

active
healthy
kids
CANADA

The Power to Move Kids™

2013/14
annual
report

Celebrating



of powering the movement
to get kids moving

Message from the Chair and CEO

Active Healthy Kids Canada was formed in 1994 to inspire the country to engage all children and youth in physical activity.

The primary vehicle to achieve this mandate was the Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth. This year we undertook a study which examined the impact that the Report Card has had on powering the movement to get kids moving over the past 10 years. During this time the Report Card has reached over 80,000 key influencers of physical activity from over 90 countries and has achieved over 1 billion media impressions. This study revealed numerous examples of how the Report Card has influenced programs, policies, granting decisions, government accountability and public discourse. The full results were published in a supplement to the Journal of Physical Activity and Health in May 2014.

Over the years the Report Card has been replicated in other jurisdictions where it has been used as a blueprint for collecting and sharing knowledge about the physical activity of young people. Inspired by the growing interest and shared global challenges Active Healthy Kids Canada was proud to host the world's first-ever Global Summit on the Physical Activity of Children in May 2014. One of the most ambitious and exciting aspects of the Global Summit was that for the first time 15 countries across 5 continents came together to present their national

Report Cards which included 9 common indicators based on the Active Healthy Kids Canada model. This landmark initiative served as a jumping off point for the 10th Edition of the Report Card "Is Canada in the Running" which examined areas where Canada is leading and lagging globally. These global comparisons resulted in new insights about how Canadian stakeholders can work together and improve the grade in the future.

As we celebrate our 20th anniversary as an organization, it is clear that the context, environment, and methods of communication have changed significantly. This has prompted our Board of Directors to undertake a strategic planning process this fall to reflect on and evolve our work to ensure that it continues to influence and add value to policies, programs, campaigns and investments that can increase physical activity opportunities for children and youth.

Partnerships were absolutely critical to our success over the years. We sincerely appreciate the commitment and leadership provided by our strategic partners ParticipACTION and the Healthy Active Living and Obesity Research Group at the Children's Hospital of Eastern Ontario Research Institute; the researchers across the country who lend their time and expertise to participate on our Research Working Group; our Summit Steering Committee and student volunteers recruited through our partnership with York University Faculty of Health; our network partners across the country; and of course our funders. We truly believe that together we have the power to move kids™.



A handwritten signature in black ink that reads "A Belcastro".

Dr. Angelo Belcastro

Chair, Board of Directors



A handwritten signature in black ink that reads "JC Bonne".

Jennifer Cowie Bonne

Chief Executive Officer

2013/14 Board of Directors

Chair: Dr. Angelo Belcastro
 Vice Chair: Cathie Kryzanowski

Directors:

Judith Down
 Dr. Don Hunter
 Dan Leeming
 Dr. Brian Timmons
 Dr. François Trudeau

Non-voting Members:

Dr. Mark Tremblay
 Elio Antunes

Active Healthy Kids Canada Staff:

Chief Executive Officer: Jennifer Cowie Bonne
 Project Leader: Lindsay Whiting

Thanks to our Partners and Funders

Strategic Partners



2014 Report Card



2014 Global Summit on the Physical Activity of Children

Session Hosts



Funders and Contributing Partners



Provincial and territorial governments through the Interprovincial Sport and Recreation Council



Additional support is provided by the provincial and territorial governments through the Interprovincial Sport and Recreation Council (ISRC) and by IA Clarington Investments.

2014 Report Card

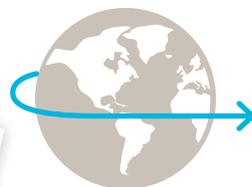
Distributed

12,676

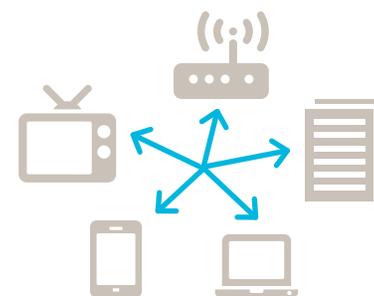
printed copies and

210,468

electronic copies of the 2014 Report Card



21,371 visitors to the Active Healthy Kids Canada website from 92 countries



National Media Campaign achieved **219 million** media impressions



Deep editorial coverage

in national newspapers including the Globe and Mail as well as wide regional coverage



67% of Canadians heard at least one key message about the 2014 Report Card (*Angus Reid Omnibus Survey Results Week of June 2, 2014*)



The **#AHKCRptCard** hashtag was trending on twitter for the day of the release



For over 10 years, the Report Card has provided government officials with a unique resource outlining progress in research pertaining to the physical activity patterns of children and youth. In an era where evidence-informed policy development is critical, the annual Report Card has become an invaluable asset.

- Dr. Art Salmon,
Research Working Group Member



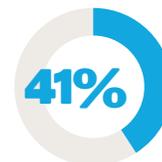
How the 2014 Report Card was used by stakeholders



share with my colleagues and networks via email and social media



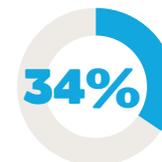
keeping up with the research



make changes personally within my own family



integrate into education and training activities



advocacy



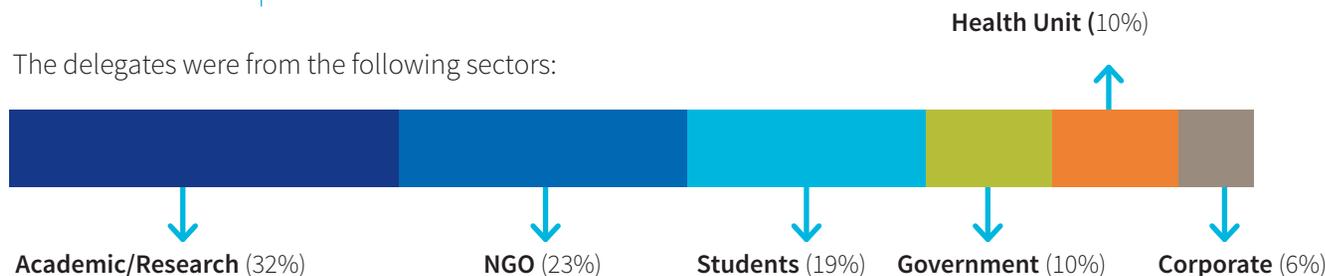
Global Summit



752
delegates

Delegates represented all Canadian provinces and territories and 32 countries across 5 continents

