

ParticipACTION Report Card on Physical Activity for Children and Youth

2020 Communications Kit

ParticipACTION has prepared several social media posts as well as newsletter copy to make it easy for you to communicate the key findings and messages from the ParticipACTION Report Card on Physical Activity for Children and Youth to your network. Below you will find some pre-written messaging to help you generate discussion around the Children and Youth Report Card.

Use the prepared messages, write your own or repost our posts. Be sure to also follow us on Facebook, Twitter, and Instagram!

**Additional tools and resources such as a list of resources for family support, direct links to COVID-19 studies and a slide deck will be available at participaction.com/childrenandyouth upon launch.*

NOTE: THE REPORT CARD IS CONFIDENTIAL UNTIL JUNE 17, 2020. PLEASE DO NOT DISTRIBUTE OR DISCLOSE BEFORE THEN.

Suggested Tags and Links

Use @ParticipACTION and the hashtag #ChildrenYouthreportcard along with the link <https://bit.ly/2Zser6r> to share the report on June 17, 2020. We will also post blogs about the Report Card at [participACTION.com/en-ca/blog](https://participaction.com/en-ca/blog). We encourage you to also share our blogs with your networks.

Pre-launch message

The research is in! On June 17, 2020, find out if #Canadianchildrenandyouth made the grade in the ParticipACTION Report Card on Physical Activity for Children and Youth. Be the first to know by signing up at <https://bit.ly/3ghpjKb> #ChildrenYouthreportcard

Launch message: Announcing the Report Card release (Wed, June 17th, 2020)

- ParticipACTION`s newest Report Card on Physical Activity for Children and Youth, released today, assigns a grade of “D+” to children and youth living in Canada for their Overall Physical Activity. Find out more: <https://bit.ly/2Zser6r> #ChildrenYouthreportcard

- Less than 1 in 5 Canadian children and youth are meeting the Canadian 24-Hour Movement Guidelines. **What can we do as families to positively support healthy movement behaviours in our kids?** Find out more: <https://bit.ly/2Zser6r>
#ChildrenYouthreportcard
- @ParticipACTION: How we move as a family has a direct impact on our kids. Every additional 20 minutes of physical activity by a parent means an additional 5 minutes in their child's daily physical activity! Find out more: <https://bit.ly/2Zser6r>
#ChildrenYouthreportcard
- @ParticipACTION Report Card assigns a "D+" grade to Canadian children for Overall Physical Activity. We need to be active as families - this encourages physical activity, social support, and connectedness, which are important for good mental health
#ChildrenYouthreportcard

Key Messaging

1. The new ParticipACTION Report Card on Physical Activity for Children and Youth confirms families are critical influencers for children and youth's physical activity.
 - Regardless of what the family dynamic looks like, family members play a crucial role in shaping and influencing all areas of kids' lives – including their physical activity, sedentary and sleep behaviours.
 - Each additional 20 minutes of moderate to vigorous physical activity by a parent is associated with an additional 5 minutes in their child's daily physical activity.
2. Children and youth receive a "D+" grade for their overall physical activity, but as families spend more time together than ever before due to physical distancing measures, they can play a key role in getting kids back on track.
3. Research shows parents who measure as "active" are more likely to have children who also measure as "active". That's why ParticipACTION is encouraging Canadians to take the #ActiveFamilyPledge, a social media challenge that empowers parents to make quality time "active time" and identify as an active family.
4. Visit ParticipACTION.com to see the full Report Card and learn how you can take the #ActiveFamilyPledge. Download the ParticipACTION app for extra support in getting your family active.

Newsletter Blurb

Headline: It's back! ParticipACTION releases the 14th edition of the Report Card on Physical Activity for Children and Youth

Body copy:

This year, Canadian children received a "D+" grade for Overall Physical Activity. Considering this grade and how less than 1 in 5 Canadian children and youth are meeting the Canadian 24-Hour Movement Guidelines, it's time to consider every possible angle to shift these trends.

Family support has been proven to be positively associated with children's physical activity levels. **Each additional 20 minutes of moderate to vigorous physical activity by a parent is associated with an additional 5 minutes in their child's daily physical activity.** We need to use this knowledge to be a positive influence on our kids' lives.

Find out more at ParticipACTION.com/childrenandyouth

Images for Social Media

Pre-launch Images:

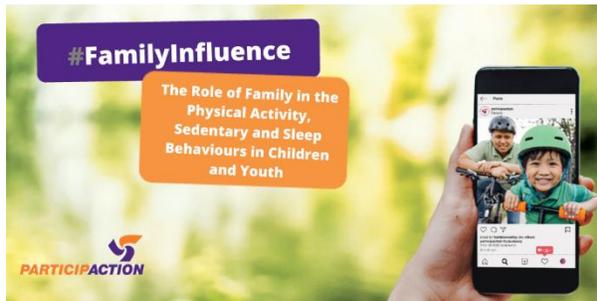


Twitter: pre-launch image



Facebook: pre-launch image

Launch Images:



Twitter: launch image



Facebook: launch image

Overall Physical Activity Grade Images:



Twitter: Overall Grade image



Facebook: Overall Grade image