

# ADVANCING PHYSICAL LITERACY IN ALBERTA: CONTINUING THE CONVERSATION

3/9/2016

March 09, 2016 - WinSport Institute, Calgary

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*"Large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations." – J. Kania, M. Kramer, Collective Impact, 2011.*

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# Advancing Physical Literacy in Alberta: Continuing the Conversation

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## INTRODUCTION

The Alberta Sport Action Plan (2016-2026) outlines physical literacy development as one of the four priority outcomes housed under the Sport Delivery area: “Albertans develop physical literacy by acquiring the physical and cognitive skills, knowledge, interest and confidence to participate in sport across the lifespan with a focus on the Active Start, FUNdamentals and Learn to Train stages (CS4L/LTAD)”.

*“Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.” - The International Physical Literacy Association, May 2014*

To achieve this goal, Alberta Sport Connection (ASC) continues to facilitate collaboration between the growing number of agencies and organizations contributing to the physical literacy landscape in Alberta. On March 9<sup>th</sup> 2016, ASC hosted a full day session: *Advancing Physical Literacy in Alberta: Continuing the Conversation* at the WinSport Centre in Calgary.

The intention of *Continuing the Conversation* was to engage individuals working within diverse sectors; map out the responsibilities for the development of physical literacy; identify overlaps and gaps; ensure alignment; and set priorities for 2016/17. Using the “[Collective Impact](#)” approach as a guiding principle, *Continuing the Conversation* was to strengthen relationships between organizations and participants, and foster a better coordinated physical activity delivery system in Alberta.

In February 2015, PLAY Advisory group has undertaken a strategic planning process, with input from a variety of partners and stakeholders. This process helped develop the *Activation Strategy* document which was used as a reference point for the 2016 *Continuing the Conversation* session.

Meeting participants included approximately 30 people from various organizations: Active for Life, Canadian Sport for Life, PLAY Groups, Alberta Health Services, Sport Councils, Mount Royal University, Ever Active Schools, Boards of Education, Be Fit For Life, YMCA, Recreation and Physical Activity Division; to name a few.

Each of them was asked to complete a short survey that included two questions: “What is your organization’s core business? What are your organization’s activities in regards to physical literacy?” A summary of responses was shared with the participants as a part of the pre-meeting package, which also included the “Collective Impact” article, as well as the *Activation Strategy* document.

## NATIONAL STATUS REPORT

*Towards a National Physical Literacy Strategy for Canada (prepared and presented by Lea Norris)*

On January 27, 2016 the National Physical Literacy Strategy group convened at the Hilton Lac-Leamy in Gatineau, QC as a follow up to the meeting that took place in Winnipeg, MB on November 13, 2015. The following partners were involved:

- 60 Minute Kids Club
- Active For Life
- Athletics Canada
- Canadian Association for the Advancement of Women in Sport and Physical Activity
- Canadian Paralympic Committee
- Coaching Association of Canada
- Canadian Parks and Recreation Association
- ViaSport British Columbia
- ParticipACTION
- Gymnastics Canada
- High Five
- Motivate Canada
- Physical and Health Education Canada
- Sport Canada
- Sport for Life Society
- Provincial Sport Orgs

In order to get from our Current State to the Desired State of physical literacy, it was agreed that all organizations need to play a role. The bulk of the meeting was spent in small groups, creating short-term action steps in each of the following pillars which were identified at the November, 2015 meeting:

### ADVOCACY

- Identify current funders of physical literacy
- Identify and tell the story of current PL influencers

### PHYSICAL LITERACY ALLIANCE

- Create Terms of Reference for the group
- Create cost/benefit analysis of physical literacy development
- Advocate for a first minister’s conference to promote physical literacy

## COMMUNICATION

- Widely communicate the concepts and components of the Physical Literacy Consensus Statement in a format that is relevant to each sector/audience.
- Develop key physical literacy messages targeted at specific audiences and sectors
- Develop an Inclusive Physical Literacy Working Group

## EDUCATION

- Map programs, policies, investments, stakeholders and key leaders across all sectors, regions and populations of the country
- Create a needs chart for each population (i.e. What training and support do recreation leaders, early childhood educators, coaches, health care practitioners, etc. need to support PL?)

## FUNDED RESEARCH AND EVIDENCE

- Align with and leverage the work of the Sport for Life Physical Literacy Research group

# PROVINCIAL STATUS REPORT

## *Physical Literacy Strategy for Alberta*

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As several organizations started to increasingly focus on physical literacy, the PLAY network grew over the past several years. Physical literacy representatives came together at a strategic planning session for PLAY Alberta in Edmonton last year. *Continuing the Conversation* session has picked up where that group left off (building off of their work as well as that of the National strategy and that of some other provinces).

## BILATERAL FUNDING

- Canada and Alberta have a 4 year (2015-2019) Bilateral Contribution Agreement in place for the purposes of increasing sport participation in the province of Alberta.
- The bilateral agreement is intended to increase awareness, education and implementation of physical literacy programs in Alberta by engaging communities in the first three stages of the Canadian Sport for Life (CS4L) model.
- It is also intended to decrease the barriers to sport participation for underrepresented and/or marginalized populations through implementation of targeted programs.
- Support to partners in physical literacy development is achieved through 5 main categories: CS4L initiatives (PSO/MSO's LTAD implementation), Regional Physical Literacy Coordinators (BFFL Network), Aboriginal Swim Program, Northern Sport Development and Sport Support Program (5 PSO/MSO partnership projects).

## OTHER PROVINCES

- Development of physical literacy strategies is occurring in other provinces such as Saskatchewan, British Columbia and Ontario.

## PARTICIPANTS

### *Survey responses summary*

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A total of 36 respondents provided their responses to two pre-meeting survey questions; responses are noted below. Not all of the respondents were able to participate in the *Continuing the Conversation* session. Some organizations had two or more people respond to the survey.

### 60 MINUTE KIDS' CLUB

#### *Organization's core business*

60MKC is a collaborative movement designed to re-instill physical activity, physical literacy and healthy habits in children. We are a free program designed to baseline, track, record & report progress related to healthy habits and fundamental movement skills.

#### *Organization's activities in regards to physical literacy*

We meet federal guidelines for providing 60 Minutes of physical activity and entrench healthy behaviors by connecting partners, participants and amplifying stories. Our platform tracks 6 healthy habits - physical activity, healthy eating, screen time, hydration, sleep time, and mental health. We have free instructional and assessment video resources for 16 fundamental movement skills. These resources link directly to lesson plans from Active for Life to support the building of fundamental movement skills in sessions with children. We see our tools and structure as connected to the progression of physical literacy - from the levels of the individual to the program and throughout the organization.

