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## MESSAGE FROM THE MINISTER

“Go play outside!” Who, as a child, never heard that one from their parents or grandparents? And saw their streets, alleys, school yards and parks come to life with the sound of basketballs hitting the hoop, skates cutting into the ice, hockey pucks hitting the boards. Good memories, and everyday life for us and our children.

Québec’s Policy on Physical Activity, Sport and Recreation, *Quebecers on the Move!* is also an exhortation to go out and play. An appeal to all Quebecers to believe in the well-documented benefits of regular participation in physical, sport and recreational activities.

Without physical effort and the desire to push the limits of achievement, Québec would never have seen its lands cleared and cultivated. Without physical effort and the desire to push the limits of achievement, we could never have tamed Québec’s waterways and built its infrastructures. Then, physical effort was a way of life. Today, we are lucky insofar as it is also a source of relaxation and recreation. We can enjoy physical activity and use it to get and stay in shape, both physically and mentally. There’s no reason not to.

*Quebecers on the Move!* is the result of a broad consultation. It is based on a vision shared by a number of stakeholders in the fields of sport and recreation. For the next ten years, it will guide the Ministère’s actions with respect to physical, sport and recreational activities, particularly outdoor activities.

The Policy on Physical Activity, Sport and Recreation encompasses recreation in all its forms, and reaffirms its importance in personal and community development, as well as the invaluable role it plays in quality of life.

The government and local, regional and provincial stakeholders need to work together to encourage Quebecers to get moving. The Policy’s success also depends on the coherence and effectiveness of actions taken by the relevant government ministries and agencies. As Minister of Education, Recreation and Sports, I will ensure concerted government action to achieve the demanding goals we have set ourselves.

It may seem an ambitious task to increase by at least 10% the percentage of the population that does the recommended amount of physical activity in their free time (and by 20% among young people 6 to 17 years old), but we have the talents and abilities to meet this challenge.

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# OFFICIAL DECLARATIONS

## INTERNATIONAL CHARTER OF PHYSICAL EDUCATION, PHYSICAL ACTIVITY AND SPORT

“All stakeholders, especially national and local authorities responsible for sport, education, youth, health, active recreation, development, urban planning, environment, transport, gender and disability matters, and intergovernmental organizations, the Olympic and Paralympic movements, sport organizations, non-governmental entities, the business community, the media, educators, researchers, sport professionals and volunteers, participants and their support personnel, referees, families, as well as spectators share the responsibility for developing and supporting physical education, physical activity and sport policy; and all mentioned stakeholders should be given opportunities to exercise this responsibility.”

UNESCO, 2015

## TORONTO CHARTER FOR PHYSICAL ACTIVITY

“Physical activity promotes well-being, physical and mental health, prevents disease, improves social connectedness and quality of life, provides economic benefits and contributes to environmental sustainability. Communities that support health-enhancing physical activity, in a variety of accessible and affordable ways, across different settings and throughout life, can achieve many of these benefits. The Toronto Charter . . . is a call for all countries, regions and communities to strive for greater political and social commitment to support health enhancing physical activity for all.”

3<sup>rd</sup> International Congress on Physical Activity and Public Health  
International Society for Physical Activity and Health, Toronto, 2010

## QUÉBEC DECLARATION

“Leisure plays an essential role in community development: it affects the quality of life and the well-being of individuals, contributes to the development of social ties and social capital, and represents a place for expression and engagement in democratic life.”

10<sup>th</sup> World Leisure Congress  
World Leisure Organization, Québec, 2008



# POLICY STATEMENT

Like many other States at the 3<sup>rd</sup> International Congress on Physical Activity and Health in 2010, the Québec government affirmed its belief that physical activity, sport and recreation, particularly outdoor activities, promote physical and mental health, prevent disease, improve social connectedness, provide economic benefits and contribute to environmental sustainability.

Backed by this conviction, the Québec government, through *Quebecers on the Move!*, intends to promote physical and active recreational activities<sup>1</sup> and, more broadly, an active lifestyle for all citizens.

Focusing on people rather than on structures, *Quebecers on the Move!* aims to offer all Quebecers, in particular those between the ages of 0 and 17, opportunities to participate in a variety of activities under optimal conditions, regardless of their social condition or geographic location.

The Policy's implementation will build on the various public and private resources available to Quebecers, as well as on the involvement of thousands of volunteers. Existing collaboration between local, regional and provincial stakeholders and organizational partnerships are, and will continue to be, an invaluable asset.

Lastly, the Policy is directly in keeping with the government's desire to promote prevention initiatives in health care, and is fully consistent with several principles set out in the *Sustainable Development Act*, in particular those relating to health and quality of life, social equity and solidarity, environmental protection, economic efficiency and the participation and commitment of citizens and citizens' groups. It is also directly related to the orientations of the Québec government's preventive health policy made public on October 23, 2016, which focuses on a number of factors with a view to improving public health and quality of life and reducing social inequalities in health. The objective is clear: to ensure that all Quebecers are able to achieve their full potential and to participate in the development of a sustainable society.

1. In this Policy, the term *active recreational activities* means recreational activities that include enough physical activity to have a beneficial effect on a person's physical condition. A few key concepts are presented in the appendix.

# MINISTERIAL COMMITMENT AND CONSULTATION OF THE VARIOUS STAKEHOLDERS

Part of the mission of the Ministère de l'Éducation et de l'Enseignement supérieur is to promote and support free or structured participation in physical, sport and recreational activities in a healthy and safe environment, as well as the involvement of volunteers in these areas and the emergence of a sports elite.

Thus, in June 2013, the Ministère engaged in dialogue with the population, notably various associations and institutions, by tabling a green paper on sport, recreation and physical activity<sup>2</sup> whose vision is based on the values associated with regular participation in physical, sport and recreational activities and its benefits. This vision was accompanied by orientations based on the following four strategic issues: accessibility, quality of experience, promotion and concerted action.

The vision and orientations were submitted for regional and provincial consultation. In 2013, 65 organizations met for three days, and 17 day-long regional meetings were held, enabling 700 people from different walks of life to express their opinion. More than 200 position papers were submitted, and some 360 people took the opportunity to express themselves online. The consultation revealed a number of structural avenues to explore.

Experts and representatives of other ministries, private companies and organizations seniors were also consulted. At the same time, the Ministère looked at the most recent data on promising experimental strategies for promoting regular participation in physical, sport and recreational activities and, more broadly, a physically active lifestyle. It identified exemplary practices in other countries, and found that several Québec initiatives were often cited as an example to follow. It came to the conclusion that it needed to raise awareness and address physical, sociocultural, political and economic issues.

*Quebecers on the Move!* is the product of these mass consultations and studies. Its application will rely on the involvement of hundreds of thousands of people, including a large number of volunteers, the concerted action of associations and institutions, and the Ministère's leadership in ensuring coherent and efficient government action.

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2. Québec, Ministère de l'Éducation, du Loisir et du Sport, *Livre vert – Le goût et le plaisir de bouger: vers une politique nationale du sport, du loisir et de l'activité physique* (Québec: Gouvernement du Québec, 2013), [www.education.gouv.qc.ca/fileadmin/site\\_web/documents/SLS/sport\\_loisir\\_act\\_physique/LivreVert\\_s.pdf](http://www.education.gouv.qc.ca/fileadmin/site_web/documents/SLS/sport_loisir_act_physique/LivreVert_s.pdf).

### A multitude of active organizations

The Québec government recognizes and supports a number of local, regional and provincial umbrella organizations, service agencies and collaborative bodies.

The associations, municipal organizations and educational institutions that support and supervise physical, sport and recreational activities in every shape and form play a key role in helping improve the quality of life of all Quebecers.

