

Supplementary Material

Video Storyboard and Script

Instructions: participants are told to turn up their volume.

Narration/Audio	Visuals/On-screen text (visuals and directions are in <i>red italics</i> , on-screen text is in bold)
<i>Intro music</i>	The Canadian 24-Hour Movement Guidelines for Children and Youth <i>Include image of guidelines, also highlighting the 4 logo.</i>
<p>As parents, we want the best for our children. We want them to succeed and most of all, we want them to be happy and healthy. We know this is no easy task, but it's a rewarding journey to help them become the best they can be.</p> <p>When it comes to health and happiness, the best results start with a can-do attitude and a carefully laid-out plan.</p> <p>That's why we recommend The Canadian 24-Hour Movement Guidelines for Children and Youth. These guidelines are a new resource that shows how much movement, sedentary activity, and hours of sleep children and youth should be getting each day for optimal health.</p>	<p><i>Images of children playing sports, scoring goals or triumphing, having fun, being active and happy.</i></p> <p><i>Image of a family crafting an action plan together.</i></p> <p><i>Image of guidelines (4 logo). Can include images of children in each "speed."</i></p>
Released in June 2016, these high quality guidelines are based on the latest research evidence. They were developed in	High quality Based on the latest research

<p>partnership with scientific experts from around the world and many respected organizations right here in Canada, including the Children’s Hospital of Eastern Ontario, the Conference Board of Canada, the Canadian Society for Exercise Physiology, the Public Health Agency of Canada, and ParticipACTION.</p>	<p><i>These words are removed before the below material appears.</i></p> <p><i>Include the photo of the researchers in the middle. Afterwards, the logo for each organization appear one at a time.</i></p>
<p>The guidelines are important because, for the first time ever, they take a whole-day approach in addressing the types of activities children need to do for optimal health.</p> <p>It’s simple and easier to understand than you think! Take a closer look at the Guidelines’ logo: the iconic 4 represents the 4 speeds of childhood. Sweat, Step, Sleep and Sit. A healthy day includes all 4 speeds – from hours of sleep and sedentary activity, to light, moderate, and heart-pumping physical activities.</p> <p>And consider this: research shows children who are more active, fall asleep faster and sleep longer, and children who sleep longer are more active the next day. The 4 speeds are related and that’s why it’s important to take a whole-day approach when improving your child’s health.</p>	<p><i>Image of clock (clock hand rotating to show 24 hours).</i></p> <p><i>Visual of the 4 logo with the slogan. Zoom into each pillar as they are stated, and then zoom out at the end.</i></p> <p><i>Visuals of a child sleeping and a visual of a child being active. Then, cycle image with arrows around the guidelines’ 4.</i></p>
<p>Now, what’s a great plan without great results? Backed by the latest research, there are many health benefits to following the</p>	<p>Health Benefits</p> <p>Improvements in:</p>

<p>Canadian 24-Hour Movement Guidelines for Children and Youth. They include improvements in physical appearance, physical fitness, thinking and school performance, control of emotions, social skills, heart health, and a better overall quality of life.</p>	<ul style="list-style-type: none"> ✓ Physical appearance ✓ Physical fitness ✓ Thinking and school performance ✓ Control of emotions ✓ Social skills ✓ Heart health ✓ Quality of life
<p>Therefore, these guidelines are highly relevant to you and sensitive to your interests as parents because we all want our children to be healthy and happy. We hope you find the guidelines to be an interesting, valuable resource and one that you consider when planning your child's movement.</p>	<p><i>Showing images of parents reading and consulting the guidelines (e.g., reading on a tablet).</i></p>
<p>Planning and ensuring your child is living a healthy day each day may even be a fun experience that you can do together as a family. Additionally, it might make you seem like a role model to your child and others, it may give you a sense of pride, and it may give you peace of mind knowing you're doing all that you can for your child. So, take charge and ensure your child is getting the right amounts of activity and sleep every day. Get the guidelines now!</p>	<p><i>Images of parents ensuring their children are active and getting enough sleep (e.g., putting an action plan on the refrigerator).</i></p> <p><i>Other images associating with each statement.</i></p> <p><i>Image of the guidelines.</i></p> <p>Get the guidelines now!</p>
<p>To access the guidelines, please visit:</p> <p>www.buildyourbestday.com</p>	<p>Please visit</p> <p>www.buildyourbestday.com</p>