### ACTIVE FOR LIFE

#### *Organization's core business*

Active for Life helps parents raise physically literate kids. Physical literacy is just a hop, skip, and a jump away at [activeforlife.com](http://activeforlife.com), where parents, educators, and coaches can find fun activities, engaging articles, and free resources. AFL is a national initiative created to help parents give their children the right start in life through the development of physical literacy.

#### *Organization's activities in regards to physical literacy*

We operate [activeforlife.com](http://activeforlife.com): Parents and professionals will find all the information, free resources, and inspiration they need to start their kids' life-long journey in physical literacy. Approximately 80,000 people visit the site on a monthly basis and they view approximately 120,000 pages monthly. Website, social media, webinars, presentations to engage and educate parents and professionals from all sectors; Member of the National PL Strategy Group; Advocacy; Partnerships (ex. CAC, National Ballet School) extend our reach to key audiences; Role Model program (2 sectors: bloggers and elite athletes) extends our reach; Outreach supplies (free co-branded postcards, bookmarks, posters, slideshows, etc.) and implementation consultation work support grassroots organizations; We are committed to working "for the greater good" and share our high quality content for free (content user guidelines apply).

### ALBERTA HEALTH SERVICES

#### *Organization's core business*

Provincial Health Services

### *Organization's activities in regards to physical literacy*

Working with the Be Fit For Life Center on establishing PLAY groups in our communities. Promoting physical literacy to community groups, recreation centers, children, schools, educators and parents.

## **ALBERTA LACROSSE ASSOCIATION**

### *Organization's core business*

Through responsive, effective leadership and by embracing positive change, Alberta Lacrosse provides innovative, quality programs and services to inspire participation while protecting the integrity of the sport.

### *Organization's activities in regards to physical literacy*

The skills taught in lacrosse, especially the base skills taught at the younger age groups support the development of physical literacy. Skills such as running, scooping, cradling, catching, shooting.

## **ALBERTA SPORT CONNECTION**

### *Organization's core business*

Alberta Sport Connection is dedicated to enhancing the quality of life of Albertans by encouraging active lifestyles, promoting athletic excellence and multi-sport games, partnering with and funding community initiatives. Vision: Alberta, the premier sport delivery system in Canada. Mission: To enhance, advocate, and inspire participation and partnerships, as Albertans strive for excellence in sport.

### *Organization's activities in regards to physical literacy*

Canada and Alberta have a Bilateral Contribution Agreement in place for the purposes of increasing sport participation in the province of Alberta. The bilateral agreement is intended to increase awareness, education and implementation of physical literacy programs in Alberta (see the Provincial status report, page 3).

## **ALBERTA RECREATION & PARKS ASSOCIATION**

### *Organization's core business*

Alberta Parks & Recreation Association coordinates many community programs including Everybody Gets to Play, Communities in Bloom, Communities Choosewell, HIGH FIVE, ParticipACTION Teen Challenge, Physical Literacy and You (PLAY) and Excellence Series.

### *Organization's activities in regards to physical literacy*

Alberta Parks & Recreation Association has assisted Be Fit For Life with the Physical Literacy And You Advisory Groups and maintains their Facebook Page. We also attend PLAY Great meetings hosted by the Edmonton Sport Council.

## **ALBERTA SCHOOLS' ATHLETIC ASSOCIATION**

### *Organization's core business*

Our core business is to provide athletic opportunities to all high school students in the province of Alberta. Things such as provincial championships, leadership conferences, scholarships, para athletics, unified sports, coach education etc.

### *Organization's activities in regards to physical literacy*

Unified Sports - We recently launched a project called Unified Sports that focus' on the inclusion of



students with intellectual disabilities, allowing them to participate in organized sport with partners (students without intellectual disabilities). Para Athletics - Working alongside Athletics Canada to further include para athletes in our cross country and track & field championships. Trying to publicize, grow and implement para races at all of our zone and provincial championships across Alberta.

## APPLE SCHOOLS

*Organization's core business*

Healthy kids in healthy schools.

*Organization's activities in regards to physical literacy*

We work with school communities to increase the quantity and quality of physical activity in schools. We measure outcomes using time-stamped pedometers and self-report tools.

## BE FIT FOR LIFE CALGARY / PLAY CALGARY

*Organization's core business*

Education and Training Community Partnerships Collaboration to support the development of Physical Literacy

*Organization's activities in regards to physical literacy*

PLAY Calgary Move & Play Through Physical Literacy Workshops Early Childhood Resource Creation and Training Kinesiology Course Instruction.

## BE FIT FOR LIFE CENTRE - GRANDE PRAIRIE

*Organization's core business*

Work collectively to inspire, educate and support Albertans to lead healthy, physically active lifestyles

*Organization's activities in regards to physical literacy*

Education / training Resource and program development Mentorship P.L.A.Y group development

## BE FIT FOR LIFE NETWORK

*Organization's core business*

To work collectively to inspire, educate and support Albertans to lead healthy, physically active lifestyles.

*Organization's activities in regards to physical literacy*

Grow and facilitate regional PLAY Groups - Physical Literacy Coordinator Position at each Centre to support regional needs - Build relationships & provide support to physical literacy champions in the community - Facilitate workshops & professional development

## CENTRE FOR CHILD WELL-BEING

*Organization's core business*

Our organizations core purpose is to examine pre-school physical literacy.

*Organization's activities in regards to physical literacy*

Developed: PLOT- physical literacy observation tool Hop, Skip & Jump Resource Apple Model Apple Seeds- 12 week program Workshops Focus groups



## CHANGING MINDS, CHANGING LIVES

### *Organization's core business*

Changing Minds, Changing Lives (CMCL), presented by Pfizer Canada, is a program that educates healthcare professionals, educators and post-secondary students in related fields, as well as community and recreation groups on the benefits of sport and how to help their clients get involved. Workshops often include presentations by a Paralympic Athlete or local athlete with a physical disability on the important role sport has played in their lives. There is also the opportunity to try the adaptive equipment used in para-sport, as well as find out about resources to help persons with a physical disability learn more about sport and where to get involved. This professional development seminar works with key influencers and frontline service providers to support them in realizing the potential that resides within all Canadians with a disability.

