

"I believe in the
power of sport to..."

Federal Election Campaign for Sport - 2008



I believe in the power of sport to... **positively shape our children's development**

FACT SHEET

Sport contributes to children's development by building good character as well as healthy bodies. Frequent, high-quality physical activity through sport leaves a legacy of health that can last a lifetime

- 90% of Canadians believe that community sport has a positive influence on the development of youth (Strategic Counsel, 2005).
- 90% of Canadians believe that community-based sport reinforces broader societal values, such as honesty, respect, fairness, inclusion, excellence, and fun (Strategic Counsel, 2005).
- A large majority of Canadian youth aged 12-21 believe that playing sports has many benefits—improves their health (99%), helps them make new friends (87%), makes them feel better about themselves (85%) (Ipsos Reid, 2003).
- Sport is an important source of skills that can be applied away from sport, including teamwork, leadership, problem-solving, decision-making, communications, personal management, and administrative skills (Conference Board, 2005).
- Students who participate in interscholastic sports are less likely to be regular and heavy smokers, drug users, and are more likely to stay in school and have high academic achievement (Centers for Disease Control, 2000).
- Childhood and adolescent sports participation is a significant predictor of young adults' participation in sports and physical fitness activities (Perkins, 2004).
- Daily physical education at the primary school level has a significant long-term positive effect on the exercise habits in women and reduces the risk of men becoming regular smokers (Trudeau, 1999).
- Young people find that sport enables them to channel their energy, competitiveness, and aggression in socially beneficial ways (Conference Board, 2005).
- Sport and physical activity programs provide normalizing experiences for children with disabilities (Taub, 2000).
- Over half of Canadian youth aged 12-19 are not active enough for optimal growth and development (Statistics Canada, 2002).
- For children aged 6 to 11 and adolescents aged 12 to 17, the likelihood of being overweight or obese tends to increase as time spent watching TV, playing video games, or using the computer increases (Statistics Canada, 2005).

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