



Physical Literacy for Communities

Our Work in Communities

SIRCuit COMMUNITY CONNECTIONS

June 2015

ADVANCING QUALITY SPORT AND PHYSICAL LITERACY



McConnell Foundation

- \$350,000
- 9 Community Based Projects

RBC Foundation & Public Health Agency of Canada

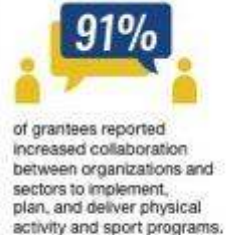
- \$7.0 Million
- 600 Community Based Projects



YEAR 1 RESULTS

Strengthening Communities and Organizations

The RBC Learn to Play Project provides grants to organizations and communities to help build physical literacy in kids with an emphasis on improving collaboration between organizations and sectors in physical activity and sport programming.



Improving Physical Literacy

The RBC Learn to Play Project programs provided a quality experience that increased kids' confidence, competence, and motivation and increased awareness of physical literacy.

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

International Physical Literacy Association, May 2014



An estimated **67,401** kids participated in funded programs



77% of parents indicated their awareness of physical literacy increased



An estimated **8,879** hours of total programming delivered

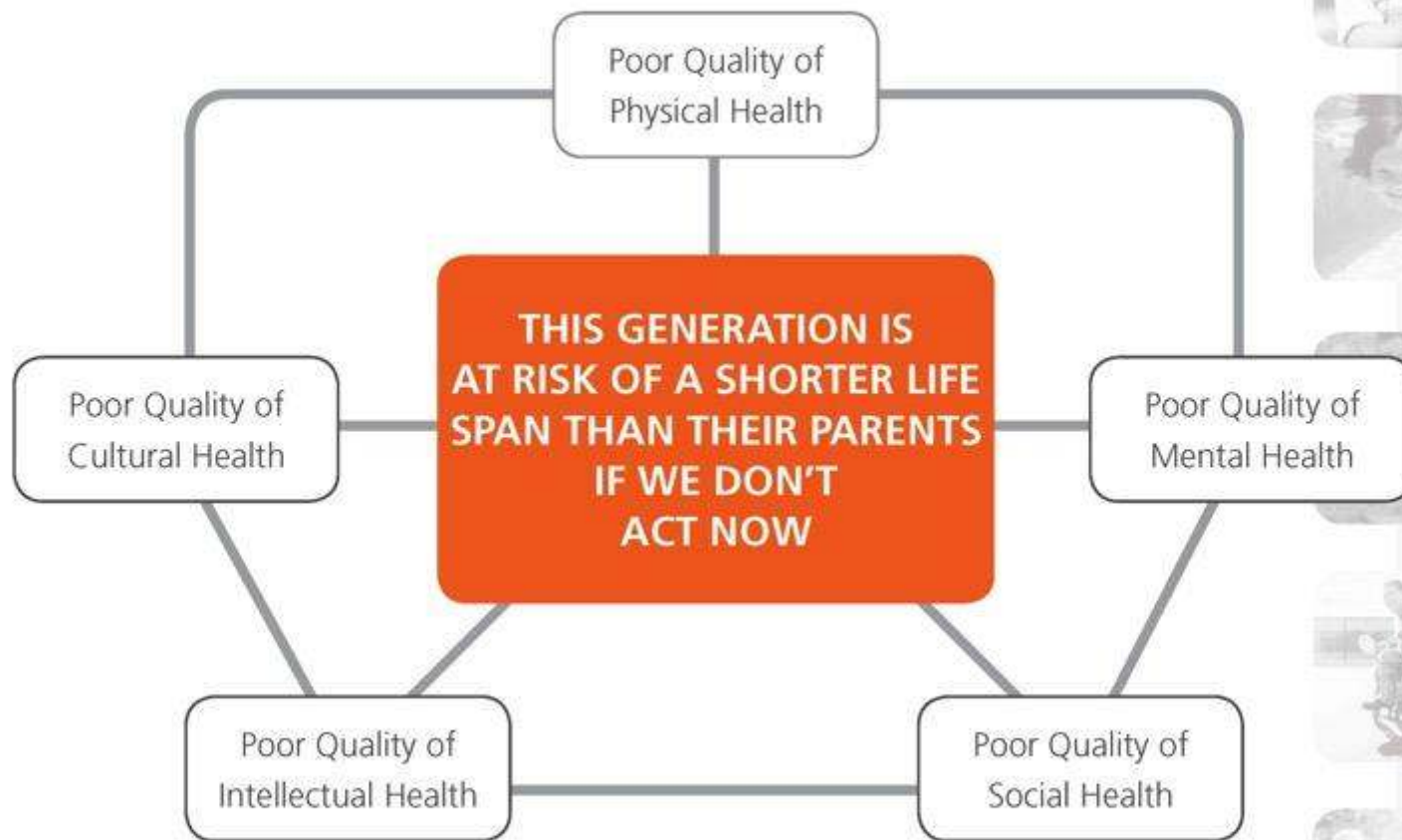
A group of diverse children are running happily across a grassy field. The image is slightly faded to serve as a background for the title.

