

Impact Report



Helping people in Canada move more where they live, learn, work and play

ParticipACTION is an iconic Canadian charitable organization and an enduring part of Canada's physical activity history, encouraging people to get healthy by getting active since 1971. Through our award-winning public education campaigns, best-in-class thought leadership and innovative engagement initiatives, we are working to build a more resilient and accessible culture of movement for everyone.



2022/23 marked the final year of our five-year strategic plan. As we continued to build on the results achieved throughout the duration of the plan, our focus also shifted to the future and the need to **create urgency** on the importance of physical activity as well as the critical leadership role ParticipACTION plays. We strived to **foster deeper relationships** with those engaged in our initiatives and **develop greater relevancy** and impact among them.

Key Accomplishments in 2022/23



ParticipACTION fostered deeper relationships with those engaged with our initiatives.

- **833,000 individuals** actively engaged with ParticipACTION in at least one way – a 19% increase over 2021/22.
- **58% of individuals actively engaged in ParticipACTION initiatives** perceived the brand as relevant to their health and well-being.



Those actively engaged with ParticipACTION had measurable impacts on their physical activity.

- **54% of all engaged app users** and **62% of physically inactive engaged app users** increased their physical activity by at least 10 minutes per week during their first four weeks on the app.
- **44% of all app users** and **74% of physically inactive app users** increased their steps by at least 1,000 steps per week during their first four weeks on the app.



ParticipACTION was effective in building awareness of the relationship between mental health and physical activity and, most importantly, driving action.

- **91% of individuals engaged with ParticipACTION** report using physical activity to improve their mental health.



ParticipACTION advanced the physical inactivity issue, creating urgency and encouraging prioritization among policy makers.

- **82% of people living in Canada** agree that the Government of Canada should help improve physical activity levels, and **89% agree** that physical inactivity is an urgent issue in Canada.
- **88% of organizations in Canada's physical activity, sport and recreation sector** agree that ParticipACTION is advancing and communicating knowledge on issues associated with physical activity.
- **ParticipACTION was called on to address the House of Commons Standing Committee on Health Study on Children's Health**, which examined the challenges and issues faced by children and youth during the COVID-19 pandemic.

ParticipACTION Community Challenge

With support from the Government of Canada, Saputo and Sun Life, the ParticipACTION Community Challenge takes place every June, with local activities happening across the country to help people get active together for their mental and physical health.



1,600+ communities competed in the challenge and tracked over **390 million physical activity minutes**.



880 community organizations received a grant to help reach and engage over 210,000 people from equity-deserving groups in the challenge.



Canada's Most Active Communities:

2023: Salisbury, New Brunswick

2022: Red Deer, Alberta

2021: North Grenville, Ontario

2019: Enderby, British Columbia



91% of grant recipients agreed that the challenge allowed them to introduce new sport and physical activity opportunities for equity-deserving groups.



Indigenous grass dancer in Collingwood, Ontario

Thanks to funding from the Government of Canada's Community Sport for All Initiative, ParticipACTION provided **\$4 million in grants** to increase sport and physical activity participation of equity-deserving populations as part of the **ParticipACTION Community Challenge**.



Group run in Summerside, Prince Edward Island



Seniors' event in Red Deer, Alberta

Move for your Mood

The Move for your Mood campaign aimed to inspire people to get active for mental health benefits throughout the winter when **60% of people living in Canada report experiencing the winter blues**. This timely and topical campaign message was delivered nationally across digital media and promoted through public relations.



98% of those aware of the Move for your Mood campaign took action such as getting active outside and taking short movement breaks throughout the day.



299 news articles shared information about the campaign, garnering **60 million media impressions**.

Clear out the workday stress
Physical activity helps boost your mood.

Download the ParticipACTION App today.

MOVE FOR YOUR MOOD



MOVE FOR YOUR MOOD

Slide out of a gloomy day.

Join the challenge today.

MOVE FOR YOUR MOOD

Want to beat the winter blues but don't know where to start?

Download ParticipACTION's free app and join the challenge today!

Fun Recess Ideas

End the challenge on a high by planning an indoor or outdoor recess for your team! Below are some activities that will get you out of your chair. Remember to track your minutes on the Mood Meter and in the ParticipACTION App.

- Ping Pong** (Ping Pong table)
- Snowball Fight** (Snowballs)
- Mini-golf** (Mini-golf set)
- Build a Snowpal** (Snowman kit)
- Skipping** (Jump rope)
- Power Walk** (Winter boots)
- Hula Hoop** (Hula hoop)
- Basketball** (Basketball hoop)
- Tobogganing** (Toboggan)

Download the ParticipACTION App today.

