

2019 - 2022 Strategic Plan

BE FIT FOR LIFE NETWORK



be fit for life
moving alberta

Alberta



Being physically active is key to good overall health and to preventing chronic disease.

Levels of physical inactivity and sedentary living are critical issues in Canada and in Alberta. While many Albertans know that they need to move more and sit less, knowing “how” and moving awareness into action is essential.

The Be Fit For Life Network is a provincial initiative comprised of nine regional centres, working in coordination to support a more physically active Alberta. We believe that developing physical literacy is an essential part of health and well-being. The network supports and provides quality opportunities for Albertans to develop the confidence, competence, and motivation to engage in physical activity for life.

We are stronger when all partners in recreation, active living and sport work as a part of a coordinated system. The Be Fit For Life Network champions and contributes to a coordinated approach with stakeholders from education, health, sport and recreation sectors who share the vision for a more active province. We are active members of the Active Alberta Coalition and work to align with Canada’s Common Vision for Increasing Physical Activity and Reducing Sedentary Living and the Active Alberta Policy.



The Network's History

The first Be Fit For Life centre emerged in 1982 as a fitness resource centre at the University of Alberta's Provincial Fitness Unit, later growing into a network of centres embedded in Colleges and Universities across Alberta. The centres served to bridge the work of the institutions with the community at large. The network has grown and evolved since its inception, while remaining committed to the health and wellness of Albertans.

The Network is supported by operational funding from the Recreation and Physical Activity Branch of Alberta Culture and Tourism. Each centre is located within and works in partnership with a host College or University in the province.



Be Fit For Life Network's Post-Secondary Host Institutions

OUR VISION:

Albertans are knowledgeable, confident, motivated and have the skills they need to engage in physical activity for life.

OUR MISSION:

To work collectively to inspire, educate and support Albertans to lead healthy, physically active lifestyles.

Strategic Intent

Provincial & National Alignment

The work of the Be Fit For Life Network aligns with provincial and national efforts to support the health and well being of Albertans through the development of physical literacy and participation in physical activity. The Network is engaged with the Active Alberta Coalition and aligns with the Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada and the Active Alberta Policy. In addition, we support a variety of multi-sector plans, including the Alberta Sport Implementation Plan, the Framework for Recreation in Canada and other relevant connections as they arise.

“It is only through coordination and collaboration across sectors and orders of government that physical activity can be increased and sedentary living reduced at a population level.”

- Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving

See appendix A for more information on how the Be Fit For Life Network is supporting the Active Alberta Policy and the Common Vision for increasing physical activity and reducing sedentary living in Canada.

