

PUTTING KNOWLEDGE INTO PLAY

2011/2012

Active Healthy Kids Canada

Annual Report



active
healthy
kids
CANADA

THE
POWER
TO MOVE
KIDS™

Letter From The Chair

Dynamic strides were made by Active Healthy Kids Canada this year, to continue to fuel the movement to get kids moving.

The 2012 Active Healthy Kids Canada Report Card on Physical Activity and Children and Youth was one of our most successful on record. The provocative cover story on the demise of *active play* resonated deeply with a very wide audience including policy makers, community leaders, parents and, resoundingly, the media, who carried our message forth with over 142 million impressions. Furthermore, the Report Card was cited by numerous government and non-government organizations as the “reason” for launching various initiatives related to physical activity and health for children and youth.

In June 2012, on the heels of the Report Card launch, we hosted the Improve the Grade Symposium. This brought together network partners and provincial/territorial stakeholders to assess how they are using the Report Card to influence policy and other physical activity initiatives. Additionally, stakeholders helped us to formulate key recommendations to ensure our effectiveness in facilitating action to address issues related to children and physical activity.

We have also incited a growing number of international counterparts to follow our lead in addressing childhood physical inactivity. In recent years we have supported nations, states and provinces, including Mexico, Kenya, South Africa, Louisiana and Ontario, to develop and release their own versions of a Report Card modeled after our work. As our international reputation and influence grows, it is very timely that we have begun work to host a Global Summit on the Physical Activity of Children and Youth in Toronto from May 19-22, 2014.

Physical inactivity is a complex and larger issue than any one organization can address alone. We therefore sincerely appreciate the collaborative and generous support from our funders and network partners across the country and the valuable contributions of our board, volunteers and staff.

Together, we are making solid progress in pursuit of our vision of a nation of active healthy kids.

Dr. Art Quinney, Chair

Our People

Active Healthy Kids Canada is led by an experienced and passionate Board of Directors:

2011/2012 Board of Directors

Chair

Dr. Art Quinney Formerly at the University of Alberta

Vice Chair

Dr. Angelo Belcastro York University

Directors

Dr. Don Hunter Don Hunter Consulting

Dan Leeming The Planning Partnership

Cathie Kryzanowski Saskatchewan in motion

Dr. François Trudeau Université du Québec à Trois-Rivières

Yvette Monroe York University

Officers

Dr. Mark Tremblay *The Healthy Active Living and Obesity Research Group at the Children's Hospital of Eastern Ontario (HALO-CHEO)*

Elio Antunes *ParticipACTION*

Staff

Jennifer Cowie Bonne Chief Executive Officer

Adrea Fink Program Leader

Rachel Shantz Marketing Manager

The Board of Directors would like to acknowledge and thank Elio Antunes, who, prior to the appointment of Ms. Cowie Bonne as CEO, served as interim CEO in 2011/12 on partial secondment from his role as Vice-President, Partnerships and COO of ParticipACTION.

Strategic Partners

Active Healthy Kids Canada works in strategic partnership with:

ParticipACTION, the national voice of physical activity and sport participation in Canada, that provides Active Healthy Kids Canada with access to organizational infrastructure and administrative support. It also plays a key role in providing communications strategy, marketing and public relations support.

The Healthy Active Living and Obesity Research Group at CHEO, that provides leadership on the scientific data collection and analysis, and the content development process for the Report Card and related knowledge-exchange activities.



A Solid Plan In Play

Advancing knowledge is the core business of Active Healthy Kids Canada. Our currency is ground-breaking scientific intelligence on child and youth physical activity. This provides the irrefutable evidence-base for Active Healthy Kids Canada's communications and issue advocacy work to influence government and non-government stakeholders. In turn, physical activity issue stakeholders harness this knowledge to create and enhance coordinated policies, programs and campaigns.

The Report Card



The primary vehicle through which Active Healthy Kids Canada achieves its mandate is the Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth, the most comprehensive annual assessment of child and youth physical activity in Canada.

Working with strategic partner CHEO, and a research work group consisting of top Canadian researchers in the field of childhood physical activity, we assemble, assess, and provide critical analysis of the most current evidence in the area of physical activity for children and youth.

