

Let's Get Active!

Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



Steps towards becoming more active

The 2014-2015 Physical Activity Monitor asked Canadian adults about factors associated with their activity level, including steps that they may have taken in the past year with the purpose of becoming more active. Adults were asked about steps which ranged from seeking information to more active involvement such as trying a class or taking the stairs. In addition, they were also asked about the degree to which these steps helped them actually become more active. This bulletin summarizes these findings in relation to individual, household, and community characteristics.

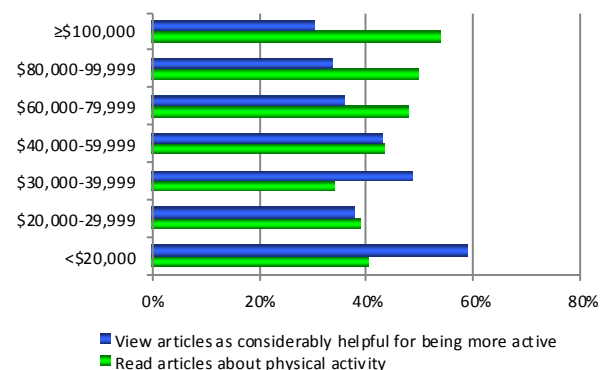
Reading about physical activity

Just under half (47%) of adults report that they have read articles about physical activity in newspapers, books or magazines in the past year with a view to becoming more active. Compared to the national average, residents of Quebec are less likely to state this. More women than men indicate that they have read about physical activity for this purpose. A greater proportion of adults who are university educated or living in higher income households say that they have read about physical activity in the past year with the purpose of becoming more active compared to those with less than a post-secondary education or those living lower income households (\$20,000 to \$39,999 per year), respectively.

Among those who have read about physical activity in the past year to aid in their activity, 38% feel that the information *considerably helped* them become more active, whereas an additional 38% report that it was *somewhat helpful*, and 24% say that it was *not very* or *not at all helpful*. Regionally, a greater proportion of adults residing in the Northwest Territories indicate that reading about physical activity *considerably helped* them become more active compared to the national average. Adults who have not graduated from high school or those living in some lower income households are more likely than adults with a university education or those living in the highest income households (respectively) to say that reading about physical activity *considerably helped* them become more active.

FIGURE 1

% of reading articles and helpfulness of articles by household income



2014-2015 Physical Activity Monitor, CFLRI

Seeking advice about physical activity from friends, family or co-workers

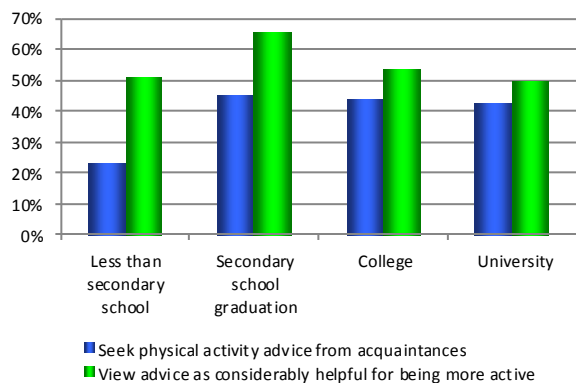
Roughly two in five adults (42%) indicate that they have sought advice from friends, family, or co-workers within the past year, with the purpose of becoming more active. The percentage of adults who have sought advice from these individuals considerably decreases with increasing age. Adults who have not graduated from high school are least likely to indicate that they have sought advice about physical activity, and in a similar way, adults living in some lower income households (\$20,000 to \$29,999 per year) are less likely than those living in the highest income households to report this. Adults who are single or never married are most likely to indicate that they have sought advice from friends, family, or co-workers about becoming more active, and similarly, adults who are married or living with a partner are more likely than those who are widowed, divorced, or separated to state this.

Compared to the average, adults who are currently enrolled as a student are more likely to say that they have sought advice, whereas retirees are less likely to report this. A greater proportion of adults living in the largest communities have sought advice about physical activity compared to those living in small communities (1,000 to 4,999 residents).

Among those who say that they have sought advice about becoming more active from friends, family, or co-workers, over half (55%) say that this advice *considerably helped* them to become more active, while 33% say that it *somewhat helped*, and the remaining 12% report that it *did not help very much or at all*. Compared to the average, a greater proportion of adults residing in the Northwest Territories feel that the advice received *considerably helped* them become more active. Adults who have a high school education or who are residing in lower income households (<\$30,000 per year) are more likely than those with a university education or from the highest income households (respectively) to indicate that the advice *considerably helped* them to become more active.