About a hundred sport federations and provincial recreational organizations represent thousands of teams, clubs, leagues and associations, and nearly a million members. Then there are the tens of thousands of people who are not official members but who benefit indirectly from their actions.





# WHY A NEW POLICY?

Québec's need for a new policy is based on the widely shared acknowledgment that the government and other stakeholders need to do more to increase Quebecers' level of physical activity. Too many young people and adults do not do the minimum amount of physical activity recommended for their age. Four out of ten children between the ages of 6 and 11, six out of ten adolescents and four out of ten adults are not active enough.

The latest statistics on the level of physical activity of young people and adults in Québec and in Canada as a whole speak volumes. In a few years, these statistics will reflect the impact of the implementation of the Policy on Physical Activity, Sport and Recreation.

## PERCENTAGE OF QUEBECERS WHO, BEFORE 2016, DID AT LEAST THE RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY FOR THEIR AGE<sup>3</sup>

Age group	Percentage	Recommended amount of activity
6 to 11 years	59 %	At least 60 minutes a day (420 minutes a week) of moderate to vigorous physical activity
12 to 17 years	44 %	
18 years and older	60 %	At least 150 minutes a week of moderate physical activity or at least 75 minutes a week of vigorous physical activity, or an equivalent combination of the two <sup>4</sup>

The Policy on Physical Activity, Sport and Recreation acknowledges the importance of the values and benefits associated with all forms of recreational activity (e.g. cultural, socioeducational, touristic), but the challenge of increasing the level of physical activity of all Quebecers, particularly those who are less active, is a more general societal goal. For a sedentary person, achieving any level of physical activity, no matter how small, is beneficial. For an active person, any increase in activity or diversification of activities means more fun, more satisfaction and greater health benefits.

The government therefore intends to rely more heavily on organizations and to improve the coherence, effectiveness and efficiency of its actions. The government and other stakeholders believe it is necessary to adopt a shared vision and to agree on the key issues and orientations before offering Quebecers more opportunities to get moving.

3. There are no statistics on physical activity for children aged 5 years and under. Latest data available, ages 6 to 11: 2009-2010 (Québec, Ministère de l'Éducation, du Loisir et du Sport and Institut national de santé publique du Québec, *Niveau d'activité physique de la population québécoise: pas d'amélioration depuis 2005* (Québec: Gouvernement du Québec, 2015), [www.kino-quebec.qc.ca/statistique.asp](http://www.kino-quebec.qc.ca/statistique.asp). Latest data available, ages 12 to 17 and 18 years and older: 2013-2014 (Québec, Ministère de l'Éducation, du Loisir et du Sport and Institut national de santé publique du Québec, *La santé de la population: portrait d'une richesse collective*, 2016), <http://publications.msss.gouv.qc.ca/msss/document-001770/>.

4. World Health Organization, *Global Recommendations on Physical Activity for Health* (Geneva: WHO, 2010), [http://apps.who.int/iris/bitstream/10665/44399/1/9789241599979\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/44399/1/9789241599979_eng.pdf).

Note: The minimum recommended amount of activity, on an energy equivalent basis, is four times lower in adults aged 18 years and older. This helps explain the higher percentage (60%) for adults.



# SCOPE OF THE POLICY

## A POLICY FOR EVERYONE

The Policy focuses on all Quebecers, regardless of their age, physical and mental condition or socioeconomic status. The government wishes to join forces with the organizations concerned to promote physical activity, sport and recreation among millions of people at every stage of life, in their everyday life. For the Policy to have an impact in the medium and long terms, young people between the ages of 0 and 17 must be a priority.

### Developing the urge to be active

**“Young people who do exercise on a regular basis are likely to wish, not only to stay in shape, but to pursue a stimulating and enjoyably active lifestyle as adults.”**

*Kino-Québec Scientific Committee<sup>5</sup>*

Girls must be a priority as well since girls, regardless of age, are less active than boys.<sup>6</sup> Starting at the end of elementary school and continuing into adulthood, children and adolescents tend to do less physical activity. This phenomenon is more prevalent among girls. Only 10% of girls who do not do sports at age 10 will be active at age 25.<sup>7</sup> In 2012, 72% of girls did less than half the recommended amount of physical activity.<sup>8</sup>

However, the under-representation of girls and women goes far beyond participation in physical activities. It also includes:

- under-representation on committees (only 18% of chair and vice-chair positions and only 25% of paid decision-making positions in Québec sport bodies are held by women)<sup>9</sup>
- under-recognition (only 15%, i.e. 63 of the 420 athletes and builders in Canada’s Sports Hall of Fame are women)<sup>10</sup>
- under-representation in media coverage (only 3% of media space is devoted to female athletes)<sup>11</sup>

5. Kino-Québec is a program that promotes regular physical activity to improve the well-being of the Québec population. Québec, Kino-Québec Scientific Committee, Secrétariat au loisir et au sport, Ministère de l’Éducation, du Loisir et du Sport, *Physical Activity, Sport and Youth – Knowing and Acting* (Québec: Gouvernement du Québec, 2011), <http://activeforlife.com/wp/wp-content/uploads/2012/08/KinoQuebecPositionStandYouthSportPhysicalActivity.pdf>. (In subsequent references, this document will be cited as *Physical Activity, Sport and Youth*).

6. Canada, Statistics Canada, *Physical Activity of Canadian Children and Youth*, <http://www.statcan.gc.ca/pub/82-003-x/2011001/article/11397-eng.htm>.

7. Canadian Association for the Advancement of Women and Sport and Physical Activity, *Les femmes en sport*, 2008. (In subsequent references, this document will be cited as *Les femmes en sport*).

8. Québec, Ministère de l’Éducation, du Loisir et du Sport, *L’activité physique et sportive des adolescentes: bilan, perspectives et pistes d’action* (Québec: Gouvernement du Québec, 2014), [http://www.education.gouv.qc.ca/fileadmin/site\\_web/documents/SLS/sport\\_loisir\\_act\\_physique/SLS\\_sport\\_bilan\\_adolescentes\\_FR.pdf](http://www.education.gouv.qc.ca/fileadmin/site_web/documents/SLS/sport_loisir_act_physique/SLS_sport_bilan_adolescentes_FR.pdf). (In subsequent references, this document will be cited as *L’activité physique et sportive des adolescentes*).

9. *L’activité physique et sportive des adolescentes*.

10. *Les femmes en sport*.

11. *Les femmes en sport*.

## APPLICATIONS

*Quebecers on the Move!* applies to both structured and unstructured participation in all kinds of activities: play, sports (discovery, introduction to basics, recreational participation, competition, high performance), fitness, recreation, outdoor activities, dance and active transportation. These applications are based on the importance of social issues such as the population's level of participation in physical, sport and recreational activities.

The Policy also applies to:

- the actions and values associated with physical activity, sport and recreation, particularly the desire to push the limits of achievement, engagement, perseverance, sportsmanship, respect for nature, personal growth and social involvement and inclusion
- the safety and physical and psychological well-being of people who participate in physical, sport and recreational activities
- the use of free time
- volunteering in physical, sport and recreational activities

Although the Policy applies mainly to physical, sport and active recreational activities, the government recognizes the contribution of all types of recreation to personal and collective well-being and to the improvement of quality of life. By creating stimulating and rewarding environments, recreational activities contribute to harmonious personal and collective development through socialization and public participation. The consultation carried out in 2013 and 2014 also revealed that, while recreational activities are beneficial for the entire population, they can also be effective in breaking the isolation of seniors and people with functional limitations and helping them become socially active.

