Nova Scotia Health Promotion

Presentations by
Farida Gabbani
Physical Activity, Sport and Recreation program area
and
Michelle Amero
Healthy Eating program area
A Nova Scotia Physical Activity Strategy for Children, Youth and Families

Active Kids, Healthy Kids
Purpose of AKHK

The long-term goal of the Active Kids, Healthy Kids Strategy is to increase the number of children and youth who accumulate at least 60 minutes of moderate to higher-intensity physical activity on a daily basis by 10% points by 2010.
Objectively Measured* Physical Activity
Levels of Nova Scotia Children and Youth**
Campagna et al - 2001

% that accumulated 60 min mod-vigorous physical activity (MVPA) 5 days/week
# Grade 3, 7, 11 Weight Classifications in NS (%)
PACY Study  Campagna et al – 2001 (U.S. Center for Disease Control criteria)

<table>
<thead>
<tr>
<th>Gender/Grade</th>
<th>Healthy Weight</th>
<th>At Risk for Overweight</th>
<th>Over-weight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grade 3</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=289)</td>
<td>63.0</td>
<td>17.6</td>
<td>19.4</td>
</tr>
<tr>
<td>Female (n=287)</td>
<td>55.7</td>
<td>24.4</td>
<td>19.9</td>
</tr>
<tr>
<td>Total (n=576)</td>
<td>59.4</td>
<td>21.0</td>
<td>19.6</td>
</tr>
<tr>
<td><strong>Grade 7</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=275)</td>
<td>65.8</td>
<td>15.3</td>
<td>18.9</td>
</tr>
<tr>
<td>Female (n=283)</td>
<td>57.6</td>
<td>21.6</td>
<td>20.8</td>
</tr>
<tr>
<td>Total (n=558)</td>
<td>61.6</td>
<td>18.5</td>
<td>19.9</td>
</tr>
<tr>
<td><strong>Grade 11</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=231)</td>
<td>66.7</td>
<td>16.5</td>
<td>16.9</td>
</tr>
<tr>
<td>Female (n=292)</td>
<td>75.0</td>
<td>17.5</td>
<td>7.2</td>
</tr>
<tr>
<td>Total (n=523)</td>
<td>71.3</td>
<td>17.0</td>
<td>11.5</td>
</tr>
</tbody>
</table>
How much physical activity?

Children and youth should accumulate at least 90 minutes of physical activity per day and decrease by at least 90 minutes per day the amount of time spent on non-active activities (videos, computer, etc).

Public Health Agency of Canada
How much physical activity?

- Combination of **moderate and vigorous activity** (e.g. brisk walking versus running)

- Inactive: ↑ *Increase* the amount of time they *currently* spend being physically active by at least 30 minutes *more* per day and ↓ *decrease* screen time by at least 30 minutes per day.

- Inactive: Accumulate this increase in periods of at least 5 to 10 minutes.
Sources of Physical Activity for Children & Youth

- Physical Education
- School Break
- Extra-curricular Activities (Organized / Structured)
- Active Travel
- Leisure Time (Spontaneous)
- Incidental Activity
Top physical activities among school-age children

- Bicycling
- Swimming
- Swings, slides, teeter-totters
- Walking
- Tobogganing, winter play
- Skating
- Soccer
- In-line skating
- Running or jogging
- Basketball

Canadian Fitness and Lifestyle Research Institute 2001
Top physical activities among teens

Canadian Fitness and Lifestyle Research Institute 2001
What children tend to be inactive?

- **Females** *(e.g. 1:30 in high school phys ed)*
- **Teens 15-18**
- **From low-income households**
- **Aboriginals** *(refer to Type 2 diabetes)*
- **Children with disabilities** *(mental, social, physical, etc)*
- **Ethnic Groups ?**
- **Rural vs. Suburban vs. Urban ?**
## Perceived Barriers of C/Y In NS

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Grade 3 %</th>
<th></th>
<th>Grade 7 % (1)</th>
<th></th>
<th>Grade 11 % (1)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Too expensive</td>
<td>22</td>
<td>27</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Too far away</td>
<td>14</td>
<td>12</td>
<td>15</td>
<td>17</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>No equipment</td>
<td>11</td>
<td>11</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>No one to go with</td>
<td>10</td>
<td>10</td>
<td>15</td>
<td>26</td>
<td>18</td>
<td>27</td>
</tr>
<tr>
<td>No place</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Bad weather</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td>15</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Too much schoolwork</td>
<td>9</td>
<td>12</td>
<td>22</td>
<td>31</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>Sick/injured</td>
<td>5</td>
<td>6</td>
<td>19</td>
<td>14</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Job prevents me</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>19</td>
<td>23</td>
</tr>
</tbody>
</table>

*Health Promotion*

*Nova Scotia’s PACY Study, Campagna et al – 2001*
Role Models
Top 5 Responses

Who encourages you to be Active?

**Grade 3**
- Physical education teacher 91.5%
- Mother 90.6%
- Friends 84.6%
- Father 84.2%
- Brother 49.7%

**Grade 7**
- Mother 82.8%
- Father 68.6%
- Friend 41.2%
- Physical education teacher 37.9%
- Brother 19.6%

**Grade 11**
- Mother 66.0%
- Friends 59.1%
- Father 54.7%
- Physical education teacher 29.2%
- Brother 21.3%

*Nova Scoita’s PACY Study, Campagna et al – 2001*
Equipment used at home
Top 5 Responses

Grade 3 (Yes response)
- Bicycle 81%
- Balls 69
- Skipping rope 42
- Roller blades 39
- Basketball hoop 33

Grade 7 (Used often/Very often response)
- Bicycle 56%
- Balls 51
- Basketball hoop 35
- Hockey net 26
- Roller blades 23

