



Canadian Sport for Life Community Connections

Advancing Physical Literacy through
Community Sport



**CANADIAN
SPORT FOR LIFE**



Supporting physical literacy providers
and promoters in Cochrane.



PLAYalberta



be fit for life
moving alberta



Recreation for Life



CANADIAN
Sport for Life

Community Connections, by the numbers...

9

Communities supported in a pilot project with support of the McConnell Family Foundation from 2013-2015:

- Abbotsford, Vancouver, PISE
- Cochrane, Red Deer, Edmonton
- Winnipeg
- Toronto/East Scarborough, Hamilton

\$300,000 total investment
(\$150,000 in matching grants)

**THE J.W. McCONNELL
FAMILY FOUNDATION**

**LA FONDATION DE LA
FAMILLE J.W. McCONNELL**



Community Connections, by the numbers...

28

Communities supported in the first year of the RBC Learn to Play Project

- Greatest number and quality of applications from BC, AB and QC in year 1
- Working to engage and inform other provinces/partners to increase number and quality of grants across the country
- Also specifically working to increase quality of **sport** applications

Approx \$500,000 total investment over 3 years: 2014-2017

Supported by RBC, PHAC, CS4L



Community Connections, by the numbers...

7

Mentors trained to support communities in areas such as:

- Online resources
 - www.physicalliteracy.ca/communityconnections
- Webinars
- One-on-one advice, connections and guidance

A pool of mentors is ready to offer support as the demand grows (we anticipate an increase in the number of Learn to Play projects funded for years 2 and 3)

Community Connections, by the numbers...

∞

2017 and beyond..

All Communities in Canada are physically literate and active for life



RBC Learn to Play Grants

Overview

Opportunities

Strategies

RBC Learn to Play Program Grants Criteria

- ✓ Introduce New skill or sport or population
- ✓ Multi-sport
- ✓ New approach/delivery
- ✓ Improve on an existing program
- ✓ Coach/leader education
- ✓ Design



RBC Learn to Play Community Grants Criteria

- ✓ Paradigm shift
- ✓ Canadian Sport for Life
- ✓ Physical literacy
- ✓ Collaboration
- ✓ Aligning programming
- ✓ Long Term Vision



RBC Learn to Play Grants

Year 1 Approximate Sector representation

Total Grants Funded (Community + Program)		145
Sport		52
Municipalities/recreation		27
Education		12
Health		5
Other (community orgs)		74

Community Grants		28
Sport		7
NSO/PSO		0

opportunity

a set of circumstances that makes it possible to do something.

Bright Spots

Sample Program Application #1

A Sport Association is requesting \$5000 to continue offering our 12 week beginner program for 8-12 year olds at no cost. Funds will be used to cover facility and instructor costs.

Uplifted Program Application #1

The Sport Association is requesting \$5000 to offer physical literacy enriched sport programs at an affordable rate. A portion of the funds will be used to educate local recreation leaders, teachers and coaches to identify and recommend participants for this program and to train leaders to provide Physical Literacy enriched programs.





Sample Program Application #2

Local Sport Org is requesting \$10,000 to deliver introductory lessons in local elementary schools. We plan to reach 10 schools with funds covering instruction and travel time.

Uplifted Program Application #2

“Local sport organization is requesting \$10,000 to develop and deliver introductory lessons and teacher training to local elementary schools. Funds will be used to cover instruction and lesson plan development and support for teachers to deliver the lessons on their own. Teachers will be engaged in the delivery process and left with a series of plans and supports to use for years to come.



Sample Community Application

“ NSO would like \$25,000 to deliver it’s “Sport in Schools Program” to 5 schools in each province”

Uplifted Community Application #1

“NSO or PSO plans to engage local sport organizations to determine opportunities and barriers to LTAD implementation. 5 LSO’s will be supported in a pilot project to create a framework and support system for LTAD implementation.

Uplifted Community Application #2

LSO plans to improve PL development across the sport system in our community. Engaging health, education, recreation and sport stakeholders we would identify where we are, determine short term goals and execute the plan.

This is too HARD!

- It's too hard to change the system..my NSO/PSO doesn't have the resources to support me so why should I tackle this myself?
- There is too much resistance from our...board/parents/community
- Things are fine as they are..we've always done things this way, why should we change?

PLAY calendar

Working together to promote, implement, ...ns, services, amenities
increase the physical

Back

Mutually re
activities

Leadership and
Development of
PLAY YYC

Determine
structure, roles
and TOR

Goal

meetings
of collabora
of members
of resources
accessed



Education –
Teacher Support

Increase Quality
Pre-planned PL
Activities

Continuous Communication

SENSE OF URGENCY



Chip Heath and Dan Heath, Random House Canada 2010

The Rider...

