

- **According to physical activity guidelines, children and youth should be getting 60 minutes of physical activity per day.**  
(Canada's Physical Activity Guides for Children and Youth. Public Health Agency of Canada. Retrieved from <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pag-gap/cy-ej/pdf/guide-y-eng.pdf>)
- **Only 7% of children and youth are meeting Canada's physical activity guidelines.**  
(Active Healthy Kids Canada. (2010) Healthy habits start earlier than you think: The Active Healthy Kids Canada report card on physical activity for children and youth 2010, Toronto, ON.)
- **Today's Canadian young people are heavier, fatter, rounder and weaker than they were a generation ago.**  
(Tremblay, M. S., Shields, M., Laviolette, M., Craig, C. L., Janssen, I., & Gorber, S. C. (2010). Fitness of Canadian children and youth: Results from the 2007-2009 Canadian Health Measures Survey. Statistics Canada, Health Reports 21(1), Catalogue no. 82-003-XPE)
- **Childhood obesity in Canada has tripled over the past three decades.**  
(Source: Shields, M. (2005). Measured Obesity: Overweight Canadian children and adolescents. Statistics Canada, Analytic Studies and Reports. ISSN: 1716-6713)
- **Canadian kids are spending six hours a day in front of television, video game and computer screens—over the course of a week, that is as much time as their parents spend at work.**  
(Active Healthy Kids Canada. (2010) Healthy habits start earlier than you think: The Active Healthy Kids Canada report card on physical activity for children and youth 2010, Toronto, ON.)
- **In 1992, 77% of Canadian youth aged 15-18 participated in sport – by 2005 declined from 77% in 1992 to 59% in 2005.**  
(Ifedi, F. (2008). Sport participation in Canada, 2005. Culture, Tourism and the Centre for Education Statistics.Vol. Catalogue no. 81-595-MIE – No. 060: Statistics Canada)
- **Over the past five years, the proportion of eight to 18-year-olds who own their own cell phone has grown from 39% to 66%. The proportion with iPods or other MP3 players has also increased, jumping from 18% to 76% among all eight to 18-year-olds.**  
(Rideout, V. and D. Robersts, Generation M2 - Media in the lives of 8- to 18-year olds. A Kaiser Family Foundation Study. 2010, Henry J. Kaiser Family Foundation: Menlo Park, CA.)