

Moving toward a Better Normal



2021 ParticipACTION Report Card on Physical Activity for Adults

The ParticipACTION Report Card on Physical Activity for Adults is the most comprehensive summary and assessment of adult physical activity in Canada. It assigns letter grades to 18 different indicators grouped into four categories:

1. Daily Behaviours
2. Individual Characteristics
3. Spaces, Places & Cultural Norms
4. Strategies & Investments

Beyond the grades and evidence, this year's Report Card looks at the impact COVID-19 has had on our physical activity levels and highlights how Canada faces a physical inactivity crisis deepened by the pandemic.

Visit <https://www.participaction.com/en-ca/resources/adult-report-card> to download the 2021 ParticipACTION Report Card.

Communications toolkit

ParticipACTION has prepared several social media posts and newsletter copy to make it easy for you to communicate the key findings and messages from the Report Card to your network. Below you will find some messaging to help you generate discussion around the Report Card.

Use the prepared messages, write your own or repost our posts. Be sure to also follow us on [Facebook](#), [Twitter](#) and [Instagram](#)!

**Additional tools and resources such as direct links to COVID-19 studies, videos, a slide deck and an infographic will be available in the [Tools and Resources section](#) at <https://www.participaction.com/en-ca/resources/adult-report-card> upon launch.*

Moving toward a Better Normal



Suggested tags and links

Use @ParticipACTION and the hashtag #AdultReportCard along with the link <https://bit.ly/332XTB1> to share the Report Card on November 30, 2021. We'll also post articles about it on our [blog](#) that we encourage you to share with your networks.

Suggested social media messages

Pre-launch social media message

The research is in! On November 30, find out if #CanadianAdults made the grade in the ParticipACTION Report Card on Physical Activity for Adults. #AdultReportCard

Launch social media messages: Announcing report card release (Tues., Nov. 30, 2021 & onward)

1. The ParticipACTION Report Card on Physical Activity for Adults, released today, highlights the impact COVID-19 has had on physical activity levels & how the pandemic has deepened the physical inactivity crisis in Canada. Learn more: <https://bit.ly/332XTB1> #AdultReportCard
2. Did you know that less than half of adults in Canada are meeting national physical activity guidelines? Time to move more for improved physical and mental health! Find out more: <https://bit.ly/3d69aqQ> #AdultReportCard
3. Spread the word! The new @ParticipACTION Report Card highlights which areas adults in Canada can focus on to improve their physical activity levels. Check out the infographic today: <https://bit.ly/4d69aqQ> #AdultReportCard
4. Did you know only 7% of adults in Canada use active travel like walking or cycling to get to work? @ParticipACTION Report Card assigns an F in this area. Active transportation offers fitness benefits & helps control diabetes. Learn more: <https://bit.ly/5d69aqQ> #AdultReportCard

Moving toward a Better Normal



5. 56% of adults in Canada do at least 3 hours a day of light physical activity like walking or chores, so @ParticipACTION Report Card assigns a C+ to them. Movement of all intensities in a 24-hour period matters for our health. Learn more: <https://bit.ly/6d69aqQ> #AdultReportCard
6. With just 12% of adults in Canada meeting total daily sedentary behaviour guidelines, @ParticipACTION Report Card assigns an F in this area. Reducing sedentary time may lower your risk of type 2 diabetes & some cancers. Find out more: <https://bit.ly/7d69aqQ> #AdultReportCard

Newsletter blurb

Headline: It's back! ParticipACTION releases the 2nd edition of the Report Card on Physical Activity for Adults

Body copy:

This year's Report Card looks at the impact COVID-19 has had on our physical activity levels and highlights how Canada faces a physical inactivity crisis deepened by the pandemic.

Public health guidelines meant park playdates, fitness classes and other once accessible ways to stay active either fell to the bottom of our priority lists or were no longer available. So, it's no surprise that **adults earned an "F" grade in sedentary behaviours and active transportation** this year.

