

Policy Connections

**Physical Activity and Recreation Committee
(PARC)**

May 10, 2018

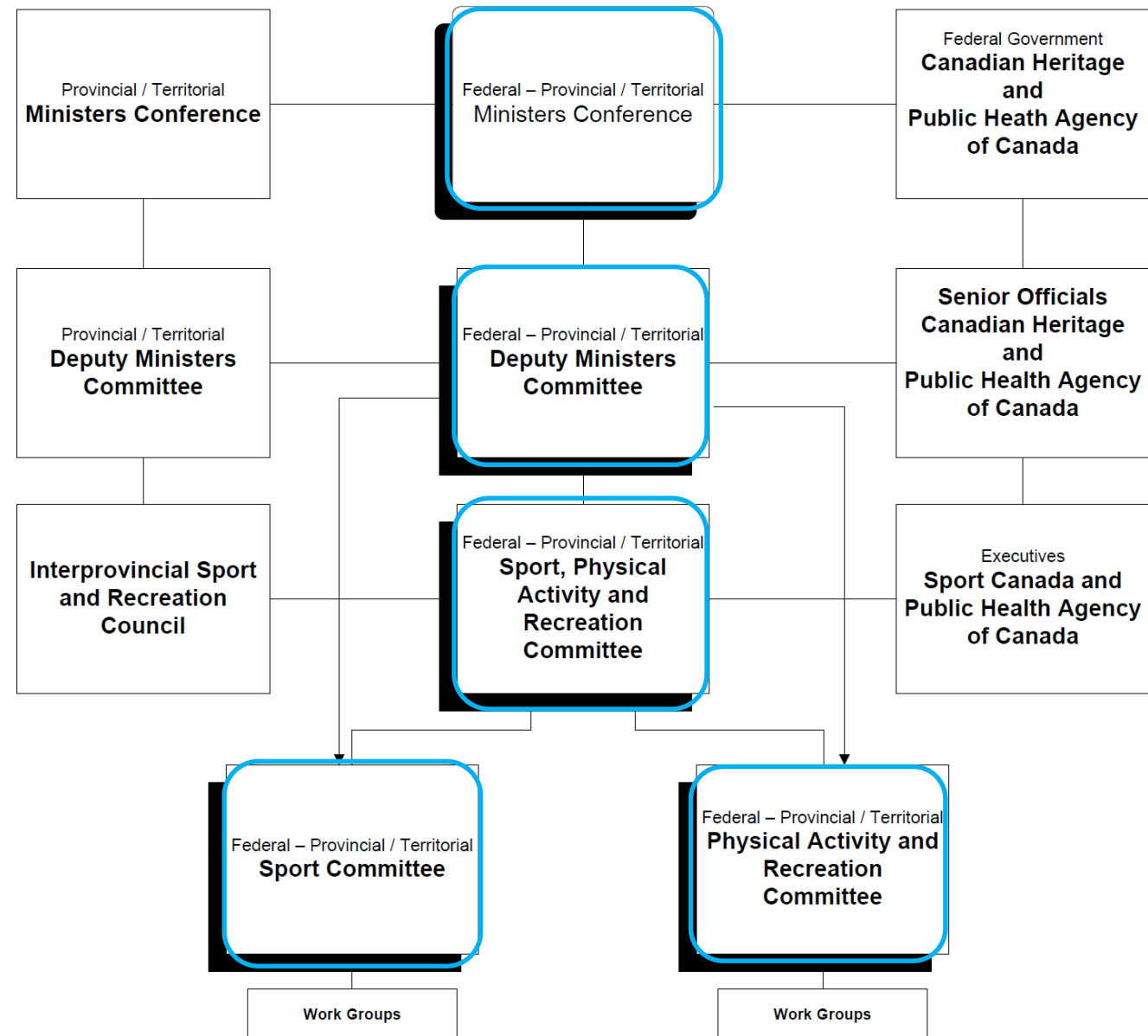
Movement Friendly Presentation

The following session encourages you to get up, stretch and move around in order to facilitate an active lifestyle. *Just don't walk out the door 😊*



Why we're here today

- *At the Federal-Provincial/Territorial table for Sport, Physical Activity and Recreation we work with provincial and national level policies related to physical activity, recreation, sport, chronic disease prevention among others, to identify areas of alignment and opportunities for coordination.*

Mechanism for Federal – Provincial / Territorial Collaboration

Outline

1. What is Public Policy?
2. Policy Alignment
3. What is the Common Vision?
4. Putting Policy Into Practice
5. Q&A

The background is a vibrant blue with a complex, abstract pattern of overlapping, flowing, organic shapes in various shades of blue, creating a sense of movement and depth. The shapes resemble stylized waves or fluid motion.

