



Physical Literacy Action Group Meeting Minutes December 10, 2019 | Telephone Conference

In Attendance: Dave Robertson, Cathie Kryzanowski, Marnie Forsberg, Wendy McKellar, Alex Stoddart, Don Ratcliffe-Smith, Jennifer Beuttner, Brenden Branscombe, and Kim Herperger

Introductions & Review:

Don introduced himself as a group member attending his first meeting. Kim was also introduced as a guest to the group from Saskatchewan *in motion*.

Reviewed the meeting minutes from the November 25 meeting.

Feedback on Vision Statement & Goals:

Cathie led a discussion on the early draft of the vision and action plan.

- Vision Statement
 - A suggestion was made to add an action to the vision that would take place as part of our value.
 - Addition of children, youth, and kids participate in a variety of landscapes.
 - Intertwined in our daily behaviour
- Goals by 2022
 - #3 – Language around supporting policy – “Administrators and decision makers are creating environments that are supported by policy...and emerging leaders are supported to make change. This culture is supported in policy.”
 - #4 – What would it look like if parents valued physical literacy? How would we know? Ask parents to hold schools/organizations accountable. “Parents understand and value...and advocate for enriched physical literacy opportunities.” Advocate in schools, community, sport, recreation, etc.
- Guiding Principles - Thoughts and feelings that members shared that are not goals. These items will help to guide us through our work.

Proposal from Amplify Marketing:

A creative proposal from Scott at Amplify Digital Marketing was presented. The basis of the campaign would be monthly video vignettes with a micro-website that would house other resources. A monthly newsletter could go out to our existing networks. Further support through posters and print material. It was suggested that we use Facebook and YouTube as digital platforms.

The four approaches that Scott offered were presented and are further outlined in the proposal document:

1. Hero with Robot
2. Hero Reminding My Adult Self
3. Hero with Random Adult Character

4. Hero as a Day Dreamer/Imagination

The twelve videos would be themed according to the four distinct seasons in Saskatchewan. Ideas for these themes are presented in the proposal document.

The proposed budget is \$120,000-\$180,000, which would allow for a full digital and print package to be created with each video.

Reactions to the Proposal:

- Use an alien instead of a robot. An alien would be learning how to move on earth. An alien may seem more “clunky”
- A multi-medium approach is a good way to go.
- The question was raised regarding whether Facebook is the right place for this content.
- The kids could be teaching their future selves, but also be teaching their parents.
- Targeting parents with the message that movement is not all about sports. Show the link between careers, opportunities, and possibilities and physical literacy.
- Reflection on the past could help teachers and parents to lead their kids.
- Not all parents have had the opportunity to become physically literate through their childhood.
- The robot/alien example portrays a child teaching a child, which may not be the right message for our target audience.
- Include “every day” career opportunities and activities rather than the careers like astronauts.
- The daydream/imagination example could encompass all of the different approaches. It provides the most opportunity to be creative.
- The group agreed that sticking to the changing seasons for each video, rather than following popular holidays, due to the increasing level of multiculturalism in Saskatchewan.
- Would it be possible to aim for a campaign that can be released at the Summit in June?

The group determined that they were comfortable moving forward with Scott at Amplify to build a more robust proposal to take to potential funders.

Discussion Regarding Budget:

- Potential Funding Partners:
 - Special Project Grant from Sask Lotteries
 - Proposal for Saskatchewan Blue Cross
 - Corporate partners who want to work with our group
 - Cultural grants for the production side of the videos

Discussion on Next Steps for Long-Term Plan:

Tabled for the next meeting

Wrap Up Discussion:

A question was asked about the date for the June Summit. The date has not been set yet but will be in January. More information will be shared as it becomes available.

Another conference is taking place from June 10-12 in Regina with a target audience of educators. This may impact attendance if we choose a similar time period.

Action Items:

Accountability	Action	Due Date
Don/Dave	Creative Plan with Scott	Ongoing
TBD	Financial Plan/Fundraising	Ongoing
Brenden	Circulate a poll for people to select their area of involvement: creative or financial and to share level of resources that are available in their organization	December 16, 2019
Brenden	Re-circulate link to the Working Group webpage	December 16, 2019
Cathie	Revise Action Plan document and circulate to the group for further feedback.	January 14, 2020

Future Meetings:

- January 14th at 3:30 pm – *in motion* Board Room/Telephone Conference