



*Alberta CS4L Ambassador Network
Alberta Sport For Life:*

'A Provincial CS4L Strategic Plan'

January 2011

Highlights Since April 2010

- April LTAD conference presentation
- Monthly conference calls
- Liaising with CS4L experts
- Joint Initiatives
- Grant related CS4L programs
- Strategic Plan meeting
- Terms of Reference (draft format)



Joint Initiatives/Grant related CS4L

- A HOP SKIP and a JUMP 2nd edition Child Care leaders
- Physical Literacy Think Tank
- Youth Programming Task Force
- CS4L Activity cards
- Winter alternative environment cards
- FMS Community Leader workshops





Strategic Plan

What?

- To develop a Provincial cross sectoral strategy to help guide future actions/collaborating priorities over the next 4 years.

Why?

- To provide guidance to all sectors as well as Provincial Government strategies.
- To align with the FPT CS4L strategic plan.
- To align with the proposed “Active Alberta” Sport, Recreation and Active Living Policy.

Where / When?

- Edmonton November 23 & 24, 2010



Who?

Day 1:

- The core group of the Ambassador Network with CS4L government Consultants and facilitator
- Vicki Harber – Master Advisor
- James Hood – Sport
- Rob Meckling – Recreation
- Janice Patterson – Health
- Stephanie Wierl - Active Living
- Elaine Danelesko - Early Childhood
- Tracy Lockwood – Education
- Dean Kozak – Sport Consultant TPR
- Shona Schleppe – Sport Consultant TPR
- Eoghan Curran – Sport Consultant TPR
- Carolyn Trono – Facilitator





Who?



Day 2:

- Academics – Professors from the University of Alberta: Education; Sport & Recreation
- Health Experts- Health promotion/prevention; health and wellness
- Provincial Sport Associations
- Early childhood development – Children and youth services
- CS4L experts





Mission:

- Through cross-sectoral engagement, the CS4L Alberta Ambassadors improve the health, wellness and sport performance of Albertans by advancing Physical Literacy, improving sport experiences and promoting life long participation in physical activity.

Vision:

- Albertans are Physically Literate and Active for Life, supported by sport and recreational activities in their community resulting in life long wellness and improved sport performance.

Alberta's Strategic Goals

- 6 goals were identified and developed
- Goals were aligned to the proposed Active Alberta and FPT strategies
- Focus efforts and resources on the active start (0-6yrs) stage of LTAD
- Based on a 4 year plan





Goal # 1

Cross-sectoral engagement where all agencies and ministries (multi- agency cross-sectoral approach) advance a comprehensive CS4L Physical Literacy plan.

Outcome

- Physical literacy is embraced and advanced in all agencies working with children.



Goal # 2

Develop a comprehensive communication plan:

- Create key messaging regarding the definition of physical literacy.
- Identify key contributors and their roles and responsibilities as they relate to CS4L and LTAD.
- Educate groups and individuals across sectors.
- Identify, create and share resources using a common language.

Outcome

CS4L communications plan has been created by 2012 and implemented across sectors in Alberta by 2014.



- Advocate for cross-sectoral approval and resource support for CS4L - Alberta ambassador initiatives.

Outcome

- CS4L resources and program initiatives are being used within various sectors.





Goal # 4

- **Promote and implement CS4L education and training across sectors.**

Outcome

- Cross-sectoral personnel are well versed and use CS4L concepts in relevant programs for children.



Goal # 5

To improve physical literacy and increase physical activity amongst Albertans throughout their lifespan.

Outcome

- By 2014 Alberta will have in place a comprehensive series of measurements that allow for the assessment of the acquisition of physical literacy for all Albertans.