Every year, a thought-provoking cover story ensures a fresh look at the issues which impact the ability of our children and youth to live active healthy lives.

How the Year Played Out

The 2012 Report Card on Physical Activity for Children and Youth: Is Active Play Extinct?

The 2012 Report Card shone a spotlight on the impact that the consistent decline in “active play” has on the physical activity levels and overall health of children and youth. Our evaluation results show that we are truly “powering the movement to get kids moving”. Key successes include:

- Over 24,000 hardcopies of the Report Card were distributed through Active Healthy Kids Canada and our network partners
- 81% of stakeholders who received the Report Card shared it with colleagues/clients within and outside of their organization
- With over 56 interviews given, the 2012 Report Card received more than 142 million media impressions across all media including tier one national newspapers, network television news programming and online publications
- The story struck a chord, as the “issue of the day” provoking deeper editorial commentary
- The Report Card was cited in two House of Commons discussions, fueling parliamentary dialogue on government action to combat child and youth inactivity

2012 Improve the Grade Symposium



A key strategic imperative for Active Healthy Kids Canada is to coordinate and facilitate national action for change, based on the findings of the Report Card. In this spirit, the Improve the Grade Symposium was held in June 2012 which brought together representatives from government and non-government organizations from across the country.

The event sought to strengthen the Active Healthy Kids Canada Provincial-Territorial Partner Network, and focused on both information sharing across partners with respect to how they use the Report Card as a tool in their work and the generation of tangible actions and initiatives with respect to policy development.

The symposium participants provided valuable insight which will be used to further improve the delivery of our services and to mobilize collaborative action in the area of policy development to increase physical activity for all children and youth.

Expanding International Influence

Active Healthy Kids Canada's new strategic plan includes efforts to build upon the successful international alliances we have established through the growing influence of the Report Card. Specifically, the organization will facilitate more collaborative international efforts to solve the growing childhood physical inactivity crisis. These efforts include; spearheading the work currently underway with a consortium of international researchers to deliver evidence-based position papers on topical issues in childhood physical activity, and hosting the first ever Global Summit on Physical Activity for Children in Toronto from May 19-22, 2014.

2012 Report Card Research Work Group

Thank you to the members
of the 2011-12 Research Work Group

Chief Scientific Officer
Mark Tremblay
HALO-CHEO

Scientific Officer
Rachel Colley
HALO-CHEO

Lead Writer
Joel Barnes
HALO-CHEO

Michael Arthur
Government of Nova Scotia

Michael Borghese
HALO-CHEO

Christine Cameron
Canadian Fitness and
Lifestyle Research Institute

Jean-Philippe Chaput
HALO-CHEO

Jennifer Cowie Bonne
(formerly) Sheridan
College

Guy Faulkner
University of Toronto

Adrea Fink
Active Healthy Kids Canada

Ian Janssen
Queen's University

Steve Manske
University of Waterloo

John Spence
University of Alberta

Jon McGavock
Manitoba Institute of
Child Health

Angela Kolen-Thompson
St. Francis Xavier University

Brian Timmons
McMaster University

Powering the Movement

Through our 2011/12 stakeholder evaluation, 93.1% of respondents reported using the Report Card in their work. Here is just some of the feedback on ways that the Report Card has contributed to efforts to engage children and youth in physical activity:

Influencing Policy

"The Report Card is a useful tool that can be provided at meetings with Government and others to open dialogue and work to influence change." 2012 Network Partner Survey Respondent

Inspiring Community Action

"I work on a pediatric rehabilitation team in a rural community in Alberta. I came across the 2011 Report Card and was appalled at the findings. I brought it back to my team with the question, "What is our role in increasing the activity level of kids in the community we serve?" We then set up a community wide committee to get families more engaged and involved and developed a plan to be implemented. We're taking small steps but hope to keep the discussion and the partnerships going."

2012 Stakeholder Survey Respondent

Ensuring Strategic Investments

"As a grant-giving organization we frequently receive proposals which include quotes from the Report Card. Elements of the Report Card have been used to support potential changes in the focus of our Grant Program. The Report Card has also been a support piece in providing direction through our strategic planning process."