Physical Literacy

for Communities



The Problem



We are growing apart

The Solution


Bringing community leaders together—to lead

ALIGNMENT OF ALL KEY LEADERS OF THE COMMUNITY



- The solution we're proposing is alignment of five key community sectors, cooperating to deliver the what, why, and how of physical literacy.
- The solution is supporting national, provincial, and municipal stakeholders supporting knowledge transfer and implementation of Physical Literacy for Communities.



A woman and a young girl are walking on a rocky beach. The woman is in the background, smiling, wearing a grey cardigan. The girl is in the foreground, wearing a purple cardigan and black pants, looking down at something in her hand. The background shows a rocky shore with waves and some greenery.

**It takes a community
to raise a physically,
socially, intellectually,
mentally, and emotionally
healthy child.**

Physical Literacy Integration

A three phase commitment

PHASE 1: EDUCATE

Facilitating an understanding
and awareness of physical
literacy

PHASE 2: TRAIN

Delivering physical literacy enriched
programs

PHASE 3: MENTOR

Self sustaining physical
literacy for communities.



Current Project Partners

Aurora, ON - \$750,000 Trillium Grant

- Impact Reporting
- Delivery of Physical Literacy Summits
- Community Training
- School Mentoring Program
- Seniors Program

Current Project Partners

Hamilton, ON - \$550,000 Trillium Grant

- Technical Lead for project
- Managing Partners & Community Delivery

Sudbury, ON - \$450,000 Trillium Grant

- Technical Lead for project
- Manage Sector Education & Training

Current Project Partners

South Surrey/White Rock - \$500,000 Peace Arch Hospital Foundation

- Development of Project Milestones
- Sector Coordination/Connecting
- Community Training
- School Mentoring Program
- Seniors Program

Current Project Partners

Cowichan, BC - \$25,000 Community Investment

- Mentor for the project
- Managing Partners & Community Delivery

Kamloops, BC - \$25,000 Community Investment

- Mentor for the project
- Managing Partners & Community Delivery

Physical Literacy Initiative Cowichan Region 2017



Physical literacy is the key to being
ACTIVE FOR LIFE

physicalliteracy.ca



Our Vision

The aim of the Cowichan Physical Literacy Steering Committee is to provide an avenue for interested partners to work together to promote, implement and evaluate program, services, amenities and policy which advances physical literacy in the Cowichan Region.



Steering Committee



Our Objectives

- Awareness of physical literacy reaches parents, coaches, teachers and community
- Recreation leaders have consistent training and support to implement physical literacy programming
- Environments are altered to encourage physical literacy activities
- Barriers to costs for participation are reduced

Our Brand

Creating a Brand was key to our committee in order for the community to identify with physical literacy.

Creating a Brand, allows us to present messaging in a clear, consistent and effective way.



Marketing Materials

Program Posters



PLAY Cowichan
COWICHAN REGION
PHYSICAL LITERACY

PROGRAM NAME

Lower quart focus on arm, core/midline alignment, trunk, vertical leg and ankle/hips/knees, and previous skills/movements. Activities include: arm, core/midline alignment, trunk, vertical leg and ankle/hips/knees, and previous skills/movements. Activities include: arm, core/midline alignment, trunk, vertical leg and ankle/hips/knees, and previous skills/movements.

SATURDAY
October 31st, 2015
Island Savings Centre
7-9pm
Register by Oct. 25

For more information on programs available or to get involved in the Physical Literacy movement visit physicalliteracy.ca

Physical Literacy Lives Here



Program Icons



Early Years

Junior Multi-Sport
Ages 6 - 24 months
This program is a perfect introduction to sports. Children and parents participate in sports, creative games, songs, rhymes, stories, outside time, and much more! Because these programs focus more on exploration, children will be introduced to a different sport each week. Parents are encouraged to participate with their child and challenge them according to their skill level. Special water events will be held too. For more details please visit www.sportlink.ca

Monday/Thursday: Sept 8 - Dec 10
9:30 am - 11:00 am
30 Drop-In
10 Unit Punch Pads 342
Island Savings Centre
No class Dec 12, Nov 11

Parent & Tot Drop-In
Ages 0 - 4
Come out for a bit of coffee and chat with fellow parents while your child enjoys the company of other children. Parents are encouraged to bring their own snacks.