<i>Exit music</i>	

Brand Equity Items

Variable	
Brand identity	
Depth	How familiar are you with the Canadian 24-Hour Movement Guidelines for Children and Youth? ^a
Breadth	1) How frequently do you think of the Canadian 24-Hour Movement Guidelines for Children and Youth? ^b 2) I think of the Canadian 24-Hour Movement Guidelines for Children and Youth when I think of how much activity and sleep my child aged 5-12 should be getting. ^c
Brand meaning (performance)	
Primary characteristics	1) How well do the Canadian 24-Hour Movement Guidelines for Children and Youth provide the basic functions parents with a child aged 5-12 might expect out of this sort of resource? ^d 2) Compared to similar products, how well do the Canadian 24-Hour Movement Guidelines for Children and Youth satisfy the basic needs parents with a child aged 5-12 have regarding this type of product? ^d 3) The Canadian 24-Hour Movement Guidelines for Children and Youth effectively satisfy my needs as a parent with a child aged 5-12. ^c
Style/design	1) How much do you like the look, feel, and other design aspects of the Canadian 24-Hour Movement Guidelines for Children and Youth? ^e 2) How stylish do you find the Canadian 24-Hour Movement Guidelines for Children and Youth? ^e 3) The Canadian 24-Hour Movement Guidelines for Children and Youth are pleasing to look at. ^c
Brand meaning (imagery)	
User profiles	1) How much might you like the type of parents who ensure their children aged 5-12 follow the Canadian 24-Hour Movement Guidelines for Children and Youth? ^e 2) To what extent might you admire and respect parents who ensure their children aged 5-12 follow the Canadian 24-hour Movement Guidelines for Children and Youth? ^e 3) I aspire to be like parents who ensure their children aged 5-12 follow the Canadian 24-Hour Movement Guidelines for Children and Youth. ^c
Purchase situations	1) Are the Canadian 24-Hour Movement Guidelines for Children and Youth easy for you to get your hands on? ^f 2) Can you find the Canadian 24-Hour Movement Guidelines for Children and Youth in a lot of places? ^f 3) I can locate the Canadian 24-Hour Movement Guidelines for Children and Youth easily. ^c
Usage situations	

- 1) My child aged 5-12 can do what is recommended by the Canadian 24-Hour Movement Guidelines for Children and Youth in a wide variety of situations.^c
- 2) My child aged 5-12 can do what is recommended by the Canadian 24-Hour Movement Guidelines for Children and Youth all year long.^c
- 3) Are there a lot of opportunities for your children to do what is recommended by the Canadian 24-Hour Movement Guidelines for Children and Youth?^f

Brand responses (judgments)

Quality

- 1) What is your overall opinion of the Canadian 24-Hour Movement Guidelines for Children and Youth?^g
- 2) What is your assessment of the quality of the Canadian 24-Hour Movement Guidelines for Children and Youth?^h
- 3) Do you think the Canadian 24-Hour Movement Guidelines for Children and Youth is a high quality resource?^f

Consideration

- 1) How likely would you be to recommend the Canadian 24-Hour Movement Guidelines for Children and Youth?ⁱ
- 2) How likely is it that you would use the Canadian 24-Hour Movement Guidelines for Children and Youth as a resource for your child aged 5-12?ⁱ
- 3) How personally relevant are the Canadian 24-Hour Movement Guidelines for Children and Youth to you?^j

Superiority

- 1) How unique are the Canadian 24-Hour Movement Guidelines for Children and Youth?^k
- 2) How superior are the Canadian 24-Hour Movement Guidelines for Children and Youth compared to other similar resources?^f
- 3) To what extent do the Canadian 24-Hour Movement Guidelines for Children and Youth offer advantages that other similar resources cannot?^f

Credibility

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth are credible.^f
- 2) The Canadian 24-Hour Movement Guidelines for Children and Youth are innovative.^f
- 3) The Canadian 24-Hour Movement Guidelines for Children and Youth are likeable.^f

