

Physical Literacy Action Group Meeting Minutes March 4, 2020 | Video Conference

In attendance: Dave Robertson, Louis Humbert, Wendy McKellar, Cathie Kryzanowski, Marnie Forsberg, Brenden Branscombe, Alex Stoddart, Jen Buettner, and Guests – Reg Leidl (SPEA), Shae Gorrill (Fieldwork Student with *in motion*), & Kara Thorpe (PA Family Literacy)

Welcome & Housekeeping

- Call to Order
- Welcome and Introductions
- Review of Previous Meeting Minutes & Agenda

Update from Active Saskatchewan

Cathie provided an update on Active Saskatchewan and Saskatchewan *in motion's* plans for the upcoming fiscal year.

Highlights from Other Work Groups

Brenden provided an update on the other three working groups and the plan to bring the work groups together in September as a time to share information among groups.

Show & Share: The Communication Calendar

Active Saskatchewan can provide some financial resources to help kick-start the campaign's creative elements. The group can share information that is relevant and timely for each of our areas of expertise.

The campaign will focus on four groups or audiences (parents, educators, coaches, community leaders). There are also four stages in our communication plan. These include Informing, Educating, Engaging, and Implementing.

The group highlighted the importance of social media to their networks. This would be a great place for this type of campaign. Other places include our various websites and face-to-face opportunities (SPEA Conference).

The idea was presented to put together a document that focuses on who we are, who we talk to, what social media channels we're on with frequencies, newsletters, etc. A second document would include an editorial plan that talks about themes, timing, resources, etc.

Action Items:

Accountability	Action	Due Date
Brenden	Develop a template that will be sent out to each organization to fill in.	March 13, 2020
Everyone	Fill in a template that outlines each organization's audience, how they reach them, and how often they reach them (think of social media, websites, newsletters face-to-face opportunities, etc.)	March 20, 2020

