



Physical Literacy Action Group Meeting Minutes November 25, 2019 | Video Conference

In Attendance: Dave Robertson, Cathie Kryzanowski, Marnie Forsberg, Wendy McKellar, Louise Humbert, Alexandra Stoddart, and Jennifer Beuttner

Introductions & Review: Video Conferencing was set up and a round table of introductions were completed. Dave provided a review of the meeting minutes from the last meeting. Discussion was held.

Review/Background: Cathie shared several points on the background of the action groups to provide context for further discussions and our work. It is also vital that everyone bring capacity and resources to the group in order to accomplish our projects. Active Saskatchewan will provide capacity and resources but cannot shoulder the entire projects alone. Brenden will be the liaison between all five groups.

An important element of the action group is that there is always room for one more at the table as we work to add new partners to the group. Moving forward new members will be introduced to the group and a decision will be made by the full team.

Terms of Reference: Cathie provided a review of the Terms of Reference. Discussion took place with regards to decision making.

- We will continue to keep decision making informal – will review later if necessary
- Everyone has a voice around the table and each organization has one vote

Brainstorming:

See the attached draft action plan for discussion at the December meeting.

Wrap Up Discussion:

Next meeting will take place on December 10, 2019 – Location to be confirmed

Action Items:

Accountability	Action	Due Date
Brenden	Post the Terms of Reference to the website	December 2
Louise	Circulate a summary of Parent Physical Literacy study	December 2
Brenden	Update terms of reference with decision making information	December 2
Cathie	Will connect with Amplify to start the development of a creative brief that will be presented to the group at the next meeting Amplify (Scott) will be invited to meet with our team to present and discuss options to support our action plan	December 10
Entire Group	Will identify resources and forward to Brenden	December 4

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Brenden	Will compile resources and distribute to the group	December 6
Entire Group	Will identify some champions and leaders they may want to connect with following the development of the creative brief	December 10
Cathie	Draft a vision statement and goals for group to react to and confirm at next meeting	December 10
Marnie	Will include a question around physical literacy messaging at Provincial Focus Group meetings	November 28 December 5

Future Meetings:

- December 10, 2019 – 3:00-4:00 pm (Set Location)
- Set January Meeting

Action Plan – First Draft

VISION:

Saskatchewan is a place where physical literacy is a valued part of our culture.

GOALS:

By 2022:

- Leaders are aware of simple, practical ways to enhance programs and learning opportunities to increase physical literacy.
- Young and emerging leaders (education, coaching, sport & recreation) are integrating physical literacy into daily practice **in a supportive environment**.
- Administrators and decision makers are creating environments where physical literacy is a valued part of the culture of the organization (school, community, organization), and emerging leaders are supported to make change.
- Parents value physical literacy as an important element of raising healthy active children.

GUIDING PRINCIPLES:

- We will build on the evidence we have collected through our physical literacy enhanced community pilot projects and other research projects and ensure our actions are grounded in the best available evidence.
- We will inspire change
- We will simplify physical literacy with practical examples for integration into programs and education opportunities
- We will provide clear (daily) ideas
- We will help bring physical literacy to life!

EARLY ACTION:

We will leverage our existing networks to deliver a campaign (social media) aimed at introducing physical literacy and encouraging audiences to learn more about it.

Campaign thoughts:

- Our target audience is education administrators, teachers, emerging leaders, community volunteers (coaches, recreation leaders, sport leaders)
- We need to come at our audiences from a position of what they do well, not where they are deficient
- What can we learn from the literacy movement
- Answer the question – what can I do today?
- We need both individual action as well as advocacy action
- It should have an emotional connection (funny, shocking, heartwarming)
- Raise a mover
- Swipe up to learn more
- Hashtag_____
- You have the power to make a difference
- This is what is best for kids because – and the rest will come