## BENEFITS

The benefits of physical, sport and recreational activities for physical and mental health are significant and indisputable. *Quebecers on the Move!* fits in perfectly with the government's preventive health policy, which emphasizes the importance of regular participation in a variety of activities in preventing a number of health problems that afflict much of society. It is important to note, however, that the main reason for participating in these activities is their immediate benefits. This is true for people of all ages, and especially for young people. These benefits include fun, relaxation, entertainment, camaraderie, physical and psychological well-being, satisfaction, a sense of achievement and time spent in nature.



## THE IMPORTANCE OF TARGETING YOUNG PEOPLE EARLY

The Policy's implementation will have considerable impact in the long term, especially for preschoolers and school-age children, a "captive" clientele who develop intellectual, physical and behavioural skills in daycare and at school.

We know that children must participate in a wide range of activities, sports and games in a variety of contexts as early on in life as possible in order to optimize motor development. We also know that these activities are opportunities to connect with other children, thereby enabling them to develop social and relational skills. The Policy aims to make it easier and more fun for children to participate in physical, sport and recreational activities and, at the same time, to make them want to continue being physically active well into adulthood.

### Children's physical and sport activities

**The *Québec Longitudinal Study of Child Development*<sup>12</sup> revealed that almost two out of every three children in kindergarten (65%) participate in unstructured physical or sport activities at least a few hours a week outside class hours, and that about one-third of them do so almost every day. Also, more than one out of every four children (28%) participate in structured sports, and 25% are enrolled in courses involving physical activity (e.g. dance, gymnastics, martial arts, circus arts).**

According to the Kino-Québec Scientific Committee,<sup>13</sup> the benefits of a physically active lifestyle don't end there. "In addition to being fun, sport and physical activities have beneficial effects on physical fitness, physical and mental health and academic achievement... Participation in extra curricular sports fosters a sense of belonging to the school, which can encourage young people to stay in school."

12. Québec, Institut de la statistique du Québec, *Québec Longitudinal Study of Child Development* (Québec: Gouvernement du Québec, 2007).

13. *Physical Activity, Sport and Youth*.

## QUÉBEC: A UNIQUE PLACE TO EXPERIENCE THE GREAT OUTDOORS

With its rich and diverse natural beauty, its immense territory and its four seasons, Québec is a destination of choice for outdoor activities. Its many rock faces, more than a million lakes and waterways and vast natural spaces make it an excellent spot for aquatic, marine and land-based activities. Québec boasts vast networks such as the Route verte, the National Trail, the St. Lawrence Water Trail and part of the Trans Canada Trail and the International Appalachian Trail.

Outdoor activities offer an opportunity to interact with nature, discover its treasures, develop an appreciation of seasonal changes and the northern character of Québec's landscape. More and more research studies are finding that outdoor activities have a beneficial effect on memory, psychological well-being, mental health, attention deficit, vision, concentration and creativity. They are a source of adventure and discovery in both urban and rural settings.

For this reason, it is important to promote outdoor activities, especially since too many young people and adults have few opportunities to discover and appreciate the many facets of nature that surround us.

## GOVERNMENT MINISTRIES AND AGENCIES

The Minister of Education, Recreation and Sports is responsible for ensuring Quebecers' safety, as well as their physical and psychological well-being. The Ministère is at the forefront of physical activity, sport and recreation, and promotes safety and ethics in these areas.

Some 20 other government ministries and agencies also support physical activity, sport and a wide range of recreational activities, including cultural, scientific, tourist and motorized recreational activities. The Policy's implementation will enable the government to improve its actions with respect to physical activity, sport and recreation.

## ORGANIZATIONS

A multitude of organizations (e.g. sport federations, provincial recreational organizations, associations, leagues, teams, clubs, centres, summer camps, community organizations) also help promote physical activity, sport and recreation.

Whether they operate at the local, regional or provincial levels, municipal organizations, educational and health care institutions, daycare centres and workplace organizations offer invaluable support and services. For this reason, they will play a key role in helping achieve the Policy's objectives.



# COMMUNITIES AND AGE GROUPS

The government intends to promote all kinds of physical, sport and recreational activities in every community and at every stage of life, from early childhood to senior years. In particular, it focuses on the needs of individuals, groups and communities experiencing difficulties by examining the services offered by associations, daycare centres, families, municipal and community organizations, educational institutions and the workplace. The Policy's success will hinge on knowing and respecting everyone's needs, interests and expectations.

## Promising experimental strategies

**“Effective policies, programs or measures to promote sport and physical activities should be based on an understanding of the factors that encourage or discourage participation in these activities and of the process that ensures a physically active lifestyle. A number of theories and models have been proposed in this regard. Founded on the principles of environmental psychology, they deal not only with individual perceptions, cognition and thoughts, but also with the environmental factors that can determine the strength of the intention to adopt a given behaviour and that then transform this intention into action.”**

*Kino-Québec Scientific Committee*

## FAMILIES AND YOUNG CHILDREN

Children and adolescents who developed basic motor skills<sup>14</sup> at a very early age are more likely to enjoy physical, sport and recreational activities, and will be more inclined to adopt and maintain a physically active lifestyle.

Children need to play a variety of free and spontaneous active games, especially outdoors. By promoting free play, parents and other adults, in particular daycare centre personnel, can offer children opportunities to create their own games, acquire knowledge and take up challenges adapted to their abilities. This crucial role must be encouraged and recognized.

In 2014, the Ministère de la Famille published *Gazelle et Potiron*, a reference framework for creating environments conducive to healthy eating, active play and motor skills development in daycare centres. The document contains orientations aimed at allowing young children to play a variety of fun and physically active games adapted to their developmental stage, both indoors and out, on a daily basis. *Quebecers on the Move!* is in keeping with these orientations.

14. Good motor skills enable children to do a wide range of physical activities competently and confidently in a variety of environments. This is known as physical literacy.



## FROM KINDERGARTEN TO UNIVERSITY

In kindergarten, children are introduced to a variety of physical activities through play. This process can continue to varying degrees up until university thanks to school daycare services, physical education and health classes, art classes and activities, recess play and extracurricular activities offered by all educational institutions. Thus, young people of all ages have an opportunity to enjoy the gratification that comes with participating in physical, sport and recreational activities and that can encourage them to continue doing so well into adulthood. Also, by trying out a variety of activities, children and adolescents can discover which ones they like best and want to pursue. By offering them the appropriate environments, educational institutions help students develop the desire to learn and to be physically and socially active.

### A healthy lifestyle from elementary school to university

Developed in 2007 by the Ministère de l'Éducation, du Loisir et du Sport in collaboration with other ministries and partner organizations, the framework policy on healthy eating and active living entitled *Going the Healthy Route at School* and the reference framework entitled *Going the Healthy Route in Postsecondary Institutions* affirm that these lifestyle habits are key to young people's personal and social development.

Although participating in physical, sport and active recreational activities is beneficial at any age, it is even more so before the end of puberty.

## ADULTS AND THE WORKPLACE

The workplace is also a good place to encourage active and collective transportation and physical, sport and recreational activities. Employers have a number of choices. For example, they can disseminate information about the benefits of a physically active lifestyle, pay or reimburse registration fees for fitness programs, provide appropriate rooms and equipment, offer flexible work hours, take other measures to facilitate work-personal life balance and encourage participation in all sorts of popular activities. These initiatives can also have a positive impact in other areas. For example, they can strengthen team spirit, reduce the number of work accidents and absences, prolong working life and improve productivity.

In a similar vein, companies can contribute substantially by supporting athletes and sport or recreational organizations and events. In addition to contributing to the development of a variety of activities, sponsorship can foster a sense of belonging to a company.



