

MOVING BEYOND STAGNATION:

Elevating Physical Activity in Canada



2025 PARTICIPACTION REPORT CARD ON PHYSICAL ACTIVITY FOR ADULTS: COMMUNICATIONS TOOLKIT

To help us reach our diverse key audiences, we would appreciate your support in sharing our 2025 Adult Report Card and supporting resources with your networks. To make it easy for you, we have prepared social media post captions, an e-mail blurb and key messages for you to use. You can also write your own or repost our social media posts. Be sure to also follow us on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) and tag @ParticipACTION.

Suggested social media captions:

How is Canada performing when it comes to promoting and facilitating adult physical activity? Read the 2025 @ParticipACTION Report Card on Physical Activity for Adults to find out: <https://hubs.la/Q03RQI-G0> #AdultReportCard

46% of adults in Canada are meeting national physical activity guidelines – a number that's barely changed over time. How do we change the unchanged? The 2025 @ParticipACTION Report Card on Physical Activity for Adults has key solutions: <https://hubs.la/Q03RQw-j0> #AdultReportCard

Movement fuels economic growth, reduces healthcare system strain, better mental health & advances climate change action. How do we boost Canada's physical activity levels? The 2025 @ParticipACTION Report Card on Physical Activity for Adults has answers: https://hubs.la/Q03RQx_X0

Suggested social media images:

[Click here](#) to download.

E-mail/newsletter blurb:

Subject line: How can we elevate adult physical activity in Canada?

Preview text: Read the 2025 ParticipACTION Report Card on Physical Activity for Adults to find out

Headline: The 2025 ParticipACTION Report Card on Physical Activity for Adults has arrived!

Body copy:

The third edition of the ParticipACTION Report Card on Physical Activity for Adults, [*Moving Beyond Stagnation: Elevating Physical Activity in Canada*](#) – the most up-to-date and comprehensive assessment of physical activity in Canada – highlights that the physical activity levels of adults living in Canada have been low for years. It reveals that only **46% meet physical activity guidelines** and that just 22% of communities (of at least 1,000 people) in Canada have a formal strategy for physical activity and sport.

At a time when Canada is striving to build resilience, reduce public spending and unite people from coast to coast to coast, these findings are more than just data — they're a call to action and a foundation for progress

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that we need to build upon. Movement underpins public health, economic growth and social connection, and reaching a plateau in physical activity levels reveals the truth: **physical activity must be made a national priority.**

How do we move beyond stagnation and leverage physical activity as both a personal well-being tool and a powerful policy solution?

Read the [2025 ParticipACTION Report Card on Physical Activity for Adults](#) to find out!

Key messages:

- The [ParticipACTION Report Card on Physical Activity for Adults](#) is the most comprehensive assessment of adult physical activity in Canada. It summarizes data from many sources, including the best available peer-reviewed research, to provide the current state of the evidence on 17 indicators or sources of influence. Together, they provide a complete and strong assessment of how Canada is performing when it comes to promoting and facilitating physical activity among adults.
- The third (2025) edition of the ParticipACTION Report Card on Physical Activity for Adults, *Moving Beyond Stagnation: Elevating Physical Activity in Canada*, highlights that adult physical activity levels have remained stagnant for years, and a whole society approach is needed to help adults in Canada make room for more movement in their daily lives and create a healthier, more resilient country.
- The 2025 Adult Report Card uncovers timely opportunities to help mitigate the negative health, economic and social impacts of physical inactivity. It provides recommendations for all levels of government, employers, city planners, individuals and others on how they can collectively contribute to prioritizing and elevating adult physical activity levels in Canada.
- The Report Card reveals that only 46% of adults living in Canada are meeting the physical activity guidelines of 150 minutes of moderate-to-vigorous physical activity per week.
- The Report Card shows that just 22% of communities (of at least 1,000 people) in Canada have a formal strategy for physical activity and sport. Policies and plans are powerful tools for influencing physical activity levels, and getting people more active requires a system-based approach; there is only so much that individuals and organizations can do without increased support.
- Governments, non-governmental organizations, communities, researchers, the private sector and individuals need to play a role in creating more room for movement — not just through programs and policies, but by shifting how we design our environments, prioritize our investments and support everyday physical activity.

Additional resources:

Additional resources, including one- to two-page briefs that capture key recommendations for the federal government, city planners/municipalities and organizations, are available at [ParticipACTION.com/The-Science/Adult-Report-Card](https://participaction.com/The-Science/Adult-Report-Card) in the tools and resources section.

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How organizations can use the 2025 Report Card findings and insights for impact:

- **Champion internally:** Share the findings with your team and Board of Directors, highlighting how your organization can actively contribute to overcoming barriers to adults' physical activity.
- **Spread the word:** Raise awareness by sharing the Report Card with 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.
- **Enrich funding proposals:** Embed the findings within your grant and funding requests to emphasize the critical need for resources to champion active living.
- **Create meaningful partnerships:** Design programs and initiatives in partnership with governments, non-governmental organizations, communities, researchers, the private sector, individuals and other stakeholders that align with the dual goals of promoting physical activity among adults.

Practical steps forward:

- **Educate and activate:** Use internal and external meetings, newsletters and social media to share the Report Card's insights, encouraging stakeholders to recognize and act on these findings.
- **Influence policies:** Advocate for including physical activity promotion 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 equity and physical activity among adults.

The 2025 ParticipACTION Report Card on Physical Activity for Adults is more than just an assessment – it's a roadmap towards a healthier, more vibrant future for adults living in Canada. Your organization's dedication to these ideals is crucial to translating these insights into tangible outcomes, creating supportive environments that foster physical activity.

Contact information:

If you have any questions, please contact info@ParticipACTION.com.