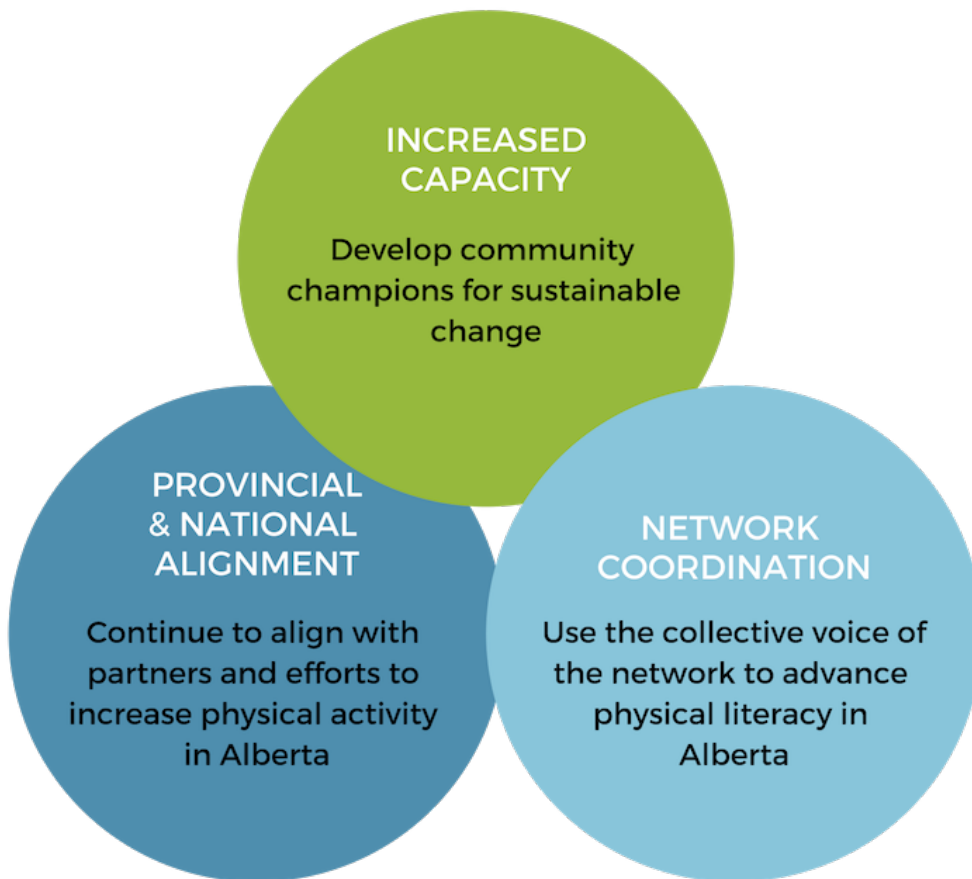
Network Coordination

Each Be Fit For Life Centre has a unique role within their host institutions and their community, all unified by common projects and goals of the Network. This structure allows for quick mobilization of the nine regional centres to support provincial and regional physical activity initiatives. This provincial reach, in combination with local Be Fit For Life partnerships, supports a system ready to work together.

Increased Capacity

The Be Fit For Life Network is committed to sustainable impact through a collaborative approach to increase physical activity levels and reduce sedentary behaviour in Alberta.

To create sustainable change in Alberta, the Network strives to bring together and develop community champions to drive change. To support quality physical activity opportunities, accessible for all Albertans, the Network relies on partnerships and relationships.



Be Fit For Life Network Strategic Intent

Strategic Priorities

A common vision and mission unifies the nine regional centres across Alberta. The Network works together across Alberta to meet the following strategic priorities, which set the focus and guide the work of regional centres.

Strategic Priorities

Community Engagement

- Facilitate workshops & professional development
- Develop & deliver active programs & events
- Build & maintain community partners
- Support the facilitation & growth of PLAY (Physical Literacy And You) Groups & other local collaborative groups