## RETIREES AND SENIORS

Regardless of where they live, retirees and seniors must be encouraged to participate in a variety of physical, sport and recreational activities in keeping with their preferences and abilities. Such activities can help them achieve or maintain physical fitness and, by extension, wellness, health and independence.

Many retirees and seniors volunteer in organizations dedicated to physical, sport or recreational activities, which allows them to remain active, enhance their social network and participate in community development. This is another aspect that must be supported and recognized.



### Aging and living together means participating in community life

**“Seniors help shape our social fabric and must therefore have the opportunity to take their rightful place within Québec society. Their civic and social participation, be it on a volunteer basis or in exchange for remuneration, contributes to the vitality of communities and must be supported and encouraged. Seniors have the power to act, and communities should give them the chance to be active and make an important contribution.”**

*Aging and Living Together*<sup>15</sup>

## MUNICIPALITIES

How much sport and recreational facilities are used is largely dependent on how close they are to users' homes. Thus, municipalities play a crucial role in creating environments conducive to participation in structured and unstructured activities. By providing appropriate and safe spaces, such as neighbourhood parks, urban bike networks, footpaths and nature trails, they facilitate active transportation and free play, preserve and make the most of their natural environment and encourage participation in physical, sport and recreational activities.

Municipalities are important stakeholders in community development throughout Québec. They can provide educational institutions, associations and the public with facilities, spaces and equipment. Through joint action and partnership agreements with educational institutions, community organizations and the private sector, municipalities can offer citizens more activities. Educational institutions can also make their facilities and equipment available to municipal recreational organizations and services.

15. Québec, Ministère de la Famille et des Aînés and Ministère de la Santé et des Services sociaux, *Aging and Living Together: At Home, in One's Community, in Québec* (Québec: Gouvernement du Québec, 2012), [https://www.mfa.gouv.qc.ca/fr/publication/Documents/politique-vieillir-et-vivre-ensemble\\_English\\_version.pdf](https://www.mfa.gouv.qc.ca/fr/publication/Documents/politique-vieillir-et-vivre-ensemble_English_version.pdf).



By encouraging citizens to participate and volunteer, municipalities place them at the very heart of physical, sport and recreational activities development. Municipalities offer a variety of activities and services designed to meet citizens' needs directly or in collaboration with associations. These activities and services are an invaluable asset in achieving the Policy's objective. Municipalities may also organize events aimed at getting people involved, as well as sporting events, and provide any number of organizations with logistical and financial support for regular or special activities.

## THE COMMUNITY AND ASSOCIATIONS

Lastly, the community is a rich source of citizen initiatives, many of which involve structured or unstructured participation in all sorts of activities. By creating groups, clubs or associations (usually affiliated with local, regional or provincial organizations), people, usually volunteers, can help promote physical activity, sport and recreation, as well as community participation.

At the regional level, communities, private organizations and associations can work together to maintain existing services or develop new ones. Every region has mechanisms for concerted action and coordination based on their population's specific characteristics and needs. The physical activity, sport and recreational services offered by associations and private organizations are an opportunity for young people and adults to hone their skills, have fun and enjoy a feeling of satisfaction.

# VISION AND EXPECTED RESULTS

## CONNECTEDNESS AND MOBILIZATION

Since the public is now more than ever aware of the importance of getting moving, a number of initiatives have been developed to get people of all ages and in every community to participate regularly in physical, sport and recreational activities. Despite this promising trend, too few Quebecers participate regularly in such activities, and many do not have the opportunity to do them outdoors. Thus, the population's level of physical activity has become a key social issue.

Increasing Quebecers' level of regular participation in physical, sport and recreational activities is an ambitious and stimulating objective that requires the wide-scale mobilization of active citizens in various communities, including hundreds of thousands of volunteers. Aware of the effort this involves, the government has adopted an ambitious vision in its Policy on Physical Activity, Sport and Recreation.

## VISION

In 2027, Quebecers of all ages will be active through the regular and safe practice of physical, sport and recreational activities as a valued part of their daily lives. They will have fun, relax, experience a sense of satisfaction and accomplishment, and feel the many benefits of regular activity, such as physical and psychological well-being, a better quality of life and, sometimes, a closer connection with nature.

## OBJECTIVE

By 2027, increase the proportion of the population that does the minimum recommended amount of physical activity in their free time by at least 10%, and the proportion of young people between the ages of 6 and 17 who do the same, by 20%.

Healthy lifestyle habits are acquired very early on in life. Therefore, young people between the ages of 0 and 17 are a prime target for the government and stakeholders in associations, municipal organizations, educational and health care institutions and daycare centres.

In 2027, once this objective has been achieved, more Quebecers will participate regularly in physical, sport and recreational activities, in particular outdoors. Thanks to targeted promotion, an effective and efficient system and the involvement of dynamic organizations, regular participation in physical and sport activities of all kinds will be the norm rather than the exception. This will have a significant individual and collective impact, including better quality of life, more tourism, stronger economic growth and reduced pressure on the health care system.

### Investing in prevention

**According to a study conducted by the Conference Board of Canada at the request of the Direction générale de la santé publique of the Ministère de la Santé et des Services sociaux and published in November 2014, investing in better lifestyle habits, such as regular physical activity, will reduce the prevalence of chronic disease, as well as the associated economic burden. The Québec government could save \$7.7 billion by 2030.<sup>16</sup>**

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16. Fares Bounajm, Thy Dinh and Louis Thériault. *Améliorer les habitudes de vie: des retombées importantes pour la santé et l'économie du Québec* (Ottawa: Conference Board of Canada, 2014), [www.conferenceboard.ca/e-library/abstract.aspx?did=6647](http://www.conferenceboard.ca/e-library/abstract.aspx?did=6647).

# ISSUES AND ORIENTATIONS

In 2013, the consultation on the green paper entitled *Le goût et le plaisir de bouger – Vers une politique nationale du sport, du loisir et de l'activité physique* revealed that all stakeholders were prepared to take up the challenge of providing better services to improve the level of participation in physical activity by examining all aspects of recreation and supporting the development of a sports elite. Their active participation in this democratic exercise revealed the quality of their expertise and the strength of their engagement. They helped enhance the issues contained in the Policy and better define its orientations.

The major orientations of the Policy are based on four strategic issues:

- Issue 1: Accessibility
- Issue 2: Quality of experience
- Issue 3: Promotion
- Issue 4: Leadership and concerted action

## ISSUE 1

### ACCESSIBILITY

**Reaching people of all ages and levels of fitness where they live poses a number of challenges. Nevertheless, physical access, time constraints and socioeconomic background need to be taken into consideration in order to encourage people to want to participate in activities and help them act on that desire.**

#### PHYSICAL ACCESS

Easy access to facilities, spaces, services and equipment is often all it takes for people to get moving. Effective urban planning also fosters active transportation and greater availability of spaces and paths for a variety of outdoor activities.

It is therefore important that Quebecers throughout the province have access to appropriate services, as well as quality facilities and spaces that are well maintained, safe and appropriately located, and that meet the population's needs. Since municipal organizations and educational institutions are responsible for managing and maintaining a wide range of facilities, equipment and spaces used for physical, sport and recreational activities, concerted action and collaboration are crucial in making these available to all Quebecers.



## Parks and public spaces

**“Parks and public spaces (e.g. stadiums, arenas, swimming pools, schools, recreation centres, streets, wooded areas, waterways) are among the most popular places for physical activity. Young people who live in areas where there are more parks are generally more physically active, particularly because they tend to walk and cycle more.”**

*Kino-Québec Scientific Committee*

### TIME CONSTRAINTS

Free time is often the result of a healthy balance between work and personal responsibilities. To be able to participate in physical, sport or recreational activities, people must have access to facilities, equipment, spaces and services at times that fit into their schedule. This flexibility is all the more important for family activities in the evening, on weekends and during school holidays and summer vacation.