Working in the **POLICY area of
physical activity, recreation
and sport...**

...what friends think we do



...what our families think we do



...what the public thinks we do



...what we really do

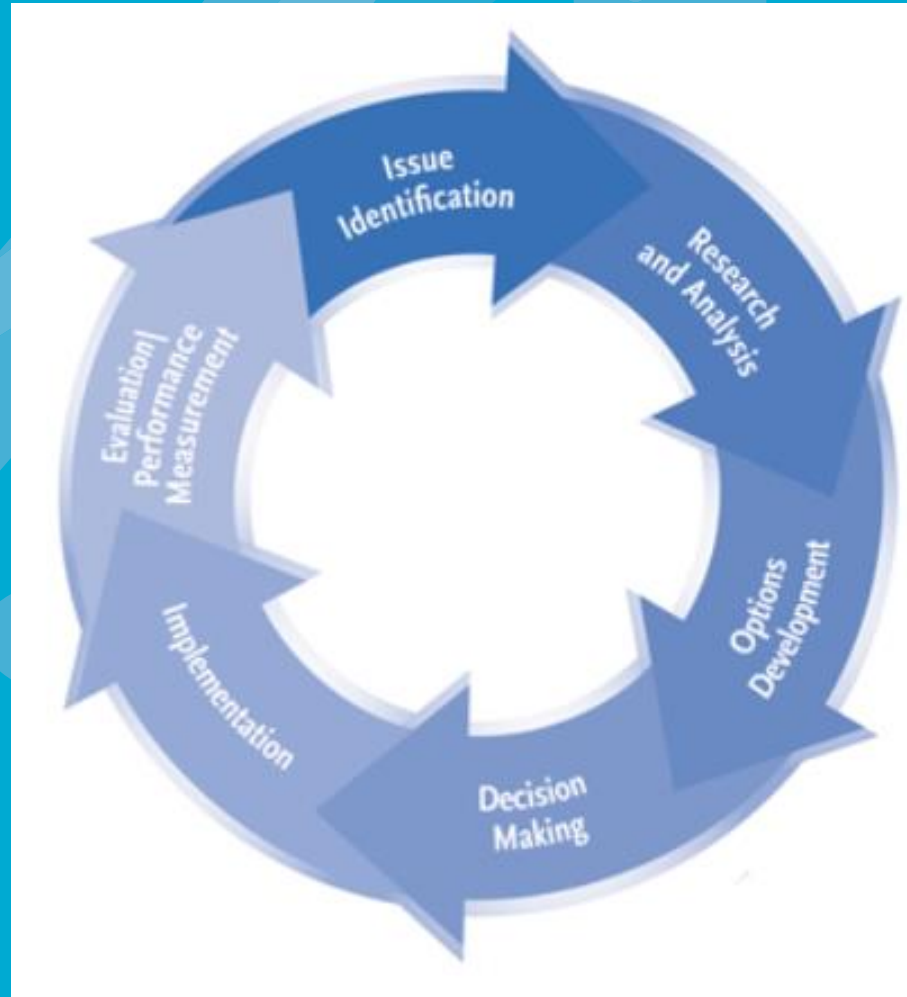


What is Public Policy?

Public Policy is..

- A governing set of principles given force and effect by elected officials to meet recognized public needs.
- The process by which government translate their *vision* into programs and actions to deliver ‘*outcomes*’ – desired changes for the public.
- For internal (government) and external (public) stakeholders (stakeholders are defined as *any person or organization that can be impacted by the policy*)

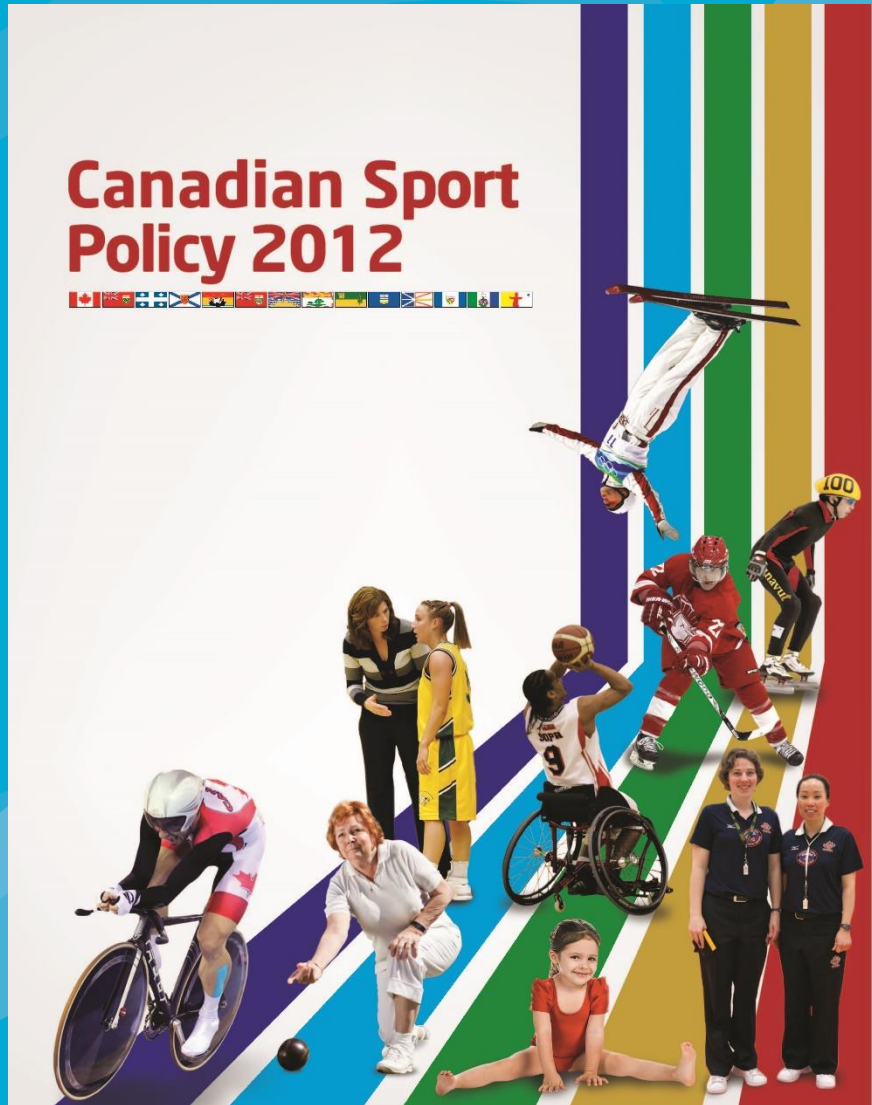
How does policy get developed?



