



# BUILD YOUR BEST DAY

The use of digital marketing to increase understanding and uptake of the new Canadian 24-Hour Movement Guidelines for Children and Youth

Rebecca Jones, Director of Marketing, ParticipACTION



IF YOU COULD DO ANYTHING YOU  
WANTED FOR ONE DAY, WHAT  
WOULD IT BE?



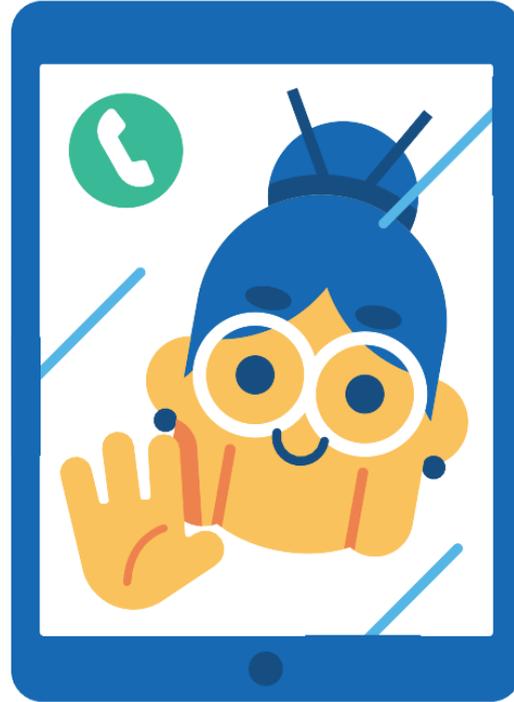
Play golf?



Fly in the sky?



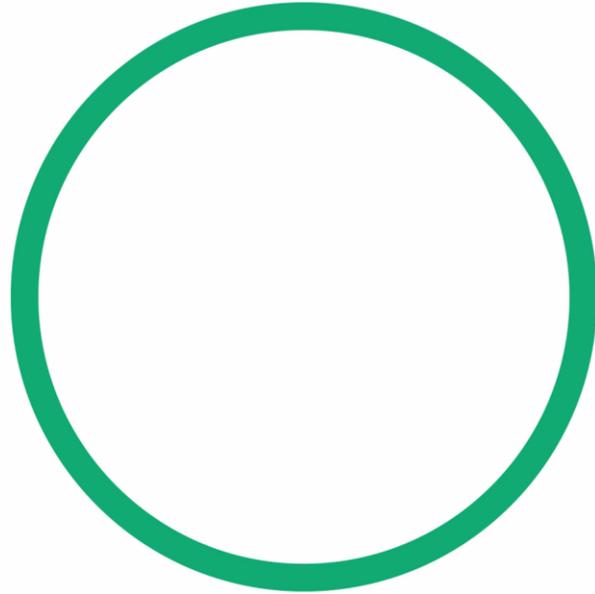
Facetime with Gran?



Run from zombies?



Sumo wrestling?



Sleep in a bed of kittens?



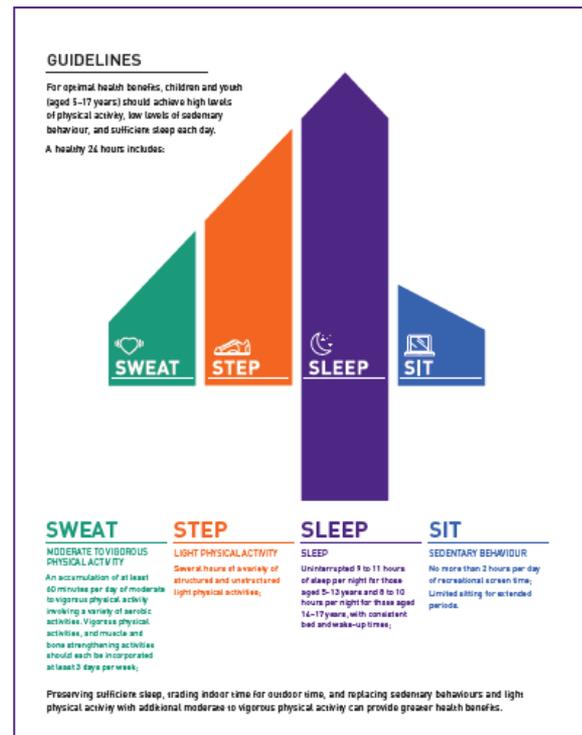


**PARTICIPACTION**

The logo for PARTICIPACTION features a stylized graphic of three curved shapes in purple and orange, resembling a swirl or a flame, positioned above the word "PARTICIPACTION" in a bold, sans-serif font. The word "PARTICIP" is in orange and "ACTION" is in purple.

