



Canadian Fitness and Lifestyle Research Institute

**Strategic Plan
2019–2022**



Every piece of data has a story to tell.

Canadian Fitness and Lifestyle Research Institute

Comprehensive Data → Evidence-Based Decision-Making → Active, Healthy Canadians

Every piece of data has a story to tell. This document tells an important story about the **Canadian Fitness and Lifestyle Research Institute (CFLRI)** – a unique organization that collects, analyzes and shares essential data and information about physical activity, sport and recreation in Canada. We are proud to provide a closer glimpse of CFLRI's work and present our 2019-2022 Strategic Plan.

CFLRI provides credible, current data in customized and useable formats, to decision-makers, practitioners and researchers to inform evidence-based policy and practice across Canada. It is the only organization specifically focused on surveillance and monitoring of physical activity, sport and recreation in Canada.

Established in 1980, CFLRI is a registered not-for-profit and charitable organization. It operates in both official languages, with a small team of researchers and analytic staff, and is governed by an actively engaged Board of Directors made up of academics and professionals with a variety of expertise and backgrounds in public health, physical activity, sport, and recreation.

What is surveillance and monitoring?

Surveillance refers to the ongoing, systematic collection, analysis, and interpretation of data and information for use in the planning, implementation, and evaluation of policies, programs and practices. Surveillance is necessary for detecting population engagement in physical activity, sport and recreation and identifying trends, gaps, challenges and promising practices.

Monitoring is a specific aspect of surveillance that involves tracking progress of programs or policies (e.g., Recreation Framework for Canada) in relation to pre-set objectives.

Why is it important to the health and physical activity participation of Canadians?

We believe that the comprehensive collection, analysis and dissemination of data, information and knowledge about the status of physical activity, sport and recreation will lead to better decision-making in policies, programs and practices that will ultimately lead to enhanced opportunities for all Canadians to be active and healthy.

Source:
<https://www.ncbi.nlm.nih.gov/books/NBK11770/>

CFLRI's Core Business

CFLRI data informs a number of policies, reports and programs that you may be familiar with.

Getting the Facts

CFLRI's signature program – the *Physical Activity and Sport Monitoring Program (PASMP)* – is one of the longest-standing and comprehensive systems, both nationally and internationally. This leading-edge, nationwide surveillance and monitoring program was developed to provide federal, provincial and territorial ministries responsible for physical activity and sport with a detailed collection of evidence to help shape policy and measure impact that:

- Looks at participation rates and factors influencing participation in physical activity and sport at a population level (including objectively measured, pedometer data) and experiences of individual Canadians. In 2020/21, CFLRI surveys will also address the impact of COVID-19;
- Studies capacity and systemic factors that can influence participation through surveys of school-, workplace- and community-based programming and operations;
- Examines surveys that address the actions of federal, provincial, and territorial governments;
- Gathers information from National, Provincial/Territorial and Local Sport Organizations (NSOs, P/TSOs, LSOs), Multisport Service Organizations (MSOs), and recreation organizations;
- Identifies trends over time and key target priority populations including women, people with disabilities, Indigenous peoples;
- Allows provinces and territories to monitor changes in behaviour and to assess the impact of their strategies and policies;
- Provides multi-level data (e.g., individual, social, physical environment, and policy-level factors) that can be used to assess or evaluate policy documents and strategies (e.g., the *Canadian Sport Policy*, the *Framework for Recreation in Canada*, *A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada*);
- Allows for flexibility and requests from stakeholders for more detailed data collection and analysis.

Explaining the Figures

CFLRI data informs a number of policies, reports and programs that you may be familiar with, including the series of *ParticipACTION Report Cards on Physical Activity for Children and Youth*, and the 2019 *ParticipACTION Report Card on Physical Activity for Adults*. Data has also been used to assess the impact of policies and programs such as the Canada Fitness Tax Credit and Canada on the Move, and informs national initiatives and campaigns.

As the need and demand for timely, relevant and trustworthy information

increases, CFLRI seeks to ensure that all the data and information collected is provided to its government and NGO partners in an easy-to-use format through its new website where data can be personalized to each province and territory. A series of webinars will share the newest data and help users understand how to use it. CFLRI is also helping organizations and communities evaluate their programs and policies through its new evaluation courses to be released in 2021 and standardized tools to assess physical activity.



Learning More

Over its 40-year history, CFLRI has collected and supplied data to governments, the not-for-profit sector and private industry. Its surveillance and monitoring program has been consistently praised internationally. For more information about CFLRI and to access the data you need in your efforts to increase participation in physical activity, sport and recreation, visit www.cflri.ca.

Key Milestones in the History of CFLRI

1980

CFLRI is created in response to a recommendation from *A New Perspective on the Health of Canadians* (The Lalonde Report, 1974) that there is a need to understand the state of fitness in the nation. The President of the organization is Dr. Tom Stephens.

1981

CFLRI conducts a landmark study called the Canada Fitness Survey (CFS), objectively measuring fitness levels and collecting information on correlates associated with health and activity on over 20,000 Canadians.

1984

Cora Lynn Craig assumes the role of President.

1986

CFLRI awards its first set of research grants to researchers in Canadian universities.



1988

CFLRI launches the Campbell's Survey on Well-Being (CSWB), which is the second wave following the CFS cohort, and involves fitness measures and self-report correlates of health.

1996

CFLRI launches the Physical Activity Benchmarks and Monitoring Program, which is a comprehensive system of population and settings-based studies that collects data on the individual, interpersonal, environmental and policy influences of participation among adults and children.