### *Organization's activities in regards to physical literacy*

Canadian Paralympic FUNdamentals Resource website. Paralympic Schools Week- The program provides teachers with free resources to educate students about sports for athletes with a disability and learn about Canada's involvement in the Paralympic Games. Students gain a positive perception of people with a disability through introduction to a variety of inclusive ways to get active and get involved in parasport. Changing Minds, Changing Lives- para athletes will come share about the value of sport and their own personal journey. The Paralympic Heroes program coordinates athlete requests across Canada. The program promotes Paralympians, the Paralympic Movement and is designed to support the personal and professional development of Canadian athletes.

## CITY OF CALGARY - SPORT & PARTERSHIP DEVELOPMENT

### *Organization's core business*

We support local sport organizations in Calgary to strengthen their governance to increase opportunities for Calgarians to be more active, more often. We promote and support sport orgs to meet best practices (CS4L; High-FIVE; NCCP; governance standards).

### *Organization's activities in regards to physical literacy*

Our division drives physical literacy standards and education for our internal programs (day camps, pre-school, intro-to classes).

## CLEARWATER COUNTY PL COALITION

### *Organization's core business*

Provide an avenue for interested partners to work together to promote, implement, and evaluate programs, services, amenities and policy which increases the physical literacy of all Clearwater County residents

### *Organization's activities in regards to physical literacy*

Increase awareness through education about physical literacy and LTAD. Provide those working in the sectors of education, health, recreation, provincial and National parks as well as sport with information and resources (connections) relevant to physical literacy and their programs. Support local resource development involving PL. Work with local government leaders to embed quality sport, PA and PL programs into policy and strategy. Measure impact and evaluate useful knowledge around PL in Clearwater County

## EDMONTON SPORT COUNCIL

### *Organization's core business*

To facilitate a better sport environment in Edmonton.

### *Organization's activities in regards to physical literacy*

We're currently developing an Edmonton Active Recreation and Sport Strategy with the City of Edmonton which is based on the CS4L outcomes of physical literacy, active for life and excellence. Once approved, our mandate will become to advance the Strategy. We started a multi-sector partnership (now called PLAY GREAT) in Dec 2011 which has put physical literacy on the map in Edmonton.

## EVER ACTIVE SCHOOLS

### *Organization's core business*

Ever Active Schools (EAS) is a provincial initiative designed to assist school communities in addressing and creating healthy school communities. EAS contributes to the healthy development of children and youth by fostering social and physical environments that support improving the health and learning outcomes of students in Alberta. EAS spearheads meaningful collaboration between the health, education, recreation and active living sectors. Through collaborative partnerships, projects based work, knowledge exchange and competency based learning opportunities, EAS works to build and support healthy Albertans.

### *Organization's activities in regards to physical literacy*

EAS supports physical literacy in Alberta through professional learning, resource development and dissemination, communications, and hosting of provincial events. EAS also spearheads physical literacy based projects primarily within the Education Sector. The Physical Literacy in Residence project provides mentoring within schools to increase teachers self-efficacy and also creates changes to school policy to elevate a school culture to better support student well-being.

## GRANDE PRAIRIE SPORT COUNCIL

### *Organization's core business*

The GPSC influences and supports the growth and enhancement of sport in the Grande Prairie Region.

### *Organization's activities in regards to physical literacy*

The GPSC helps promote CS4L framework and support Physical Literacy champions in the area with education and training.

## MOUNT ROYAL UNIVERSITY

### *Organization's core business*

MRU offers undergraduate students an opportunity to become a physical literacy leader by completing a major as a component of the Bachelor of Health and Physical Education degree. The BHPE physical literacy major is the only one of its kind in Canada.

### *Organization's activities in regards to physical literacy*

Undergraduate courses specifically designed using the principles of physical literacy. Ongoing research projects related directly to the development and teaching of PL programming throughout the lifespan. Ongoing evaluation of PL using validated testing procedures (Canadian Assessment

of Physical Literacy) developed by the Children's Hospital of Eastern Ontario. Leadership training and certification of physical literacy professionals.

## PROVINCIAL FITNESS UNIT OF ALBERTA - AFLCA AND BFFL NETWORK

*Organization's core business*

The Provincial Fitness Unit of Alberta supports individuals and communities to be physically active through advocacy and education, building strategic partnerships and by supporting professionalism in the exercise industry.

*Organization's activities in regards to physical literacy*

Infrastructure and support of PLAY Alberta, resource development and advocacy for the field.

## RECREATION & PHYSICAL ACTIVITY DIVISION, MINISTRY OF CULTURE & TOURISM

*Organization's core business*

Sector Coordination within and outside of Government, Informing policy and sector funding support

*Organization's activities in regards to physical literacy*

Support of nonprofit provincial organizations who develop and implement P.L. based programming and education.

## RHYTHMIC GYMNASTICS ALBERTA

*Organization's core business*

Rhythmic Gymnastics Alberta fosters and encourages participation in gymnastics and gymnastics-for-all and development of excellence in rhythmic gymnastics. Achievement of this is accomplished through thorough, professional training and development of key leaders from Foundations through to Comp Dev coaches.

*Organization's activities in regards to physical literacy*

Gymnastics coaches have active start training, as well as FUNdamental training, and gymnasts range in age from 18 months through to 85 years young. At each stage coaches are trained to focus on FMS, FMP, and development of key physical literacy attributes that are transferable to any sport.

## SPORT CALGARY

*Organization's core business*

Sport Calgary is a volunteer non-profit society, representing sport in the city of Calgary through advocacy, research, engagement, assistance, support and education.

*Organization's activities in regards to physical literacy*

Sport Calgary is part of the leadership team of PLAY Calgary and has collectively with a number of other highly involved groups, promoted the importance of physical literacy through information sessions, workshops, meetings and training opportunities.

## SPORT FOR LIFE SOCIETY

*Organization's core business*

Sport for Life is a catalyst, working to enable and empower change for the better. We work collaboratively with governments and organizations in sport, education, recreation and health, in communities, provinces and territories, across Canada, to help build physical literacy and the quality of sport and physical activity.

### *Organization's activities in regards to physical literacy*

Sport for Life's Physical Literacy division works to Improve the physical literacy of all Canadians, especially children, through comprehensive and collaborative intervention strategies. Through: System alignment, program delivery and support, environmental assessments, observation and tracking tools, physical literacy evaluation and research, awareness and education

## VIVO

### *Organization's core business*

Providing recreational opportunities for families in North Central Calgary

### *Organization's activities in regards to physical literacy*

Research and innovative programming

## YMCA CALGARY

### *Organization's core business*

YMCA Calgary offers a broad range of health, fitness and recreational programs to help members of our community feel like they belong and have opportunities to continue to grow and develop, as well, have opportunities to become leaders/ champions of health/ wellness in the community.