Knowledge Exchange

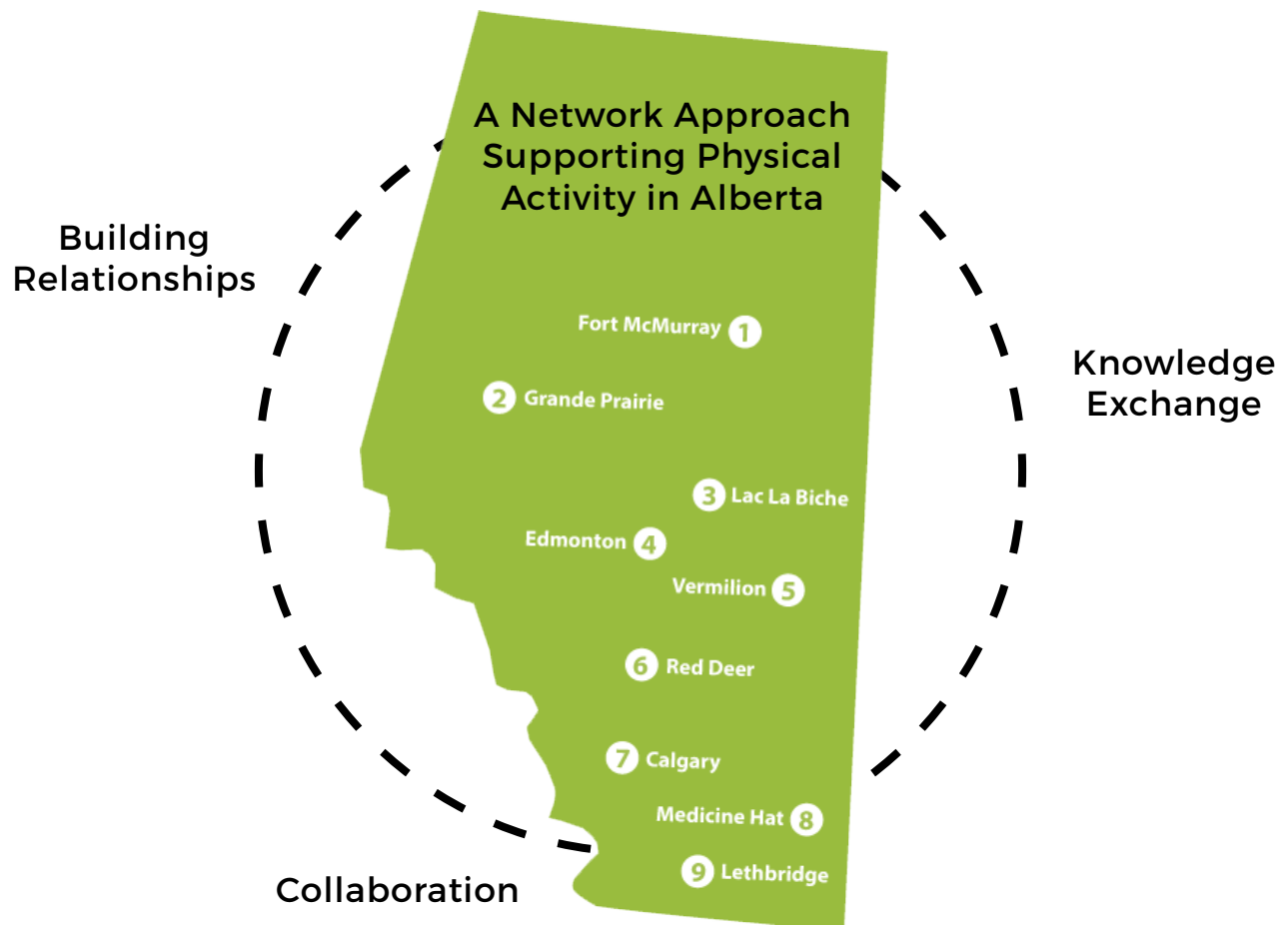
- Plan projects & resources as a network
- Capitalize on partnerships to support resource development
- Explore how we can offer accessible resources & professional development opportunities for Albertans
- Develop & distribute educational resources
- Share projects across the network for implementation across Alberta
- Capitalize on current research, best practices & grassroots programming
- Seek opportunities to share BFFL projects & initiatives

College & University Partnership

- Maintain unique relationships with host institutions
- Support the needs of institutions along with the needs of our communities & the Be Fit For Life Network
- Seek & build relationships to support knowledge translation

A Network Approach

Be Fit For Life Coordinators are experts in physical activity, working across sectors in their communities, setting the stage for collaboration and alignment of services to support their community in the development of physical literacy. The Network brings together people, organizations and resources from all parts of the community. Each centre provides workshops, resources, and events for coaches, teachers, recreation leaders, and other physical literacy champions, while some centres also offer direct quality physical activity programming in their communities.



Commitment to the Network

Each Be Fit For Life Centre maintains important relationships with their host institution while working to meet the strategic priorities of the Network. As a part of the Network, each centre values the health and wellbeing of the Network, with commitment to the following:

- Strategic priorities of the Network
- Monthly meetings
- 2-3 Face to face meetings per year
- Contribution of stories for Network communications
- Offer workshops and Network resources
- Supporting local collectives like, PLAY (Physical Literacy And You) collaborative groups
- Sitting on committees on behalf of the Network
- Collaborate with Network partners (This includes regional, provincial, national, and international partnership opportunities)
- Collective reporting
- Continued professional learning
- Engage and support the activities of the BFFL Leadership Team

Appendix A

- [A Common Vision](#) for increasing physical activity and reducing sedentary living in Canada : let's get moving.
- [Active Alberta Policy](#)

Policy Alignment: How does the Be Fit For Life Network's work align with Canadian and Alberta Physical Activity Policies?

