

# Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



## Information for the Development of Physical Activity and Sport Programming

In the previous bulletin in this series municipal administrators were asked to identify what information they considered to be useful for informing residents about becoming more active (Bulletin 6). An overwhelming majority (79%) cited ‘information about ways to inspire Canadians to be more active’ as important for facilitating participation. The 2015 Survey of Physical Activity Opportunities in Canadian Communities also asked municipal administrators to identify information they feel is useful for informing the development of physical activity and sport programming and services. This bulletin will aim to highlight these findings both overall and by region and community size.

According to communities, the most valuable information for physical activity and sport program development is that which discusses ‘innovative ways to use facilities’. This is reflected by the considerable proportion (80%) of administrators who cited this.

In contrast, only about one-third of municipal administrators cited information regarding ‘injury prevention strategies and training’ as essential for program development. **Table 1** further summarizes the types of information that municipalities identify as being useful for physical activity and sport development.

### Region

Regional differences exist with respect to the types of information that municipal administrators’ view as key for program and service development. In general, relatively more communities in the Atlantic, West and Ontario cite most of the information as important for informing program development, compared to the national average.

TABLE 1

Key information for physical activity and sport program development

| Type of information                                    | % of municipal administrators citing importance |
|--|---|
| Innovative ways to use facilities                      | 80%   |
| Age/stage skill development                            | 66%   |
| Elements of successful programs in other jurisdictions | 61%   |
| Leadership training                                    | 54%   |
| Physical literacy development                          | 47%   |
| Addressing sport ethics and values                     | 38%   |
| Addressing liability issues                            | 38%   |
| Guidelines for ensuring quality                        | 37%   |
| Injury prevention strategies and training              | 34%   |

Survey of Physical Activity Opportunities in Canadian communities, 2015, CFLRI



On the other hand, communities in Quebec are generally less likely than the average to consider most of this information as being useful. Table 2 provides a summary of these regional differences.

TABLE 2

Regional differences in citing importance of information for physical activity and sport program development

| Key information for physical activity and sport development | Regional differences compared to the national average* |        |         |      |
|---|--|--------|---------|------|
|   | Atlantic   | Quebec | Ontario | West |
| Innovative ways to use facilities                           | ND   | ↓      | ND      | ↑    |
| Age/stage skill development                                 | ND   | ↓      | ND      | ↑    |
| Elements of successful programs in other jurisdictions      | ND   | ↓      | ↑       | ND   |
| Leadership training   | ↑↑   | ↓↓     | ↑↑      | ↑↑   |
| Physical literacy development                               | ND   | ↓      | ND      | ↑↑   |
| Addressing sport ethics and values                          | ↑  | ↓↓     | ↑       | ND   |
| Addressing liability issues                                 | ↑  | ↓↓     | ↑↑      | ↑↑   |
| Guidelines for ensuring quality                             | ↑  | ND     | ↑↑      | ↑    |
| Injury prevention strategies                                | ND   | ↓      | ND      | ↑    |

↓ = slightly less likely; ↓↓ = substantially less likely; ↑ = slightly more likely; ↑↑ = substantially more likely; ND = Not statistically different

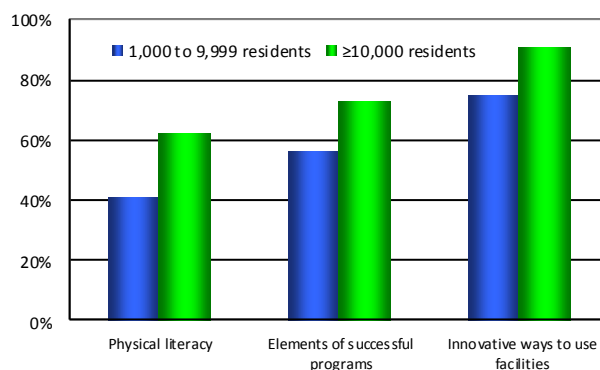
\*Sample size prevents release of data in the North, however, the data is included in the national figures.  
Survey of Physical Activity Opportunities in Canadian communities, 2015, CFLRI

### Community size

Generally speaking, administrators from larger communities (10,000 or more residents) are substantially more likely than those from smaller communities (1,000 to 9,999 residents) to indicate that any information would be instrumental in the development of physical activity and sport programming and services. Administrators from larger communities, however, were only slightly more likely than those from smaller to cite sport ethics and values and injury prevention strategies and training as important.

FIGURE 1

Key information for the development of physical activity and sport programs by community size (≥1,000 residents)



Survey of Physical Activity Opportunities in Canadian communities, 2015, CFLRI

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