### *Organization's activities in regards to physical literacy*

Early Years - Development of early literacy kits with the Calgary Public Library, starting training for staff Children - day camp curriculum development, training for day camp leaders, hiring of a day camp physical literacy coordinator, starting to develop training requirements/ implement training for non-seasonal staff on PL Adults - offered physical literacy fitness CEC opportunities

## YMCA OF NORTHERN ALBERTA

### *Organization's core business*

The YMCA is a charity that provides health, education and social services. It contributes to the mix of public, private, and charitable programs and facilities available to Canadians. As well, the YMCA has always been there to catch people who "fall between the cracks" of public systems and the marketplace. YMCA programs are responses to community needs. That is why a YMCA can look very different from community to community, country to country, and generation to generation. As needs change, so does the YMCA's program offerings.

### *Organization's activities in regards to physical literacy*

A YMCA Recreation Manager and a YMCA Child Care manager attend & actively participate in PLAY Great meetings. We have a Program Physical Literacy Strategic plan for Child Care, Preschool, Child, Youth, Camp and some older adult Programming that includes Marketing, Parent Education, Program Logic Models with PL Outcomes, Program Directives mandating the use of PL resources, Quarterly Training events for new staff on NCCP FMS, Move n Play & High Five Sport, Regular assessment of staff effectiveness in providing PL improvement opportunities in program using an instructor Behavior grid assessment tool, and we have started implementing some PL assessment tools for parents and kids (PLAY Tools and CAPL Obstacle Course). YMCA strategic plan has Physical Literacy identifies key initiatives in child care and recreation around providing opportunities for children to improve movement skills, movement confidence, movement competence and the motivation to move.

## MAPPING PROGRESS IN 6 ACTIVATION AREAS

Progress on action options generated in 2015

All organizations recorded one accomplishment in physical literacy scope of their work in the last 12 months on a white hexagon. As a reference point, participants used a chart that listed a number of actions grouped into 6 areas, which were generated in February 2015, as a part of the PLAY Alberta strategic planning process.

### WHITE HEXAGONS



## FACTORS THAT HELPED AND HINDERED THE PROCESS

Assessment of internal and external factors that supported or slowed down progress

Participants considered factors and circumstances that helped or hindered the ability of their organization to make progress in development and implementation of physical literacy programs.

### FEEDBACK

Hindered	Helped
Waiting for research	Play groups growing
Funding (x3)	Passion 4 Physical Literacy
Systemic change (policy)	Funding
Lack of time	Readiness
Old thoughts/knowledge (x2)	Role Clarity (x2)
Lack of role clarity (x3)	Momentum
Lack of PL backbone/ understanding (x2)	Removing logos and egos for common action
Leadership –lack of or waiting (x3)	Relationship/partnership/collaboration (x7)
Side of desk	



## ACTIVATION AREAS - WHAT CAN WE ACHIEVE?

Identification and prioritization of top most significant actions

Participants identified one to three actions from 2015 in each activation area that made the biggest difference in their work. Identified 2015 actions for each area were then used to generate 3-4 action ideas for 2016.

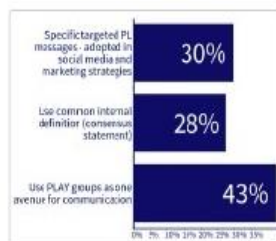
### FEEDBACK

Activation area	Overarching/ Strategic Action Steps	Grass Roots/Local Action Steps	Action Ideas for 2016
1. Awareness	1.4 Increase understanding of physical literacy through the dev't of a comprehensive awareness/education strategy	1.B Develop, distribute and communicate common messaging about physical literacy.	1. Specific targeted physical literacy messages
			2. Use common internal definition
			3. Use PLAY groups as avenue for communication
2. Resources & Tools	2.1 Develop physical literacy resources/tools that guide and support communities, stakeholders and partners to improve alignment and cooperation across sectors.	2.A Share best practices and promote existing resources and tools (e.g.: physical literacy assessments, movement preparation, workshops)	1. Creating an inventory of resources/tools before creating new ones
	2.4 Inventory and categorize existing physical literacy resources and tools (paper, video, workshop, podcast, presentations) to determine gaps.	2.D Identify and develop resources and tools that support specific target audiences including: parents, coaches, teachers, instructors, youth leaders, girls and women, Aboriginals, varying abilities, new citizens, regional practitioners etc.	2. Sharing best practices/stories  3. Mentorship- teachable moments of resources/tools
3. Education and Training	3.2 Develop and deliver appropriate educational and training platforms that build and sustain capacity to infuse physical literacy into diverse sectors.	3.A Identify key components of physical literacy that need to be conveyed to different target groups (e.g.: appropriate university professors, coaches, teachers, young leaders, early childhood service providers, community organizers and others).	1. Mentorship training
	3.3 Based on the gap analysis, identify and develop programs or strategies needed to advance education and training.	3.B Engage and inform teachers educators from Alberta universities and colleges.	2. Education - teacher conventions 3. Standardized training
	3.6 Build a "Train the Trainer" model within communities and organizations to make physical literacy training cost effective and accessible.	3.D Develop network to share learning and existing best practices.	4. Central collection of PL
4. Meaningful Measurement & Research	4.6 Publish findings in well-respected peer-review journals and promote through popular media outlets	4.C Develop meaningful and relevant markers for leaders, teachers, parents, coaches, instructors and other agents of delivery.	1. Collective synthesis of PL assessment purpose of each 2. Meet to discuss metrics 3. Share evaluation tool
		4.D Collect and tell stories from individuals and communities to capture the experiences associated with a physical literacy initiative.	4. Identify what we are measuring
5. Systemic Change	5.5 Creation and support of school jurisdiction policies that support physical literacy in schools.	5.A Build relationships with relevant decision-makers to ensure physical literacy becomes a sustained feature on their agendas.	1. Short term and long term data (need to connect the dots) 2. Society has momentum and needs to push change by pushing and creating urgency 3. PL on equal footing on literacy and numeracy through social, emotional, physical wellbeing
6. Collaborative Leadership	6.4 Structure a PLAY Alberta advisory committee (to the lead agency or agencies) and accountability framework to activate the Strategic Plan	6.C Develop effective communication avenues to identify multi-sectoral champions and ensure everyone is working towards the same goals	1. Identify organization
	6.8 Increase physical literacy awareness through a system of community mentors and informed community champions from various sectors.		2. Engage AALP to assess role  3. Develop an accountability structure

## POLL RESULTS

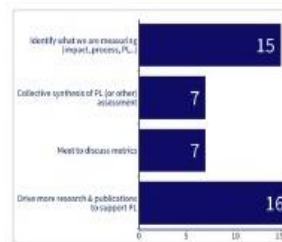
Participants then voted on the generated ideas via polling software. Two action ideas were selected from each of the 6 activation areas, and identified as priorities for 2016.

