

# Canadian 24-Hour Movement Guidelines for Adults Communications Toolkit



## About the Guidelines

Canada's first ever 24-Hour Movement Guidelines for Adults, released on October 15, 2020, offer clear direction on what a healthy 24 hours looks like for Canadian adults. 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 for adults 18-64 years and 65+ years. To learn more about the guidelines, visit:

[24-Hour Movement Guidelines for Adults \(18-64 years\)](#)

[24-Hour Movement Guidelines for Adults \(65+\)](#)

## Promoting the Guidelines

ParticipACTION has prepared a series of three infographics as well as several social media posts for you to help promote and communicate the guidelines to your networks. When sharing the social media posts please be sure to follow ParticipACTION on Facebook and Twitter!

## 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 new Canadian 24-Hour Movement Guidelines for Adults integrate recommendations for physical activity, sedentary behaviour and sleep.

Following the guidelines can help you obtain health benefits and live your best life!

**Move More**

Perform a variety of types and intensities of physical activity throughout your day.

**49.4%** of adults over the age of 18 years in Newfoundland and Labrador report getting the recommended 150 minutes of physical activity per week.

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**Make your whole day matter.**

The new Canadian 24-Hour Movement Guidelines for Adults integrate recommendations for physical activity, sedentary behaviour and sleep.

Following the guidelines can help you obtain health benefits and live your best life!

**Reduce Sedentary Time**

Limit sedentary time to 8 hours or less.

**How are Canadians doing?**

64.5% of adults 18 to 79 years report that they get at least 8 hours of sleep per night.

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**Make your whole day matter.**

The new Canadian 24-Hour Movement Guidelines for Adults integrate recommendations for physical activity, sedentary behaviour and sleep.

Following the guidelines can help you obtain health benefits and live your best life!

**Sleep Well**

Get 7-9 hours of sleep per night.

**64.5%** of adults 18 to 79 years report that they get at least 8 hours of sleep per night.

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[Download Move More Infographic](#)  
[Download Reduce Sedentary Time Infographic](#)

[Download Sleep Well Infographic](#)

## Social Media Posts and Graphics

*Images for Social Media (Click "Download" to save the full version)*

### Post # 1



[Download Infographic](#)

### Facebook

Make your whole day matter by moving more, reducing sedentary time and sleeping well! According to the new Canadian #24HourGuidelines for Adults, adults 18-64 as well as 65+ should perform a variety of types and intensities of physical activity throughout their day. This includes:

- 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
- Physical activities that challenge balance (65+ years)

For more information on the guidelines, check out this infographic! #WholeDayMatters

### Twitter

Make your whole day matter by moving more, reducing sedentary time and sleeping well! According to the new Canadian #24HourGuidelines, adults should perform various types of physical activity throughout the day. For more information, check out this infographic!

### Post #2

## Make your whole day matter.

The new **Canadian 24-Hour Movement Guidelines for Adults** integrate recommendations for **physical activity, sedentary behaviour and sleep.**

Following the guidelines can help you obtain health benefits and live your best life!

**Reduce Sedentary Time**

Limit sedentary time to 8 hours or less:

- 30 minutes of recreational screen time per day
- Break up long periods of sitting as often as possible

**How are Canadians doing?**

Only 11% of 18 to 79 year olds are meeting the guideline of 8 hours or less of sedentary time per day.

3.6HR per day

**Tips to Reduce Sedentary Time**

- Take five-minute stand-up or stretching breaks throughout the day, including ones you do while in a chair or while working.
- Get up often from your chair to do house-like tasks and other chores.
- Choose to stand at work or at the grocery store, while waiting in line, or while talking on the phone.

For more information, visit [participACTION.com](http://participACTION.com)

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### [Download Infographic](#)

### Facebook

Make your whole day matter by moving more, reducing sedentary time and sleeping well! The new Canadian #24HourGuidelines for Adults states that adults 18-64 and 65+ should limit their sedentary time to 8 hours or less per day. This includes no more than 3 hours of recreational screen time per day and breaking up long periods of sitting as often as possible! For more information on the guidelines, check out this infographic! #WholeDayMatters

### Twitter

The new Canadian #24HourGuidelines for Adults states that adults 18-64 and 65+ should limit their sedentary time to 8 hours or less per day. This includes no more than 3 hours of recreational screen time per day. For more information, check out this infographic!

### Post #3

## Make your whole day matter.

The new **Canadian 24-Hour Movement Guidelines for Adults** integrate recommendations for **physical activity, sedentary behaviour and sleep.**

Following the guidelines can help you obtain health benefits and live your best life!

**Sleep Well**

Get your sleep up to 7 to 9 hours (8.5 hours for 18 to 79 year olds) of good quality sleep (no naps or daytime dozing) for a better life!

**How are Canadians doing?**

64.5% of adults 18 to 79 year olds meet the sleep duration recommendations.

**Tips For Better Sleep**

- Go to bed and rise at the same time every day, even on weekends.
- Use a regular bedtime routine to help you fall asleep.
- Avoid alcohol, caffeine, and other stimulants before bed.