Cultural Norms

Policy Alignment

- Continue to meet partner organizations and individuals where they're at to make physical activity a part of everyday life

Opportunities to Explore

- How can we continue to challenge norms that are barriers to physical activity participation in our regions?
- How can we overcome participation barriers (climate, access, rural communities) to opportunities?

What would success in an Active Alberta look like?

- More Albertans are physically active in a wide variety of ways, and in many different settings
- More Albertans experience improved physical and mental health through integrating physical activity into their daily lives

Spaces & Places

Policy Alignment

- Considering the built environment across our work (examples of Gift of Play, active transportation committee work).
- Provide opportunities to or work with partner organizations to offer programs/initiatives/resources across various environments and seasons.

Opportunities to Explore

- Seek opportunities to use our knowledge and experience to influence how spaces and places are designed.
- How do we share information and resources with partners that are not familiar with physical activity?
- Where and how we are offering programs/resources (OMTS) outdoors, in the community, rural, etc?

What would success in an Active Alberta look like?

- Communities are designed and developed to support recreation, active living and sport where people live, learn, work and play.
- More Albertans are using active transportation in their daily lives.
- Albertans report that their communities are safe and inclusive.

Public Engagement

Policy Alignment

- Moving beyond information sharing to implementation strategies: helping people understand how and where they can be active.
- We're providing practical opportunities for people to learn, share and grow their knowledge base about physical activity and sedentary behavior.
- We're embedded in communities across Alberta to understand and respond to local needs.
- We're working with the community and helping to connect people to the resources they need to champion physical activity in their sphere of influence.
- Public engagement efforts can help more Albertans better understand how and where to be active.
- Removing barriers for groups. Working with under-served groups to address barriers.

Opportunities to Explore

- How are we reaching inactive Albertans?
- How can we continue to foster relationships with partners who are working with marginalized populations to meet them where they're at to explore physical activity opportunities?

What would success in an Active Alberta look like?

- Affordable, accessible opportunities for physical activity are available to all Albertans.
- The benefits of recreation, active living and sport are enjoyed by more Albertans, including those from previously less active populations

Partnerships

Policy Alignment

- Partnerships are the core of our work at the Be Fit For Life Network.
- We work in partnership across various sectors and opportunities to get Albertans active.
- The Be Fit For Life Network uses existing partnerships and networks to share information, collaborate and work to meet regional needs.
- Share tools and current research and evidence.

Opportunities to Explore

- How are we working with the private sector?
- How can we expand relationships beyond what we currently have?
- What other knowledge exchange opportunities and partnerships are available to the Be Fit For Life Network?

What would success in an Active Alberta look like?

- Communities benefit from the economic impacts of recreation, active living and sport, including job creation and visitor attraction.
- Governments and their partners in recreation, active living and sport work together towards shared outcomes, in a coordinated and sustainable system.

Learning & Leadership

Policy Alignment

- Physical activity and physical literacy professional development

- Opportunities to be active

- Working with partners with specific expertise

- Support the leadership and learning of community organizations

Opportunities to Explore

- How can we work with host institutions and other post secondary partners to support the training and education for post-secondary students around physical activity?

- What is the Be Fit For Life Network doing to engage other partners external to the sector, untraditional partners?

- How are we addressing inequities in our programs and initiatives?

- What opportunities have Be Fit For Life Centre's been using to engage volunteers in program and initiatives?

What would success in an Active Alberta look like?

- Community leaders are developed through their participation in recreation, active living and sport

- Research and best practices are shared among governments and their partners

Progress

Policy Alignment

- Monitor and report on our progress through impact stats and stories
- Share tools and current research and evidence

Opportunities to Explore

- How can we support post-secondary institutions' translation of research evidence to communities?
- How are we collecting and sharing information about what the Be Fit For Life Network and centres do?

What would success in an Active Alberta look like?

- Governments and their partners in recreation, active living and sport work together towards shared outcomes, in a coordinated and sustainable system.
- Measures to report progress are developed collaboratively.