**2018 National Health and Fitness Day   
*Let’s work together to make Canada the Fittest Nation on Earth!***

**Fact Sheet:** Facebook and Twitter Posts

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage Canadians to be active. Current [Canadian Physical Activity Guidelines](http://www.csep.ca/english/view.asp?x=949) for adults and older adults (all those over 18 years of age) recommend at least 150 minutes of *moderate- to vigorous-intensity* physical activity per week; the early years (ages 0-4 years) recommend at least 180 minutes of physical activity of *any* intensity per day; for children and youth (aged 5-17 years) recommend at least 60 minutes of *moderate- to vigorous-intensity* physical activity per day. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage Canadians to be active; adults 150 min./wk, early years <4 y.o. 180 min./wk, for children and youth (5-17 y.o) 60 min./day. #kinNHFD #onbouge

1. Intensity of activity matters! [@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage you to move until you huff and puff, that is, moderate activities in which you should still be able to have a conversation but are starting to work up a sweat; vigorous intensity means you’re out of breath and can’t maintain a constant conversation. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

Intensity matters! [@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage you to move until you huff & puff, be able to chat, work up a sweat; until you’re out of breath and can’t talk. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Data from across Canada shows that only 15% of adults, and 7% of children and youth are meeting current physical activity guidelines. The good news is that 84% of 3-4 year old children are meeting the guidelines (Canadian Health Measures Survey). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Only 15% of adults, and 7% of children and youth are meeting current physical activity guidelines, while 84% of 3-4 year old children do #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage you to exercises with age! Meeting physical activity guidelines is associated with numerous health benefits, but activity tends to decrease with age, and boys tend to be more active than girls. Further, activity habits tend to track across the lifespan so it’s important to develop healthy physical activity habits at a young age. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) encourage you to exercises with age to get more health benefits. It’s important to develop habits at young age #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you that young children (aged 0-4 years), those who meet activity guidelines are less likely to be overweight, have better motor skill and cognitive development, have better bone and muscle strength, and have better measures of heart health. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you active young children are less overweight, have better motor skill & cognitive devpmt, strength, and have heart health. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you active children and youth (aged 5-17 years), those who meet activity guidelines are less likely to be overweight, have better bone health, and better scores for mental health. These benefits are especially true for kids who participate in higher intensity activities (Janssen and LeBlanc 2010). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you higher intensity active children & youth are less overweight, have better bone health, and scores for mental health. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you adults (aged 18-64 years), meeting activity guidelines is associated with significant reductions in the risk of all-cause mortality, cardiovascular disease, stroke, high blood pressure, colon and breast cancer, and type 2 diabetes (Warburton et al. 2010). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you active adults have reduced risk of cardiovascular disease, stroke, high blood pressure, colon & breast cancer, and type 2 diabetes. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you older adults (those over aged 64 years), meeting activity guidelines means they are less likely to develop numerous types of chronic disease like heart disease, type 2 diabetes, depression, certain cancers, dementia, disability, and loss of function (Paterson et al. 2010). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin) http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you active older adults have less chronic disease as heart disease, type 2 diabetes, depression, cancers, dementia, disability, and loss of function. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Sedentary behaviour includes all activities that require very little energy expenditure and occur when a person is sitting or lying down. Sedentary behaviour should be thought of as a distinct behaviour from physical activity and increased sedentary behaviour is associated with numerous health risks (Sedentary Behaviour Research Network). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin)

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can help reduce sedentary behaviour, reduce sitting or lying down, a distinct behaviour that brings higher health risks. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Currently, Canada has sedentary behaviour guidelines for the early years, children, and youth. Sedentary behaviour guidelines for adults don’t yet exist. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin)

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can help with clarifying sedentary behaviour for early years, children, and youth, even if guidelines for adults don’t yet exist. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you to Sedentary behaviour guidelines recommend that young children, children, and youth minimize the time they spend sedentary each day. They also recommend no screen time for those under 2 years of age; no more than 1 hour of screen time per day for those aged 2-4 years old; and no more than 2 hours of screen time for those aged 5-17 years of age (Canadian Society for Exercise Physiology) Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin)

