

The “Get More from Sport” campaign
 What purposeful collaboration looks like
 Richard Monette
 Managing Director and Editor in Chief Active for Life

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 campaign**

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Active for Life helps Canadians raise physically literate kids.

At activeforlife.com, parents, educators, and coaches will find fun activities, engaging articles, and free resources to get kids active, healthy and happy.

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activeforlife.com

TOP-DOWN

GRASSROOTS-UP

Mobilize the Quiet Majority:
 parents, teachers, coaches, etc...

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The new normal in kids' hockey.

Physical literacy starts here

Experts agree that physical literacy is just as important as reading, writing, and arithmetic. At Baseball Canada, your child will get the right start with the Rally Cap Program.

Physical literacy comes from developing a wide variety of fundamental movement skills such as hopping, skipping, throwing, catching, and jumping. It is the foundation for achievement in sport, and is essential to success in life. Research shows that physically active kids get higher grades in school, have better social skills, and are happier and more confident.

As a parent, you can help your child develop physical literacy to give them the right start in sport, school, and life. Learn how by visiting ActiveForLife.ca

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The “UNUSUAL SUSPECTS”

BE A PART OF SOMETHING BIG

TAPIR SPORT

Thursday, October 22nd, 2015
 Friday, October 23rd, 2015

Physical and Health Literacy Academies

FEATURED SPEAKERS

DR. STEPHEN WATKINS
 Director of Physical Activity
 Physical Activity & Sport Science

DR. COLIN HEES
 Director of Physical Activity
 Physical Activity & Sport Science

DR. DAVID GLEZEN
 Director of Physical Activity
 Physical Activity & Sport Science

AMY WALSH
 Director of Sport Development
sport nova scotia

SOCCER NOVA SCOTIA

HOCKEY NOVA SCOTIA

LIMITED SPACE
REGISTER NOW
SPORTNOVASCOTIA.CA

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Outcomes:

- Hockey, Soccer & Sport NS to work together
- Increase “multi-sport” participation in children
- Educate parents

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GET MORE FROM SPORT

Get More From Sport, an education campaign developed by Hockey Nova Scotia and Soccer Nova Scotia, with support from Sport Nova Scotia, **to promote multi-sport play.**

The goal of the campaign is for every parent of an athlete aged 12 or under to visit this site, as you now have. See the evidence and read the facts. Take the test. Hear from sporting greats. See the movement.

From there, **parents will have the information to make the best decisions** for their growing athletes.

Hopefully, the **grown-ups will** worry less about the score, or the level, or “getting ahead,” and **simply foster a love of sport that keeps children active for life.**

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Forensics

Why has it worked so far?

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A shared purpose

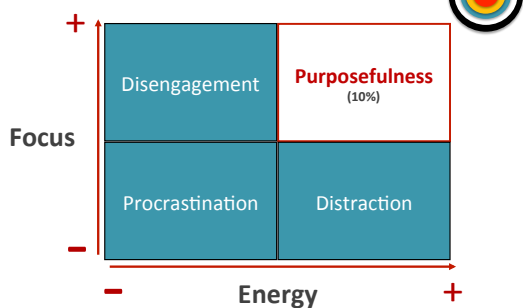
“The New Normal”

A common “WHY”

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Purposeful?



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So What?

Purposeful people, teams and organizations:

- Are more engaged
- Are more creative & innovative
- Manage their emotions, energy and resources effectively
- Communicate well.
- **Achieve better results, especially in the long term.**

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