### Awareness: Select your top two action ideas.



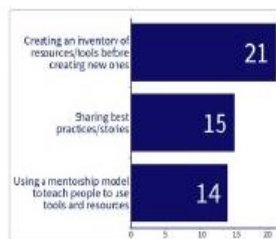
Answers	Responses
Specific targeted PL messages – adopted in social media and marketing strategies	14
Use common internal definition (consensus statement)	13
Use PLAY groups as one avenue for communication	20

### Meaningful Measurement & Research: Select your top two action ideas.



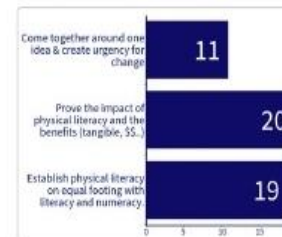
Answers	Percentage
Identify what we are measuring (impact, process, PL.)	33%
Collective synthesis of PL (or other) assessment	16%
Meet to discuss metrics	16%
Drive more research & publications to support PL	36%

### Resources & Tools: Select your top two action ideas.



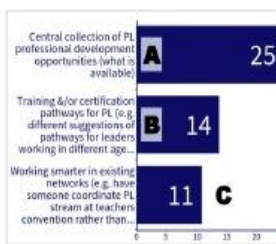
Answers	Percentage
Creating an inventory of resources/tools before creating new ones	42%
Sharing best practices/stories	30%
Using a mentorship model to teach people to use tools and resources	28%

### Policy: Select your top two action ideas.



Answers	Percentage
Come together around one idea & create urgency for change	22%
Prove the impact of physical literacy and the benefits (tangible, \$\$.)	40%
Establish physical literacy on equal footing with literacy and numeracy	38%
Establish physical literacy on equal footing with literacy and numeracy	19%

### Education & Training: Select your top two action ideas.



Answers	Percentage
Central collection of PL professional development opportunities (what is available)	50%
Training &/or certification pathways for PL (e.g. different suggestions of pathways for leaders working in different age ranges)	28%
Working smarter in existing networks (e.g. have someone coordinate PL stream at teachers convention rather than individually applying)	22%

### Collaborative Leadership: Select your top two action ideas.



Answers	Percentage
Have Be Fit For Life guide the backbone	31%
Identify organizations to lead each activation area	45%
Engage Alberta Active Living Partners & Alberta Centre for Active Living to see if they have a role	24%
Engage Alberta Active Living Partners & Alberta Centre for Active Living to see if they have a role	12%



## AWARENESS

1. AWARENESS: Raising awareness is essential to creating a comprehensive understanding that physical literacy is vital to building the Human Capital and in turn build a powerful social movement.						
Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
1.1 Province-wide physical literacy awareness campaign.	0.05	BFFL, ECWB, ARPA, AFL	1.A Elevate web presence of physical literacy to support practitioner awareness and networking.	0.5	ASAA, EAS, Sport Calg, HMHL, AFL, S4L, ARPA, CCWB	1. Specific targeted physical literacy messages
1.2 Sector-specific physical literacy awareness campaigns that are linked and aligned (don't include all the sub-bullets)	0.05	HMHL, BFFL, Sport Calg, EAS	1.B Develop, distribute and communicate common messaging about physical literacy.	3.5	CCPLC, BFFL, ASAA, AHS, AFL, S4L, Sport Calg, ARPA, CCWB	2. Use common internal definition
1.3 Increase community awareness of community PLAY groups/	0	ARPA, Sport Calg, BFFL, EAS, S4L	1.C Create a continuous communication and knowledge transfer exchange at a number of levels: regional, communities & neighbourhoods.	1.5	CCPLC, CCWB, EAS, ESC, Sport Calg, AFL, ARPA	3. Use PLAY groups as avenue for communication
1.4 Increase understanding of physical literacy through the dev't of a comprehensive awareness/education strategy	5.5	VIVO, S4L, AFL	1.D Identify multiple community partner agencies to assist.	0	CCWB, ASAA, GPSC, EAS, ESC, Sport Calg, BFFL, AFL, ARPA, S4L	
1.5 Create a continuous communication & knowledge transfer exchange at various levels; national/provincial/regional.	0	CCWB, BFFL, ASHA, EAS, VIVO, AFL, S4L	1.E Identify additional partnerships that help to advance physical literacy in Alberta.	2	CCWB, ASAA, VIVO, GPSC, EAS, Sport Calg, AFL, BFFL, S4L, ARPA	
1.6 Identify multiple partner agencies to assist including various Ministries/Health units.	0	CCWB, VIVO, ASAA, ASC, AFL, EAS, Sport Calg, S4L	1.F To activate and mobilize the physical literacy education and awareness	0	ESC, GPSC, EAS, Sport Calg, AFL, BFFL, S4L, ARPA, CCWB	
1.7 Review the community PLAY group mentoring resource requirements in relation to the advancement of the Activation Strategy.	0	BFFL				
1.8 Activate and mobilize the physical literacy education and awareness.	1	CCWB, AFL, EAS, S4L, ASAA, Sport Calg, BFFL				

## RESOURCES AND TOOLS

2. RESOURCES & TOOLS: Resources that exist must be identified, evaluated, stored, shared and where necessary, developed across many sectors and organizations.						
Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
2.1 Develop physical literacy resources/tools that guide and support communities, stakeholders and partners to improve alignment and cooperation across sectors.	3	VIVO, AFL, MRU, BFFL, EHS, CPWB, S4L	2.A Share best practices and promote existing resources and tools (e.g.: physical literacy assessments, movement preparation, workshops)	2	AHS, GPSC, BFFL, ASAA, SPORT CALG, ESL, S4L, AFL, CCWB, LSC	1. Creating an inventory of resources/tools before creating new ones
2.2 Build tools and resources as needed	0	BFFL, ASAA, S4L, EAS, AFL, CCWB	2.B Meet with communities to determine the need for additional resources required for success	0	S4L, BFFL, ASAA, AFL,	2. Sharing best practices/stories
2.3 Coordinated resource development and distribution across Alberta.	2	VIVO, ASAA, AFL, S4L, EAS, BFFL, CCWB, MRU	2.C Build/maintain a database of communities, stakeholders, partners, champions, programs, resources and tools to track learning, best practices and ensure continuous improvement	0	GPSC, S4L, CCPLC, LSC, ESC, CCWB, AFL	3. Mentorship- teachable moments of resources/tools
2.4 Inventory and categorize existing physical literacy resources and tools (paper, video, workshop, podcast, presentations) to determine gaps.	7	S4L, CCWB	2.D Identify and develop resources and tools that support specific target audiences including: parents, coaches, teachers, instructors, youth leaders, girls and women, Aboriginals, varying abilities, new citizens, regional practitioners etc.	2	S4L, BFFL, AFL, EAS, CCWB	