# Canadian 24-Hour Movement Guidelines

- First released in the 2016 ParticipACTION Report Card on Physical Activity for Children and Youth
- Outline what a healthy 24-hour period looks like for those aged 5-17
- Developed by CHEO-HALO, CSEP, Public Health Agency of Canada, Conference Board of Canada and ParticipACTION



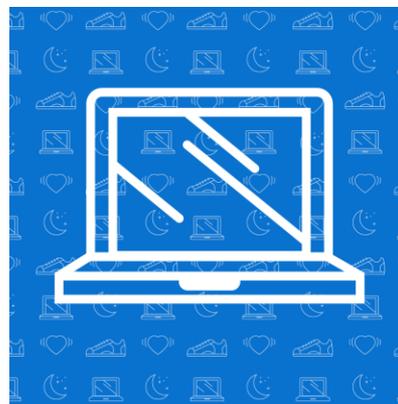
# Canadian 24-Hour Movement Guidelines



**SWEAT** – at least 60 minutes of heart-pumping physical activity per day



**STEP** - several hours of light physical activity per day



**SIT** - no more than 2 hours of recreational screen time per day and limited sitting for extended periods

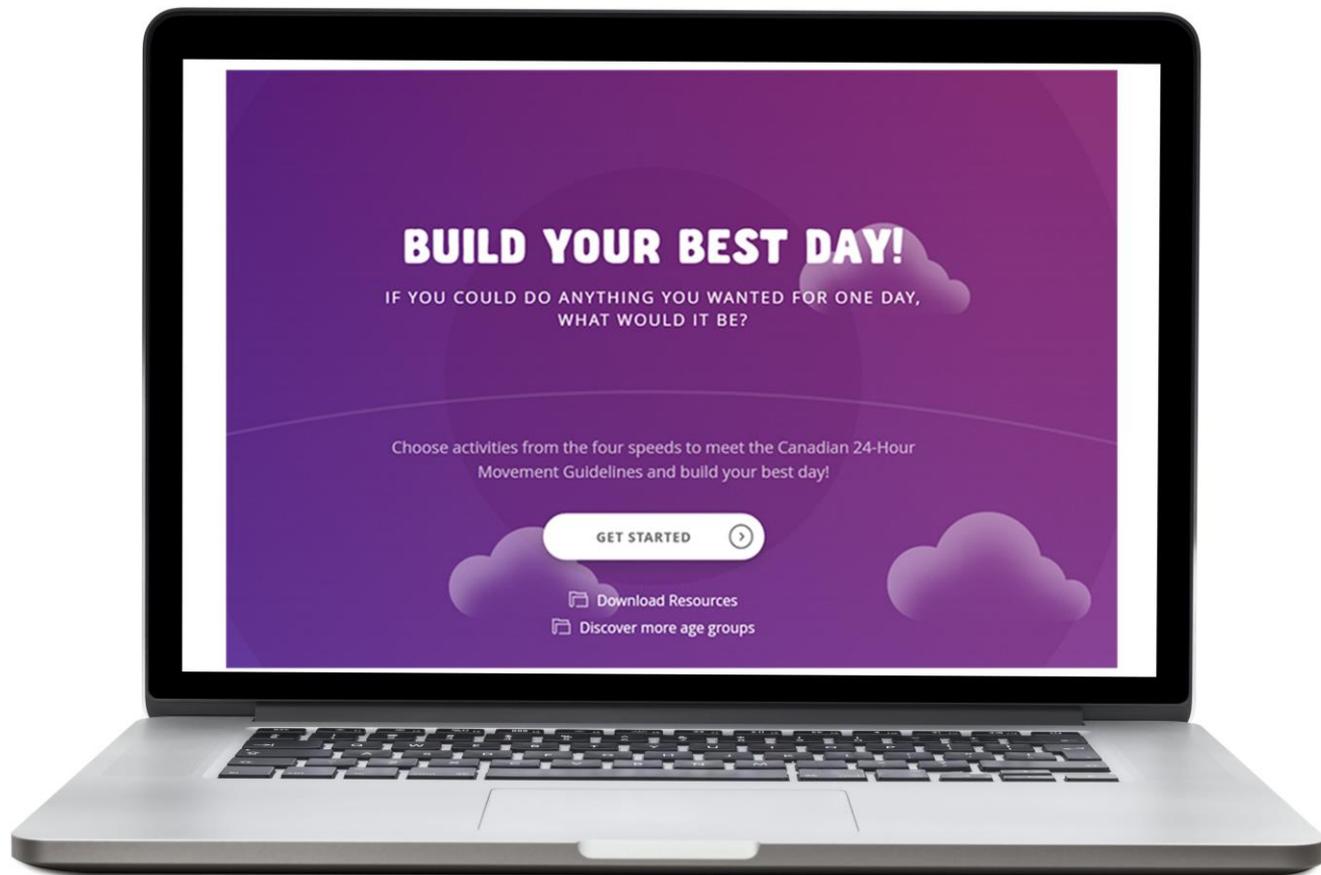


**SLEEP** - 9-11 hours of sleep per night for children aged 5-13 years, and 8-10 hours for those aged 14-17 years

# How are kids measuring up?

**Only 15%** of children and youth in Canada meet all three recommendations within the Canadian 24-Hour Movement Guidelines for Children and Youth

(2014-15 CHMS, Statistics Canada)



# Build Your Best Day

- Interactive educational experience
- Choose activities from the 4 speeds – imaginary and real
- Progress toward an imaginary day is tracked to see if it meets the 24-hour movement guidelines
- Includes tips and “watch outs”



# Build Your Best Day

To make sure your best day meets the Canadian 24-Hour Movement Guidelines, it should include:

 **SWEAT**  
60 minutes of heart-pumping activity.

 **STEP**  
Several hours of light physical activity.

 **SLEEP**  
A good night of uninterrupted sleep.

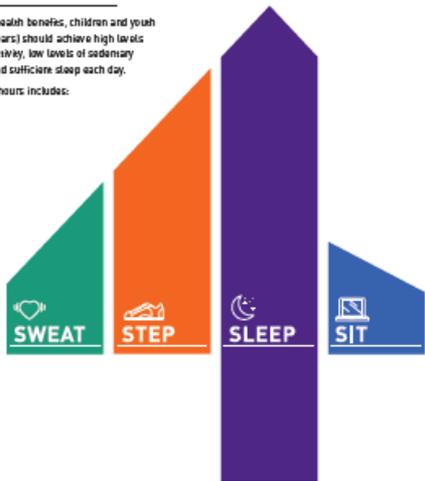
 **SIT**  
No more than 2 hours of screen time and limited sitting for extended periods.



## GUIDELINES

For optimal health benefits, children and youth (aged 5–17 years) should achieve high levels of physical activity, low levels of sedentary behaviour, and sufficient sleep each day.

