

Canadian 24-Hour Movement Guidelines **FOR ADULTS**

Communications Toolkit



COMMUNICATIONS TOOLKIT



On October 15, 2020, the Canadian 24-Hour Movement Guidelines for Adults were released. To support partners and stakeholders in their efforts to promote and share the guidelines with their networks, the Canadian Society for Exercise Physiology, the Public Health Agency of Canada and Queen's University teamed up with ParticipACTION to develop this Communications Toolkit.

Explore the kit to find:

Guidelines

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- Canadian 24-Hour Movement Guidelines for Adults Aged 18-64 Years
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Guidelines

Post the 24-Hour Movement Guidelines on your website, share them in an email, or print and display them in public spaces to educate adults on the recommended guidelines for physical activity, sedentary behaviour and sleep.

18-64 years

CANADIAN 24-HOUR MOVEMENT GUIDELINES

FOR ADULTS AGED 18-64 YEARS:

An Integration of Physical Activity, Sedentary Behaviour

PREAMBLE

This document is intended for use by policy makers, health professionals, and researchers, and is useful to interested members of the public.

These 24-Hour Movement Guidelines are relevant to adults (aged 18-64 years), irrespective of background, or socio-economic status. These Guidelines may not be appropriate for adults aged 65 years or older, pregnant or persons living with a disability or a medical condition; these individuals should consult the *Get Active Questionnaire*, disability/condition-specific recommendations, or a health professional for guidance.

Adults aged 18-64 years should participate in a range of physical activities (e.g., weight bearing, sport and recreation) in a variety of environments (e.g., home/work/community; indoors/outdoors; land/water) and contexts (e.g., leisure, transportation, occupation, household) across all seasons. Adults aged 18-64 years should limit long periods of sedentary behaviours and should practice healthy sleep hygiene (routines, behaviours, and environments conducive to sleeping well).

Following the 24-Hour Movement Guidelines is associated with these health benefits:

- a lower risk of mortality, cardiovascular disease, hypertension, type 2 diabetes, several cancers, depression, dementia, weight gain, adverse blood lipid profile; and
- improved bone health, cognition, quality of life and physical function.

The benefits of following these Guidelines far exceed potential harms. Following these Guidelines may be challenging at times; progressing towards any of the Guideline targets will result in some health benefits.

These 24-Hour Movement Guidelines were informed by the best available evidence, expert consensus, stakeholder consultation, and consideration of values and preferences, applicability, feasibility, and equity. A glossary and more details on the Guidelines, the background research, their interpretation, guidance on how to achieve them, and recommendations for further research and surveillance are available at <https://csep.ca/guidelines>.



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65 years or older

CANADIAN 24-HOUR MOVEMENT GUIDELINES

FOR ADULTS 65 YEARS OR OLDER:

An Integration of Physical Activity, Sedentary Behaviour, and Sleep

PREAMBLE

This document is intended for use by policy makers, health professionals, and researchers, and it may be useful to interested members of the public.

These 24-Hour Movement Guidelines are relevant to adults aged 65 years or older, irrespective of gender, cultural background, or socio-economic status. These Guidelines may not be appropriate for adults aged 65 years or older living with a disability or a medical condition; these individuals should consider consulting the *Get Active Questionnaire*, disability/condition-specific recommendations, or a health professional for guidance.

Adults aged 65 years or older should participate in a range of physical activities (e.g., weight bearing/non-weight bearing, sport and recreation) in a variety of environments (e.g., home/work/community; indoors/outdoors; land/water) and contexts (e.g., leisure, transportation, occupation, household) across all seasons. Adults aged 65 years or older should limit long periods of sedentary behaviours and should practice healthy sleep hygiene (routines, behaviours, and environments conducive to sleeping well).

Following the 24-Hour Movement Guidelines is associated with these health benefits:

- a lower risk of mortality, cardiovascular disease, hypertension, type 2 diabetes, several cancers, anxiety, depression, dementia, weight gain, adverse blood lipid profile, falls and fall-related injuries; and
- improved bone health, cognition, quality of life and physical function.

The benefits of following these Guidelines far exceed potential harms. Following these Guidelines may be challenging at times; progressing towards any of the Guideline targets will result in some health benefits.

These 24-Hour Movement Guidelines were informed by the best available evidence, expert consensus, stakeholder consultation, and consideration of values and preferences, applicability, feasibility, and equity. A glossary and more details on the Guidelines, the background research, their interpretation, guidance on how to achieve them, and recommendations for further research and surveillance are available at <https://csep.ca/guidelines>.



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Key Messages

1 Canada's 24-Hour Movement Guidelines for Adults offer clear direction on what a healthy 24 hours looks like for Canadian adults aged 18-64 years and 65 years or older.

- a. These guidelines are unique because they don't just focus on a single movement behaviour, but instead look at how all these integrate together. This is the first time there are recommendations on various types of physical activity woven together with guidance on sedentary and sleep behaviours for these age groups.

2 Following the Canadian 24-Hour Movement Guidelines for Adults can help you make your whole day matter. The guidelines focus on three core recommendations, but it is important to note that all types of movement matter, and a balance is required for best health.

- a. **Move More:** Add movement throughout your day, including a variety of types and intensities of physical activity.
- b. **Reduce Sedentary Time:** Limit sedentary time to 8 hours or less per day including no more than 3 hours of recreational screen time and breaking up long periods of sitting where possible.
- c. **Sleep Well:** For those aged 18-64 set yourself up for 7 to 9 hours of good quality sleep on a regular basis, and 7 to 8 hours for those 65+ years. Consistent bed and wake up times are also key.