### SOCIOECONOMIC BACKGROUND

Québec is made up of people from different social, cultural and economic backgrounds. Values, traditions and customs often influence individual and group choices. Consideration of different people’s particular characteristics, backgrounds and needs is important for reaching different population segments and fostering access to activities for as many people as possible.

Participation in physical, sport and recreational activities is also often dependent on family or personal income. A precarious financial situation can affect the choices made by individuals, groups and communities, excluding them from services.

## ORIENTATION 1

### IMPROVE SPACES AND SERVICES THAT FOSTER REGULAR PARTICIPATION IN PHYSICAL, SPORT AND RECREATIONAL ACTIVITIES

This orientation combines several important factors: facilities, equipment and spaces, their location and maintenance, the schedule of activities, transportation and financial resources.

It involves taking the characteristics of the community into account (e.g. remoteness from large urban centres, population density) and offering young people and adults a variety of activities based on their needs, preferences, developmental stage, physical condition, culture and socioeconomic constraints.

Since accessibility is a key aspect of participation in physical, sport and recreational activities, it is important to create environments conducive to adopting and maintaining a physically active lifestyle.

The Ministère believes that quality sport and recreational facilities are key in fostering unique and enriching experiences. For this reason, maintenance, renovation and upgrading are as important as construction in ensuring a welcoming and safe environment for all Quebecers.



## Major financial support for infrastructures by 2019

In the coming years, approximately \$500 million in financial assistance will be allocated to support projects to plan, build, maintain, renovate and upgrade sport and recreational facilities, replace or modify refrigeration systems, upgrade and renovate arenas and curling centres and build new gyms in order to provide the necessary infrastructures for sport, recreational and outdoor activities.

The investment will ensure the sustainability and improve the functionality of existing facilities. It will allow for the planning of new facilities that are better suited to Quebecers' current and future needs, and will contribute substantially to the development of a sports culture in Québec.

The financial assistance could generate total investments of more than \$900 million in all regions of Québec.



## ORIENTATION 2

### FACILITATE THE PARTICIPATION OF INDIVIDUALS, GROUPS AND COMMUNITIES WITH SPECIAL NEEDS

The Policy will bear fruit if it takes into account the needs and expectations of all Quebecers, regardless of age, sex, income, abilities, culture or community. In this respect, the Policy incorporates the “universal design” concept adopted by the General Assembly of the United Nations.<sup>14</sup> Universal accessibility is essential for social participation and integration.

#### SENIORS

While many seniors are active, too many are isolated or lead a sedentary lifestyle. Regular participation in a variety of physical, sport and recreational activities is beneficial for many aspects of physical and mental health (e.g. heart/lung capacity, muscle strength, flexibility, agility, bone strength, mood), all of which help preserve independence and provide a stimulating social life.

It is therefore essential that:

- seniors have easy access (transportation and accompaniment) to appropriate equipment and spaces, as well as the supervision of qualified personnel
- services, facilities and rules take the realities of aging into account
- seniors remain socially active in order to avoid or break out of isolation

#### PEOPLE WITH DISABILITIES

More than one out of every ten Quebecers has a moderate or severe disability, which all too often poses an obstacle to participation in physical, sport and recreational activities. One out of every three people with a physical or mental disability needs help to participate in such activities. The proportion rises to 50% for people with moderate disabilities and to 90% for people with severe disabilities.<sup>18</sup>

The ability of people with disabilities to participate in activities depends on a number of factors, such as accompaniment, transportation, physical access, the financial availability of services and safety.

17. “Universal design” is the design of products, equipment, programs and services that can be used by everyone, to the greatest extent possible, without the need for adaptation or specialized design.

18. Québec, Institut de la statistique du Québec, *Enquête québécoise sur les limitations d’activités, les maladies chroniques et le vieillissement 2010-2011: Utilisation des services de santé et des services sociaux des personnes avec incapacité, Volume 2* (Québec: Gouvernement du Québec, 2013), <http://www.stat.gouv.qc.ca/statistiques/sante/services/incapacites/limitation-maladies-chroniques-utilisation.pdf>.



### People with disabilities

One of Québec's goals for fostering the social participation of people with disabilities is aimed at increasing their participation in recreational, sport, tourism and cultural activities in conditions equivalent to those experienced by other participants.

*À part entière*<sup>19</sup>  
Government policy to enhance the social participation of people with handicaps

## IMMIGRANTS AND CULTURAL COMMUNITIES

Different cultures have different views of physical, sport and recreational activities. These activities can be an excellent vector of social cohesion and help develop a sense of belonging to a new community.

Thus, in addition to including activities familiar to immigrants and members of cultural minorities, services should enable these citizens to try out activities related to Québec's culture, geography and history, particularly outdoor activities, such as aquatic, marine, land-based and winter activities that help people learn to feel at home with the four seasons and discover nature's treasures.

### Cultural communities

**“People from cultural communities and children of immigrants who have been living in Canada for less than ten years tend to be less physically active during leisure time than the population as a whole.”**

*Kino-Québec Scientific Committee*

It is therefore important that all newly arrived immigrants be sensitized to the many benefits of physical, sport and recreational activities, and especially that they be informed about the facilities, spaces and services available.

19. Québec, Office des personnes handicapées du Québec, *À part entière: pour un véritable exercice du droit à l'égalité – Politique gouvernementale pour accroître la participation sociale des personnes handicapées* (Québec: Gouvernement du Québec, 2009), [https://www.ophq.gouv.qc.ca/fileadmin/documents/Politique\\_a\\_part\\_entiere\\_Acc.pdf](https://www.ophq.gouv.qc.ca/fileadmin/documents/Politique_a_part_entiere_Acc.pdf).

### PEOPLE LIVING IN POVERTY

Access to natural spaces and a variety of activities is often difficult or even impossible because of limited financial means and social or physical barriers. Certain economic measures, such as free access or reduced rates, and facilitating measures such as equipment loans could be the answer.

### Unequal participation based on socioeconomic environment

The *Québec Longitudinal Study of Child Development* revealed that, in 2004, 6-year-olds from low-income families were less likely to participate in physical or sport activities outside class hours than other children their age.

One out of every four children from low-income families (24%) participated in organized sport activities at least once a week, compared with one out of two children from more affluent families (50%). The proportions for participation in courses or structured physical activities were 19% and 39%, respectively.

Lastly, according to Statistics Canada's *Who Participates in Active Leisure?* study, Canadians with higher personal income are more likely to participate in active recreational activities. In 2005, all other factors being equal, Canadians with an annual income of \$60 000 or more were 1.3 times more likely to participate in active recreational activities than Canadians earning less than \$30 000 a year.<sup>20</sup>

20. Canada, Statistics Canada, *Who Participates in Active Leisure?*  
<http://www.statcan.gc.ca/pub/11-008-x/2009001/article/10690-eng.htm>.

## ABORIGINALS

Aboriginal culture traditionally incorporates outdoor activities. However, access to a variety of physical, sport and recreational activities is limited in Aboriginal communities. Aboriginals are often far away from services and facilities, and it is difficult to recruit qualified people to supervise and facilitate activities.

Aboriginal authorities can support services aimed at making physical, sport and recreational activities available. Collaboration with non-Aboriginal communities nearby is an important lever for improving and diversifying services and making them more accessible. Measures aimed at promoting participation in a variety of activities can also target Aboriginals living in urban areas.

Lastly, the implementation of the Policy should respect Aboriginal languages and cultures.



