

# Summary of the Kino-Québec program 2005-2008 action priorities

## Kino-Québec objective

**To achieve a 10% increase by 2010 in the number of Quebecers who are sufficiently active to gain health benefits from their leisure or transportation activities.**

The impact of leisure time physical activity, which comprises the majority of Quebecers' total physical activity, is very well documented. We will therefore focus over the next three years on implementing programs and measures promoting leisure time physical activity.

In addition, further research will be conducted to gain a better understanding of the reasons why Quebecers do or do not use active means of transportation such as walking and cycling. This will enable us to better judge the worth of initiatives in this area and propose actions to facilitate the adoption of these means of transportation.

We will focus our actions in two environments—schools and municipalities (families, neighborhoods, communities). We will encourage school and municipal officials to design and promote organizational, physical, and social environments that encourage physical and sports activities and active means of transportation among young people and adults, particularly those with children. We will specifically target school-age children (5 to 17) and their parents.

By 2008, the Kino-Québec network aims to...

- Help ensure that 30% of primary and secondary schools have designed, implemented, and promoted at least one sustainable project<sup>1</sup> as part of their school success plan (for example, to make the school environment more conducive to physical activity);
- Help ensure that 5% of municipalities or boroughs with 25,000 or more residents have adopted an action plan aimed at making the municipal environment more conducive to the adoption and maintenance of a physically active lifestyle.



## A less favorable lifestyle and environment

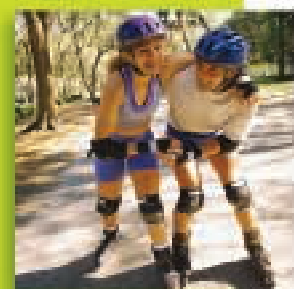
The Government of Québec has clearly established that health is a priority for the coming years, while concluding that the best strategy to improve the health of Quebecers is to invest in prevention, notably by promoting healthy life habits. Ministère de l'Éducation, du Loisir et du Sport is responsible for promoting physical activity under the Kino-Québec program and the government's campaign to promote healthy life habits.

Kino-Québec is a government program managed by Ministère de l'Éducation, du Loisir et du Sport, Ministère de la Santé et des Services sociaux, and the public health branches of the development agencies of local health and social services networks. Its mission consists of "promoting a physically active lifestyle to help improve the well-being of Quebecers." Kino-Québec boasts a dedicated team that fulfills its mission by fostering interdepartmental cooperation and launching awareness and mobilization initiatives through its network of consultants.

Québec society—especially Québec families—has undergone major changes over the past forty years. The workplace has changed and juggling family and professional obligations has become a real struggle for many. Parents work in an increasingly automated environment. Electronic pastimes continue to gain in popularity. Young people and their parents no longer get around mostly on foot. And the number of automobiles on the roads is growing steadily.

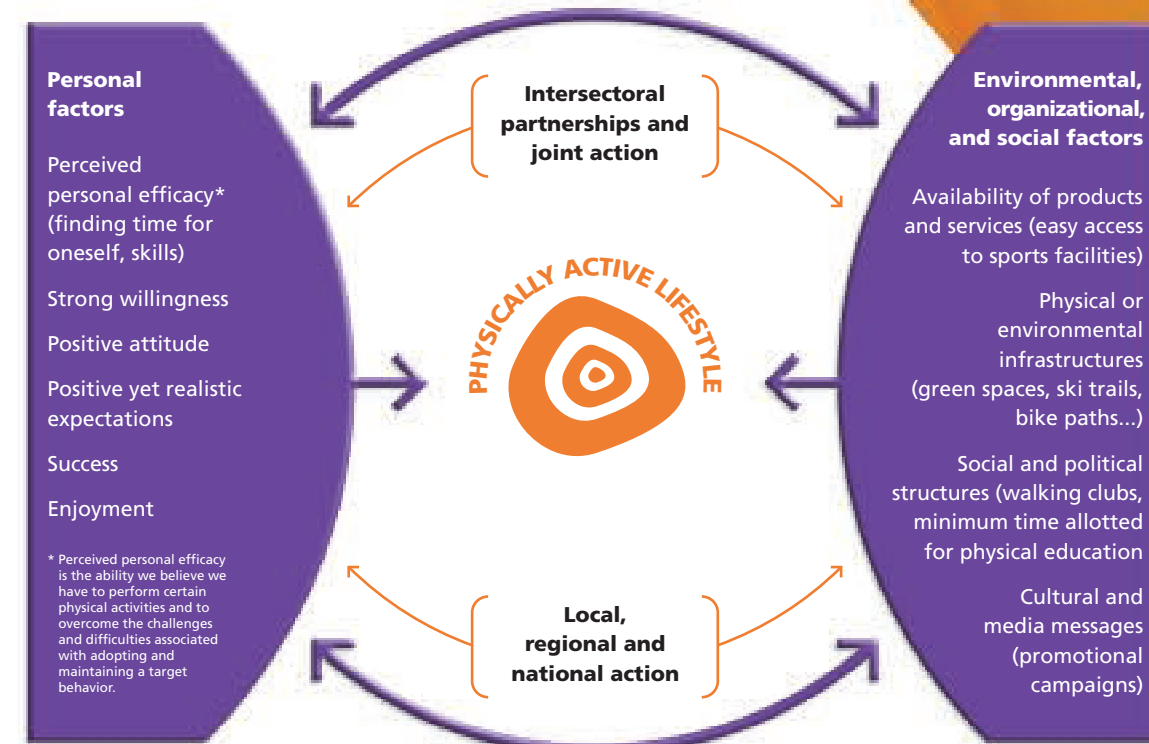
Unsurprisingly, diseases caused by our sedentary lifestyle are spreading at an alarming rate. In fact, by age 12, most Québec children have at least one risk factor for developing a cardiovascular disease.

