

**DATE:** October 5, 2018

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Rob Whitwham, General Manager, Community Services

**SUBJECT:** Becoming a Canadian Sport for Life Community

**ATTACHMENT(S):** Six Letters of Support  
Video Presentation

**RECOMMENDATION(S):**

That Council:

1. RECEIVE this report for information and;
2. APPROVE Prince George as a Canadian Sport for Life Community by:
  - Recognizing the importance of physical literacy for all residents;
  - Believing that all children and youth should have the opportunity to master fundamental movement skills and develop physical literacy through quality active programming in the community;
  - Supporting opportunities for all residents to develop physical literacy and maintain healthy active lifestyles.

**PURPOSE:**

The purpose of this report is to provide information to Council in regard to the new Physical Literacy for Communities – British Columbia (PL4BC) Initiative and to seek a resolution in regard to supporting Prince George as a Canadian Sport for Life Community.

In April 2018, Prince George was selected as one of nine BC communities to take part in a province-wide Physical Literacy for Communities – British Columbia Initiative. This project, funded by the Ministry of Health through the Sport for Life Society will look to build capacity around the delivery of physical literacy programming. Physical literacy is defined as “acquiring skills and confidence which allows individuals to enjoy a variety of sports and physical activities”. The official launch of this two year project took place on April 27 at the Northern Sport Centre led by Engage Sport North. The City of Prince George, together with representatives from health, education, recreation and sport were invited to start the process of working together in promoting quality physical literacy experiences.

As part of the initial process, each sector was tasked with creating draft milestones. One of the key draft milestones for the City of Prince George is to support and approve Prince George as a Sport for Life Community. Canadian Sport for Life (CS4L) is a movement to improve the quality of sport and physical activity in Canada. It’s about linking sport, education, recreation and health, and aligning programming within the community. The community is the place everyone has their first experience with physical

activity. CS4L provides the framework to ensure these experiences are positive and set the stage for a lifelong relationship with physical activity.

#### **STRATEGIC PRIORITIES:**

**Municipal** -The City of Prince George recognizes the priority of health and wellness for its citizens through:

- myPG – Social Development Goals and City of Prince George Policy in regard to Health and Wellness and Equity and Inclusion
- 2016 - 2018 Corporate Plan
- 2007 Active Communities Strategic Plan
- 2017 Sport Tourism Strategy

**Provincial** – The Province of BC recognizes the priority of health and wellness for its citizens through the PL4BC delivery partners - BC Ministry of Health and BC Alliance for Healthy Living. This community initiative, which is supported by the *BC Physical Activity Strategy* and delivered by the Sport for Life Society, seeks to increase the physical activity levels of children and youth in BC through developing their physical literacy.

In Prince George, Engage Sport North has been selected as the lead organization that will convene local sector representatives – (health, education, recreation, sport and media). Provincial funding support for up to \$50,000 over a two year period has been secured toward the development of a collaborative design and multi-sector development of physical literacy with three key phases:

- Educate (facilitate an understanding and awareness of physical literacy)
- Train (delivering physical literacy enriched programming)
- Mentor (self-sustaining physical literacy for communities)

**Federal** – The Government of Canada recognizes the priority of health and wellness for its citizens through additional national policy documents (besides CS4L) including:

- A Framework for Recreation in Canada, whereby collaboration is sought to meet many of today's challenges including challenges to health. Inclusion and Access and Active Living are key goal areas.
  - Inclusion and Access – equitable participation for all regardless of socioeconomic status, age, culture, gender, ability etc. and
  - Active Living – participation through the life course, physical literacy, reduce sedentary behaviors. Physical activity programs for all age groups developed by working with partners in health, education, sport, physical activity etc.
- The Common Vision – a Canada where all Canadians move more and sit less, more often – a national policy document intended to move the country. Two of the key principles include:
  - Physical Literacy and Lifecourse, achieved through coordination and collaboration across sectors and orders of government that physical activity can be increased and sedentary living reduced.

#### **SUMMARY AND CONCLUSION:**

This initiative provides targeted Provincial funding of up to \$50,000 over a two-year period, along with mentorship and support toward the collaborative design and multi-sector development of physical literacy. The key phases of the initiative are Educate, Train, and Mentor. Engage Sport North will lead this project with the support of several community partners from across the sport, recreation, health, education, government, and media sectors.

Initial work in 2018 is planning related and City staff time is required to assist in the development of milestones for recreation and sport. This staff time is funded from the existing base budget. Wherever possible, initiatives derived from this project shall be implemented utilizing existing budgets and resources. As the specific project is based over 2 years, any new initiatives that may require additional City funding would be presented during the annual budget process.

A successful CS4L Community develops physical literacy, creates the environment for sport excellence and provides opportunities for its citizens to be active for life. Currently, new generations are at risk of a shorter lifespan than their parents. The risks are poor quality of physical, cultural, intellectual, social and mental health. The most important step toward developing physical literacy is mastering fundamental movement skills. Physical literacy is just as important as the ability to read and write. Physical literacy is not just a municipal responsibility as it takes a community to raise a physically, socially, intellectually, mentally and emotionally healthy child. Key sectors such as Recreation, Education, Sport, Health, and Media (communications) all need to play a role. Our partner, Engage Sport North, will lead this process; however, the City's involvement is critical in moving forward as a Canadian Sport for Life Community.

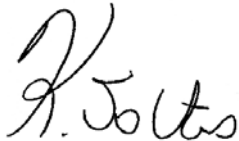
RESPECTFULLY SUBMITTED:



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Rob Whitwham, General Manager, Community Services

APPROVED:



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Kathleen Soltis, City Manager  
Meeting date: October 15, 2018