Issue Identification (Why the Common Vision?)

- In 2015, federal, provincial, and territorial Ministers responsible for sport, physical activity and recreation in Canada (FPT SPAR) requested the development of a pan-Canadian physical activity framework.
- Research shows that critical public health issues in Canada are growing as a result of physical inactivity and sedentary behaviour among Canadians of all ages.
- Costs related to health and wellbeing has been a persistent challenge in Canada;
- Research also shows that enabling physical activity as well as reducing sedentary living are complex issues that require shared responsibility and action.
- The Common Vision aims to provide an aligned and efficient focus of efforts across Canada and to help all Canadians **move more and sit less, more often.**

Canadian Sport Policy 2012



- Introduction to sport
- Recreational sport
- Competitive sport
- High performance sport
- Sport for development

A Framework for Recreation in Canada 2015 **Pathways to Wellbeing**

A Joint Initiative of the Interprovincial Sport and Recreation Council
and the Canadian Parks and Recreation Association



- Active living
- Inclusion & access
- Connecting people & nature
- Supportive environments
- Recreation capacity



Curbing Childhood Obesity

A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights

- Collective priority
- Supportive environments
- Early action
- Nutritious foods
- Measurement

National Policies and Vision Statements

Canadian Sport Policy (CSP)	A dynamic and innovative culture that promotes and celebrates participation and excellence in sport.
Framework for Recreation in Canada (FRiC)	We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster individual wellbeing, community wellbeing, and the wellbeing of our natural and built environments.
Curbing Childhood Obesity (CCO)	Canada is a country that creates and maintains the conditions for healthy weights so that children can have the healthiest possible lives.
Common Vision (CV)	A Canada where all Canadians move more and sit less, more often.

Areas of Policy Alignment

- Inclusion and Accessibility
- Evidence-Based
- Partnership & Collaboration
- Needs Based
- Evaluation
- Capacity and Leadership
- Community Design
- Education & Engagement
- Foundational Movement

Opportunity Areas



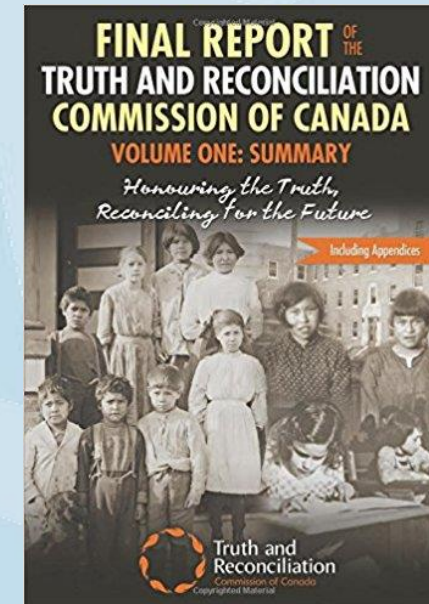
Utilitarian Physical Activity - Engaged in for the primary purpose of accomplishing work, chores, errands, or travel



Cultural Norm



Sedentary Behaviour



Calls to Action

Definition of Physical Activity

Physical Activity – Any movement of the body produced by skeletal muscles that requires the expenditure of energy

– Canadian Society for Exercise Physiology (CSEP)

☐ Light Intensity:

1.4 - 4.0 METs (children & youth)

1.5 - 3.0 METs (adults)



☐ Moderate Intensity:

4.0 – 6.9 METs (children & youth)

3.0 – 5.9 METs (adults)

☐ Vigorous Intensity:

7.0 or more (children & youth)

6.0 or more (adults)