The delegates were from the following sectors:



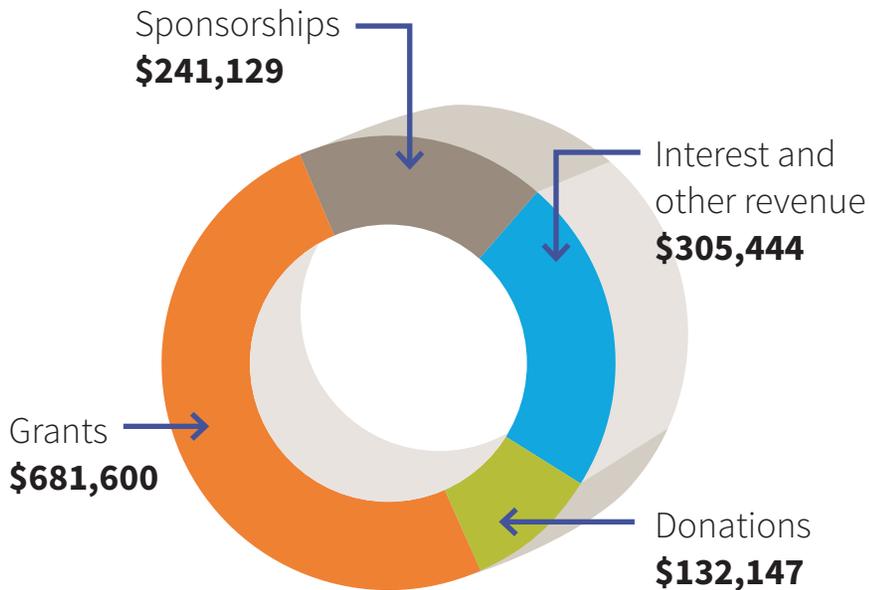
“ Overall this was an **AWESOME** experience – incredible caliber of speakers, great networking opportunities, loved the strong presence of parasport/sports for people with disabilities – great exposure, lots of fun, awesome energy at the event! Far exceeded my expectations! Thank you!

- Global Summit Delegate

Financial Statement

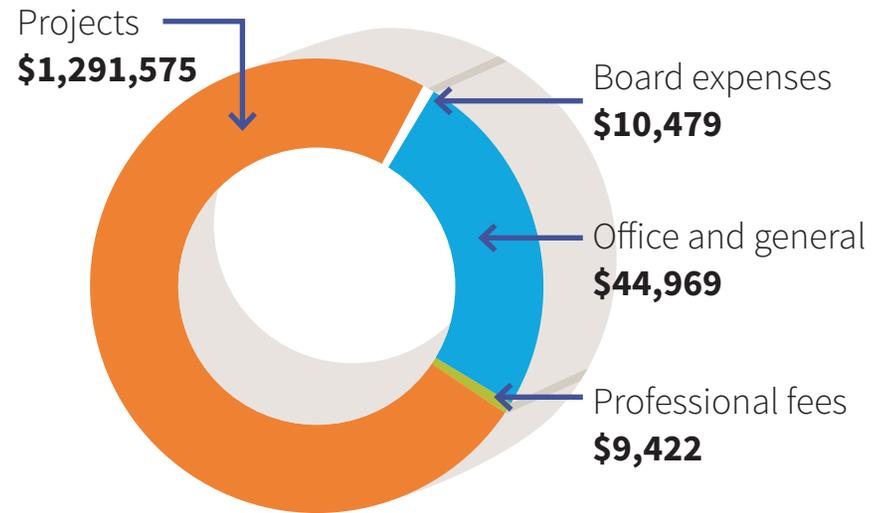
The financial statement below demonstrates the revenue and expenditures of the organization for the fiscal year July 1, 2013 to June 30, 2014. The financial statements have been audited by BDO Dunwoody, Chartered Accountants and are available by request.

Revenues



Total Revenue **\$1,360,320**

Expenditures



Total Expenditures **\$1,356,445**



What they say...

“ Active Healthy Kids Canada has provided global leadership in the area of childhood physical activity and health advocacy through their annual Report Card initiative. They say that imitation is the sincerest form of flattery, and given the number of jurisdictions and countries that have adopted the Report Card model, there must be something to this!

Dr. Peter Katzmarzyk, *Associate Executive Director, Pennington Biomedical Research Centre, Baton Rouge, 2013*

”

“ Active Healthy Kids Canada has done outstanding work gathering and communicating the evidence on child and youth physical activity through its annual Report Card. It's time for families, communities and governments to commit unequivocally to turning the tables on physical inactivity. Improving the grade is within our reach.

Jonathan Wood, *Board Chair, The Lawson Foundation, 2014*

”



www.

activehealthykids

.ca

active
healthy
kids
CANADA

The Power to Move Kids™



Facebook:
ActiveHealthyKidsCanada



Twitter:
@ActiveHealthyKi

For more information please contact us:
77 Bloor Street West, Suite 1205
Toronto, ON, M5S 1M2
P 416.913.0238 F 416.913.1541
E info@activehealthykids.ca

Celebrating

20
YEARS

of powering the movement
to get kids moving