How can we get children in Oxford County more active?

Through a community forum with service providers in Oxford County, we aimed to learn about their experiences running, and recommendations for improving physical activity programs for children in the county.

18 service providers participated

Many children do not meet **the recommended 60 minutes of daily physical activity** to get health benefits.

Organized activities (ex. sports and recreation programs) are the main way children are getting active.

Service provider staff can offer important insights into the resources and ability to offer programs in the community.

When asked about recommendations for children's physical activity programs, service providers said:

DO

Provide free and low-cost activities

"...all programs are included [with the] annual fee of $5, so all drop-in programs are included with the $5 membership."

Grow children's physical activity skillsets

"I have noticed a huge confidence issue... kind of not picking things up that they aren't fantastic at right off the bat."

Offer a variety of sport and non-sport options

"People get bogged down with the traditional programming like soccer, basketball. There's so many other other programs that are out there."

DON'T

Create competition for parents trying to register for activities

"The online system. If you're not timing it properly you [have] a whole whack of people signing up for it."

Forget to remind parents about registered activities

"They sign up for [the program] and by the time it comes, it's very poorly attended because people have forgotten."

Underestimate the importance of informative materials

"I guess just communication and awareness of what it is and the benefits of [the program]. I think there's so much information out there, everything just gets lost."

Questions?
Contact us at playeveryday@uwo.ca