Brand responses (feelings)

Warmth

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of warmth.^c
- 2) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of calm or peacefulness.^c
- 3) The Canadian 24-Hour Movement Guidelines for Children and Youth give off a feeling of friendliness.^c

Fun

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth are fun.^c

- 2) The Canadian 24-Hour Movement Guidelines for Children and Youth give off a feeling of playfulness.^c
- 3) The Canadian 24-Hour Movement Guidelines for Children and Youth make me feel cheerful.^c

Excitement

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of excitement.^c
- 2) The Canadian 24-Hour Movement Guidelines for Children and Youth make me feel energized.^c
- 3) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of enthusiasm.^c

Security

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of security.^c
- 2) The Canadian 24-Hour Movement Guidelines for Children and Youth give me a feeling of safety.^c
- 3) The Canadian 24-Hour Movement Guidelines for Children and Youth make me feel like my child aged 5-12 is cared for by the people promoting the guidelines.^c

Social approval

- 1) People would approve of my using of the Canadian 24-Hour Movement Guidelines for Children and Youth for making activity and sleep recommendations for my child aged 5-12.^c
- 2) People would react favourably toward me if I encouraged my child aged 5-12 to follow the Canadian 24-Hour Movement Guidelines for Children and Youth.^c
- 3) Others would likely be pleased with me if I used the Canadian 24-Hour Movement Guidelines for Children and Youth for making activity recommendations for my child aged 5-12.^c

Self-respect

- 1) Using the Canadian 24-Hour movement Guidelines for Children and Youth when making activity and sleep recommendations for my child aged 5-12 would give me a feeling of self-respect.^c
- 2) Using the Canadian 24-Hour Movement Guidelines for Children and Youth when making activity and sleep recommendations for my child aged 5-12 would give me a sense of pride.^c
- 3) Using the Canadian 24-Hour Movement Guidelines for Children and Youth when making activity and sleep recommendations for my child aged 5-12 would make me feel better about myself.^c

Brand resonance

Loyalty

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth is the one resource I would prefer to use when planning the activity and sleep for my child aged 5-12.^c
- 2) I would refer to the Canadian 24-Hour Movement Guidelines for Children and Youth often when planning the activity and sleep for my child aged 5-12.^c
- 3) I would be loyal to the Canadian 24-Hour Movement Guidelines for Children and Youth when planning the activity and sleep for my child aged 5-12.^c

Attachment

- 1) The Canadian 24-Hour Movement Guidelines for Children and Youth are special to me.^c
- 2) I feel a sense of attachment toward the Canadian 24-Hour Movement Guidelines for Children and Youth.^c

3) I love the Canadian 24-Hour Movement Guidelines for Children and Youth.^c

Community

1) I really identify with the type of people who might use the Canadian 24-Hour Movement Guidelines for Children and Youth when making activity and sleep recommendations for children aged 5-12.^c

2) I feel a kinship or affiliation with the type of people who might use the Canadian 24-Hour Movement Guidelines for Children and Youth when making activity and sleep recommendations for children and youth aged 5-12.^c

3) I identify with the makers of the Canadian 24-Hour Movement Guidelines for Children and Youth.^c

Engagement

1) I would like to talk about the Canadian 24-Hour Movement Guidelines for Children and Youth with others.^c

2) I would send others a copy of the Canadian 24-Hour Movement Guidelines for Children and Youth.^c

3) I would like to talk with the individuals responsible for creating the Canadian 24-Hour Movement Guidelines for Children and Youth.^c

Note. ^a = not at all familiar-very familiar; ^b = never-very frequently; ^c = strongly disagree-strongly agree; ^d = not very well-very well; ^e = not very much-very much; ^f = not at all-very much; ^g = very negative-very positive; ^h = very low-very high; ⁱ = very unlikely-very likely; ^j = very irrelevant-very relevant; ^k = not very unique-very unique.

