WHO IS REGISTERING FOR A FREE PHYSICAL ACTIVITY PASS?

THE GRADE 5 ACT-I-PASS PROGRAM

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WHAT IS THE ACT-I-PASS?

The ACT-i-Pass Program is a community-based health initiative that offers grade 5 children (plus 1 friend or family member) **free** entry to participating service providers for a whole year.

The goal of the program is to improve children's access to physical activity opportunities by reducing the financial barriers to programming.

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WHAT IS REACH?

*'**Reach**' is the percentage and characteristics of the population who participate in a program and/or use a service.*

It is important to know **WHO** is participating in the program, especially those who are most in need. This provides context into who is benefiting from the program, service or intervention.

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WHY WAS THIS EVALUATION NEEDED?

In 2014, about 50% of grade 5 children registered for a pass. However, there were inequities in the program with minimal registrations from some subgroups in the city.

Through this study, we want to learn:

1. If inequities continue to exist in program registrations in 2023.
2. If the program is reaching those who could benefit most from the pass.

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FINDINGS

In 2023, **1,761 children (48%)** registered for the ACT-i-Pass.

School is the main way families heard about the program, followed by **word-of-mouth** & **social media**

We continue to have **higher registration rates** from ***families that recently immigrated*** and ***lone-parent households***

A large number of registrants had parent(s) with ***at least a high school diploma***

There are still **lower registration rates** among families from ***low-income neighbourhoods***

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FUTURE DIRECTIONS

There has been a greater reach of the pass across London. That being said, there needs to be more effort put towards improving the equity of the program, such as:

- Additional subsidies for equipment costs
- Free and discounted transportation
- Partnering with organizations to promote the pass to those in need

Questions?
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