Goal # 6

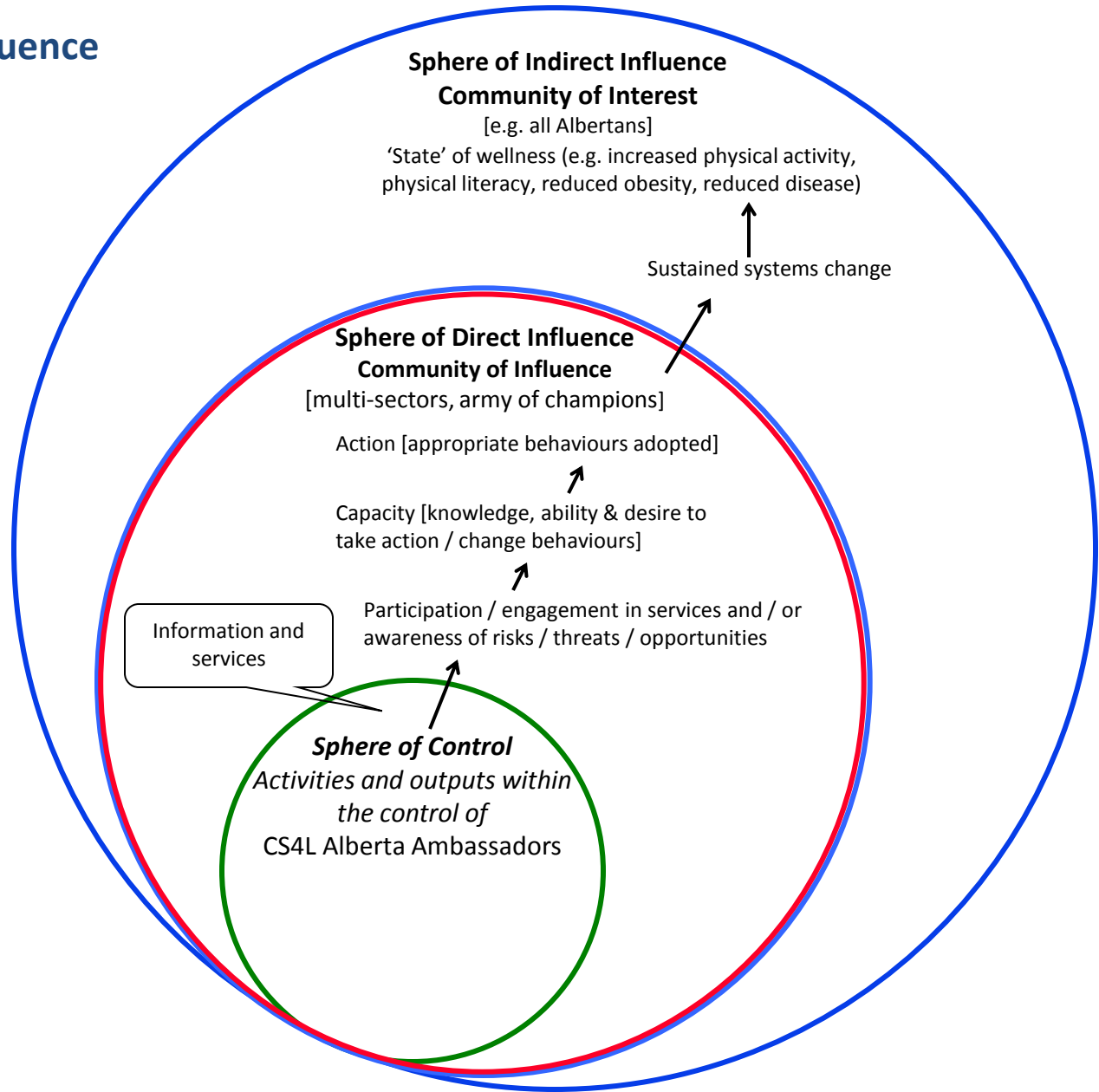
To advance wellness of Albertans across their lifespan.

- Review available measurement tools and statistical databases regarding wellness that are applicable and accessible for the Alberta context.
- Identify a measurement tool(s) to assess wellness by 2012 and collect baseline rates by 2014.