- Rational
- Analytical
- Identifying problems
- Searching for solutions
- Setting the direction



-
- Analysis Paralysis!
 - Needs Clear Direction
 - Destination

The Elephant

- Guided by emotion
- Energy
- Passion
- Action



-
- Needs reward or will overrule the rider



Direct The Rider

- ✓ Find what IS working and clone it

5 % of youth ARE active...what are they doing differently than the rest?

Direct The Rider

- ✓ Script the Critical Moves

Not big picture....specific behavior

- ✗ “Cut out saturated fat”

- ✓ “Drink 1% instead of whole milk”



FE

Direct The Rider

- Point to the Destination
 - Change is easier when you know where you're going and why it's worth it"
 - We should save 100,000 lives by one year from today
 - Some is not a number; soon is not a time



Destination postcards:

Shows the Rider where you are headed and the Elephant why the journey is worthwhile

Motivate the Elephant

- Find the Feeling

Motivate the Elephant

- Shrink the Change



Motivate the Elephant

- Grow Your People
- Create a sense of identity and a growth mindset
 - Physical Literacy Coordinators
 - Champions

Shape The Path

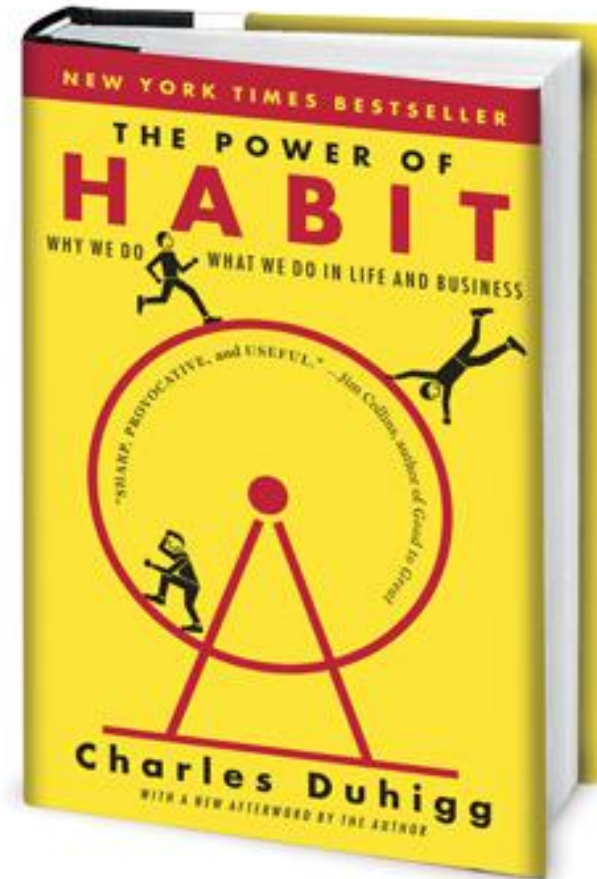
- Tweak the environment

When the situation changes, the behavior changes



Shape The Path

- Build Habits



Shape The Path

- Rally The Herd
 - Behavior is contagious, help it spread
- ## CS4L Community Connections



Stories we Loved in 2011



**CANADIAN
SPORT FOR LIFE**

Share Your Ideas

CS4L Community Connections Project

PHYSICALLITERACY.CA/COMMUNITYCONNECTIONS

Sign up for the community enews

<http://canadiansportforlife.ca/signup-e-news>

communities@canadiansportforlife.ca



A Child is Only 11 Once....

....Success is the only option, failure is not

One Shot

- If you had one shot, one opportunity to seize everything you ever wanted would you capture it or just let it slip away?
- Lose yourself in the moment you own it, you better never let it go
 - You get one shot, do not miss your chance, this opportunity comes once in a lifetime...



It takes a village...

Physical Literacy Starts Here



Town Hall

November 7, 2013
7 p.m., at Davies Hall
St. Lawrence College
Kingston, ON

RSVP:

info@KingstonGetsActive.ca

CONNECTING
Kingston's Sport, Health
Recreation and Education
providers with
local Physical Literacy
champions

*It's not just about sports.
It's about giving children and
youth the opportunity to live
a happy, healthy, long life.*

Physical Literacy/CS4L

Individual and
Organizational
Champions

Community Leadership
Teams

Awareness and
Education

Action!