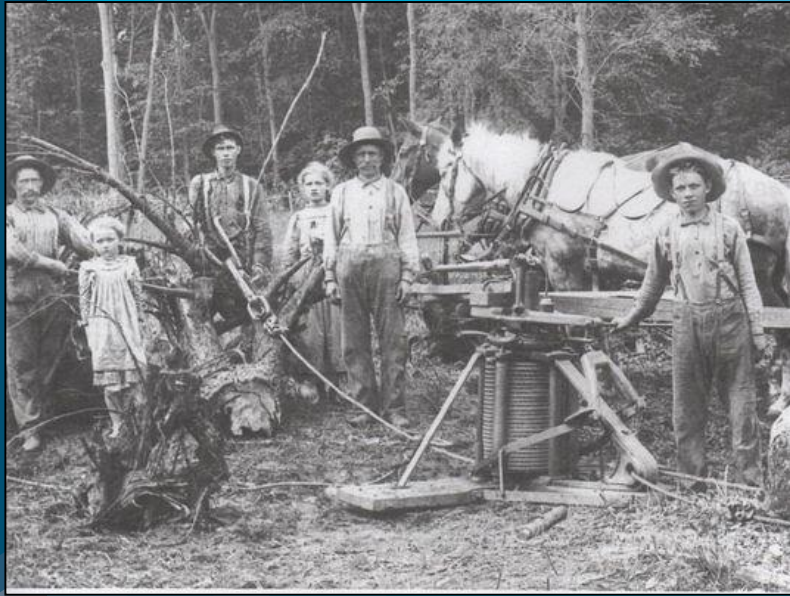
Definition of Sedentary Behaviour

Sedentary Behaviour – Non-sleep activities relates to body posture (sitting, reclining, or lying) in addition to low energy expenditure (less than or equal to 1.5 METs) – Sedentary Behaviour Research Network



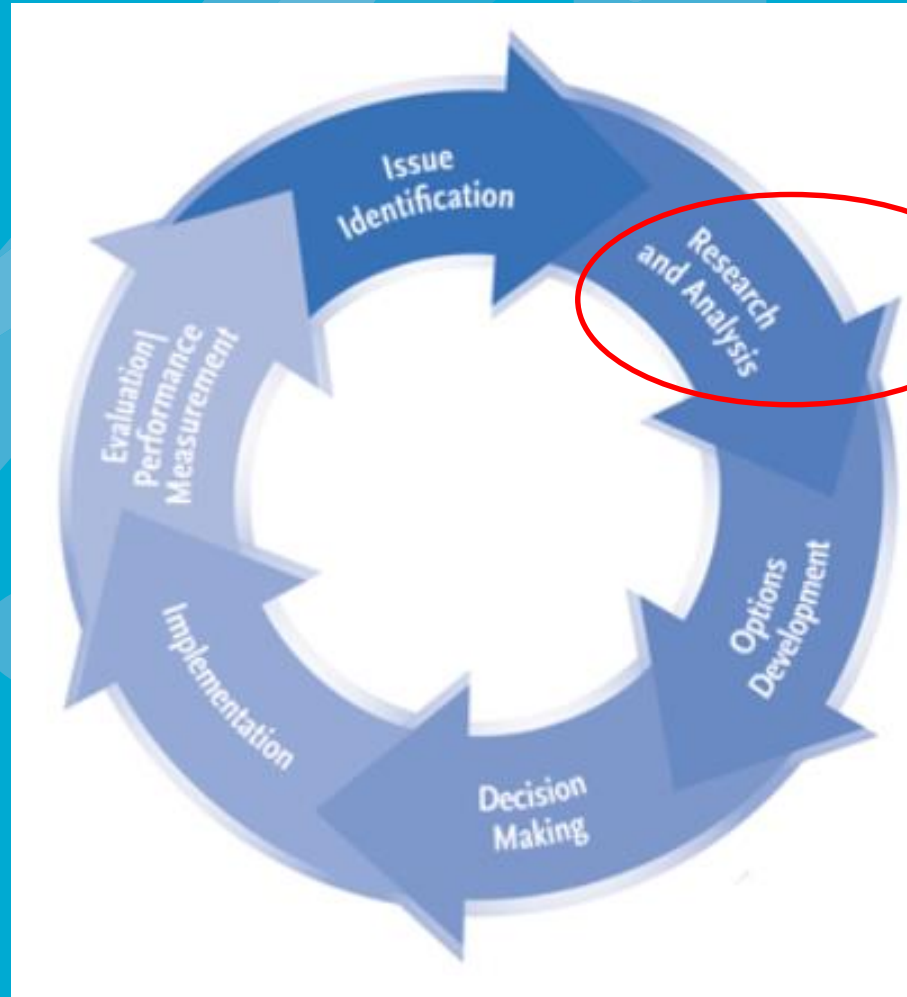
A key point being **low energy expenditure** because people CAN be physically active while sitting:



