

Advancing Physical Literacy in Alberta: Continuing the Conversation

March 2016, Calgary



Priorities - Next Steps - Commitments

Activation area	Priority	Possible in the next 12 months	Who should be involved	Next Steps (1 Month)	Next Steps (3 Month)
Awareness	Specific targetted PL messages adopted	Specific targeted Physical literacy message (consensus statement/ adapted in Social media + marketing strategies	AFL, ASC, BFFL	Align with National PL Strategy work	Work towards adoption of key messages
	Use PLAY groups as one avenue for communication	Communication between PLAY groups. Create a plan and use social media. PLAY group Facebook group exists already as well as LinkedIn "PL+you"	All PLAY groups	Determine overlap and see which agency can become the "backbone" for PL in Alberta (BFFL?)	Use (BFFL) website as communication hub (blog/ facebook feed/ central calendar)(BFFL asking PLAY groups to "guest blog" to share best practices and lessons learned)
Resources & Tools	Creating an inventory of resources/tools before creating new ones	One list, one place that is supported. Determined gaps..	The people in the room - BFFL/AALP- provincial	Create a Google form to populate and identify other similar "inventories"	Create a strategy to maintain and update. Needs to determine gaps
	Sharing best practices/stories	Connect to metric. Help determine best practice and come to an agreement about "best practice"	EAS, HALD orgs	Gather existing stories	Develop strategies for new ones
Education and Training	Central collection of PL professional development opportunities		PSO's, anyone offering training, BFFL, Alberta Teachers Association	Community opportunity for centralized repository, start posting training on Facebook	Establish more permanent solution (ex. online calendar)
	Training and certification pathways for PL	Identify training that exists for PL, map pathway of each sector to identify entry points	PSO's, Everyone in room		
Meaningful Measurement & Research	Identify what we are measuring (impact, process etc)		Post secondary, CS4L, BFFL, Education sector, Programers/providers, RPAD (research branch)	Request samples/info on current tools, what is desired outcome from research that will have the most impact or drive the change	Identify someone to take the lead, identify gaps in existing measures, looking at the wealth of knowledge within physical activity and translate into physical literacy.
	Drive more research & publication to support PL				
Systemic Change	Prove the impact of physical literacy and the benefits	Use National PL case for PL- adapt with provincial data	CS4L, Gov't, Universities	Synthesize current info/gather national/provincial data. Also find gaps with what info we need.	Drive research amd start to disseminate/identify targets
	Establish physical literacy on equal footing with literacy and numeracy	Include as an outcome of awareness and shared language, create strong messages people will react to ex: PL is as important as literacy	Active for life, AB Education, PSO's, Health top down bottom up.	Identify channels/ leaders to engage health, education and recreation. Also Theresa/Lea to identify PCN contacts/ HPC's sport	Set up meeting with PSN's
Collaborative Leadership	Unique Participants	ID future potential events/collorative opportunities. Also share portential leadership model	BFFL, PLAY groups, AHS, RPAD/ASC, AB Active living partners	Get on AALP agenda	ID current commitments of all