Grade 11 (Used often/Very often response)
- Balls 43%
- Basketball hoops 27
- Bicycle 24
- Hockey net 19
- Roller blades 13

Nova Scoita’s PACY Study, Campagna et al – 2001
## Use of facilities or locations in a week

### Top 5 Responses

<table>
<thead>
<tr>
<th>Grade</th>
<th>Facilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grade 3 (Yes response)</strong></td>
<td>Playground</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>Swimming pool</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>Trails</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>Outdoor swimming area</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Soccer field</td>
<td>35</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Facilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grade 7 (Used often/Very often response)</strong></td>
<td>Outdoor swimming area</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>Swimming pool</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Soccer field</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>Trails</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Arena</td>
<td>27</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Facilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grade 11 (Used often/Very often response)</strong></td>
<td>Outdoor swimming area</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Trails</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Soccer field</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Arena</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Swimming pool</td>
<td>18</td>
</tr>
</tbody>
</table>

*Nova Scoita’s PACY Study, Campagna et al – 2001*
Walk to school (good weather)

- Grade 3: 25%
- Grade 7: 19%
- Grade 11: 19%

Nova Scotia’s PACY Study, Campagna et al – 2001
6 Components of AKHK

- Policy and Planning
- Active Communities
- Active School Communities
- Active Community Environments
- Public Education
- Research-Evaluation
Policy and Planning

- Dedicated staff time (+ Steering Committee. early stage)
- Policy and funding
- Knowledge dissemination
- Early Childhood Development
- Community Access to Schools (Education)
- Time to Learn Strategy (Education)
- Training and networking (conferences)

Health Promotion
Active Communities

• Regional action plans and committees (sport, rec., education, health sectors) e.g. www.activehalifax.ca

• Training for youth inclusion

• Certify 15 – 17-year-olds as fitness leaders

• Everybody Gets to Play (re: barriers in low socio-economic demographic)
Active School Communities

• A pilot site in each school board (8) with committees, 3 year plan and in some cases, staff e.g., www.justliveit.ca
• Partnerships between school, health, municipality and others
• Areas of emphasis
  • Curriculum
  • During and after school
  • Physical environments
  • Awareness (students, staff, parents)
Active Community Environments

- Provincial Go For Green
- Active Safe Routes to School
- Pathways for People Tour
- Pathways for People Active Transportation Framework
- Atlantic Conference on Active Transportation
- Initiatives
  - Trail development and promotion (www.trails.gov.ns.ca)
  - Promote outdoor winter activity (www.TakeTheRoofOffWinter.ca)
  - IceDreams - backyard/neighborhood rinks (www.icedreams.ca)
  - Skateboarding
  - Commuter challenge (www.commuterchallenge.ca)
Public Education

• Physical Activity Counselling by Health Practitioners (uses the PACE module)

• HeartSmart™ Physical Activity Basics – an active living course to help parents learn about healthy, active living to share with their families. (Heart and Stroke Foundation of Nova Scotia and Recreation Nova Scotia)
Research-Evaluation

- Full strategy evaluation
- Physical Activity Levels of Children and Youth (PACY) Study – 1st 2001, 2nd 2005/06, 3rd 2009/10
- Some individual program evaluations, (e.g. Walk to School, youth fitness leaders, etc)
- Fact sheets from questionnaires
  - Activities, equipment and location
  - Perceived barriers to participation
  - Who influences children / youth?

Health Promotion

NOVA SCOTIA
What’s on the Horizon?
(not components of AKHK)

• Social Marketing for NSHP’s 6 strategic areas – Nancy Hoddinott
• A Provincial Walking Initiative (Heart and Stroke)
• Chronic Disease Prevention Coordinator (provincial) – Kelly Evans
  – CDPS coordinators in each region (9)
• Active Nova Scotia Awards (D.O.E)
• Playgrounds – Increased funding through Recreation Facility Development program of NSHP (D.O.E)
• Equipment Enhancement (D.O.E)
What’s on the Horizon?
(not components of AKHK)

• Healthy Eating and Physical Activity Program
  – Contact: Michelle Amero (NSHP)
  – Following the model from Annapolis Valley Healthy Promoting Schools Project
  – Grants from $345,000 budget

• New Staff of DOE or affiliated
  – Additional Nutritionist (9) to be hired by District Health Auth to implement Healthy Eating NS Strategy and work with schools regarding HE and PA Program
  – Joint School Health Coordinator
  – Active, Healthy Living Consultant (Provincial) (D.O.E)
    • Active, Healthy Living Consultants in each school board – curriculum based
Eligible applicants: not-for-profit orgs, schools, district health authorities & municipalities with a mandate to promote p.a.

Apply 50 % of the total project costs to a max. of $10,000

Year 1 – List on www.gov.ns.ca/ohp/srd
Year 2 – Applications due Sept 30, 2005
Year 3 – Applications due Feb 24, 2006

Regional Reps advise applicants for projects in that region. Provincial projects (or more than 1 region) are handled by Central Office.
Key Partners

Provincial Government Departments: Education, Health, Community Services

Universities: Dalhousie, St. Francis Xavier, Acadia, College of Cape Breton

Cancer Care Nova Scotia
Healthy Eating Nova Scotia

- Released in March 2005
- Vision
- Key settings
- Goals
- Priority Areas
Why these priorities?

- Breastfeeding
- Fruits and Vegetables
- Food Security
- Overweight and Obesity

Health Promotion
Objectives

• Breastfeeding
• Children and Youth
• Fruits and Vegetables
• Food Security
New funding announcements

- Additional Public Health Nutritionists
- Breakfast Programs
- School Food and Nutrition Policy
- Health Promoting Schools
- HENS Coordinating Committee
- Food Security
- Breastfeeding/ BFI supports

Health Promotion