### The Plan Nord

**Plan Nord development projects offer numerous opportunities for local and Aboriginal communities to improve their quality of life, develop a sense of belonging and collective pride, and encourage young people to stay in the community.**

## RURAL AND ISOLATED COMMUNITIES

In addition to organizing and coordinating a variety of activities, rural communities can join forces to help improve quality of life by providing more complementary services and fostering dynamic land occupancy.

Organizations serving Quebecers who have special needs that arise from living in isolated areas often have difficulty taking part in regional and provincial programs. For this reason, concerted action plays a key role here. Such organizations must receive encouragement and support, particularly at the organizational and technical levels, especially since participation in physical, sport and recreational activities relies heavily on the involvement of volunteers.



## ORIENTATION 3

### FACILITATE ATHLETES' PATHWAYS TO HIGH PERFORMANCE

Athletes at the top of their sport who win medals on the different World Cup circuits and in other international events are role models and inspire large numbers of young people. To develop their talents, they need not only specialized facilities and equipment, but also systematic support from their sport federation, training with competent coaches and the necessary financial resources to pay for state-of-the-art technical, professional, scientific and medical support.

Québec must continue to excel in Canadian and international sports. If it is to achieve excellence, support for high-performance athletes must satisfy the international requirements for the sport, and the best-known practices must be applied. The collaboration of all partners is therefore indispensable in the accomplishment of the greatest sport achievements. This responsibility is shared by the Québec government and sport organizations.

### Athletes

The Ministère and Québec sport federations recognize some 2500 athletes identified as ranking in the “excellence,” “élite” and “relève” levels. Also, almost 350 coaches are compensated for providing these athletes with ongoing training. The Institut national du sport du Québec and regional multisport training centres offer direct or indirect services for approximately 2300 high-performance athletes.

Moreover, more than 6195 student athletes are enrolled in almost 400 *Sport-études* programs recognized by the Ministère. Thirty-four sport federations and 45 secondary schools participate in a *Sport-études* program recognized by the Ministère.

## ISSUE 2

### QUALITY OF EXPERIENCE

Participation in physical, sport and recreational activities is often motivated by a sense of gratification experienced in a variety of contexts: family, daycare centre, educational institution, organized network, community organization, etc. It is therefore important that people of all ages be able to benefit from a variety of fun, pleasant, fulfilling and safe activities adapted to their preferences, needs, aspirations and, of course, their level of physical fitness. Appropriately trained volunteers and workers also help enhance these experiences and foster perseverance.

### À l'école, on bouge au cube!

Because active students are more successful in school, the new *À l'école, on bouge au cube!* measure is intended to support kindergartens and elementary schools in their efforts to ensure that children are physically active at least 60 minutes a day. This measure allows school teams to benefit especially from the support and expertise of the physical education and health teachers, who play a key role in the project. Schools can also acquire sports and outdoor equipment and give all students the chance to participate in a field trip or nature class at least once a year. Schools that adopt this measure will receive support and encouragement from the *Force 4* program developed by the Grand défi Pierre Lavoie in collaboration with MEES Furthermore, the Ministère de la Famille and the Grand défi Pierre Lavoie will support the implementation of «mini energy cubes» in educational childcare services.

A sense of personal effectiveness also contributes significantly to quality of experience. For this reason, early development of a variety of motor skills is a crucial vector of adopting a physically active lifestyle and maintaining it well into adulthood. Children can discover the enjoyment of being physically active on a daily basis in school daycare services and physical education and health classes, or throughout the day during cognitive learning activities and recess periods. They are introduced to a variety of body movements, cognitive strategies and concepts as they improve their interpersonal relationships. These competencies will be useful throughout life.



### Sense of personal effectiveness

**A sense of personal effectiveness is the ability we think we have to behave in a certain manner (e.g. to perform certain physical activities) and to overcome the difficulties and obstacles associated with adopting and maintaining the behaviour in question. It plays a determining role in participation in physical, sport and active recreational activities.**

Quality of experience also depends on ethical and safety conditions. Although some young people enjoy high-risk activities, others may avoid physical activity for fear of injuring themselves. Participating in physical, sport and recreational activities becomes easier when safety and physical and psychological well-being are taken into consideration.





## ORIENTATION 4

### PROVIDE A STIMULATING, RESPECTFUL AND SAFE ENVIRONMENT ADAPTED TO PARTICIPANTS' LEVEL OF DEVELOPMENT

A safe and healthy environment conducive to enjoyment, satisfaction, perseverance and the desire to push the limits of achievement helps optimize the benefits of physical, sport and recreational activities.

In organized activities, a stimulating environment often includes dynamic facilitation or appropriate interventions. Motivation, which is nourished by encouragement, recognition and achieving one's potential, is a condition for success and fosters the perseverance needed to participate regularly in physical, sport and recreational activities.

Safety is especially important in activities that present a high risk of injury. Additional information, rules and regulations, appropriate supervision, services, spaces, facilities and safe equipment adapted to different clienteles can mitigate the risks related to this type of activity.

It is also important to promote sportsmanship and safe and ethical behaviour. The presence of competent people who can convey the values associated with physical, sport and recreational activities is key in ensuring the safety and well-being of all participants. Level of competency often depends on the quality of training and professional development offered by sport and recreational organizations.



### Sportsmanship

**Activities that truly contribute to personal development are practised, taught and supervised in a sportsmanlike manner (e.g. observance of the rules, respect for officials and opponents) with a view to preserving fairness and dignity.**

### Safety and ethics

**The Policy's implementation will foster the individual and collective benefits of participation in physical, sport and recreational activities by promoting safety.**

Any measures taken to help Quebecers develop the urge to get moving and enjoy being active must take into account factors that could hinder achievement of the expected results. It is important to protect the well-being of active Quebecers in a positive manner, by promoting respect and friendly behaviour, raising awareness, providing information and supporting the development and use of support tools.

### Preventing and countering bullying

According to the 2015-2018 Concerted Action Plan to Prevent and Counter Bullying, *Together Against Bullying, A Shared Responsibility*,<sup>21</sup> sport and recreation are areas in which promotion and awareness must be continued. Developing a sense of sportsmanship ensures that recreational and sport activities are carried out and supervised in a healthy, pleasant, ethical and safe manner.

The Plan includes the following actions for the Ministère's Secteur du loisir et du sport: designate ambassadors, update the promotion of sportsmanship and the positive value of sport, review and harmonize promotional tools, improve understanding of the rules of the game among parents and spectators, and promote and recognize the work of referees.

**Much has already been done, but we must continue our efforts to fight all forms of violence.**

Services and supervision should be adapted to the target clientele. Several elements should be taken into consideration: developmental stage, level of progress, physical characteristics, age, health, physical or intellectual impairments, ethnocultural differences. People have different needs and motivations, so it is important to offer activities oriented to discovery, introduction to basics and recreational participation, as well as competitive activities and activities for high-performance athletes.

### Preventing and countering sexual violence

The Ministère's Secteur du loisir et du sport will contribute to the Québec government's 2016-2021 strategy to prevent and counter sexual violence<sup>22</sup> by developing a web platform providing training and awareness tools to prevent and counter sexual violence in sport.

The Web platform will provide awareness and information tools to prevent violence and bullying in all its forms (e.g. abuse and assault, homophobia, transphobia) in sports, as well as an integrated referral system for victims and witnesses and anyone who has any questions about the subject.

It will also provide updated and accessible information and awareness tools for administrators, parents of young athletes and other stakeholders.

21. Québec, Ministère de la Famille, *Together Against Bullying: A Shared Responsibility – Concerted Action Plan to Prevent and Counter Bullying, 2015-2018* (Québec: Gouvernement du Québec, 2015), <https://www.mfa.gouv.qc.ca/fr/publication/Documents/plan-action-intimidation-2015-en.pdf>.