Monday/Sept 14 - Nov 2
9:30 am - 10:45 am
8 Sessions \$40 / Cash: \$10, \$100
Bluenagar Lake Community Centre
No class Oct 12, 19
Instructor: Sportlink

Monday/Nov 9 - Dec 14
9:30 am - 10:45 am
8 Sessions \$40 / Cash: \$10, \$100
Bluenagar Lake Community Centre
Instructor: Sportlink

Free Recreation Day
Twonite Tots
In celebration of Free Recreation Day, the Bluenagar Lake Community Centre is pleased to offer a free drop-in Twonite Tots session.

Thursday/Sept 24
9:30 am - 11:15 am
FREE Admission
Bluenagar Lake Community Centre

Twonite Tots Drop-In
Ages 0 - 4
This is where the action is, right at the heart of it all and play day. Come meet other parents and friends in your community. Parent or caregiver must accompany child at all times.

Tuesday/Thursday: Sept 8 - Dec 17
9:30 am - 11:15 am
\$2 Drop-In per kid or \$10 per family
10 Unit Punch Pads 320
Bluenagar Lake Community Centre

Tuesday/Sept 15 - Oct 6
9:30 am - 10:30 am
4 Sessions \$20 / Cash: CLP \$100
Cowichan Lake Sports Arena
Instructor: Tracy Johnson

Tuesday/Oct 13 - Nov 3
9:30 am - 10:30 am
4 Sessions \$20 / Cash: CLP \$100
Cowichan Lake Sports Arena
Instructor: Tracy Johnson

Thursday/Nov 12 - Dec 1
9:30 am - 10:30 am
4 Sessions \$20 / Cash: CLP \$100
Cowichan Lake Sports Arena
Instructor: Tracy Johnson

Kindergarten
Ages 5 - 6
Does your little one have an extreme amount of energy in the morning? If so, we have just the solution. Join us each morning for endless fun as we bring out our preschool equipment for your little ones to burn off some energy. The emphasis is on fun and letting your child explore and explore their motor skills. Parent participation required.

Monday/Thursday: Sept 8 - Dec 10
9:30 am - 11:00 am
30 Drop-In
10 Unit Punch Pads 342
Island Savings Centre
No class Dec 12, Nov 11

Parent & Child Multi-Sport
Ages 2 - 3
This program provides the perfect opportunity for parents to spend quality time with their children. Parents are instructed on how to correctly assist their children in learning the skills of hockey, soccer, tennis, basketball, volleyball, football, and golf. Games and skills are taught in a fun and creative manner by using stories to encourage participation. All programs are non-competitive and give the participants a chance to succeed and build confidence. Parent participation required. Special water events will be completed. For more details please visit www.sportlink.ca

Monday/Sept 14 - Nov 2
9:45 am - 10:30 am
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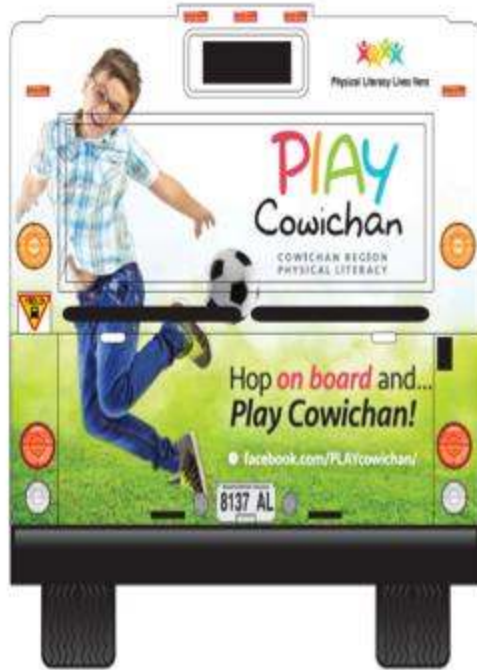
Monday/Nov 9 - Dec 14
9:45 am - 10:30 am
8 Sessions \$40 / Cash: \$10, \$100
Bluenagar Lake Community Centre
Instructor: Sportlink

CLP 250.748.6742 | BC 250.748.7838 | KRC 250.743.5402 | JLC 250.743.4833

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In our Community

Transit





Physical Literacy for Communities

Five Key Sectors Involved

- Education
- Recreation
- Health
- Sport
- Media





Thank you for your time!

Questions?

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www.physicalliteracy.ca

Twitter: [@S4L_SPV](https://twitter.com/S4L_SPV)