2012 Stakeholder Survey Respondent





Network Partners

Active Healthy Kids Canada is thankful for the contributions of its network partners across the country and welcomes future opportunities for partnership.

Alberta Centre for Active Living
 L'Association québécoise du loisir municipal
 Boys and Girls Club of Canada
 British Columbia Recreation and Parks Association
 Canadian Active After School Partnership
 Gestion Animation Loisir – Québec
 Healthy Eating and Physical Activity Coalition
 of New Brunswick
 Heart and Stroke Foundation of Ontario
 Interprovincial/Territorial Sport and Recreation
 Council
 Manitoba Fitness Council
 Manitoba *in motion*
 Northwest Territories Sport and Recreation Council
 Nunavut Department of Culture, Language, Elders
 and Youth, Sport & Recreation
 Ophea
 PHE Canada
 Physical Activity Coalition of Manitoba
 Québec en Forme
 Recreation and Parks Association of the Yukon
 Recreation Newfoundland and Labrador
 Recreation Nova Scotia
 Recreation PEI
 Saskatchewan *in motion*
 YMCA Canada

We also appreciate the efforts of hundreds of individuals and community leaders who have downloaded the Report Card and communications tools from our web site and used it to spread the word and inspire solutions within their respective communities!

Financial Statement

Active Healthy Kids Canada develops and implements responsible and innovative governance and operations practices that optimize stewardship of resources.

The financial statement below demonstrates the revenue and expenditures of the organization for the fiscal year July 1, 2011 to June 30, 2012. The financial statements have been audited by BDO Dunwoody, Chartered Accountants, and are available by request.

Revenue

Donations	\$1,316
Grants	\$690,000
Sponsorships	\$10,000
Interest & Other	\$5,748
Total Revenue	\$707,064

Expenditures

Projects	\$646,759
Board Expenses	\$24,183
Office & General	\$23,068
Professional Fees	\$7,536
Total Expenditures	\$701,546

Charitable Number: 891288334RR0001

Thanks to our funders and supporters

Active Healthy Kids Canada extends our sincere thanks to the following funders and supporters for their generous contributions and support in helping us to achieve our mission.



Funding was also provided by Provincial/Territorial governments through the Interprovincial Sport and Recreation Council.

Our Story

Physical activity is one of the most effective ways to ensure kids reach their full potential and to ensure a healthy and productive society for all Canadians.

With only 7% of Canadian children and youth meeting Canada's Guidelines of 60 minutes of physical activity per day, the need for strategic leadership and focused efforts in this area has never been greater. How do we know where to start? When we do act, how do we know if our time, investments and initiatives are making a difference?

Since 1994, Active Healthy Kids Canada has provided strategic national leadership in advancing knowledge, and delivering evidence-informed communications and advocacy strategies to "power the movement to get kids moving." Active Healthy Kids Canada is a charitable organization that advocates the need to engage all children and youth in physical activity, where they live, learn and play.

For nearly 20 years, Active Healthy Kids Canada has been providing the solid evidence and uniquely Canadian perspective on child and youth physical activity to arm individuals and organizations working to get Canada's kids more physically active. Governments, non-government and private sector organizations, academic and research institutions, physical activity practitioners, and the media, have come to rely on Active Healthy Kids Canada as the "go to" source for knowledge, insight and understanding to help them build better programs, campaigns, policies and strategies to increase physical activity among children and youth.

Through the annual release of the Active Healthy Kids Canada Report Card on Physical Activity for Children and Youth and related media and communication campaigns we are making a significant contribution to heightening awareness of the issue of physical inactivity among Canadian children and youth.

But, there is more work to be done. Active Healthy Kids Canada is committed to working in collaboration with our current and new partners to inspire collective action, across the nation and around the world, to engage all children and youth in physical activity, and leave a legacy of active, healthy kids.

Join us in powering the movement to get kids moving.



Active Healthy Kids Canada
77 Bloor Street West, Suite 1205
Toronto, ON M5S 1M2
T 416 913 0238
F 416 913 1541
E info@activehealthykids.ca
www.activehealthykids.ca

