

Impact Report

2021–2022

Supporting Canadians to get active & healthy for over 50 years

As Canada's recognized and trusted physical activity leader, ParticipACTION inspires and supports people living in Canada to make physical activity a vital part of their everyday life. 2021 marked ParticipACTION's 50th anniversary, at a time when the COVID-19 pandemic had taken a toll on the physical and mental health and well-being of our nation. Our message became more important than ever: physical activity is a necessity of life and one of the most important things you can do for your overall health and well-being.

Our focus remained on providing issue leadership and working collaboratively with government and non-government partners to support an active recovery and establishing future healthy habits. We reached and engaged significantly more Canadians through our initiatives, supporting their mental well-being and sense of connectedness. Most importantly, we saw an increase in their physical activity.



ParticipACTION successfully reached and engaged more Canadians than ever, underlining our relevance and impact.



70% increase

in Canadians reached (cumulatively) through our initiatives compared to 2020/21 (63.24M in 21/22; 37.29M in 20/21)



54% increase

in engagement (tracked individuals) in our initiatives compared to 2020/21 (1,489,195 in 21/22; 965,878 in 20/21)



58% of Canadians

engaged in our initiatives believe we are relevant to their health and wellbeing (10% increase over 2020/21)

ParticipACTION's inclusive and engaging initiatives helped participants increase their physical activity, providing a boost to their mental health and sense of community.



53% of engaged app users

significantly increased their physical activity, reporting an average increase of 53 minutes of moderate-to-vigorous physical activity (MVPA) in their first month



29% of app users

who were physically inactive at registration significantly improved their physical activity, reporting an average increase of 105 minutes of MVPA in their first month



90% of Canadians

agree participating in physical activity is important to improve their mood (50% strongly agree)



69% of Canadians

that engaged in the Community Better Challenge reported an increased sense of belonging to community

ParticipACTION rallied Canadians and organizations to advance the physical inactivity issue, creating urgency and encouraging prioritization among policy makers.



81% of Canadians

agree physical inactivity is an urgent issue in Canada



75% of Canadians

agree the Government of Canada should help improve physical activity levels of Canadians



87% of sector organizations

agree ParticipACTION is advancing and communicating knowledge on issues associated with physical activity and sedentary behaviour

Community Engagement Spotlight

Community Better Challenge

The 2021 ParticipACTION Community Better Challenge, with support from Saputo as Premier Partner, returned after a year like no other to unite and inspire communities across the country to get physically active.



Over 1,700 communities

competed for the title of Canada's Most Active Community



95% of challenge participants

using the ParticipACTION app took action including taking steps to be more active and less sedentary



Over 376,000 participants and 2,000 organizations

registered for the challenge



\$600,000+ in grants provided

to over 1,000 community organizations from every province and territory



Digital Engagement Spotlight

App Challenges

The ParticipACTION app continued to increase its userbase (**284,000 registered users and counting**) and deliver a top-rated experience that educates and motivates users to move more no matter where they are on their physical activity journey. In 2021, we introduced a series of six relevant and timely themed app challenges to increase engagement among users and generate interest in the app.



Over 65,000 unique users participated in at least one app challenge, tracking **over 544 million move minutes!**



80% of challenge participants

agree the challenges motivated them to incorporate more physical activity into their daily life



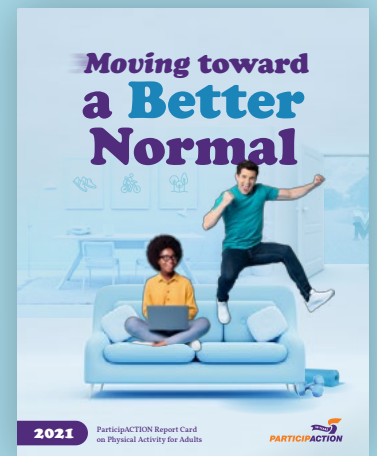
24% of app challenge participants

increased their move minutes by at least 60 minutes in the first two weeks post-challenge

Thought Leadership Spotlight

Adult Report Card

The 2021 ParticipACTION Report Card on Physical Activity for Adults is a comprehensive summary of the research in the field of physical activity, recreation and sport. Beyond the grades and evidence, this year's Report Card examined the impact of the COVID-19 pandemic and highlighted the challenges and opportunities it presented Canadians in being more physically active.



Earned media campaign generated **over 151M impressions**, helping to drive more than 15k users to the website to read the report



76% of sector organizations

that used the Report Card agreed they learned something new about issues related to physical activity, sedentary and sleep behaviours



Over 50% of Canadians

took action as a result of the Report Card (i.e., made physical activity a bigger priority in their daily life)

Public Education Spotlight

Move for your Mood

The second annual “Move for your Mood” campaign encouraged Canadians to be active for mental health benefits during the darker, colder months when many people experience the “winter blues”. It generated awareness of the link between mental health and physical activity, aided by a partnership with the Canadian Mental Health Association.



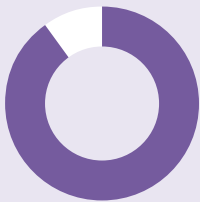
Move for your Mood was covered in 158 media publications and earned **over 30 million** media impressions



90% of Canadians agree participating in physical activity is important to improve their mood

The Power of the ParticipACTION Brand

One of our strongest assets driving our engagement initiatives and thought leadership activities is our brand. Our 50th anniversary provided the ideal opportunity to celebrate and promote ParticipACTION and reinforce how we are the leading national physical activity organization, well-known and beloved by everyone living in Canada.



90% of Canadians are aware of ParticipACTION



94% of Canadians agree that we are a credible source of information, and 93% agree that we are a truly Canadian organization passionate about promoting physical activity



81% of Canadians agree that ParticipACTION is a leader in promoting increased physical activity and decreased sedentary time

Special thanks to our partners