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can tell you to minimize time spent sedentary per day, recommend no screen time for < 2 y.o.; < 1 hour for 2-4 y.o.; and < 2 hours for 5-17 y.o #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can help children who are less sedentary are more likely to be normal weight, healthier, fitter, do better in school, have higher self-esteem, and better social skills than children who are more sedentary (LeBlanc et al., 2012; Tremblay et al., 2011). Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin)

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can help children to be normal weight, healthier, fitter, do better in school, have higher self-esteem, and better social skills #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) knows currently, adults are spending about 9.5 hours a day being sedentary, and children and youth are spending about 8.5 hours a day being sedentary (Canadian Health Measures Survey). A large part of this sedentary time is accumulated during the work/school day, but children and youth are still engaging in about 2.5 hours of screen time during their free time before and after school. Request a referral to your Md. #kinNHFD #onbouge [Find a kin near you](https://www.cka.ca/en/find-a-kin)

[@CdnKinesiology](https://twitter.com/CdnKinesiology) knows adults spend 9.5 hrs/day being sedentary; children & youth, 8.5 hrs/day yet spend 2.5 hrs of screen time during free. #kinNHFD #onbouge

1. [@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Right now, Canadians (both children and adults) are less fit than their 1981 counterparts and engage in more sedentary behaviour than ever before (Canadian Health Measures Survey). If we were to decrease the amount of inactive Canadians by even 10%, we’d see a 30% reduction in all-cause mortality and a savings of millions of health care dollars (Conference Board of Canada). Request a referral to your Md. #kinNHFD #onbouge [[Find a kin near you](https://www.cka.ca/en/find-a-kin)](http://www.cka.ca/find-kin)  http://www.cka.ca/find-kin

[@CdnKinesiology](https://twitter.com/CdnKinesiology) can help! Canadians are less fit than in 1981 and more sedentary than before. Decrease inactivity by 10%, see a 30% reduction in all-cause mortality and save MM$ in health care #kinNHFD #onbouge

**National Health and Fitness Day Social Media Messaging**

Social media is a great way to spread the word about National Health and Fitness Day. Use all of your mediums—Facebook, Twitter, Instagram – to inspire people to get up, get out and get active on National Health and Fitness Day!

Note: Please use the hashtag #kinNHFD #onbouge #NHFDcan and #FittestNationOnEarth when posting all of your great thoughts and ideas for being active on National Health and Fitness Day, and be sure to tag in [@CdnKinesiology](https://twitter.com/CdnKinesiology) and @NHFDcan.

We know that tweets with images perform better than just text, so please share our NHFD Twitter Card! The image is available for download here, and also makes for a great visual to post on Facebook.

The following is content that can be used on all of your social media platforms. There is enough room left in each message to attach an image of your choosing. Be sure to use the hashtags and tweet relevant posts to get the most social attention.

1. Mark your calendars! June 2nd 2018 is National Health + Fitness Day in Canada! Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology) #kinNHFD #onbouge #NHFDcan #GetMoving! <http://ow.ly/XmFTV>

2. Let's make Canada the #FittestNationOnEarth! June 2nd 2018 is @NHFDcan. Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology). What will you do to #getout and #getactive? #kinNHFD #onbouge

3. June 2nd 2018is the perfect day to get out + get active. Find out what #NHFDcan is all about. Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology): <http://ow.ly/XmFTV> #kinNHFD #onbouge

4. Calling all Canadians! Let's get our communities active on #NHFDcan. #kinNHFD #onbouge Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology) Here's how: <http://ow.ly/XmFTV>

5. Physical inactivity costs CDNs approx. $6.8 bill/year. Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology) Let's #getactive on #NHFDcan #kinNHFD #onbouge, June 2nd 2018! <http://ow.ly/XmFTV>

6. 1 bill. people worldwide are overweight. Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology) Make Canada the #kinNHFD #onbouge starting June 2nd 2018 <http://ow.ly/XmFTV>

7. Make a change and get started with physical activity on @NHFDcan #kinNHFD #onbouge, June 2nd 2018. Move w/[@CdnKinesiology](https://twitter.com/CdnKinesiology). Find an event: <http://ow.ly/XmFTV>