

2014 Global Summit on Physical Activity of Children: Summary Report July 2014

INTRODUCTION

From May 19th -22nd, Active Healthy Kids Canada hosted the Global Summit on the Physical Activity of Children in Toronto. The Global Summit provided a change-making forum to share evidence and best practices from around the world to foster coordinated action and initiatives to address the global childhood physical inactivity crisis.

The Global Summit brought together leading researchers, experts, and key influencers of childhood physical activity from around the world to share evidence and best practices to drive coordinated action and initiatives to stem the growing global childhood physical inactivity crisis.



One of the unique elements of the Global Summit was the unveiling of the world's first global (report card) matrix. In the year preceding the Global Summit, 15 countries came together to prepare national report cards on physical activity for children and youth using the best available evidence and following harmonized procedures. This exercise allowed for the creation of a *global matrix* of 9 common indicators; identification of country specific strengths and concerns; and the illumination of international differences and disparities.

The Global Summit delved deep into topics related to the key childhood behaviours that contribute to overall physical activity levels through a series of 5 half day sessions: Sedentary Behaviour, Active Play, Active Transportation, and Organized Sport & Physical Activity. The full program is available www.activehealthykids.ca/global-summit

“It was great to share our experiences and ideas, trials and errors. We are on the right track but have a long way to go! It was a very inspiring experience.”

“The summit was a great opportunity to see what others were doing to address the growing issues around Physical Activity and youth. It opened my eyes to the world wide inactivity crisis.”

**active
healthy
kids**
CANADA

**THANK YOU TO THE 2014
GLOBAL SUMMIT
PARTNERS & FUNDERS:**



Canada



Provincial and territorial governments through the Interprovincial Sport and Recreation Council



HIGHLIGHTS INCLUDED:

- Thought-provoking keynote speakers:
 - Let's Move! Moving a Nation towards a healthier future. Active kids do better; why we must create early, positive activity experiences for youth now to ensure a brighter future, Shellie Pfohl, Executive Director of the President's Council on Fitness, Sport and Nutrition
 - Enhancing research capacity in physical activity: The power of global partnerships, Dr. Peter Katzmarzyk, Associate Executive Director for Population and Public Health Science, Pennington Biomedical Research Centre
 - Creativity, innovation, and failure: Lessons learned from YouTube, curation and peer to peer health, Dr. Mike Evans, Evans Health Lab
- 7 Symposia and Debates to highlight emerging research and priorities
- 62 oral presentations and 19 interactive workshops (Ontario 51%, Canada 26%, International 23%)
- 209 Poster Presentations (Ontario 33%, Canada 35%, International 32%)

ATTENDANCE:

- 752 delegates
- Delegates represented all Canadian provinces and territories and 32 countries across 5 continents
- The delegates were from the following sectors:
 - Academic/Research (32%);
 - NGO (23%);
 - Students (19%);
 - Government (10%);
 - Health Unit (10%);
 - Corporate (6%);
 - Other (1%)
- 9 subsidies were awarded as a result of funding support from the International Development Research Centre (IDRC). Countries receiving subsidies included Ghana (1) South Africa (3), Colombia (1), Malaysia (2), Kenya (1), and Mexico (1)

“The conference was fantastic, one of the best I have been too. I liked the format with workshops and presentations, the keynotes were awesome, the days were full but did not feel crammed or over-saturated.”

“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!”

DELEGATE SATISFACTION SURVEY:

As of June 9, 2014 approximately 200 delegates responded to the delegate survey. Preliminary results are as follows:

- Of all respondents, 93% were satisfied with the summit (65.8% very, 27.05% somewhat)
- 91% agreed the summit advanced knowledge on the issues associated with physical activity among children and youth
- 91% agreed the summit strengthened capacity to use evidence and best practices to build better strategies, programs, policies, and campaigns to increase physical activity
- 86% agreed the summit motivated coordinated action and continuous improvement of initiatives to increase physical activity for children and youth
- 77% agreed the summit facilitated improved evaluation/surveillance of progress to increase physical activity and reduce sedentary behavior of children and youth in Canada and around the world
- Overall the information presented was:
 - 94% - Relevant
 - 95% - Interesting
 - 98% - Credible
 - 95% - Timely

2014 Global Summit on Physical Activity of Children: Summary Report July 2014

MEDIA:

The Summit (and content presented including the Active Healthy Kids Canada Report Card) also generated significant media attention and inspired rich national dialogue through social media.