For more information, visit [participACTION.com](http://participACTION.com)

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[Download Infographic](#)

## Facebook

Make your whole day matter by moving more, reducing sedentary time and sleeping well! The new Canadian #24HourGuidelines for Adults recommend that you set yourself up for 7 to 9 hours (18-64 years) or 7 to 8 hours (65+ years) of good quality sleep on a regular basis with consistent bed and wake-up times. For more information on the guidelines, check out this infographic! #WholeDayMatters

## Twitter

The new Canadian #24HourGuidelines for Adults recommend that you set yourself up for 7 to 9 hours (18-64 years) or 7 to 8 hours (65+ years) of good quality sleep on a regular basis with consistent bed and wake-up times. For more information, check out this infographic!

## Post #4 Move More

### Facebook



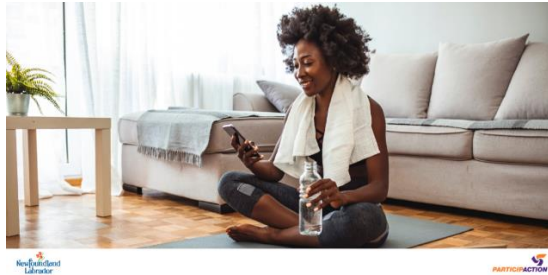
[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to make your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! When it comes to Moving More, **49.4%** of adults over the age of 18 years in Newfoundland and Labrador report getting the recommended 150 minutes of physical activity per week! [Learn More](#) #WholeDayMatters

Here are some great tips to keep it up:

- Aim for various types and intensities – everything from household chores to walking a dog count
- Add physical activity to routine tasks – dance while brushing your teeth, pace while talking on the phone
- Look for opportunities to walk or cycle whenever possible – park further away and take the stairs or ramp

## Twitter



[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to make your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! In Moving More, 49.4% of adults over the age of 18 years in #NL get the recommended 150 mins of physical activity per week!

[Learn more](#)

## Post #5 Reduce Sedentary Time

### Facebook



[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to make your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! When it comes to Reducing Sedentary Time, Canadian adults 18 to 79 years are sedentary for **9.6 hours per day**, excluding sleep time, and spend **3.6 hours on an average day** in a seated or reclined position watching television or spending time on a computer, tablet or other hand-held electronic devices.

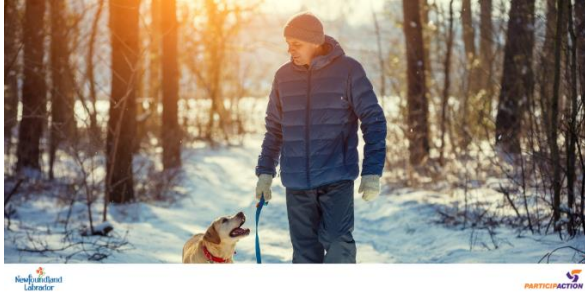
[Learn more](#) #WholeDayMatters

Here are some great tips on how to reduce sedentary time:

- Take frequent standing or stretching breaks throughout the day, including when watching TV or during work meetings
- Designate screen-free zones in the house like bedrooms and at the dinner table

- Choose active transportation (e.g., walking, cycling, wheeling), rather than driving

## Twitter



[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to make your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! In Reducing Sedentary Time, adults 18 to 79 years are sedentary for 9.6 hours per day, excluding sleep time. [Learn More](#)

## Post #6 Sleep Well

### Facebook



[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to making your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! When it comes to Sleeping Well, **64.5%** of Canadian adults 18 to 79 years meet the sleep duration recommendations. In terms of quality of sleep, **43% of men** and **55% of women** aged 18-64 years report having trouble going to sleep or staying asleep "sometimes/most of the time/all of the time." [Learn More](#)

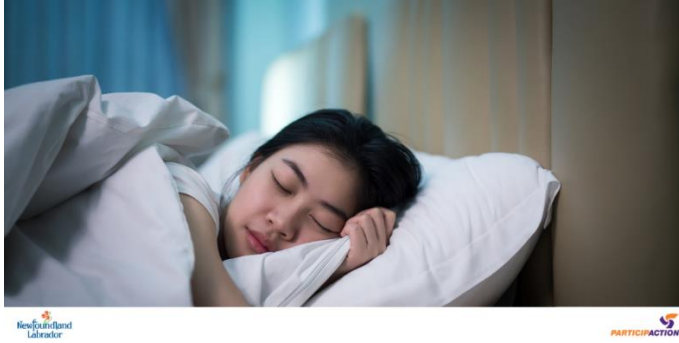
#WholeDayMatters

Below are some great tips for better sleep:

- Create a conducive sleep environment – your bedroom should be dark, quiet, comfortable, and cool

- Develop a relaxing, screen-free routine before bedtime – take a bath, listen to music, read, and stretch
- Avoid alcohol, caffeine, and spicy foods before bed

## Twitter



[Download Image](#)

The Canadian #24HourGuidelines for Adults include three key pillars to making your whole day matter: Move More, Reduce Sedentary Time and Sleep Well! In Sleeping Well, 64.5% of adults 18 to 79 years meet the sleep duration recommendations. [Learn More](#)