1998

CFLRI collaborates internationally, under the auspices of the World Health Organization and U.S. Centres for Disease Control and Prevention, to develop a short, valid and reliable questionnaire for assessing physical activity and health status surveillance (International Physical Activity Questionnaire, 'IPAQ').

2003

CFLRI launches the Physical Activity Longitudinal Study, which is the third wave following the CFS and CSWB cohort.

2003

CFLRI's President is one of two invited international experts of the reference group steering the development of the World Health Organization's 2004 Global Strategy on Diet, Physical Activity and Health.

2004

CFLRI introduces the addition of sport indicators to the Monitoring program and the name officially changes to the *Physical Activity and Sport Monitoring Program* (PASMP).

2005–2006

CFLRI launches a landmark pedometer study; CANPLAY is the largest objectively-measured physical activity study of children and youth (aged 5 to 19) in Canada, with data on approximately 100,000 young people being collected over a decade.



2010

CFLRI transitions to new leadership. The third President is Dr. Christine Cameron.

2016

CFLRI develops a comprehensive multi-year research plan. The PASMP expands to incorporate research among sport and recreation organizations and government. The plan also involves the addition of qualitative data to provide the narrative enhancing the statistics (quantitative) traditionally collected in the PASMP. It incorporates data collection for priority populations (e.g., older adults, women, Indigenous populations)

2020

CFLRI launches a new website and social media campaign.

2020

CFLRI celebrates its 40th year in operation.

CFLRI's Strategic Plan 2019-2022

VISION

The Canadian Fitness and Lifestyle Research Institute is the recognized source of physical activity, sport, and recreation surveillance and monitoring data used to impact the health, well-being and quality of life of all Canadians.

MISSION

As the only organization in Canada uniquely focused on surveillance and monitoring of physical activity, sport and recreation, the CFLRI provides credible data and works with policy- and decision-makers, practitioners and researchers to translate and exchange knowledge that informs and affects evidence-based policy and practice across Canada.

VALUES

Reliability. CFLRI consistently demonstrates integrity and the highest of ethical standards in its data collection methods. Research data and reports are timely, accurate and credible.

Collaboration. CFLRI works cooperatively with stakeholders to respond to their research needs.

Accountability. CFLRI responds nimbly to the needs of funders, as well as its stakeholders in the sport, recreation and physical activity community.

Efficiency. CFLRI provides excellent value by leveraging resources to create a coordinated, comprehensive data strategy.

Relevancy. CFLRI provides services that play a significant role in informing the creation and evaluation of national and provincial/territorial sport, physical activity and recreation policies.

Inclusion. CFLRI is committed to collecting and sharing information that informs sport, physical activity and recreation policies affecting all Canadians.

Strategic Priorities

PRIORITY 1: A recognized leader in the sector

Goal

CFLRI is recognized as a leader in research, surveillance, and monitoring as it relates to physical activity, sport, and recreation in Canada.

Objectives

- 1.1 Increase awareness and engagement of government and NGO partners in CFLRI activities.
- 1.2 Profile the contribution of CFLRI staff, research affiliates, and scholars to the academic literature.
- 1.3 Establish financial stability through a diverse and sustainable revenue stream.
- 1.4 Achieve optimal human resource capacity with staff, volunteers and contractors.

PRIORITY 2: Data and information collection and analysis

Goal

CFLRI collects and analyzes relevant data and information with its trademark quality and reliability.

Objectives

- 2.1 Continue to provide high quality surveys and enhance the collection and analysis of information about priority populations and participation in specific jurisdictions in Canada.

- 2.2 Collect and analyze data and information about the effects of COVID-19 on environmental and personal opportunities and barriers for participation in physical activity, sport and recreation.

- 2.3 Collect and analyze data and information that will inform evaluations of key national strategies (e.g. *A Common Vision, Framework for Recreation in Canada, Canadian Sport Policy*).

PRIORITY 3: Enhanced knowledge mobilization and information sharing

Goal

CFLRI provides timely and relevant information to inform and support the sector.

Objectives

- 3.1 Use innovative communication strategies and tools to disseminate survey results and build capacity in the sector to use CFLRI survey data.
- 3.2 Share information by building and nurturing partnerships with relevant organizations, governments and research institutes.
- 3.3 Serve as “thought leaders” in identifying societal trends that affect physical activity, sport and recreation participation.

Moving Forward

Throughout the past 40 years, CFLRI has made a significant contribution to the collection and analysis of data that points to how active Canadians are and how the spaces and places where they live, learn, work and play support physical activity, sport and recreation.

But, we recognize that we need to build on these contributions by being bolder in our approach to support our many partners.

We are committed to ensuring that our government partners have timely and easy-to-access national and jurisdictional data to help them determine how they allocate budgets, and create and evaluate policies aimed at keeping their citizens active.

We are committed to remaining nimble in order to collect the information that meets the needs of our NGO colleagues so that they can enhance their programs and services and be even more effective in their role.

We are committed to providing information in an accessible, practical, and meaningful format.

We are committed to making sure our data is useful and relevant and that we continue to support efforts to keep Canadians healthy and active.

Visit our website www.cflri.ca, learn more about us, and call us to let us know how we can help!





**Canadian Fitness
and Lifestyle
Research Institute**

230-2733 Lancaster Rd.
Ottawa, ON K1B 0A9
(613) 233-5528
www.cflri.ca