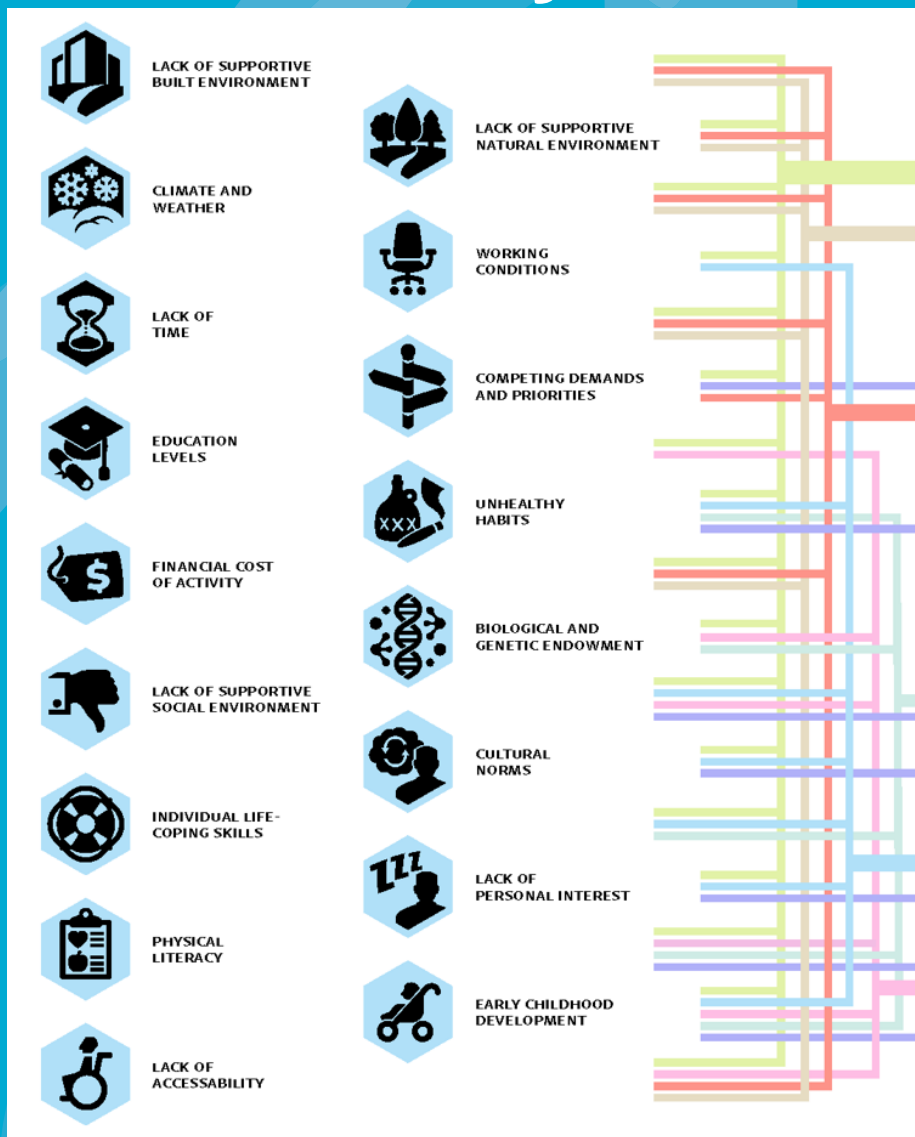




How does policy get developed?



Factors that Affect Physical Activity and Sedentary Behaviour



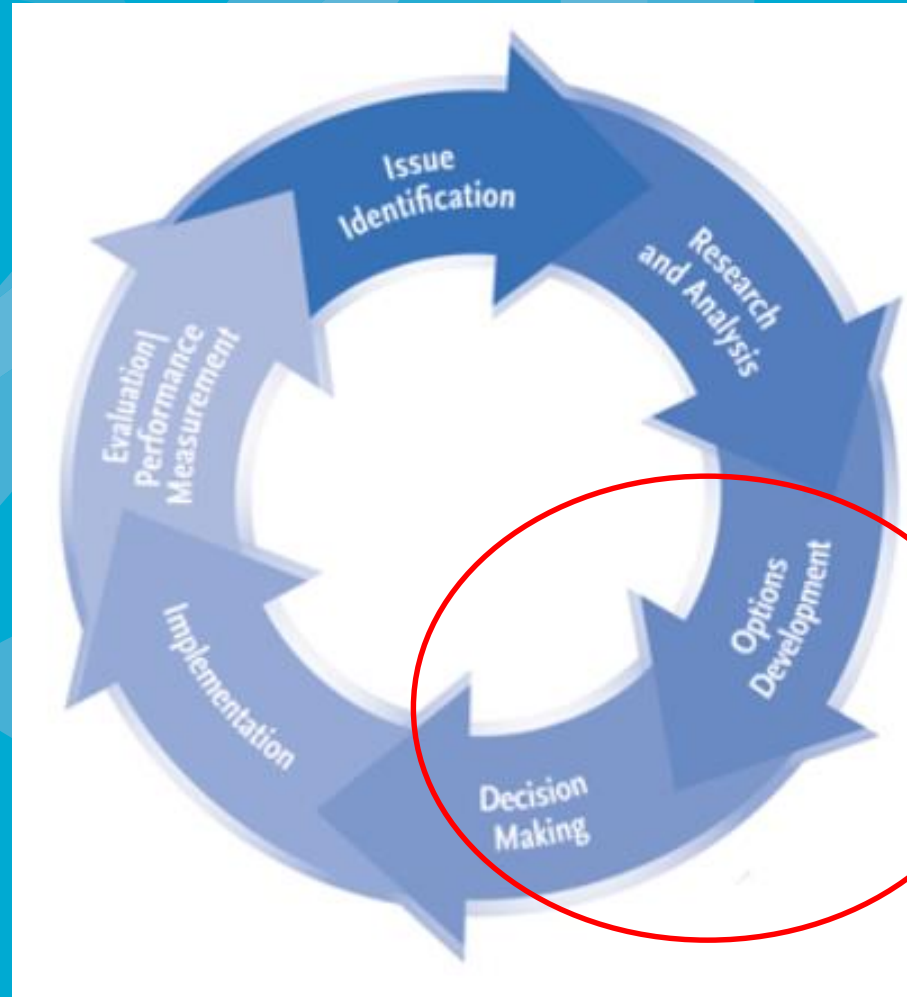
Consultations on Common Vision

- Steering Committee
 - F-P/T Working Group
- Review and Engagement Group
 - CPRA
 - ParticipACTION
 - Sport Matters
 - Sport Information Resource Centre
 - Active Canada 20/20
- Stakeholder Consultations
 - Surveys, Webinars, Workshop, Interviews
 - Individuals, professionals, businesses and not-for-profit organizations, all orders of government, representing a variety of sectors at the national, provincial-territorial, regional and/or local levels.
 - Inclusive of non-traditional sectors and those from traditionally under-represented groups
 - Phase 2: Northern, Rural, Remote, and Indigenous Perspectives
- Indigenous Perspectives Working Group
 - F-P/T Working Group
 - Aboriginal Sport Circle