We must therefore find ways to compensate for the drop in energy expenditure caused by more sedentary leisure activities, increasingly motorized means of transportation, and the automation of workplace and around-the-home duties. The solution lies in getting people to take part in physical activities during their spare time and promoting a lifestyle in which they have plenty of opportunity to incorporate some form of physical exercise.



## Intervention model targeting individuals and their physical social and organizational environment

The adoption, maintenance, or abandonment of a physically active lifestyle can hinge on a number of factors. In some cases, it may be a personal choice; in others, it may be determined by one's physical, social, or organizational environment. As a result, a vast array of interventions targeting individuals and their environments is required in various areas.



<sup>1</sup> By "sustainable," we mean a project that promoters intend to continue over the mid to long term, and whose effects on the adoption or maintenance of a physically active lifestyle are felt for many years.

## Strategies and actions

An increase in physical activity hinges necessarily on greater mobilization and cooperation of local stakeholders. We must seek to ensure the measures put in place by schools, municipalities, and sports organizations are coherent and convergent. This is why one of the main strategies we will employ in the coming years will be to encourage the involvement of all stakeholders in creating physical, social, and organizational environments conducive to physical activity. These shared efforts will be backed by promotional activities.



## Main stakeholders: their roles and responsibilities

In addition to investing resources in the Kino-Québec program, Ministère de la Santé et des Services sociaux (MSSS) and Ministère de l'Éducation, du Loisir et du Sport have helped define its action priorities. Due to its ties with MSSS and its role in monitoring and promoting public health, Institut national de santé publique also has a part to play in these actions. Lastly, the public health branches promote our activities at the regional level through the Kino-Québec consultants, our physical activity resource people in the field.

Kino-Québec consultants—often the only physical activity experts in the healthcare network—have a leadership role to play in promoting physical activity. While not the main instigators of all regional and local projects, they are an important link in putting the coordinators of these projects in contact. They are also responsible for the regional and local components of Québec-wide promotional campaigns.

We hope that significant changes will be perceivable in the immediate environment at the local level in the way daily physical activity is promoted. Municipalities and schools will be the main target of our actions. However, we will continue to stress the importance of other partners pitching in to do their part, too.

### References

Comité scientifique de Kino-Québec (2004) *Stratégies éprouvées et prometteuses pour promouvoir la pratique régulière d'activités physiques au Québec. Avis du comité scientifique de Kino-Québec*, ministère des Affaires municipales, du Sport et du Loisir, gouvernement du Québec, 31 p. [www.kino-quebec.qc.ca/publications/AvisStrategies.pdf](http://www.kino-quebec.qc.ca/publications/AvisStrategies.pdf)

Lachance B et al. (2005) *Vers une stratégie de promotion de saines habitudes de vie contribuant à la prévention de maladies chroniques. Cadre de référence*, Direction générale de la santé publique, ministère de la Santé et des Services sociaux, gouvernement du Québec, 65 p.

Le May D et al. (2005) *Les cibles d'action 2005-2008 du programme Kino-Québec*, ministère de l'Éducation, du Loisir et du Sport, gouvernement du Québec, 48 p.

## Strategies

- Develop, implement, and consolidate appropriate measures, notably promotional activities, so that more Quebecers become physically active.
- Spur provincial, regional, and local authorities to develop and implement programs and measures to help remove obstacles to regular physical activity.



## Conclusion

Thanks to its original partnership structure, Kino-Québec remains the leader in the promotion of physical activity across Québec. However, its initiatives, and those of its partners, are only one of the vectors influencing participation rates; the others being trends, beliefs, the aging population, and economic prosperity, to name a few.

The Québec government wishes to reiterate the importance of incorporating physical activity into our daily lives. With the *Kino-Québec Program 2005-2008 Action Priorities*, it is expressing its commitment to create conditions conducive to participation in regular physical activity. However, this will only be possible with the participation of many partners.

[www.kino-quebec.qc.ca](http://www.kino-quebec.qc.ca)

Kino Québec

Kino-Québec is a program of the ministère de l'Éducation, du Loisir et du Sport, the ministère de la Santé et des Services sociaux and the agences de développement de réseaux locaux de services de santé et de services sociaux.

76-3005-301A

promotion of a physically active lifestyle

Kino Québec

Québec