## EDUCATION AND TRAINING

3. EDUCATION & TRAINING: The idea that those entrusted with the provision of exceptional sport, recreation, active living, health and education have the skills and knowledge required for their position to ensure a physically literate population.						
Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
3.1 Inventory existing educational & training platforms for physical literacy to determine gaps in the system	0	CCWB, AFL, ARPA, S4L	3.A Identify key components of physical literacy that need to be conveyed to different target groups (e.g.: appropriate university professors, coaches, teachers, young leaders, early childhood service providers, community organizers and others).	4	CCWB, AFL, ASAA, BFFL, EAS, ARPA	1. Mentorship training
3.2 Develop and deliver appropriate educational and training platforms that build and sustain capacity to infuse physical literacy into diverse sectors.	1	CCWB, AFL, ARPA, SPORT CALG, EAS, ASAA, BFFL	3.B Engage and inform teachers educators from Alberta universities and colleges.	3	SPORT CALG, BFFL, CCWB, EAS, AFL, S4L, ARPA	2. Education - teacher conventions
3.3 Based on the gap analysis, identify and develop programs or strategies needed to advance education and training.	1	CCWB, ARPA, EAS, ASAA, S4L, BFFL	3.C Provide target groups with training in physical literacy assessment as needed.	0	SPORT CALG, BFFL, CCWB, EAS, S4L, ARPA	3. Standardized training
3.4 Develop Physical Literacy education (certification) courses building on existing presentations.	0	MRU, VIVO, ARPA, S4L, BFFL	3.D Develop network to share learning and existing best practices.	3	SPORT CALG, CCWP, ASAA, GPSA, SC, BFFL, AFL, EAS, ESC, ARPA, S4L	4. Central collection of PL
3.5 Develop online physical literacy course(s) and resources.	0	CCWB, AFL, BFFL, S4L	3.E Encourage employers to require physical literacy training for employment in appropriate positions.	0	GPSC, SPORT CALG, BFFL, CCWB, ARPA, EAS	
3.6 Build a "Train the Trainer" model within communities and organizations to make physical literacy training cost effective and accessible.	1	S4L, EAS, BFFL, CCWB, ASAA	3.F Encourage those providing physical literacy professional development opportunities to coordinate their offerings and to avoiding timing conflicts (regionally, provincially, nationally, and/or internationally).	2	BFFL, ESC, EAS, S4L, ARPA	

## MEASUREMENT AND RESEARCH

4. MEANINGFUL MEASUREMENT & RESEARCH: Ongoing research is necessary to build the evidence for sustainable interventions and applying this research will help guide future decisions. Contributions and partnerships with communities will help build and advance the knowledge and best practices of physical literacy and research provides a road map for those wanting to embrace physical literacy.						
Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
4.1 Establish baseline understanding of the physical literacy landscape in Alberta.	0	VIVO, EAS, CAPL, MRU, CCWB	4.A Expand "My Personal Best" as developed under the PanAm/Para PanAm Kids Program and the use of PLAY tools across all areas and org.	0		1. Collective synthesis of PL assessment purpose of each
4.2 Examine current data collection process	0	S4L, CH, MRU, VIVO	4.B Track and monitor the use of PLAY tools by partnering with researchers and community champions	0		2. Meet to discuss metrics
4.3 Identify quality measurements to identify progress across the PLAY network (PLAD mapping).	0	ASC, RPAD	4.C Develop meaningful and relevant markers for leaders, teachers, parents, coaches, instructors and other agents of delivery.	6	CCWB	3. Share evaluation tool
4.4 Incorporate measurements (KPIs) into the PLAY activation strategy.	0		4.D Collect and tell stories from individuals and communities to capture the experiences associated with a physical literacy initiative.	5	CCWB, BFFL, EAS, ESC, S4L, SPORT CALG	4. Identify what we are measuring
4.5 Support with available resources & expertise	0	CCWB, COCALGARY, S4L	4.E Present, distribute, and share findings ensuring messages target-audience appropriate.	0	CCWB, EAS, ESC, S4L, SPORT CALG	
4.6 Publish findings in well-respected peer-review journals and promote through popular media outlets	4	MRU, EAS				

## SYSTEMIC CHANGE

**5. SYSTEMIC CHANGE & ADVOCACY: An endorsed strategy (active recreation, sport, physical activity) aligned with CS4L principles should be developed, identifying the roles of partners and action priorities. Policy and strategy development also should draw on mutual support linkages between similarly engaged communities, to learn from the achievements and setbacks of others.**

Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
5.1 Formulate a written agreement between ARPA and the Be Fit for Life Centres as to their respective roles in supporting community PLAY groups. (Note, this may include one being selected as the primary agency funded by the Alberta Sport Connection – with a fee for service agreement with the other).	0		5.A Build relationships with relevant decision-makers to ensure physical literacy becomes a sustained feature on their agendas.	6	EAS, CCWB, AHS, ASC, S4L, ESC	1. Short term and long term data (need to connect the dots)
5.2 Determine the single provincial agency through which provincial PLAY resourcing and service to community PLAY groups will be resourced.	1		5.B Learnings and shared best practices are promoted through various media formats to ensure continuous improvement.	1	CCWB, EAS, S4L, ESC	2. Society has momentum and needs to push change by pushing and creating urgency
5.3 Inventory and develop when necessary policy frameworks that promote and reinforce the development of physical literacy as a standard of care within provincial accreditation processes for licensed and approved child care and after school settings for children (6 months to 12 years)	0	CCWB				3. PL on equal footing on literacy and numeracy through social, emotional, physical wellbeing
5.4 Inventory and develop, when necessary, policy and guidelines across K to 12 for developing physical literacy within the school curriculum (especially in PE) that is supported by an accountability framework.	1					
5.5 Creation and support of school jurisdiction policies that support physical literacy in schools.	5	HMHL, EAS, AHS, EAS				
5.6 Inventory existing policies within the following organizations to identify gaps, challenges and opportunities. (Govt, municipalities, NGO's)	1	SP CAL, CO CALG, CCWB, EAS				

