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September 2021

Examining a Free Community-Based Physical Activity Program for Children in Rural Southwestern Ontario

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Citation of this paper:

Ostermeier, Emma, "Examining a Free Community-Based Physical Activity Program for Children in Rural Southwestern Ontario" (2021). *Inspiring Minds – Showcasing Western’s Graduate Research, Scholarship and Creative Activity*. 39.

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Low physical activity levels among children are problematic as physical inactivity can negatively affect their health and well-being. To improve children's access to physical activity opportunities, London's Child and Youth Network and their partners developed the ACT-i-Pass program, a community-based physical activity program that offers grade five children free entry to select recreational facilities in London, Ontario. The positive response to the program has generated interest in expanding the ACT-i-Pass program to the counties surrounding London; however, it is unknown how a program designed for an urban environment will translate to rural communities that have different barriers to recreational programming. The purpose of my research is to examine the expansion of the ACT-i-Pass program into the counties to ensure the program is providing accessible recreational opportunities that support children's physical activity participation. The findings can also inform the implementation of future community-based health initiatives in rural communities.