

Country Report Cards and Global Matrix 4.0

Summary of Media Coverage

The development of this summary was based on media hits that were shared with the Active Healthy Kids Global Alliance (AHKGA) by Country Report Card leaders, as well as additional searches completed via the Google search platform. However, this summary may still be missing information and Report Card leaders are encouraged to continue to share any media hits related to the Global Matrix 4.0 or their local Report Card with the AHKGA via email.

In total, 1204 media hits have been reported for 17 out of the 57 countries that produced a Report Card and participated in the Global Matrix 4.0 (Figure 1). A minimum of 1 hit was reported for several countries, and the country with the most media coverage was Canada, with 1059 hits, which generated more than 200,000,000 impressions.

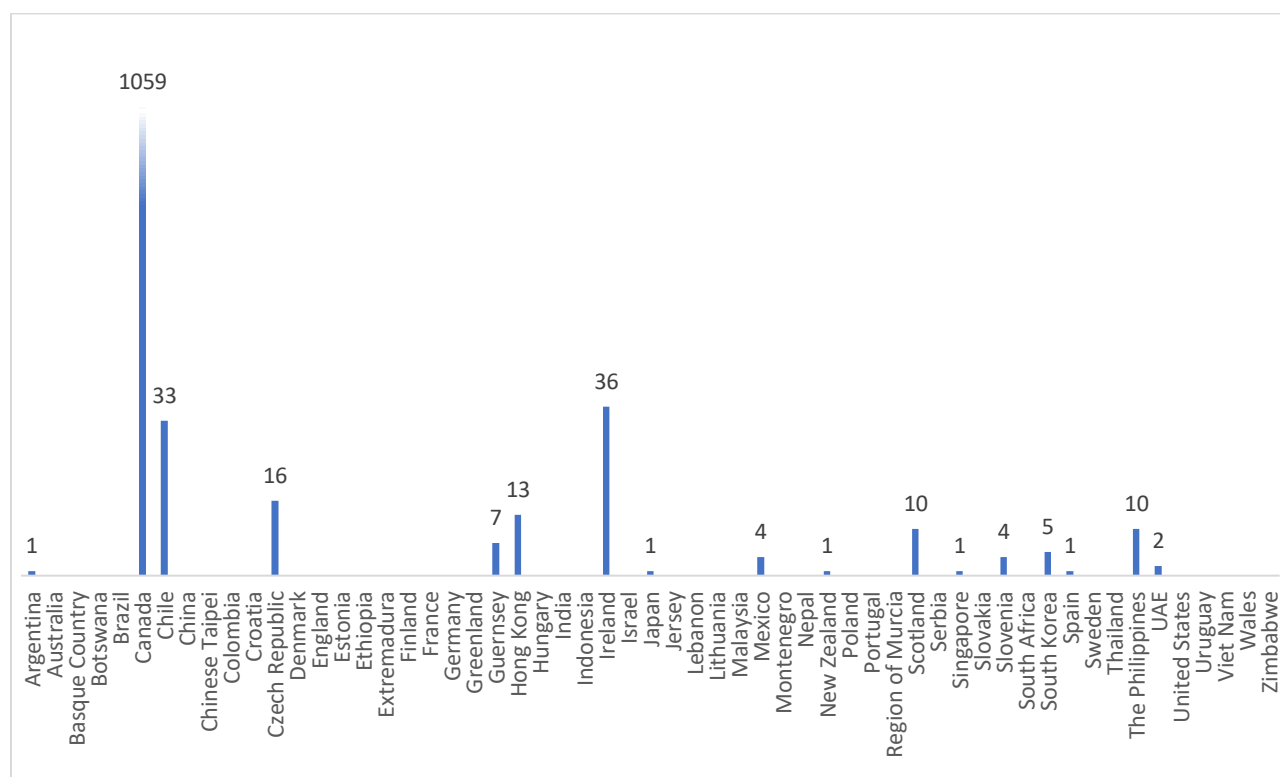


Figure 1: Number of media hits reported per country participating in the Global Matrix 4.0. The size of the column for Canada has been reduced for greater clarity.

Four types of media hits were reported to us: online, TV, radio, and print. Online hits were composed of a mixture of articles from academic websites, media outlets, and online newspapers or news websites. A repartition of Canadian media coverage is illustrated in Figure 2. The breakdown of the media hits into the three main categories is detailed for the 16 countries with reported media coverage, other than Canada, in Figure 3. The launch of the Global Matrix 4.0 in Abu Dhabi in October 2022 generated some local coverage in the United Arab Emirates, in association with the ISPAH conference. Apart from Canada, Ireland, Chile, Czech Republic and Hong Kong had the most online media hits, followed closely by The Philippines and Scotland.

