Canadian 24-Hour Movement Guidelines FOR ADULTS

Communications Toolkit
To support the national launch of the new Canadian 24-Hour Movement Guidelines for Adults on October 15, 2020, the Canadian Society for Exercise Physiology, the Public Health Agency of Canada and Queen's University have teamed up with ParticipACTION to develop this Communications Toolkit.

The toolkit is designed to support partners and stakeholders in their efforts to:

A  pre-promote the launch of the Guidelines

B  promote the launch of the Guidelines on October 15th

C  share additional tools and resources with their networks

NOTE: THE 24-HOUR MOVEMENT GUIDELINES FOR ADULTS AND ALL RELATED MATERIAL INCLUDED IN THIS TOOLKIT ARE CONFIDENTIAL UNTIL 7AM (EST) ON OCTOBER 15, 2020. PLEASE DO NOT DISTRIBUTE BEFORE THEN.
Explore the kit to find:

**Guidelines**
- Canadian 24-Hour Movement Guidelines for Adults Aged 18-64 Years
- Canadian 24-Hour Movement Guidelines for Adults Aged 65 Years or Older

**Key Messages**

**Newsletter/Email Content**

**Social Media Posts and Graphics**

**Poster**

**Infographics**
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.

For adults aged 18-64 years:

\[\text{Canadian 24-Hour Movement Guidelines for Adults aged 18-64 years}\]

**Preamble**

This document is intended for use by policy makers, health professionals, and researchers. These guidelines are relevant for adults aged 18-64 years, irrespective of gender, cultural background, or socio-economic status. These guidelines may not be appropriate for adults aged 18-64 years who are pregnant or persons 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 18-64 years 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/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, 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. 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.

For adults aged 65 years or older:

\[\text{Canadian 24-Hour Movement Guidelines for Adults aged 65 years or older}\]

**Preamble**

This document is intended for use by policy makers, health professionals, and researchers. These guidelines are relevant for 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/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
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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.
Key Messages

1. Canada's first ever 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. In a year filled with unprecedented dangers to our mental and physical health, Canadians need to take advantage of the many benefits that come from being active.
   
a. These guidelines arrive at a critical time in the country's overall health. Social distancing measures and economic challenges have fuelled unprecedented physical and mental stress for many Canadians. The recommendations contained within these guidelines for a healthy 24 hours should be an essential foundation for our overall health.
   
b. 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.
PRE-LAUNCH MESSAGE
(to be shared prior to October 15)
Canada’s first 24-Hour Movement Guidelines for Adults will be released 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. Stay tuned for more information.

LAUNCH MESSAGE
(to be shared starting October 15)
Canada’s first 24-Hour Movement Guidelines for Adults were just released! 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
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.

Sample of Facebook post

Launching October 15th, Canada's first-ever 24-Hour Movement Guidelines for Adults integrate recommendations for physical activity, sedentary behaviour and sleep. #24HourGuidelines

Sample of Facebook post

Canada’s first 24-Hour Movement Guidelines for Adults
## Social Media Posts and Graphics

### PRE-LAUNCH CONTENT
(to be shared prior to October 15)

<table>
<thead>
<tr>
<th>SHAREABLE IMAGE</th>
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<tbody>
<tr>
<td><img src="image" alt="Coming Soon..." /></td>
<td>Launching October 15th, Canada’s first-ever 24-Hour Movement Guidelines for Adults integrate recommendations for physical activity, sedentary behaviour and sleep. #24HourGuidelines</td>
</tr>
<tr>
<td></td>
<td>The new Canadian 24-Hour Movement Guidelines for Adults launch October 15 and show what a healthy 24 hours looks like for Canadians aged 18-64 and 65+. #24HourGuidelines</td>
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<td><img src="image1.png" alt="Image" /></td>
<td>Canada’s first 24-Hour Movement Guidelines for Adults were just released. Learn about recommendations for physical activity, sedentary behaviour and sleep: csepguidelines.ca #24HourGuidelines #WholeDayMatters</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>The new 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</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>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</td>
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Some is better than none! Make the most of your whole day by adding different types of movement at various intensity levels, including physical activity, muscle strengthening activities and standing. Check out the new Canadian 24-Hour Movement Guidelines for Adults. csepguidelines.ca #24HourGuidelines #WholeDayMatters

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<td><img src="image1" alt="Move More" /> Make your whole day matter.</td>
<td>Some is better than none! Make the most of your whole day by adding different types of movement at various intensity levels, including physical activity, muscle strengthening activities and standing. Check out the new Canadian 24-Hour Movement Guidelines for Adults. csepguidelines.ca #24HourGuidelines #WholeDayMatters</td>
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<td><img src="image2" alt="Reduce Sedentary Time" /> Make your whole day matter.</td>
<td>Do you know how much sedentary time is too much? Check out the new Canadian 24-Hour Movement Guidelines for Adults to find out. csepguidelines.ca #24HourGuidelines #WholeDayMatters</td>
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<td><img src="image3" alt="Sleep Well" /> Make your whole day matter.</td>
<td>Are you getting enough sleep? Check out the new Canadian 24-Hour Movement Guidelines for Adults to find out. csepguidelines.ca #24HourGuidelines #WholeDayMatters</td>
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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
Infographics

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