Outcome

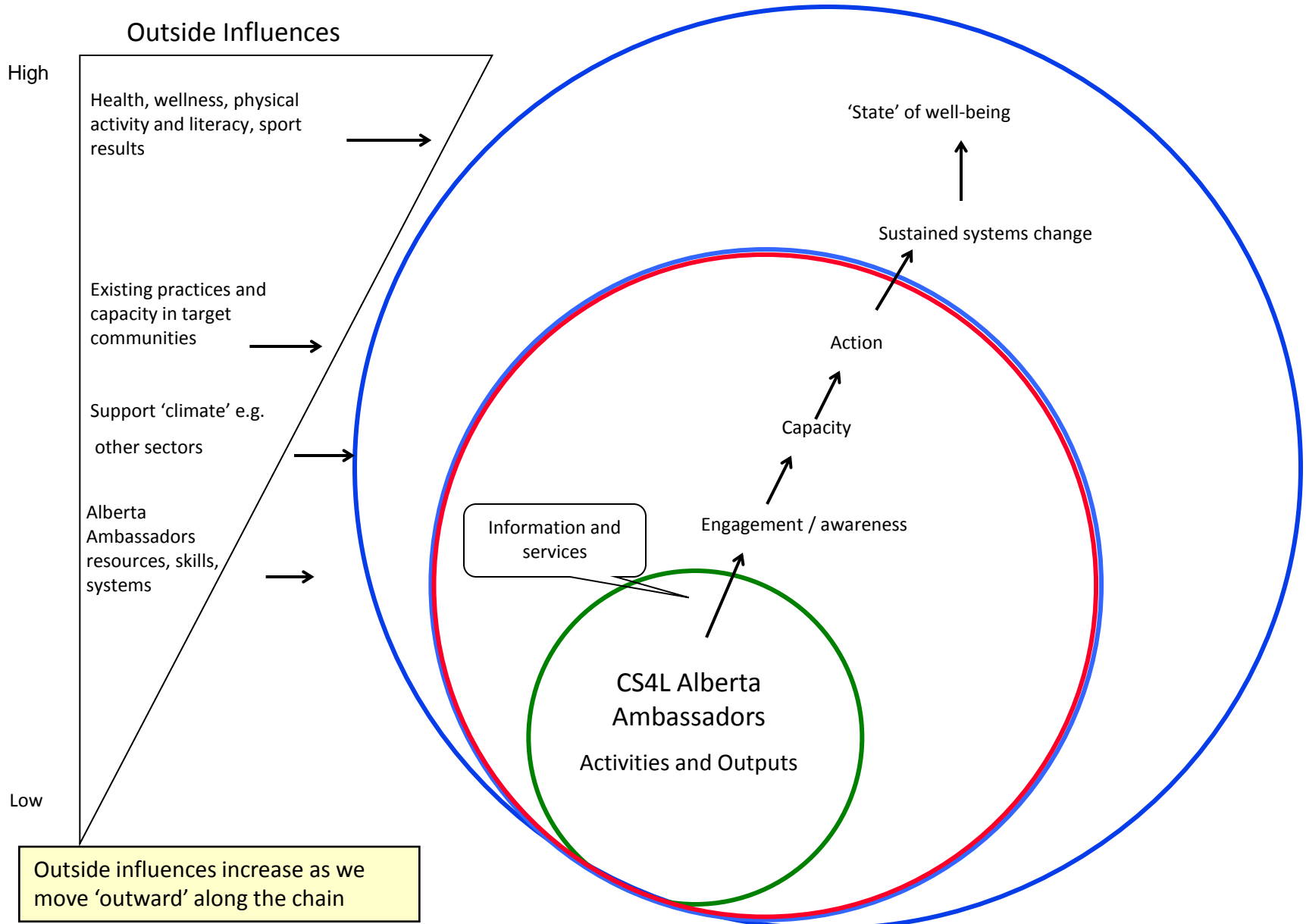
- By 2014 baseline rates will be collected to assess wellness of Albertans.

Spheres of Influence



CS4L Alberta Ambassadors Network goals can be 'placed' in a chain within these spheres

Spheres of Influence



Adapted from: Montague, Steve (2010). Performance Management Network. Workshop with Canadian Cancer Society –Manitoba Division

Next Steps

- Keep moving forward with this “active.....living.....document”.





Digital Story

- Hanna's story...