## COLLABORATIVE LEADERSHIP

**6. COLLABORATIVE LEADERSHIP: This engagement strategy will advance physical literacy by activating communities through a system of mentors and informed community champions equipped with best practices and lessons learned by others. Outcomes will include efficient and positive impact on the citizens within their communities**

Overarching/ Strategic Action Steps	# of Votes	Org. involved	Grass Roots/Local Action Steps	# of Votes	Org. involved	Action Ideas for 2016
6.1 Expand utilization of Becoming a CS4L Community 2.0 tool into additional Alberta communities.	0	BFFL, CCPLC	6.A Expand the use of the Physical Literacy Assessment for Youth series where appropriate.	0	SC, S4L, BFFL	1. Identify organization
6.2 Expand RBC Learn to Play into other communities	1	ARPA, BFFL, EAS, LSC, S4L	6.B Expand the use of PHE Canada Passport for Life where appropriate.	0	BFFL, CCWB, EAS	2. Engage AALP to assess role
6.3 Expand the delivery of physical literacy ed. courses to additional communities and organizations.	1	MRU, BFFL, HMHL, CCWB, EAS, S4L	6.C Develop effective communication avenues to identify multi-sectoral champions and ensure everyone is working towards the same goals	5	BFFL, HMHL, EAS, CCPLC	3. Develop an accountability structure
6.4 Structure a PLAY Alberta advisory committee (to the lead agency or agencies) and accountability framework to activate the Strategic Plan	2	CAL PARA SPORT				
6.5 Seek funding opportunities to support the Activation Strategy	0	S4L, FAS, CCPLC				
6.6 Actively engage with community PLAY groups	0	CAL PARA SPORT, BFFL, AHS, S4L, ASC, RPAD, SCAL				
6.7 Increase the number of PLAY groups in Alberta.	0	BFFL, CCWB, BFFL, EAS				
6.8 Increase physical literacy awareness through a system of community mentors and informed community champions from various sectors.	7	MRU, BFFL, LSC, S4L, HMHL, EAS, CCPLC				

## ACTION STEPS

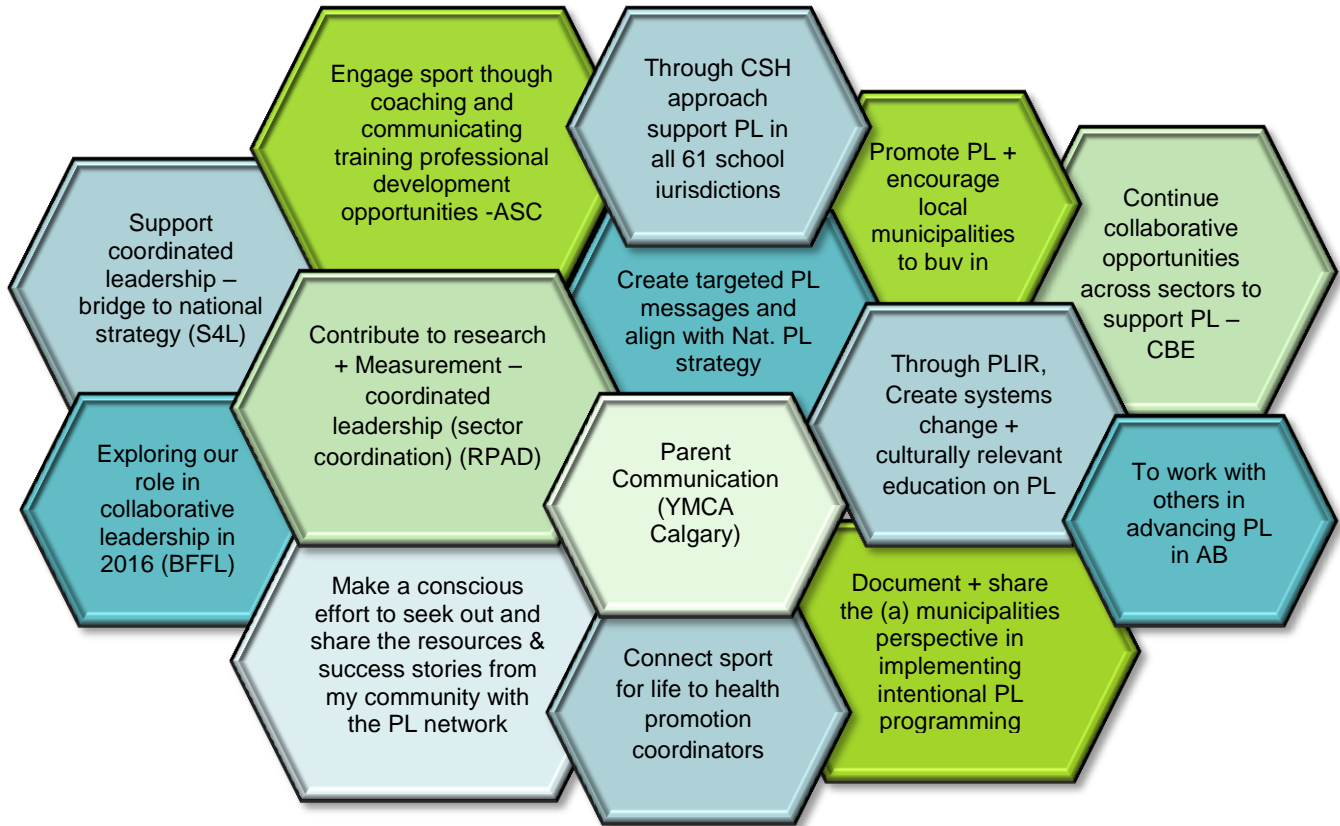
Participants considered the immediate, short, and long term steps and noted organizations to take action