Findings from Consultations

- Multi-sectoral collaboration
- Life-course approach – life-long physical activity
- Opportunities to be physical active should be equitable, inclusive, affordable, accessible, and culturally relevant
- Community design and infrastructure renewal
- Incorporate traditional lifestyles and support culture reclamation – engage Indigenous peoples and the community directly
- Secure and develop qualified personnel
- Expand the role of workplaces, schools, and community centers
- Leverage technology

How does policy get developed?



Options development

- Options to clearly address the issue that has been defined and reflects the results of the research and analysis.
- As a guiding policy options need to be allow flexibility for a various governments, sectors and organizations to action

Decision Making

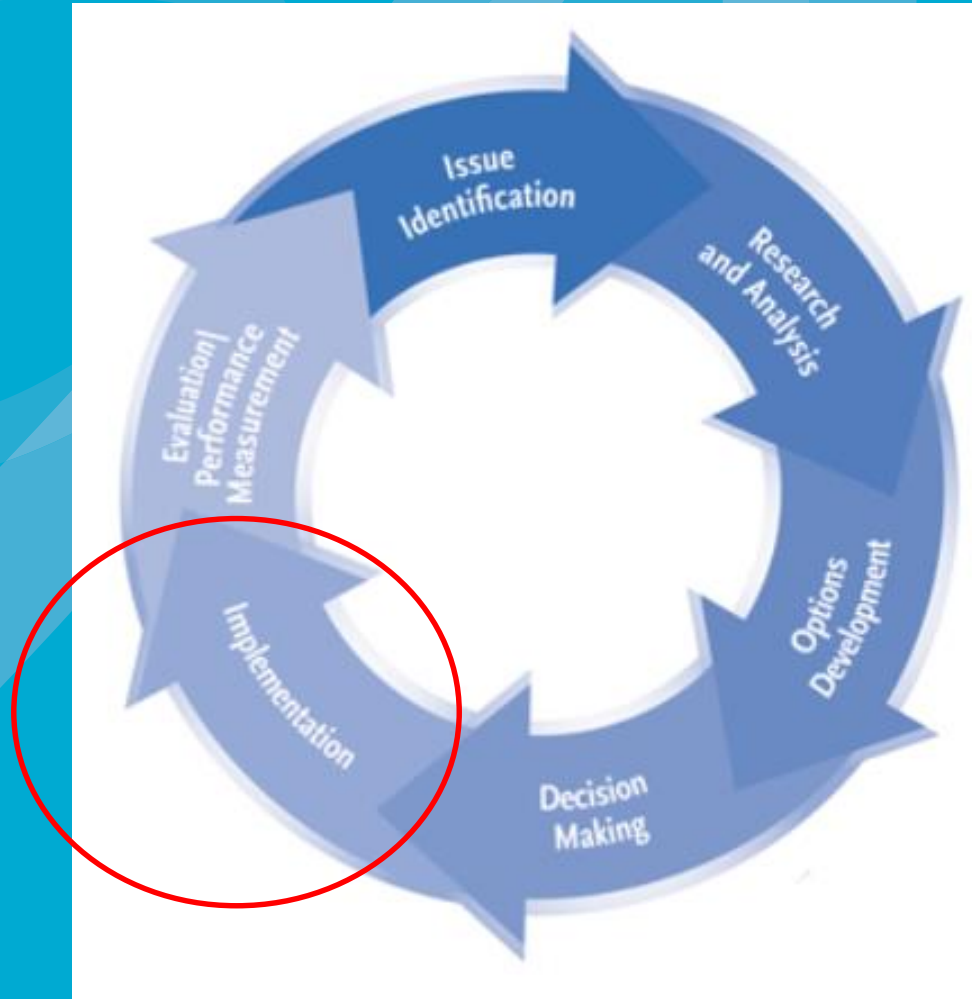
- Elected officials ultimately have the role of making policy decisions.

The Common Vision: *A Canada where all Canadians move more and sit less, more often.*

The Common Vision for Increasing Physical Activity and Reducing Sedentary Behaviour: LET'S GET MOVING!(Common Vision):

- Is the **first ever pan-Canadian** policy document on increasing physical activity and reducing sedentary living.
- Invites governments, organizations, communities, and leaders to develop complimentary multi-sectoral approaches.
- Aims to design physical activity back into our lives.

How does policy get developed?



5. Implementation

- Policy is only good in “theory” until the objectives and programs are implemented into “practice”
- How will the new policy be communicated or disseminated to the public?
- How will the policy get put into practice?
- Are there stakeholders/partners that can help?
- Are there opportunities that can be leveraged?
- What are the resource implications?