Movement Behavior Items

	Variable
Intentions	
Light physical activity	... adequate levels of light physical activity (several hours of a variety of structured and unstructured light physical activities) per day. ^c
Moderate to vigorous physical activity	... adequate levels of moderate to vigorous physical activity (An accumulation of at least 60 minutes per day of moderate to vigorous physical activity involving a variety of aerobic activities. Vigorous physical activities and muscle and bone strengthening activities should each be incorporated at least 3 days per week). ^c
Sedentary behavior	... no more than 2 hours per day of recreational screen time, and to limit any sitting for extended periods. ^c
Sleep	... adequate levels of sleep (uninterrupted 9-11 hours of sleep per night, with consistent bed and wake-up times). ^c
Attitude	
Light physical activity	... that my child aged 5-12 receives several hours of a variety of structured and unstructured light physical activity per day as...
Moderate to vigorous physical activity	... that my child aged 5-12 receives at least 60 minutes per day of moderate to vigorous physical activity involving a variety of aerobic activities (with vigorous physical activities, and muscle and bone strengthening activities each incorporated on at least 3 days per week) as...
Sedentary behavior	... no more than 2 hours of recreational screen time, and limiting any sitting for extended periods for my child aged 5-12 as...
Sleep	... uninterrupted 9-11 hours of sleep per night (with consistent bed and wake-up times) for my child aged 5-12 as...
Parental support behaviors	
Light physical activity	<ol style="list-style-type: none"> 1) I set goals to ensure that my child aged 5-12 engages in enough light physical activity (several hours of a variety of structured and unstructured light physical activities per day). 2) I plan specific times to ensure that my child aged 5-12 engages in enough light physical activity per day. 3) I talk to my child aged 5-12 about engaging in enough light physical activity per day. 4) As a family, we have started doing more light physical activity to ensure that my child aged 5-12 engages in enough light physical activity per day.
Moderate to vigorous physical activity	

1) I set goals to ensure that my child aged 5-12 engages in enough moderate to vigorous physical activity (An accumulation of at least 60 minutes per day of moderate to vigorous physical activity involving a variety of aerobic activities. Vigorous physical activities, and muscle and bone strengthening activities should each be incorporated at least 3 days per week).

2) I plan specific times to ensure that my child aged 5-12 engages in enough moderate to vigorous physical activity.

3) I have enrolled my child aged 5-12 in an organized moderate to vigorous physical activity or sport.

4) I provide or organize transportation so that my child aged 5-12 can do moderate to vigorous physical activity or sport.

Sedentary behavior

1) I set goals to ensure that my child aged 5-12 is not too sedentary (receives no more than 2 hours of recreational screen time per day, and is not sitting for extended periods).

2) I plan ahead to ensure that my child aged 5-12 is not too sedentary.

3) I have made stricter rules to ensure that my child aged 5-12 is not too sedentary.

4) I have talked to my child aged 5-12 about being less sedentary.

Sleep

1) I set goals to ensure that my child aged 5-12 receives adequate levels of sleep (uninterrupted 9-11 hours of sleep per night, with consistent bed and wake-up times).

2) I have created plans and strategies to ensure that my child aged 5-12 receives adequate levels of sleep.

3) I have talked to my child aged 5-12 about ensuring that he/she is receiving enough sleep.

4) I ensure that I receive enough sleep to set a good example for my child aged 5-12.

Parental perceptions of child behavior

Light physical activity

Over the past 7 days, on how many days did your child aged 5-12 engage in several hours of structured and unstructured light physical activities?

Moderate to vigorous physical activity

Over the past 7 days, on how many days did your child aged 5-12 engage in at least 60 minutes of moderate to vigorous aerobic physical activity?

Sedentary behavior

Over the past 7 days, on how many days did your child aged 5-12 engage in no more than 2 hours of recreational screen time?

Sleep

Over the past 7 days, on how many days did your child aged 5-12 receive adequate levels of sleep (uninterrupted 9-11 hours of sleep per night, with consistent bed and wake-up times)?

Note. ^a = not at all familiar-very familiar; ^b = never-very frequently; ^c = strongly disagree-strongly agree; ^d = not very well-very well; ^e = not very much-very much; ^f = not at all-very much; ^g = very negative-very positive; ^h = very low-very high; ⁱ = very unlikely-very likely; ^j = very irrelevant-very relevant; ^k = not very unique-very unique.