

MOVING BEYOND STAGNATION:

Elevating Physical Activity in Canada



HOW SPORT, PHYSICAL ACTIVITY & RECREATION (SPAR)

ORGANIZATIONS CAN IMPROVE THE PHYSICAL ACTIVITY LEVELS OF ADULTS IN CANADA

According to the [2025 ParticipACTION Report Card on Physical Activity for Adults](#), only **46%** of adults living in Canada are getting the recommended 150 minutes per week of moderate-to-vigorous physical activity (PA).

Movement drives economic growth, reduces the strain on Canada's health-care system, strengthens communities, improves mental health and even advances climate change action.

Getting more people in Canada moving can create a stronger, healthier nation, but doing so requires collective action. SPAR organizations can help drive population-level change by:

Policy

- Developing policies that make educational resources and certified instructor-led fitness classes focused on promoting safe and effective muscle-strengthening activities more accessible.
- Adding step count recommendations to the [Canadian 24-Hour Movement Guidelines](#) that include both absolute (e.g., 7,500 steps a day) and relative (e.g., an extra 1,000 steps to one's current average daily step count) targets to meet adults where they are at.
- Using evidence-based strategies and research to demonstrate the impact of SPAR on organizations and all levels of government.

Practice

- Communicating that, while increasing PA intensity can provide extra benefits, moderate-intensity PA is enough to benefit health.
- Sharing information with adults about the benefits of active transportation and how to incorporate it into their daily routines.
- Promoting inclusive and affordable SPAR programs like beginner classes, culturally relevant activities and options for different age groups and abilities.
- Offering flexible program participation options, including varied times (e.g., evenings, weekends, drop-in), locations (e.g., workplaces) and delivery modes (e.g., online).
- Designing programs that emphasize social connection and enjoyment since adults are more likely to stick with PA when it is fun and provides opportunities to build social relationships.
- Ensuring that facilities and active spaces are welcoming, safe and accessible for all by prioritizing inclusive design and operations like gender-neutral change rooms, accessible entrances and pathways, adequate lighting and clear signage.

Together, we can help adults in Canada make room to move! Read the [2025 ParticipACTION Report Card on Physical Activity for Adults](#) to learn more.

If you would like to share feedback on our recommendations and/or have additional ideas of how SPAR organizations can support adults' PA, please email us at info@participaction.com.