### PRIORITIES

Priorities - Next Steps - Commitments					
Activation area	Priority	Possible in the next 12 months	Who should be involved	Next Steps (1 Month)	Next Steps (3 Month)
Awareness	Specific targetted PL messages adopted	Specific targeted Physical literacy message (consensus statement/ adapted in Social media + marketing strategies)	AFL, ASC, BFFL	Align with National PL Strategy work	Work towards adoption of key messages
	Use PLAY groups as one avenue for communication	Communication between PLAY groups. Create a plan and use social media. PLAY group Facebook group exists already as well as LinkedIn "PL+you"	All PLAY groups	Determine overlap and see which agency can become the "backbone" for PL in Alberta (BFFL?)	Use (BFFL) website as communication hub (blog/ facebook feed/ central calendar)(BFFL asking PLAY groups to "guest blog" to share best practices and lessons learned)
Resources & Tools	Creating an inventory of resources/tools before creating new ones	One list, one place that is supported. Determined gaps..	The people in the room - BFFL/AALP- provincial	Create a Google form to populate and identify other similar "inventories"	Create a strategy to maintain and update. Needs to determine gaps
	Sharing best practices/stories	Connect to metric. Help determine best practice and come to an agreement about "best practice"	EAS, HALD orgs	Gather existing stories	Develop strategies for new ones
Education and Training	Central collection of PL professional development opportunities		PSO's, anyone offering training, BFFL, Alberta Teachers Association	Community opportunity for centralized repository, start posting training on Facebook	Establish more permanent solution (ex. online calendar)
	Training and certification pathways for PL	Identify training that exists for PL, map pathway of each sector to identify entry points	PSO's, Everyone in room		
Meaningful Measurement & Research	Identify what we are measuring (impact, process etc)		Post secondary, CS4L, BFFL, Education sector, Programers/providers, RPAD (research branch)	Request samples/info on current tools, what is desired outcome from research that will have the most impact or drive the change	Identify someone to take the lead, identify gaps in existing measures, looking at the wealth of knowledge within physical activity and translate into physical literacy.
	Drive more research & publication to support PL				
Systemic Change	Prove the impact of physical literacy and the benefits	Use National PL case for PL- adapt with provincial data	CS4L, Govt, Universities	Synthesize current info/gather national/provincial data. Also find gaps with what info we need.	Drive research amd start to disseminate/identify targets
	Establish physical literacy on equal footing with literacy and numeracy	Include as an outcome of awareness and shared language, create strong messages people will react to ex: PL is as important as literacy	Active for life, AB Education, PSO's, Health top down bottom up.	Identify channels/ leaders to engage health, education and recreation. Also Theresa/Lea to identify PCN contacts/ HPC's sport	Set up meeting with PSN's
Collaborative Leadership	Unique Participants	ID future potential events/collorative opportunities. Also share potential leadership model	BFFL, PLAY groups, AHS, RPAD/ASC, AB Active living partners	Get on AALP agenda	ID current commitments of all

## COLORED HEXAGONS

Each organization identified one action to take in 2016, which was either on the list of priorities, or something else; wrote it on the colored hexagon and presented how they are committing to that action.



## NEXT STEPS

Participants committed to physical literacy advancement through one selected action for 2016, as well as working towards accomplishment of identified priorities in each of the 6 activation areas. Organizations expressed a need for more frequent communication for sharing, accountability and knowledge transfer purposes.

*“While finding ways to inject physical literacy into all aspects of our live, learn, work and play spaces, combined with a commitment to continuous improvement, physical literacy partnerships continue to grow.” – PLAY Alberta Activation Strategy, 2015*

Reinforcing the 2015 PLAY Alberta *Activation Strategy* guiding principles, participants committed to advancing physical literacy that is developmentally appropriate, inclusive, accessible, safe and responsive to the needs and capacity of the community.

Next provincial strategic planning meeting is planned for April 2017. Present participants committed to connecting via short teleconference meetings throughout the year.



## APPENDIX – LIST OF PARTICIPANTS

### Collective impact contributors



Thank you to all organizations who completed the initial survey and provided information about their activities in regards to physical literacy, as well as all meeting participants and contributors. *Continuing the Conversation* has been made possible by the Government of Canada and Alberta Sport Connection, through the Sport Participation Bilateral Agreement.

First Name	Last Name	Organization	Role	City
Eoghan	Curran	Alberta Sport Connection	Sport Consultant	Edmonton
Adam	Sollitt	Alberta Sport Connection	Sport Consultant - Coaching	Edmonton
Maia	Rathwell	Alberta Sport Connection	Sport Consultant	Edmonton
Lea	Norris	Canadian Sport for Life	Director of Engagement	Cochrane
Megan	McKinlay	BFFL Network / Ever Active Schools	Knowledge Transfer Coordinator	Calgary
Chris	Fenlon - MacDonald	Ever Active Schools	Provincial Education Coordinator	Edmonton
Brian	Torrance	Ever Active Schools	Director	Edmonton
Melissa	Tierney	Ever Active Schools	Resilience Coordinator	Edmonton
Dean	Kozak	Recreation and Physical Activity Division	Senior Advisor	Edmonton
Katherine	MacKeigan	Provincial Fitness Unit of Alberta / BFFL	Director	Edmonton
Lindsay	Wright	Be Fit For Life Network	Coordinator	Edmonton
Ashley	Fox	BFFL / PLAY Calgary	Physical Literacy Coordinator	Calgary
Jodi	Minton	Be Fit For Life - Grand Prairie	Physical Literacy Coordinator	Grand Prairie
Lynn	Jobe	Active For Life	Partnerships/Alliance	Calgary
Richard	Monette	Active For Life	Lead	Calgary
Gary	Shelton	Edmonton Sport Council	Executive Director	Edmonton
Tanya	Whipple	Lethbridge Sport Council	Programs and Communication	Lethbridge
Karna	Germshaid	Grande Prairie Sport Council	Executive Director	Grand Prairie
Nadeen	Halls	Calgary Board of Education	Comprehensive School Health	Calgary
Josh	Boyd	Alberta School Athletics Association	Assistant Director	Edmonton
Jennie	Petersen	YMCA	Wellness Programs Manager	Calgary
Pamela	Jones-Clark	Alberta Recreation & Parks Association	Child and Youth Programs	Edmonton
Matthew	Young	60 Minute Kids Club	CEO	Vancouver
David	Legg	Mount Royal University	Professor	Calgary
Dwayne	Sheehan	MRU / Vivo	Professor	Calgary
Katie	Jewitt	Centre for Child Well-Being	Research Associate	Calgary
Theresa	Mclsaac	Alberta Healthcare Services	Health Promotion Coordinator	Calgary
Catriona	Le May Doan	Sport Calgary	Director of Marketing and Community Engagement	Calgary
Catherine	Halkett	Sport Calgary	Director of Planning and Development	Calgary
Lori	Davis	Clearwater County PL Coalition	Facilitator / Community Coach	Calgary
Alison	Downie	Changing Minds, Changing Lives	Teacher, Para Athlete	Calgary
Keely	Willment	City of Calgary - Sport	Sport Development Advisor	Calgary
Nora	Sheffe	Sheffe Consulting	Facilitator	Ottawa