A healthy 24 hours includes:



### SWEAT

#### MODERATE TO VIGOROUS PHYSICAL ACTIVITY

An accumulation of at least 60 minutes per day of moderate to vigorous physical activity involving a variety of aerobic activities. Vigorous physical activities, and muscle and bone strengthening activities should each be incorporated at least 3 days per week.

### STEP

#### LIGHT PHYSICAL ACTIVITY

Several hours of a variety of structured and unstructured light physical activities.

### SLEEP

#### SLEEP

Uninterrupted 9 to 11 hours of sleep per night for those aged 5–13 years and 8 to 10 hours per night for those aged 14–17 years, with consistent bed and wake-up times.

### SIT

#### SEDENTARY BEHAVIOUR

No more than 2 hours per day of recreational screen time. Limited sitting for extended periods.

Preserving sufficient sleep, trading indoor time for outdoor time, and replacing sedentary behaviours and light physical activity with additional moderate to vigorous physical activity can provide greater health benefits.





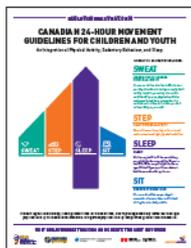
# Promotion

# Stakeholder Engagement

- Targeted network of physical activity organizations and key influencers: authority figures on health topics for both parents and children (teachers, recreation leaders, and public health professional)



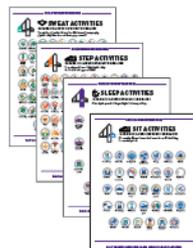
# Tools and Resources



**GUIDELINES**  
Canadian 24-Hour  
Movement Guidelines.



**COLOURING PAGE**  
Kids create their own  
personalized 24-Hour  
Movement Guidelines poster.



**BEST DAY ACTIVITIES  
x4 sheets**  
Need an easy way to  
remember which activities  
go with each speed? These  
posters have them all.



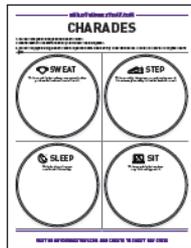
**FAVE 4 ACTIVITY**  
Get kids to think about and  
draw their favourite Best  
Day activities.