22. Québec, Secrétariat à la condition féminine, *Les violences sexuelles, c'est NON – Stratégie gouvernementale pour prévenir et contrer les violences sexuelles 2016-2021* (Québec: Gouvernement du Québec, 2016), [http://www.scf.gouv.qc.ca/fileadmin/publications/Violence/Brochure\\_Violences\\_Sexuelles.pdf](http://www.scf.gouv.qc.ca/fileadmin/publications/Violence/Brochure_Violences_Sexuelles.pdf).



## ISSUE 3

### PROMOTION

**In implementing the Policy on Physical Activity, Sport and Recreation, the government and the organizations involved can deploy a variety of information, awareness and recognition strategies for people who need to increase their level of physical activity, as well as for those who have the power to create physical, sociocultural, political and economic environments conducive to Quebecers' participation in physical, sport and recreational activities.**

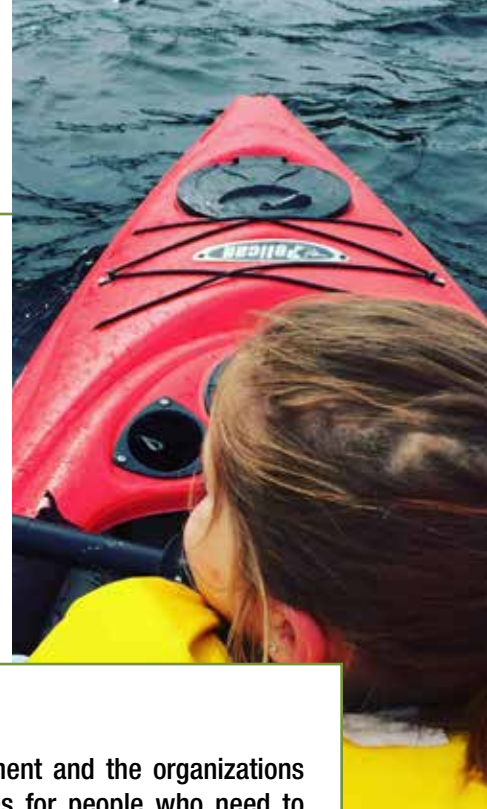
Promotional strategies for the general public include:

- raising awareness of the importance of unstructured play, sports, outdoor activities and recreational activities
- disseminating information about the activities offered and available spaces
- ensuring the participation of recognized leaders in the promotion of physical, sport and recreational activities
- providing information and advice on safety and ethics
- supporting volunteers
- recognizing athletes

It is important to recognize exemplary practices and initiatives that help improve support structures and increase regular participation in physical, sport and recreational activities. It is important to recognize the role and contributions of all stakeholders—parents, volunteers, coaches, facilitators, companions, educators and supervisors. Also, the public should be made aware of how high-performance athletes perform within Canada and internationally, since these athletes are a source of pride and inspiration.

Getting Quebecers to want to participate in physical, sport and recreational activities requires communication strategies adapted to the target individuals, organizations, communities and groups. Messages should not only acknowledge the benefits of physical, sport and recreational activities for physical and mental health, but also emphasize their more immediate advantages: fun, relaxation, entertainment, camaraderie, well-being, satisfaction, a sense of achievement and close contact with nature.

The actions taken by the government, organizations and hundreds of thousands of volunteers without whom the number and quality of activities would be severely reduced will be guided by the participation of citizens and volunteers as well as the improvement of programs and information about existing resources.





## ORIENTATION 5

### PROMOTE PHYSICAL, SPORT AND RECREATIONAL ACTIVITIES

Often, sedentary behaviours take up time that could be devoted to activities that have a positive effect at the individual and interpersonal levels and, by extension, on quality of life and community ties.

Many organizations are already involved in the recognition of physical, sport and recreational activities, but more needs to be done.

### Media campaigns

**The main strength of media campaigns is their ability to get people to decide to participate in physical activities, which is a prerequisite to a physically active lifestyle. Media campaigns must be an integral part of any multimodal strategy to promote regular participation in physical activities.**

**“To be effective, social marketing campaigns must do more than simply disseminate general information on the benefits of physical exercise. They must also suggest positive behaviours with respect to sport and physical activities.”**

*Kino-Québec Scientific Committee*

Of course, the choice of leisure activities is a personal one. There are different ways, however, of getting more people to opt for and value physical, sport and recreational activities. The effectiveness of the promotional strategies used—information, awareness, recognition—relies on the coherence and complementarity of messages and their means of dissemination. For example, in addition to promoting the importance of physical, sport and recreational activities for the individual, awareness campaigns can influence public discourse and, by extension, the priorities of elected officials, opinion leaders and other key stakeholders. Innovative, targeted and snappy campaigns are an excellent complement to other promotional and recognition measures.

## ORIENTATION 6

### RECOGNIZE AND PROMOTE VOLUNTEERING IN PHYSICAL, SPORT AND RECREATIONAL ACTIVITIES

The thousands of volunteers who are engaged in their community, many of whom are parents, make an invaluable contribution to the public well-being. Achieving the mobilization targeted by the Policy relies heavily on the thoroughness, engagement and dedication that enables almost a million young people and adults to participate in organized sport or recreational activities. These invaluable volunteers also make it possible for all Quebecers to participate in a variety of enriching activities in an appropriate, healthy and safe environment.

#### Recreation volunteers

**In 2012, volunteers devoted 106 million hours to recreational activities in Québec, equivalent to \$1.9 billion at the average salary and 57 000 full-time jobs.**

**The first inquiry into recreation volunteering in Québec in 2001 estimated the number of volunteers at 500 000. Ten years later, there were approximately 590 000 recreation volunteers in Québec.<sup>23</sup>**

The dedication of these men and women who usually work behind the scenes is crucial to the Policy's implementation. Volunteers make it possible for local, regional and provincial organizations to offer physical activity, sport and recreation programs, and they also contribute to the development of athletes.

There are a number of challenges in the area of volunteering, mainly related to recruitment, training, loyalty, support and legal and civil liability. Also, thousands of volunteers are being asked to satisfy the organizations' and the public's growing expectations.

Lastly, it is important to attract a new generation of talent and parents to set a good example, as well as retirees who would like to invest in their community. The involvement of volunteers is essential; they must be recognized and promoted.

23. *Faits saillants de l'étude Le bénévolat en loisir et en sport, 10 ans après*, [https://oraprdnt.uqtr.quebec.ca/pls/public/docs/GSC3678/F2144636141\\_Faits\\_saillants\\_\\_\\_B\\_n\\_volat\\_en\\_loisir\\_10\\_ans\\_apr\\_s.pdf](https://oraprdnt.uqtr.quebec.ca/pls/public/docs/GSC3678/F2144636141_Faits_saillants___B_n_volat_en_loisir_10_ans_apr_s.pdf).

## ORIENTATION 7

### PROMOTE HIGH-PERFORMANCE SPORT AND QUÉBEC'S INTERNATIONAL ATHLETES

Québec's elite athletes are its ambassadors around the world. The Ministère supports hundreds of projects each year so that the best athletes and coaches can prepare under optimal conditions. As proud ambassadors of Québec, medal-winning athletes are a source of pride, inspiration and motivation. We must showcase our athletes, hear about their achievements and praise their perseverance.



## ISSUE 4

### LEADERSHIP AND CONCERTED ACTION

**The key to success for this Policy resides largely in the leadership and concerted action of all partners. Whether they work in daycare centres, associations, educational or health care institutions, municipal organizations or the private sector, the people concerned will benefit from coordinating their activities and acting in synergy as they implement this Policy. This is essential if the population in every region of Québec is to have access to the services, facilities and spaces they need to participate in unstructured and structured activities.**

The Ministère has its responsibilities, as do a large number of organizations engaged in a variety of activities. The number of organizations can only be an advantage if their responsibilities are complementary and their interventions are harmonized.