The health of Canadians is directly linked to their social and mental well-being, sense of belonging and inclusion, and ability to be productive and feel part of a community. These can all be positively impacted just by being active. **That's why everyone living in Canada needs to make physical activity a regular part of their everyday lives!**

Find out more at <https://www.participaction.com/en-ca/resources/adult-report-card>

Moving toward a Better Normal

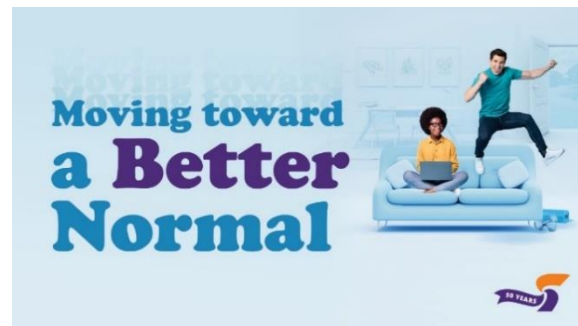


Images for social media (click each image to download)

Twitter



Pre-launch social media message image



Social media messages 1 & 2 image



Social media message 3 image



Social media message 4 image



Social media message 5 image

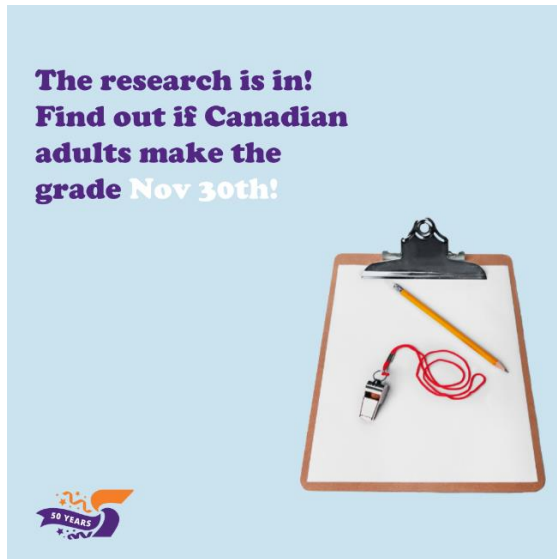


Social media message 6 image

Moving toward a Better Normal



Instagram



Pre-launch social media message image



Social media messages 1 & 2 image

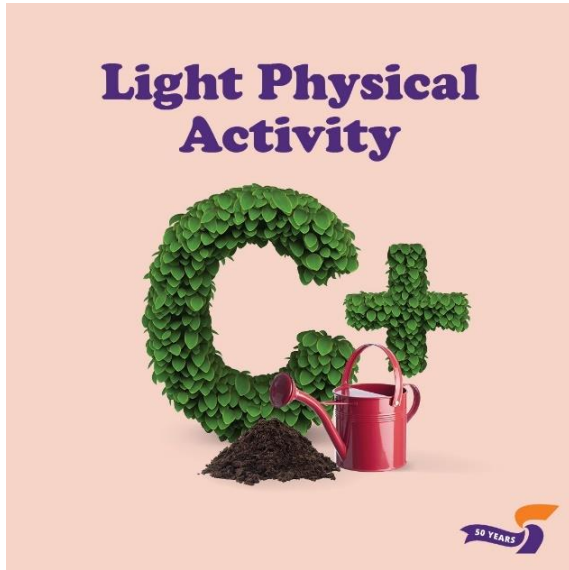


Social media message 3 image

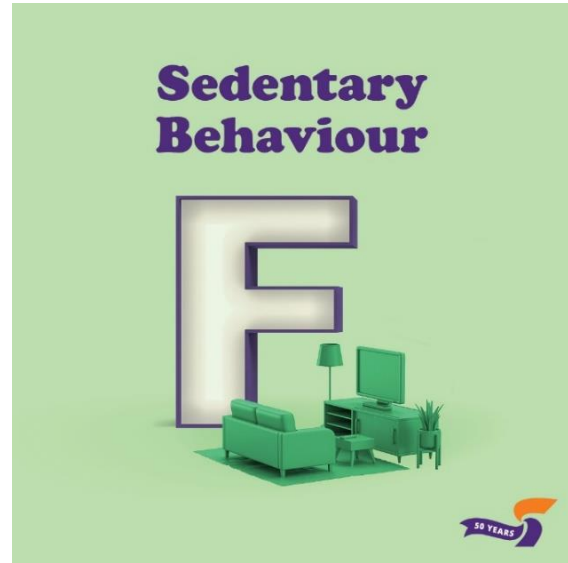


Social media message 4 image

Moving toward a Better Normal



Social media message 5 image



Social media message 6 image

Facebook



Pre-launch social media message image



Social media messages 1 & 2 image

Moving toward a Better Normal



Social media message 3 image



Social media message 4 image



Social media message 5 image



Social media message 6 image