MOVE FOR YOUR MOOD

I enjoy moving my body and feeling good

MOVE FOR YOUR MOOD

App Challenges

The ParticipACTION app continued to increase its number of users (**337,656 registered users** as of March 31, 2023) and provide a highly rated experience that helps users get more active. To increase engagement among users, we delivered app challenges throughout the year. The challenges were effective at engaging app users, with **47% of users** participating in two or more.

Step It Up to Spring

April 3 – 17, 2022



To celebrate the start of spring, we encouraged people to track their steps in the app for the chance to win prizes through the Step It Up to Spring challenge. This was the first challenge where participants tracked steps and could participate individually. To make the challenge more inclusive and accessible, participants could use the app's manual activity tracker to convert their physical activity minutes into steps.

- **18,630 app users** joined the challenge.
- **Over 1.3 billion steps** were tracked by participants.

Great Big Move

November 1 – 15, 2022



The Great Big Move encouraged people to track their physical activity to move across the country virtually through the app. Premier Partner, Travel Yukon, provided the grand-prize winners with a once-in-a-lifetime trip to the Yukon.

- **25,000 app users** joined the challenge.
- **41.4 million move minutes** were tracked by participants.
- **Nearly three quarters of participants** indicated that the challenge helped them in some way (e.g., improved their mood, helped them feel more physically fit).

Mazda CX-50 Minute Challenge

August 1 – 31, 2022



The Mazda CX-50 Minute Challenge encouraged people to spend active time in nature to enhance their well-being. Every 50 active minutes (moderate-to-vigorous activity) participants tracked in the app gave them a chance to win prizes, with more than \$30,000 in prizeing available.

- **14,302 app users** joined the challenge.
- **19.5 million active minutes** were tracked, with the average participant tracking 309 active minutes per week – more than double the recommended guidelines.

Move for your Mood

January 16 – 31, 2023



The Move for your Mood app challenge complemented the public education campaign by providing people with a participatory experience to support them in moving more during the dark, cold days of winter.

- **15,447 app users** joined the challenge.
- **38.8 million move minutes** were tracked by participants.

Children and Youth Report Card

The **ParticipACTION Report Card on Physical Activity for Children and Youth** is the most comprehensive summary and assessment of child and youth physical activity in Canada. The 2022 edition highlighted how COVID-19 impacted the movement behaviours of children and youth in Canada, focusing on the opportunities to get active that were lost and found during the pandemic and where to go moving forward.



76% of Canada's general adult population was aware of the Report Card – the highest level of awareness to date.



84% of organizations in Canada's physical activity, sport and recreation sector were aware of the Report Card and **78%** took action in some way.



962 news articles shared information about the Report Card, garnering over **198 million** media impressions.

DAILY BEHAVIOURS

Overall Physical Activity

This year's grade is a **D**, based on an average of 28% (bolded numbers in the discussion below indicate values used to derive the average) of children and youth meeting the physical activity recommendation(s) within the Canadian 24-Hour Movement Guidelines for Children and Youth. This grade is a decrease from the previous two years.

2010	2011	2012	2013	2014	2015	2016	2018	2020	2022
F	F	F	D-	D-	D-	D-	D+	D+	D

Benchmark

Percentage of children and youth who meet the physical activity recommendation within the Canadian 24-Hour Movement Guidelines for Children and Youth (at least 60 minutes of daily MVPA on average).^{1,2}

2022 ParticipACTION Report Card on Physical Activity for Children and Youth 19

Key findings for:

- Children and youth overall**
 - According to the Canadian Community Health Survey (CCHS), the percentage of youth (12-17 years) meeting the MVPA recommendation within the 24-Hour Movement Guidelines (i.e., at least 60 minutes/day of MVPA) decreased from 33% pre-pandemic (measured in the fall of 2018) to **37%** during the pandemic (fall 2020).¹
 - Significant decreases of physical activity were reported for recreation and school. Physical activity from recreation decreased from an average of 27.0 minutes/day in 2018 to 20.3 minutes/day in 2020, and average time spent active at school fell from 24.7 to 13.0 minutes/day. There were no significant changes for active transportation or activity accumulated through household chores.¹
 - Some geographic differences were observed: decreases in physical activity from pre-pandemic to during the pandemic were significant for youth living in urban areas (135 minutes/week), but not significant for those in rural areas (56 minutes/week). Further, significant differences were observed for youth living in Ontario (168 minutes/week), Quebec (121 minutes/week) and the Prairies (108 minutes/week), but not for those living in the Atlantic provinces (38 minutes/week) or British Columbia (75 minutes/week).²
 - During the pandemic, **59%** of youth in grades 9 to 12 living in Alberta, British Columbia, Ontario or Quebec met the MVPA recommendation, while **34%** met the MVPA and the muscle and bone strengthening recommendations (i.e., muscle and bone strengthening activities at least three days/week) in the 24-Hour Movement Guidelines (2020-21 Cohort Study for Obesity, Marijuana Use, Physical Activity, Alcohol Use, Smoking and Sedentary Behaviour [COMPASS], University of Waterloo).^{3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,53,54,55,56,57,58,59,60,61,62,63,64,65,66,67,68,69,70,71,72,73,74,75,76,77,78,79,80,81,82,83,84,85,86,87,88,89,90,91,92,93,94,95,96,97,98,99,100}
 - 13.8%** of children five to 11 years old and **13.2%** of youth 12 to 17 years old met the MVPA recommendation at the start of the pandemic (April 2020), compared to **17.5%** of children and **11.6%** of youth in October 2020, based on a sample of 1,472¹ and 1,568² children and youth in Canada.
 - A systematic review found consistent COVID-19-related declines in physical activity, with youth showing more declines than children.³
- Children and youth with disabilities**
 - The percentage of children and youth (4-17 years) with disabilities meeting the MVPA recommendation was 7% in May 2020 and 6% in November 2020.⁴
- Early years children (0-4 years)**
 - In Alberta, a cohort of preschool-aged children who attended childcare full-time and were recruited in a study during the pandemic (fall 2020) was compared to a similar cohort of children pre-pandemic (fall 20) children measured during COVID-19 had higher MVPA (2020: 9.3 minutes/hour; 2019: 7.9 minutes) and total physical activity (2020: 17.6 minutes/hour; 16.0 minutes/hour).⁵
- Indigenous children and youth**
 - CCHS data show the percentage of Indigenous youth meeting the MVPA recommendation decreased from 67% pre-pandemic (fall 2018) to 38% during the pandemic (fall 2020).⁶
- 2SLGBTQ+ children and youth**
 - No nationally generalizable and COVID-19-specific research was found.
- Newcomer children and youth**
 - According to the CCHS, the percentage of immigrant (compared to Canadian-born) youth meeting the recommendation decreased from 56% pre-pandemic (fall 2018) to 35% during the pandemic (fall 2020).⁷

20 2022 ParticipACTION Report Card on Physical Activity for Children and Youth

Sedentary Behaviours

2022 ParticipACTION Report Card on Physical Activity for Children and Youth

Active Play

2022 ParticipACTION Report Card on Physical Activity for Children and Youth

Looking Ahead

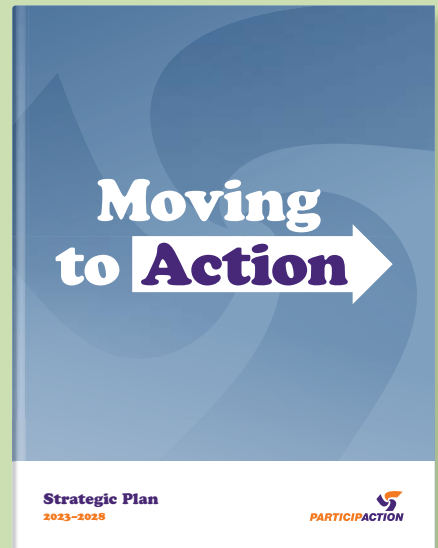
This report marks the end of our 2018-2022 strategic plan and the beginning of our new five-year strategic plan, *Moving to Action* – our blueprint to build on the successes of the past five years. It is designed to get more people moving while ensuring that we operate efficiently and have the resources needed to deliver against our strategy.

Recognizing that Canada is a diverse country with diverse needs, we will continue to be inclusive and thoughtful in our approach to making physical activity accessible to everyone. While we strive to reach everyone in Canada, over the next five years, we will place more emphasis on reaching and engaging groups that face barriers and/or lack support in increasing their physical activity levels.

Our work for the next five years will be guided by four areas of focus, each containing action-oriented strategies that will guide our various initiatives and activities:

- 1 Drive greater impact
- 2 Champion the issue
- 3 Grow our funding and support
- 4 Optimize our culture and operations

We strongly believe that by collaborating with our partners and supporters, we can create a brighter, healthier and more active future for everyone living in Canada.



Reconciliation Action Statement

ParticipACTION acknowledges that colonialism has harmed Indigenous communities across Canada and that our industry has had adverse impacts on Indigenous health through banning traditional forms of physical activity and using physical activity as an assimilation tool.

ParticipACTION commits to supporting Indigenous communities through measuring and reporting on Indigenous physical activity, supporting Indigenous-led organizations, and sharing Indigenous stories and imagery that honour First Nations, Métis and Inuit communities. We will work to advance the Truth and Reconciliation Commission's Calls to Action and continue being open to suggestions from and consultations with Indigenous Peoples on how we can build better relations and continue working towards reconciliation.

Special Thanks to our Partners