The government ministries and agencies involved need to act in a complementary and synergistic manner. They will succeed by creating lasting relationships that will enable them, through the Québec government's policies and programs, to create and maintain environments conducive to participation in physical, sport and recreational activities. The Policy's implementation depends on it.

## ORIENTATION 8

### ENSURE A COHERENT AND CLEAR DIVISION OF RESPONSIBILITIES BETWEEN THE ORGANIZATIONS AT EVERY LEVEL, AND MAKE SURE THAT THEY WORK TOGETHER

A clear and coherent definition of the responsibilities of each stakeholder is key in achieving the Policy's objective. To get Quebecers to want to participate regularly in physical, sport and recreational activities, there must be synergy between their missions, values and areas of intervention.

The Ministère intends to rely on local, regional and provincial expertise to implement the Policy. It will ensure efficient cooperation, in particular between educational institutions and municipal organizations, among provincial recreational organizations and between sport federations and sport organizations in the education sector.

Changes to be made in the various sectors and areas of intervention will be studied to measure their efficiency and, if necessary, the government's actions to create environments more conducive to regular participation in physical, sport and recreational activities will be updated, improved or redefined.

The Policy's implementation must also be compatible with the implementation of other government policies and rely on exemplary joint government action.



# IMPLEMENTATION OF THE POLICY

## GUIDING PRINCIPLES

The following principles will guide the implementation of the Policy on Physical Activity, Sport and Recreation:

- Partnerships at and between the local, regional and provincial levels are one of the main conditions for success. Complementary roles, responsibilities and actions ensure coherence and convergence toward a physically active population.
- With its vision and underlying societal values, the Policy is intended first and foremost to ensure Quebecers' well-being. The mobilization of human, material, technological and financial resources is therefore a strategic lever.
- Because they target everyone, but focus on young people first, these measures promise a better future. Adaptation to local and regional realities ensures an appropriate response to individual and community needs and makes it possible to benefit from their vitality and their ability to mobilize stakeholders from different walks of life.
- The flexibility of the implementation process optimizes the actions' scope and effectiveness. The desired results in terms of partnership rely on the openness of the organizations involved. These organizations must be allowed to carry out their responsibilities effectively and to produce the expected results.
- The Policy depends on the recognition and consolidation of existing assets, volunteers, the engagement of the people and organizations that supervise them, and existing equipment, facilities, spaces and programs.

## GOVERNANCE

The promotion of physical, sport and recreational activities requires the involvement of several hundred thousand people: parents, education and health care specialists, supervisory personnel, elected officials, opinion leaders, etc. A number of organizations must also participate actively in the Policy's implementation.

Many of the suggestions for improvement formulated during the Ministère's consultation in 2013 involved governance. While we must acknowledge the importance of the plurality of support structures, most of those consulted mentioned that participation in physical, sport and recreational activities would greatly benefit from a better and clearer definition and division of the roles and responsibilities of the various organizations. As a result, we must examine existing sport and recreation structures and, in particular, regional and provincial organizations and their processes for joint action and collaboration.

## EXISTING MEANS

In the 2016-2017 Budget, the Plan for Success in Education and Higher Education provided for \$8 million in investments starting in 2016-2017 to foster success in school through physical activity. These investments are intended to contribute to student success and retention by improving access to the equipment students need to participate in physical activities.

### A Policy and measures for everyone

To ensure that *Quebecers on the Move!* achieves its ambitious objectives, additional investments will be made in the coming three years to support new actions with lasting impact and to consolidate and improve existing projects. These measures will involve physical, sport and recreational activities and help increase the proportion of children, adolescents and adults of all ages who do at least the recommended amount of physical activity in their free time.

## FOLLOW-UP, ACCOUNTABILITY AND EVALUATION

The consultation that led to the Policy also helped define its issues and enhance its orientations. The clarity and precision of these issues and orientations will foster public and organizational adherence to the vision and values underlying the Ministère's efforts.

The Policy will also be evaluated. The citizens and organizations involved will be provided with information about its implementation, as well as about the relevance and effects of the actions taken.

The Policy's implementation will be supported by research, information dissemination and knowledge sharing between individuals and organizations at different levels. Throughout the process, these will be used to develop and plan actions to help achieve the Policy's ultimate objective: to increase the level of participation in physical, sport and recreational activities among Quebecers of all ages and from all walks of life.

# APPENDIX

## A FEW KEY CONCEPTS

### ACTIVE RECREATION

In this Policy, the term *active recreational activity* means a recreational activity that includes enough physical activity to have a beneficial effect on a person's physical condition.

### UNSTRUCTURED ACTIVITY

Unstructured *activities* involve little or no facilitation, structure or time constraints. Individuals participate when and how they see fit. However, there is often some form of organization involved. For example, free cycling or hiking can be encouraged by organizations, made possible by the creation of bike paths or footpaths, and facilitated by rules, signage and easement agreements.

### OUTDOOR ACTIVITY

The term *outdoor activities* is used to designate non-motorized activities in which participants interact with nature outside the context of competitive sport.

### PHYSICAL ACTIVITY

Physical activities are activities in which people use their physical resources and energy to move.

### RECREATION

Recreational activities are either structured or unstructured, and people do them in their free time, usually for entertainment or relaxation purposes. A distinction can be made between active recreational activities, which involve certain muscle actions (see *Active Recreation* above) and recreational activities that require little or no effort. It goes without saying that cultural, motorized, scientific, socioeducational, specialized, technological and tourist recreation activities are all beneficial.



## SAFETY IN PHYSICAL, SPORT AND RECREATIONAL ACTIVITIES

The actual or perceived risks associated with a physical, sport or recreational activity can discourage people from participating. According to a 2009-2010 study on injuries sustained while participating in sport and recreational activities in Québec, more than 671 000 people consulted a health care professional following a trauma sustained during such an activity. However, the socioeconomic costs of this type of trauma are far lower than those associated with health problems resulting from a sedentary lifestyle.

According to the study, adolescents are more vulnerable to violence, doping, homophobia, harassment and sexual abuse. These types of physical and mental damage can have serious repercussions for people who participate in physical, sport and recreational activities, as well as for organizations and volunteers. Also, the public perception of the importance of participating in such activities could be altered. Problems related to ethics and integrity and their growing media coverage cause serious harm to both individuals and organizations.

## SPORT

Physical activity involving rules, equipment and specific facilities, that makes use of physical, technical, motor and perceptual skills, and is practised individually or in teams in various contexts of action (discovery, introduction to basics, recreational participation, competition and high performance).



# SUMMARY OF ISSUES AND ORIENTATIONS

## ISSUE 1 ACCESSIBILITY

- Orientation 1** – Improve spaces and services that foster regular participation in physical, sport and recreational activities
- Orientation 2** – Facilitate the participation of individuals, groups and communities with special needs
- Orientation 3** – Facilitate athletes' pathways to high performance

## ISSUE 2 QUALITY OF EXPERIENCE

- Orientation 4** – Provide a stimulating, respectful and safe environment adapted to participants' level of development

## ISSUE 3 PROMOTION

- Orientation 5** – Promote physical, sport and recreational activities
- Orientation 6** – Recognize and promote volunteering in physical, sport and recreational activities
- Orientation 7** – Promote high-performance sport and Québec's international athletes

## ISSUE 4 LEADERSHIP AND CONCERTED ACTION

- Orientation 8** – Ensure a coherent and clear division of responsibilities between the organizations at every level, and make sure that they work together





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