FIGURE 2

% seeking advice from acquaintance and helpfulness of advice by education level



2014-2015 Physical Activity Monitor, CFLRI

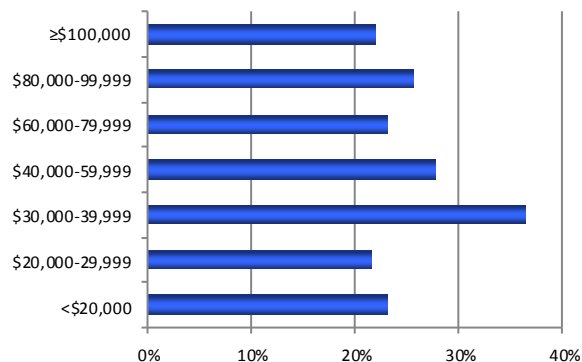
Seeking advice from a health care professional about physical activity

Less than a quarter (23%) of adults has sought advice from a health care professional about becoming more active within the past year. There are very few significant differences with respect to individual or household characteristics, with two exceptions. Relatively more individuals who live in households with incomes of \$30,000 to \$39,999 per year sought physical activity advice from a health care professional compared to those living in the highest income households. In addition, adults who are unemployed for a specific reason are more likely than the average to have consulted with a health care professional about physical activity during the past year.

Among the adults who have sought advice from a health professional, 66% feel that this advice was *considerably helpful*, 19% say that it is *somewhat helpful*, and 14% report that it was *not very or at all helpful*. Generally, there are no significant differences in these ratings with respect to individual, household, or community characteristics.

FIGURE 3

% seeking advice from health professional by household income



2014-2015 Physical Activity Monitor, CFLRI

Seeking information about opportunities in the community

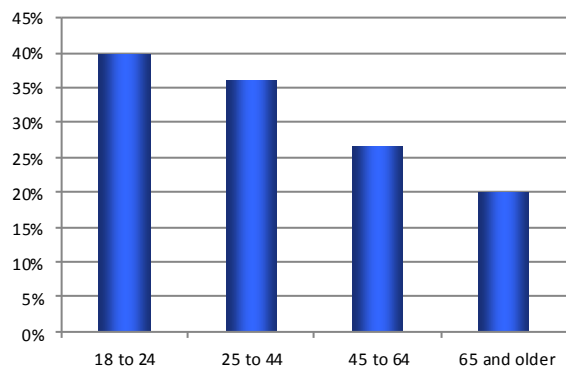
Roughly one-third of adults (32%) have sought information about opportunities for physical activity in the community in the past year. This percentage generally declines with increasing age. There are several groups who are more likely to enquire about information on physical activity opportunities in the community, including adults who are university educated (compared to those who have not graduated from high school), living in some higher income households, single or never married, or living in the Yukon (compared to the average). On the contrary, retirees are less likely than the average to have sought out physical activity information within the community.

Of the adults who have sought out information, 53% state that this information *considerably helped* them become more active, 29% say that it was *somewhat helpful*, and 18% say that it was *not very or at all helpful*. There are no significant differences in these ratings when comparing individual, household, or community characteristics.

Observed a class, or tried some kind of physical activity

When asked whether they had observed a class or tried some kind of physical activity with the purpose of becoming more active, 41% of adults indicate that they have done so within the past year.

FIGURE 4
% seeking information about community opportunities for physical activity by age



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This proportion is higher among women, younger adults (percentage decreases with increasing age), those with high school or post-secondary education, adults residing in the highest income households (compared to those with incomes of \$20,000 to \$29,999 per year), adults who are single or who have never been married, or those who are currently attending school. Retirees, on the other hand, are less likely than the average to indicate that they have observed a class or tried some kind of physical activity within the past year.

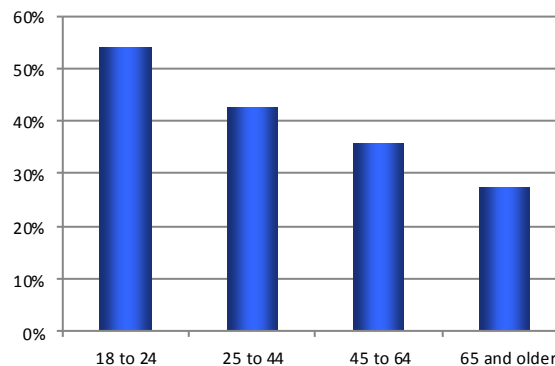
Among those who have taken this step towards becoming more active, the majority (65%) of adults feel that their attempts to observe or try some kind of physical activity *considerably helped* them to become more active in general, whereas 23% indicate that it *somewhat helped*, and the remaining 12% say that it *did not help very much or at all*. There are, however, no significant differences in these ratings when compared by individual or household characteristics.

Made active choices in usual work routine

About two-thirds (63%) of adults say that they have made active choices in their usual work routine with a view to becoming more active (such as taking the stairs or walking part of the way to work) during the 12 months prior to the survey.

Regionally, adults who reside in New Brunswick are less likely than the average to say that they have made such changes in their work routine. This percentage is generally higher among women, adults younger than 65, those who are single or who have never married, and adults living in the largest communities (compared to communities of <5,000 residents).

FIGURE 5
% observing or trying some kind of physical activity by age



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Adults who are retired, however, are less likely than the average to indicate that they have taken this step towards becoming more active.

For adults who have made these active choices at work, 65% of adults say that these choices *considerably helped* them to become more active generally, 24% state that it *somewhat helped*, and 11% indicate that it *did not help very much or at all*. Adults living in Saskatchewan are less likely than the average to report that making active choices at work *considerably helped* them become more active in general.

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