How will the *Common Vision* be used?

- It is anticipated that the Common Vision will be utilized by the sport, physical activity, and recreation and other sectors and governments in a variety of different ways, which could include:
- To guide decision-making, planning and resource allocation for not only sport, physical, activity, and recreation sectors, but also all organizations, communities, and leaders that have an interest in promoting and supporting physical activity in all its forms in Canada
- To continue to foster positive relationships between the sector and all orders of government;
- To develop complimentary approaches;
- To contribute to helping Canadians *sit less, and move more, more often*

PUTTING **POLICY** INTO **PRACTICE**

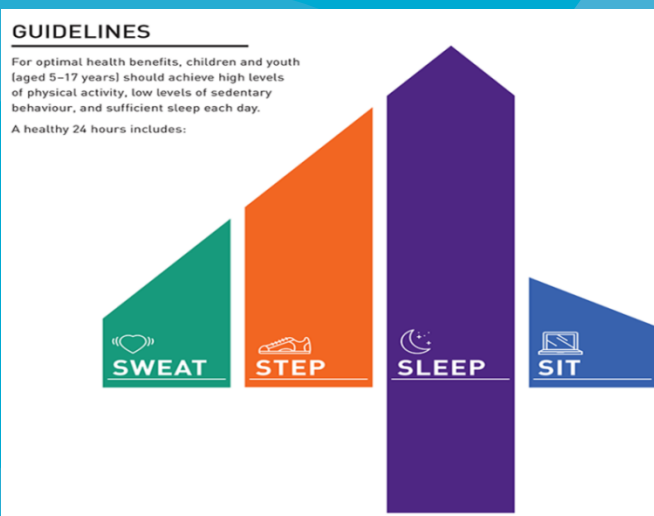
How is policy is being implemented and how you might implement policy in the future



get here:



National Tools



Position



Access to active play in nature and outdoors—with its risks—is essential for healthy child development. We recommend increasing children's opportunities for self-directed play outdoors in all settings—at home, at school, in child care, the community and nature.

Canada's Physical Literacy Consensus Statement | June 2015

In recent years, various stakeholders have engaged in activities to promote and develop physical literacy. Excitement around the concept has also led to a variety of definitions, and sometimes a misuse of the term by using it interchangeably with "physical activity", "physical education", "fundamental movement skills" or "motor skill development". In a broad consultation, sector leaders in Canada suggested that a common definition with consistent language was needed to provide clarity for the development of policy, practice and research.

The purpose of this Statement is to:

- **promote** the value of physical literacy and preserve the integrity of the concept
- **advocate** for the use of a common definition of physical literacy, as defined by the International Physical Literacy Association
- **facilitate** alignment within and between the multiple sectors in the physical literacy community
- **improve** the consistency and clarity of communications relating to physical literacy
- **inform** the consistent and co-ordinated development of physical literacy tools and resources created by various stakeholders

Definition of Physical Literacy

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

International Physical Literacy Association, May 2014

Establish movement as a social norm

- *Employers, human resource professionals, unions and health and safety providers can provide options to employees whose job primarily involves excessive sitting. They can offer modified equipment, such as standing desks, or modified meeting options, such as walking meetings, to replace traditional, sitting models.*
- *Parents, educators and caregivers can encourage children to actively play outdoors in nature, even with all its adventures and risks.*

Physical environments that support all forms of movement

- *Municipalities can re-examine by-laws and guidelines that prohibit safe, outdoor play on neighbourhood streets. This can include things like lifting bans on road hockey, skateboarding and winter tobogganing.*
- *Recreation leaders, educators and volunteers can help parents or guardians play a more active role, or stand and be more physically active while attending their children's recreational activities. E.g., install rubber mats, providing stationary bikes for spectators in recreational facilities.*

Drive public engagement

- *Parents, caregivers and teachers, including health educators, can help kids strike the right balance between physical activity, sedentary behaviour and proper sleep. The Canadian 24-hour Movement Guidelines for Children and Youth (aged 5-17) and Early Years (aged 0-4) are a world's first.*
- *Environmental, education, and other leaders can use the infrastructure of local parks as hubs for community life and physical activity. Parks and Indigenous lands of great cultural and spiritual significance are places where people connect to nature.*

Its essential to work together

- *Using a comprehensive school health approach, school boards and schools can work with local health authorities and recreation leaders to bring physical activity opportunities, including initiatives that promote the development of physical literacy to children and youth before and after school.*
- *People in the private sector can work with non-profit organizations and governments to create multi-sectoral partnerships that leverage and bring new resources, skills and innovation to physical activity.*