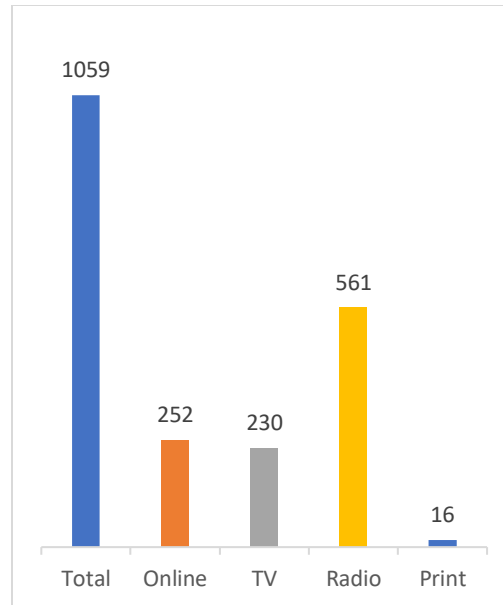


Figure 2: Repartition of the media hits generated in Canada by the launch of the Global Matrix 4.0 and the 2022 ParticipACTION Children and Youth Report Card, both released in October 2022.

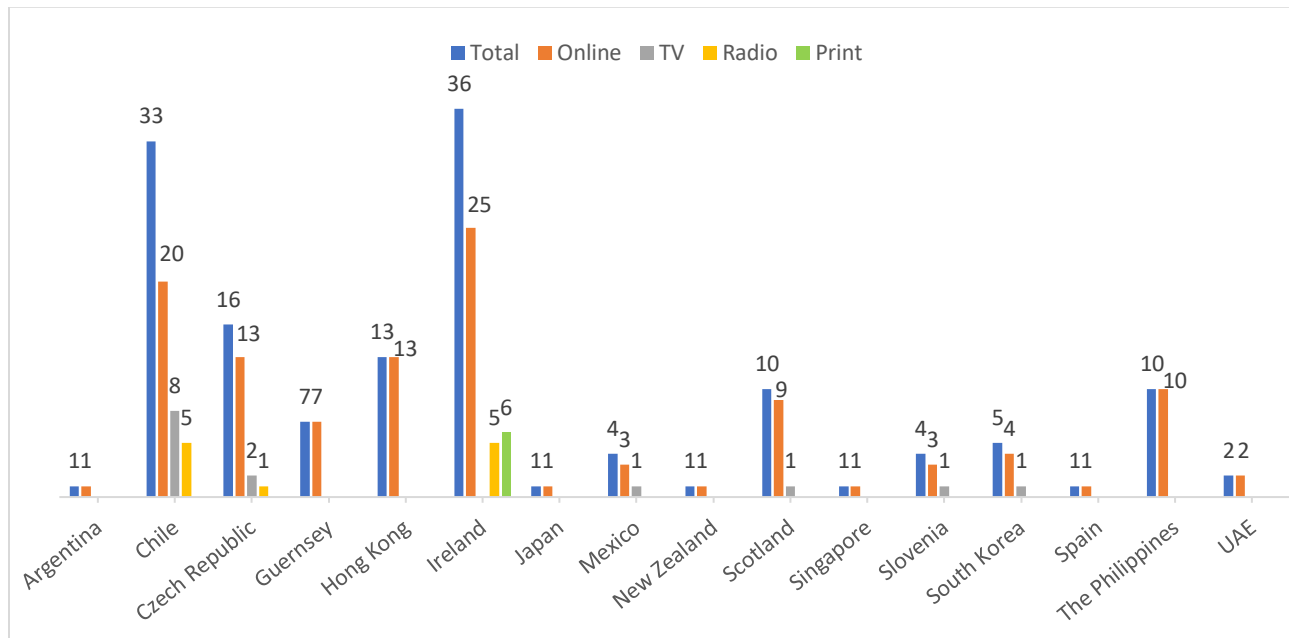


Figure 3: Repartition of international media hits generated by the launch of the Global Matrix 4.0 and Report Card releases in countries participating in the Global Matrix 4.0.

This brief report underlies the need for many of the countries participating in the Global Matrix to increase dissemination and knowledge translation efforts for both their local Report Card and their participation in the Global Matrix initiative. Countries which were successful in gaining media coverage will improve the impact of their publications and be provided with greater opportunities for positive policy changes related to the physical activity of children and adolescents.