

Rallying for Resilience:

Keeping Children and Youth Active in a Changing Climate



2024 ParticipACTION Report Card on Physical Activity for Children and Youth: Communications Toolkit

To help us reach our diverse key audiences, we would appreciate your support in sharing the Report Card and supporting resources with your networks. To make it easy for you, we've prepared some social media posts, an e-mail blurb and key messages for your use. You can also write your own or repost our social media posts. Be sure to also follow us on [Facebook](#), [X](#) and [Instagram](#) and tag [@ParticipACTION](#).

Additional resources, including a press release and frequently asked questions, are available in the Resources section at ParticipACTION.com/Children-and-Youth-Report-Card.

Suggested social media messages

- In our rapidly changing climate, how can we help our kids face adversity, move more and build resilience? The 2024 [@ParticipACTION](#) Report Card on Physical Activity for Children and Youth shares some key solutions: <https://hubs.la/Q02tFRsn0> [#ChildrenAndYouthReportCard](#)
- Did you know only 39% of kids meet national physical activity guidelines, earning a D+ for overall physical activity in the 2024 [@ParticipACTION](#) Report Card? Learn how to help them move more where they live, learn and play: <https://hubs.la/Q02tFsdM0> [#ChildrenAndYouthReportCard](#)

Suggested social media images

Click [here](#) to download.

E-mail/newsletter blurb

Subject line: How can we help kids move more in a changing climate?

Preview text: The 2024 ParticipACTION Report Card has answers

Headline: The 2024 ParticipACTION Report Card on Physical Activity for Children and Youth has arrived



Canadian Fitness and Lifestyle Research Institute
Institut canadien de la recherche sur la condition physique et le mode de vie



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Body copy:

The 16th edition of the Report Card, *Rallying for Resilience: Keeping Children and Youth Active in a Changing Climate*, highlights how the current and impending effects of climate change could be particularly harmful for children and youth's physical activity. Unfavourable weather and climate conditions like heatwaves, heavy rain and smoke-filled air can lead to recesses and outdoor sport and recreation activities being cancelled, and more time spent indoors being sedentary with increased exposure to screens.

Given that only 39% of children and youth (five to 17 years of age) in Canada met the recommendation of 60 minutes of moderate- to vigorous-intensity physical activity per day, earning them a grade of D+, how can we help children and youth face adversity, move more and build resilience to future-proof the next generation?

The 2024 Report Card shares some solutions. Read it at ParticipACTION.com/Children-and-Youth-Report-Card.

Key messages

- The ParticipACTION Report Card on Physical Activity for Children and Youth is the most comprehensive assessment of child and youth physical activity in Canada, synthesizing data from multiple sources to assign evidence-informed grades across 14 indicators.
- The 2024 Report Card highlights how the current and impending effects of climate change could be particularly harmful for children and youth's physical activity, and how we can help kids face adversity, move more and build resilience.
- Unfavourable weather and climate conditions such as heatwaves, heavy rain and smoke-filled air can lead to recesses and outdoor sport and recreation activities being cancelled, and more time spent indoors being sedentary with increased exposure to screens.
- Physical activity can help mitigate the negative health impacts of climate change.
- Coordinated efforts from multiple sectors and people are needed to get and keep children and youth physically active in a changing climate – inside and outside, rain or shine.

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How organizations can use the Report Card findings and insights for impact

- **Champion internally:** Share the findings with your team and board, highlighting how your organization can actively contribute to overcoming barriers to children and youth's physical activity.
- **Spread the word:** Raise awareness by sharing the Report Card within your network, whether it's partners, stakeholders and/or the broader community, to inspire joint efforts.
- **Leverage the findings for advocacy:** Use the findings in dialogues to support initiatives focused on easing access to physical activity and enhancing environmental sustainability.
- **Enrich funding proposals:** Embed the findings within your grant and funding requests to emphasize the critical need for resources to champion active living and tackle climate-related challenges.
- **Create meaningful partnerships:** Design programs and initiatives in partnership with schools, community groups and other stakeholders that align with the dual goals of promoting physical activity and environmental awareness among children and youth.

Practical steps forward

- **Educate and activate:** Use internal and external meetings, newsletters and social media to disseminate the Report Card insights, encouraging stakeholders to recognize and act on these findings.
- **Influence policies:** Advocate for including physical activity promotion and climate resilience strategies in local, regional and national policy agendas.
- **Champion research efforts:** Lead or support research initiatives aimed at further understanding and addressing the intersections of climate change, equity and physical activity among children and youth.

The 2024 ParticipACTION Report Card is more than just an assessment; it's a roadmap towards a healthier, more vibrant future for our children and youth. Your organization's dedication to these ideals is crucial to translating these insights into tangible outcomes, creating supportive environments that foster physical activity in the face of a changing climate.

Contact information

If you have any questions, please feel free to contact us at info@participACTION.com.