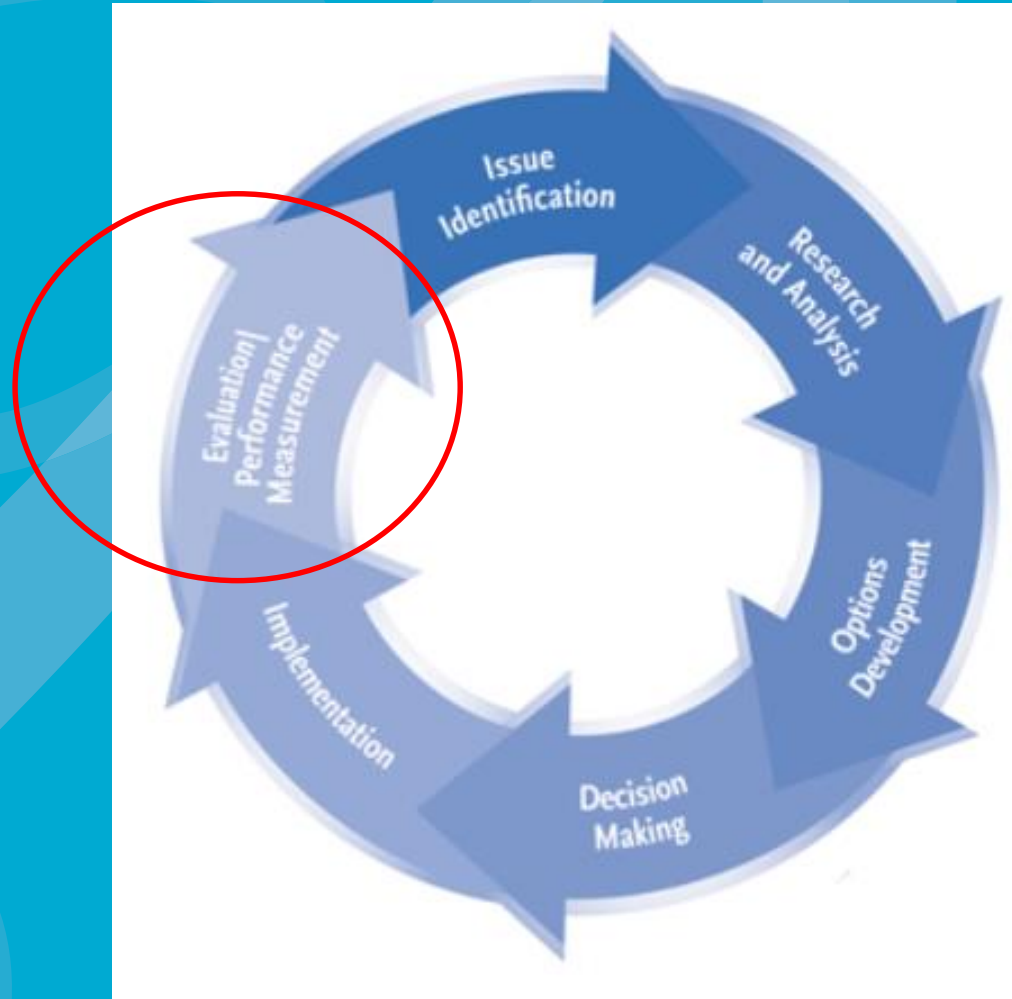
Build robust leadership and learning networks

- *Post-secondary institutions can enhance the curriculum and training for engineers and community planners to include physical activity as a principle in the design of buildings and neighbourhoods, such as designing staircases so that they are prominent, visible, inviting and safe.*
- *Elders and other leaders can provide traditional knowledge and cultural teachings to successfully design and deliver land-based programs for Indigenous and non-Indigenous youth.*

Vital to know what is working

- *Municipalities and researchers can work with community and recreation leaders to monitor parks, fields and playgrounds to determine how best to activate these places and spaces.*
- *Governments, academics and researchers can work together to identify and leverage data collection activities so that planning can be more informed and outcomes can be more monitored across multiple sectors, such as education, environment, urban and landscape design, transportation, health and othersst to activate these places and spaces.*

How does policy get developed?





The gap data

Tat

ARE CANADIANS TOO TIRED TO

2016

The ParticipACTION Report Card on Physical Activity for Children and Youth

Sedentary Behaviour

Individual	Total sedentary time amount	Average number of hours per day spent sedentary, excluding sleep time, population aged 18 to 79 years	9.6 hours	CHMS (2014–2015)
	Recreational screen time amount	Average number of hours per week adults aged 18 to 79 years report spending on a computer or tablet, e.g. watching videos, playing computer games, emailing or surfing the Internet	25.0 hours	CHMS (2014–2015)
	Workplace sedentary time amount	In development		
	Non-active travel amount	In development		
	Awareness level	In development		
Family/social environment	Presence and type of barriers for reducing sedentary behaviour	In development		
	Work sedentary behaviour norms	In development		
Built/society environment	Supportive work policies	In development		

Sleep

Individual	Nighttime sleep amount	Average number of hours adults aged 18 to 79 years report sleeping in a 24-hour period	7.2 hours	CHMS (2014–2015)
	Awareness about sleep benefits	In development		
	Sleep quality—sleep continuity	% of adults aged 18 to 79 years who report having trouble going to sleep or staying asleep “most of the time” or “all of the time”	24.9%	CHMS (2014–2015)

Common Vision: Future Tools

- ❖ Infographics
- ❖ Baseline and Implementation Stories
- ❖ Policy Alignment
- ❖ Collaborative Communications Approach
- ❖ Webinars

Take Away Points

- ✓ Policy can provide you with a common framework of understanding with others in your sector, or in engaging a new sector
 - Enabling physical activity and reducing sedentary behaviour is complex
- ✓ Can help define roles or responsibilities
 - No one organization or sector can create change alone
- ✓ Good public policy is evidence based
 - Source of reliable information of latest trends