- The press conference at the Global Summit to release the results of the Canadian Report Card (global comparisons) was **attended by all major national news outlets and 89 interviews** were conducted with the national and regional spokespeople during the Global Summit.
- Media coverage continued throughout the week and month following the Summit and as of June 20 over **219 million media impressions** were achieved.
- Deep editorial coverage in national newspapers including the Globe and Mail as well as wide regional coverage.
- According to results from the Angus Reid Omnibus Survey (general population) survey conducted during the week following the Global Summit with 1521 Canadians, **67% heard at least one key message** (females, and English speaking most likely).
- Although Active Healthy Kids Canada's PR strategy focused on national outreach we did receive significant international media attention particularly in Australia where it achieved over 10 million media impressions.
- The #AHKCardReportCard hashtag was trending on twitter for the day of the release and the #AHKSummit hashtag reached 61,683 people through tweets.

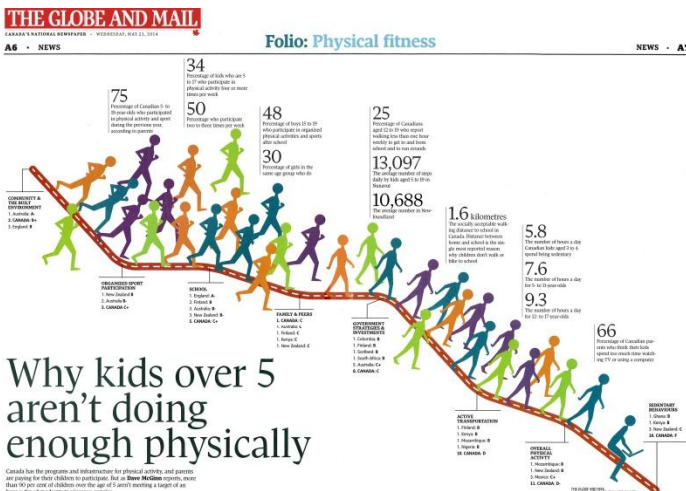
KNOWLEDGE MOBILIZATION:

The Global Summit itself served as a key knowledge mobilization strategy to communicate up to date evidence about physical activity for children and youth to 752 key influencers who attended the Global Summit.

In addition, the following activities have also been implemented to communicate key knowledge shared at the Global Summit:

- The Global Matrix, report card results from 15 countries and all abstracts and posters were published in a supplement to the Journal of Physical Activity and Health available through open access at the following link: <http://journals.humankinetics.com/jpah-supplements-special-issues/jpah-volume-11-2014-global-summit-on-the-physical-activity-of-children>
- Individual Country Report Cards are available at: <http://www.activehealthykids.ca/ReportCard/how-canada-stacks-up.aspx>
- The 2014 (10th Anniversary) Active Healthy Kids Canada Report Card on the Physical Activity of Children and related communications tools including a social media kit, infographics, web banners, power point presentations, a tip sheet, and a fact sheet are available in English and French at www.activehealthykids.ca.
- Full proceedings including all slide decks and videos for keynotes, symposium and debates will be available online in early August.
- Several provincial/territorial network partners will continue to implement activities to extend reach and facilitate use of the results of the 2014 Report Card and Global Summit in the months ahead.

“Overall - spectacular!! It as a transformative experience in that it broadened my understanding and perspective which is vital to my work.”



FOR ADDITIONAL INFORMATION:

info@activehealthykids.ca
www.activehealthykids.ca



@ActiveHealthyKi



/ActiveHealthyKidsCanada