**FACT SHEET**  
Facts about the benefits of  
following the 24-Hour  
Movement Guidelines.



**MATCHING GAME**  
Test kids on their 24-Hour  
Movement Guideline  
knowledge by matching  
activities to the speeds  
they belong to.



**CHARADES GAME**  
Get kids up and moving with  
a game of charades based  
on the four speeds.



**PROMO POSTER**  
An easy way to remind  
kids to visit  
BuildYourBestDay.com.



**CERTIFICATE**  
Reward kids for learning  
how to build their Best Day.



**SOCIAL MEDIA ASSETS**  
Help promote  
BuildYourBestDay.com  
on your own channels  
with these fun social  
media assets.

# Communications

## Digital media buy (January – May 2018)

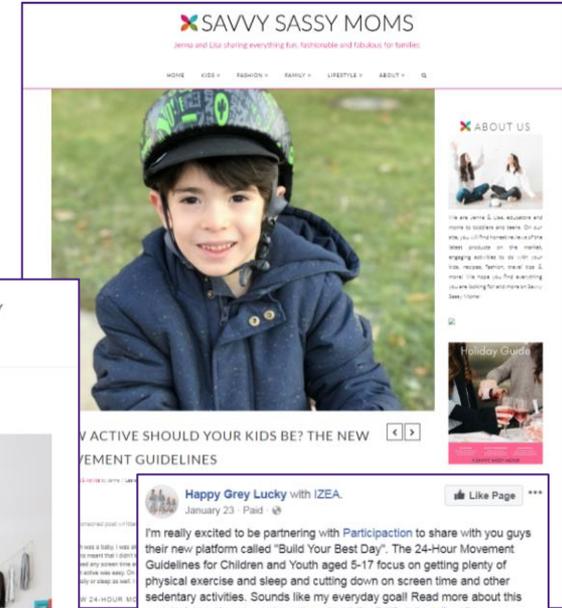
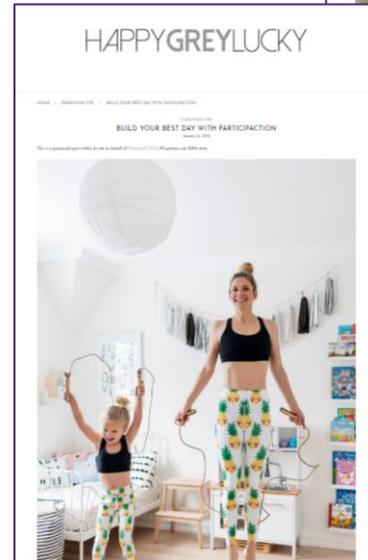
- Targeted 'The Involved Parent' with children aged 5-17
- Display banner ads across relevant websites
- Amplified posts on Facebook and Instagram
- Mobile banners
- Search engine marketing - drive searchers whom qualify themselves as being interested in health, exercise, and physical activity, to learn about the Canadian 24-Hour Movement Guidelines



# Communications

## Digital media buy cont'd

- Influencer-produced content (social and blog posts) test in BC



A background image showing several young men playing soccer on a grassy field. One player in a white jersey is in the center, looking down. To his right, a player in a dark blue jersey is smiling and holding a soccer ball. In the background, a soccer goal net is visible. The scene is brightly lit, suggesting a sunny day.

# Preliminary Results

## Preliminary Results

- Preliminary findings suggest that the Canadian 24-Hour Movement Guidelines for Children and Youth are perceived as more helpful and easier to understand, and intentions to follow the guidelines increased after completing the Build Your Best Day activity.
- The guidelines were perceived as no more or less likeable, overwhelming, easy to implement, or practical after completing the Build Your Best Day activity.
- Participants describe the Build Your Best Day activity as a good awareness and inspiration tool.

## Preliminary Results

*“I think it helped raise my awareness of the guidelines in a fun and interactive way” (Parent, Female, age 38).*

*“[It’s] a fun way to learn how... to do your best day. And it shows you if you did those activities how your best day would be... what you got as your score on the best day” (Youth, Male, 12)*

# Preliminary Results – Website

106,587	77,000	00:06:23	4,010
# of page views	# of users	Ave. time on page	# of toolkit downloads

## Preliminary Results - Recurring Themes

- Preference for integrated guidelines (easy to understand)
- School curriculum and the guidelines
- Creative ways to meet the guidelines (provides ideas)
- Build Your Best Day is a good awareness / inspiration tool
- Some participants wish the suggested activities were more realistic
- BYBD is a better inspiration tool than it is a teaching tool

Thank you.

