



For Immediate Release

August 16, 2017

NEW PHYSICAL LITERACY NETWORK (PL4U) AIMS TO INCREASE ACTIVITY LEVELS

North Vancouver, BC - North Vancouver Recreation and Culture (NVRC) is on a mission to promote physical literacy with the help of a \$25,000 grant from the RBC Learn to Play Project. The funding has enabled NVRC to establish the **PL4U** (Physical Literacy for You) initiative in partnership with Vancouver Coastal Health, North Vancouver Sport Council, School District 44, the North Vancouver District Parent Advisory Committee and Capilano University. PL4U aims to increase the number of North Vancouver residents who have the physical literacy skills to lead an active life. PL4U will train staff, volunteers and community members in 2017 to deliver sport and physical activity programs focused on developing physical literacy.

PL4U's goals are to:

1. Increase awareness of physical literacy and its benefits
2. Increase collaboration and community impact
3. Support and foster organizations, through education, to adopt physical literacy.

"Physical literacy is the idea that everyone can be active if they have the opportunity to learn basic movement skills," explains Ron Holbrook, NVRC's Sport Coordinator, "Our project aims to increase the number of instructors, coaches and teachers who can help North Vancouver children develop a strong movement vocabulary. Our hope is to create a generation of children who have the competence, confidence and motivation to participate in a wide variety of physical activities as they age."

On the North Shore only 17% of youth ages 12-17 meet the daily activity guidelines (one hour per day) leaving many at risk for poor overall health as they enter adulthood. **PL4U** seeks to address the growing skills gap in the population that prevents residents from participating in physical activities. Long term benefits such as improved mental health, decreased risk of preventable chronic illness (such as type 2 diabetes and heart disease), decrease in injuries related to sport and falls, and healthy weights are all expected outcomes from this project.

PL4U invites North Vancouver residents to participate in the project in 2017 and find out more about physical literacy by visiting the new PL4U website at www.PL4U.ca. Free and low cost workshops, training events and seminars will be offered between September and November 2017. Sport organizations, educators, caregivers, recreation and health practitioners, youth leaders and parents are all welcome to attend. To find out more or to request a workshop, visit www.PL4U.ca or contact Samantha Morrison, Recreation Programmer at or 604-983-6339.

Just Announced – North Vancouver Physical Literacy Summit - September 9th

Parents, coaches, recreation and health practitioners and educators are invited to attend the *Physical Literacy Summit* on Saturday, September 9th, presented by PL4U. The event runs 8:30am-4:30pm at Delbrook Community Recreation Centre at 851 West Queens Road in North Vancouver and cost \$10 including lunch. The summit features a number of workshops and keynotes by expert speakers from sport, education and health industries.

Summit participants will learn how physical literacy can help improve the health and wellbeing of our children. This hands-on conference will help translate theory into action. Participants will leave with a 'tool kit' of resources and activities that they can use in their professional and personal lives.

RBC and the Public Health Agency of Canada, in partnership with ParticipACTION, have committed more than \$2.5 million in RBC Learn to Play Project grants to help 212 community based organizations across Canada. These grants will help build and deliver quality sport and recreation programs that address the widespread lack of physical activity among Canadian youth as well as declining rates in sport participation. The RBC Learn to Play Project is committed to supporting programs and organizations which help children develop the confidence and skills they need to enable them to play, and become happy, healthy and active for life.

"Sport and physical activity can transform lives and have a powerful, positive impact on our communities and we are proud to support the community of North Vancouver," said RBC Edgemont Village Branch Manager, Jennifer Philip.

This grant is part of the RBC Kids Pledge, a five-year \$100 million commitment to improving the well-being of one million children and youth in Canada.

The NVRC and PL4U wish to acknowledge the support of all the organizations supporting the RBC Learn to Play Leadership Grant including Canadian Sport for Life, Public Health Agency of Canada, ParticipACTION and the Propel Centre for Population Health Impact.

For more information, contact:

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FACT SHEET – Physical Literacy Summit – Saturday, September 9th.

Physical Literacy Summit

Delbrook Community Recreation Centre
Saturday September 9th 8:30am-4:30pm
\$10 includes catered lunch and morning refreshments

Fun, hands-on workshops with practical ideas, tools, and tips for teaching movement skills. Parents, educators, health practitioners and coaches are invited to learn why physical literacy is essential for healthy brain and body development. We'll also tackle tough topics like: why kids quit sport and physical activity, burn out and injury prevention, and appropriate competition. Participants will leave with a 'tool kit' of resources and activities that they can use to build practice or lesson plans. Presented by the Physical Literacy for You (PL4U) Network through the generous support from an RBC Learn to Play Grant. PL4U is hosted by North Vancouver Recreation & Culture. Please contact Samantha Morrison for more information at 604-983-6339 or morrisonSJ@nvrc.ca

Summit speakers from sport, health and education

[Elisa Maruzzo](#), Canadian Sport for Life (CS4L)

[Jeff Thompson](#), Gymnastics BC

[Akriti Sharma](#), Fortius Sport & Health

[Jennifer Fenton](#), Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)

[Glenn Young](#), MEd.

Sandra-Lynn Shorthall, MEd.

[Bijan Jiany](#), BSc Kin, MEd.

[Matthew Young](#), BSc Kin

[Allyson Epp](#), BSc Kin, MEd.

[Meredith Dawson](#), ECE, NCCP FMS Coach Developer

Keynotes

Physical Literacy: Changing the Game, Elisa Maruzzo, Canadian Sport For Life
Keeping Kids In Sport, Matthew Young

Workshops

- An Active Start for Developing Brains & Bodies
- FUNdamental Movement Skills: Essential to Physical Literacy
- The Secrets to Developing Athleticism
- Better Instruction, Better Coaching, Better Athletes = More Fun
- Active Start Stage Of Long Term Athlete Development: Making Movement Matter
- FUNdamental Stage Of Long Term Athlete Development: The ABCs of what to do at this stage.
- Can We Play A Game Now? (Target & Field Sports)
- Can We Play A Game Now? (Net, Wall & Territorial Sports)
- Tool Box: Activities & Games for Promoting Physical Literacy in Early Childhood
- Tool Box: Delivering FUNdamental Movement Skills Through Games for 6-10 year olds
- Tool Box: Movement Preparation
- Promoting Excellence Through Appropriate Competition
- Helping Female Athletes Excel
- Reducing Risk of Early Burnout and Injury in Youth

To register, visit www.nvrc.ca or call 604-987-Play (7529) Barcode # 389182