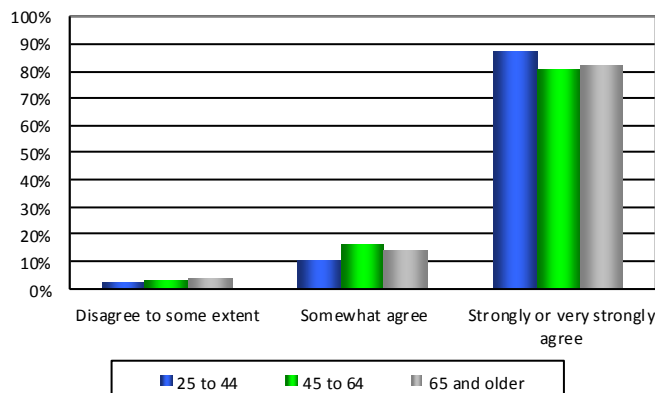
FIGURE 3
Perceptions that physical activity contributes to a healthy diet by gender



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The overwhelming majority (85%) strongly or very strongly agree that physical activity helps people to reduce the risk of obesity, while 12% somewhat agree, and 3% disagree to some extent. A greater proportion of adults living in Prince Edward Island strongly or very strongly agree with the statement compared to the national average, whereas they are less likely to somewhat agree. Relatively more adults aged 25 to 44 strongly or very strongly agree with the statement compared to adults 45 years and older. On the other hand, a higher proportion of adults aged 45 to 64 somewhat agree compared to those slightly younger (25 to 44 years). Compared to the average, a lower percentage of retirees strongly or very strongly agree that physical activity helps to reduce the risk of obesity, yet they are more likely to somewhat agree.

FIGURE 4
Perceptions that physical activity contributes reducing obesity by age



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CANADIAN FITNESS & LIFESTYLE RESEARCH INSTITUTE

201-185 Somerset Street West • Ottawa, ON K2P 0J2 • (613) 233-5528 • info@cflri.ca • http://www.cflri.ca/



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