3 Some activity is better than none! The routine rituals of daily living such as casual neighbourhood walks, gardening, household chores and taking stairs instead of the elevator all contribute towards a healthy 24 hours.

4 New evidence-informed advice for optimizing the timing of movement behaviours suggests that for health benefits Canadians need to:

- remove screens from bedrooms and limit their screen use prior to bedtime;
- adjust their bedtime to allow for the recommended hours of sleep, and;
- move when it suits them.

Newsletter/Email Content

Canada's first **24-Hour Movement Guidelines for Adults** were released on October 15, 2020. Developed in partnership with the Canadian Society for Exercise Physiology, Public Health Agency of Canada, Queen's University and ParticipACTION, these guidelines integrate recommendations for physical activity, sedentary behaviour and sleep. Learn more at csepguidelines.ca



Social Media Posts and Graphics

We have prepared a series of social media posts along with associated graphics and suggested hashtags and links. These messages may be used on any social media platform. Please tag guideline partners (CSEP, ParticipACTION, Queen's University, Public Health Agency of Canada) where space allows.

**Participaction**
September 6 at 10:19 AM 

The Canadian 24-Hour Movement Guidelines for Adults integrate physical activity, sedentary behaviour and sleep. Following the guidelines can help you obtain health benefits and live your best life! Learn more at csepguidelines.ca [#24HourGuidelines](https://csepguidelines.ca)



Make your whole day matter.

Move More. Reduce Sedentary Time. Sleep Well.

 21

13 Shares

Sample of Facebook post

Social Media Posts and Graphics

SHAREABLE IMAGE

ACCOMPANYING COPY

**Make your
whole day
matter.**



Move More. Reduce Sedentary Time. Sleep Well.

The Canadian 24-Hour Movement Guidelines for Adults integrate physical activity, sedentary behaviour and sleep. Following the guidelines can help you obtain health benefits and live your best life! Learn more at csepguidelines.ca **#24HourGuidelines #WholeDayMatters**

**Make your
whole day
matter.**



Move More. Reduce Sedentary Time. Sleep Well.

Looking to make the most of your golden years? While aging can slow us down, it doesn't have to. Following the Canadian 24-Hour Movement Guidelines for Adults (65+ years) can help you stay strong, mentally fit and independent. Learn more: csepguidelines.ca **#24HourGuidelines**

**MOVE
MORE**



Make your whole day matter.

Some is better than none! Make your whole day matter by removing screens from bedrooms and limiting screen use prior to bed, by adjusting your bedtime so that you sleep the recommended amount and by moving when it suits you. csepguidelines.ca **#24HourGuidelines**

Social Media Posts and Graphics

SHAREABLE IMAGE

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Do you know how much sedentary time is too much? Check out the Canadian 24-Hour Movement Guidelines for Adults to find out. csepguidelines.ca **#24HourGuidelines** **#WholeDayMatters**



Are you getting enough sleep? Check out the Canadian 24-Hour Movement Guidelines for Adults to find out. csepguidelines.ca **#24HourGuidelines** **#WholeDayMatters**

Poster

Download and share on your website, in an email, or print and display in public spaces to educate adults on the recommended guidelines for physical activity, sedentary behaviour and sleep.

Following the Canadian 24-Hour Movement Guidelines for Adults can help you obtain health benefits and live your best life.



Make your whole day matter.



MOVE MORE

Add movement throughout your day, including a variety of types and intensities of physical activity and muscle strengthening activities.



REDUCE SEDENTARY TIME

Limit recreational screen time and break up sedentary time often.



SLEEP WELL

Set yourself up for good-quality sleep on a regular basis, with consistent bed and wake-up times.

Learn more at csepguidelines.ca



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Infographics

Download the infographics and share them with your networks throughout the year to help disseminate key messages from the guidelines.

Make your whole day matter

The Canadian 24-Hour Movement Guidelines for Adults (18-64 years) integrate recommendations for physical activity, sedentary behaviour and sleep. Following the guidelines can help you achieve health benefits and live your best life.



MOVE MORE

Add movement throughout your day, including a variety of types and intensities of physical activity:



At least 150 minutes of moderate to vigorous physical activity per week



Muscle strengthening activities at least twice a week



Several hours of light physical activity, including standing



Tips to make your whole day matter



The Canadian 24-Hour Movement Guidelines for Adults show what a healthy 24 hours looks like when it comes to physical activity, sedentary behaviours and sleep. The Guidelines focus on three core recommendations: **move more, reduce sedentary time, and sleep well.**

To optimize the timing of these movement behaviours, experts suggest you:

- Move when it suits you
- Remove screens from bedrooms and limit screen use prior to bedtime
- Adjust your bedtime to allow for the recommended hours of sleep

TRY THESE SIMPLE TIPS TO GET STARTED



Take movement breaks throughout the day, including standing and stretching.



If you get up early to exercise, try to go to bed early so that you're getting the recommended hours of sleep each night. The key is to make sure your active time doesn't disrupt your sleep.



Avoid responding to work emails, scrolling through social media or watching shows on screens prior to bed.



Maintain consistent bed and wake-up times throughout the entire week, including on weekends.

To learn more about the 24-Hour Movement Guidelines for all age groups, visit csepguidelines.ca.



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for all age groups, visit csepguidelines.ca



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