

# Let's Get Active!

## Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



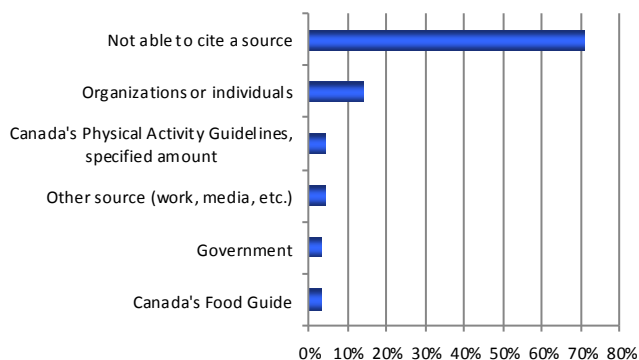
### Prompted and unprompted awareness about guidelines for physical activity

The Canadian Fitness and Lifestyle Research Institute's 2014-2015 Physical Activity Monitor asked Canadian adults (aged 18 and older) about their awareness of guidelines for physical activity, both through a prompted and an unprompted question (or volunteered response). This bulletin summarizes these findings, in relation to demographic factors such as age, education, household income, or community size.

#### Unprompted awareness of guidelines for physical activity

When asked if they have heard about or know of adult physical activity (PA) guidelines, 50% of adults indicated a positive response. However, among these individuals, the majority (71%) are unable to name a source when asked to specify. Almost 5% indicate Canada's Physical Activity Guidelines specifically or describe a specific amount of physical activity. An additional 14% specify an organization name (such as ParticipACTION, Heart and Stroke, YM or YWCA, and so on) or specify an individual (such as physicians, doctors, or trainers). Less than 5% mention Canada's Food Guide, government or other sources such as school, work, and media.

**FIGURE 1**  
Source (unprompted) of physical activity guidelines, overall

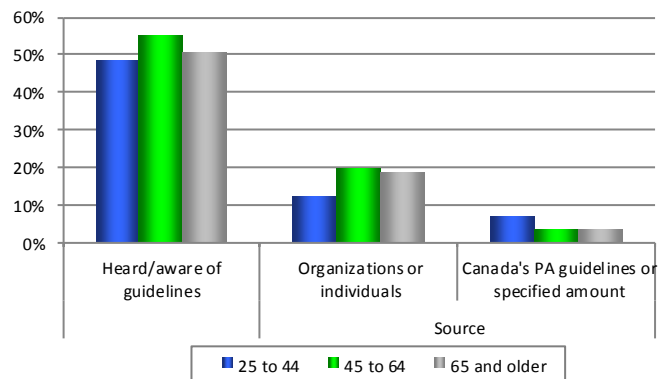


2014-2015 Physical Activity Monitor, CFLRI

Compared to the national average, a greater proportion of adults living in Nova Scotia, Ontario, and the Yukon indicate that they have heard or know about physical activity guidelines, whereas relatively fewer living in Quebec indicate this. There are no regional differences related to the source of guidelines specified.

Adults aged 45 to 64 are more likely than those aged 25 to 44 to indicate that they have heard of or know about physical activity guidelines in general, and to specify an organization or an individual as the source of the guidelines, whereas the opposite relationship exists for those specifically citing Canada's Physical Activity Guidelines or a specific amount of physical activity.

**FIGURE 2**  
Unprompted awareness and source of physical activity guidelines by age



2014-2015 Physical Activity Monitor, CFLRI  
PA = physical activity

Compared to those who are widowed, divorced, or separated, relatively more adults who are married or living with a partner have heard or know about physical activity guidelines. Married adults or those living with a partner are more likely than those who have not been married to cite specific organizations or individuals as the source of the guidelines.

Compared to those living in the lowest income households (<\$20,000 per year), a greater proportion of adults living in households with higher incomes (\$60,000 or higher per year) say that they are aware of physical activity guidelines. Similarly, relatively more adults living in the highest income households report this compared to those with lower incomes (< \$60,000 per year). In addition, adults with a university education are most likely to indicate that they have heard of physical activity guidelines. There are, however, no significant relationships between the named source of guidelines and household income or education level.

A greater proportion of adults living in larger communities (between 100,000 to 500,000 residents) indicate that they have heard of or know about physical activity guidelines compared to those in the smallest communities (<1,000 residents). There are no significant differences related to the specified source of guidelines by community size.

### Prompted awareness of guidelines for physical activity

Adults participating in the survey were also asked specifically if they had heard of Canada's Physical Activity Guidelines. Just over one-third (37%) of adults indicate that they had heard of these guidelines. Adults living in the Yukon are more likely than the average to have heard of Canada's Physical Activity Guidelines, when prompted.

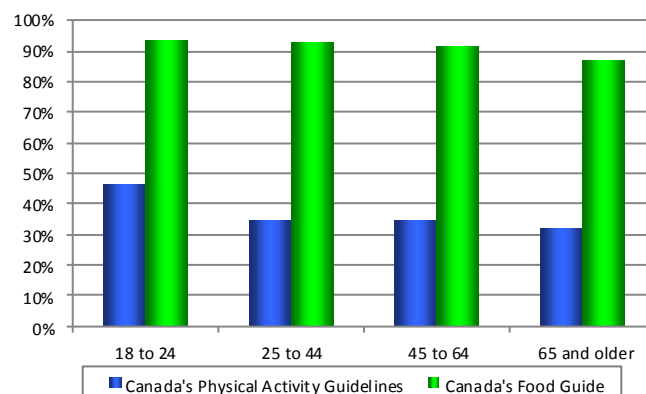
Younger adults (18 to 24 years) are most likely to have reported awareness of these guidelines when prompted. Otherwise, there are no significant differences in awareness related to other demographics such as income, education, or community level factors.

As comparison, the majority of adults (91%) have heard about Canada's Food Guide. In comparison with the national average, relatively more adults living in Nova Scotia cite awareness of Canada's Food Guide.

A greater proportion of women than men have heard of the Food Guidelines, as have adults aged 25 to 44 years compared to older adults (65 years and older). Compared to the average, fewer retirees indicate that they are aware of Canada's Food Guide. Generally speaking, there is an increase in awareness with increasing education level and household income.

FIGURE 3

Prompted awareness of guidelines by age



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