

# STRATEGIC DIRECTION

2025-2028



NB PHYSICAL  
LITERACY



LITTÉRATIE  
PHYSIQUE N.-B.

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# WORDS EXPLAINED: A GLOSSARY OF ESSENTIALS

Before we dive in, it's important to establish a shared understanding of the key terms outlined in this document, as they will be vital in navigating our strategic direction.

## **PHYSICAL LITERACY**

Physical literacy (PL) is the motivation, confidence, physical competence, knowledge, and understanding to maintain physical activity throughout the lifecycle (Whitehead, 2010).

## **PHYSICAL ACTIVITY**

Physical activity encompasses any movement that uses energy and seeks to decrease sedentary behavior. Examples include walking, cycling, playing sports, and doing household chores.

## **RECREATION**

Recreation is the enjoyment that comes from voluntarily engaging in physical, social, intellectual, creative, and spiritual activities that improve both personal and community well-being.

## **SPORT**

Sport is a specific type of recreation that involves a blend of physical, technical, tactical, and mental abilities. People of all ages, stages, and skill levels are encouraged to take part and motivated to enhance their skills.

## **PLAY**

Play is a fun, creative activity that people choose freely and do for enjoyment, not for any specific goal. It is spontaneous, joyful, and done simply for the pleasure of it.

## **KNOWLEDGE TRANSFER**

Knowledge transfer is the process of sharing information, skills, or expertise from one person, group, or organization to another to help them learn and apply it effectively.

## **CHAMPION**

Lead the physical literacy movement for all of New Brunswick.

## **COLLABORATION**

Individuals, groups, and organizations from all parts of society join forces to share ideas, develop plans, and work together to create positive change and achieve common goals.

## **EDUCATION & TRAINING**

Provide opportunity to gain knowledge on physical literacy concepts and implementation.

## **CAPACITY BUILDING**

Capacity building is the process to increase the organizations ability to deliver education, training, and resources to help leaders, champions, and communities to have the ability, skills, readiness to make positive change.

# MEET YOUR MOVEMENT: NEW BRUNSWICK PHYSICAL LITERACY

New Brunswick Physical Literacy (NBPL), under the umbrella of Recreation NB | Loisirs N.-B., is dedicated to transforming lives across the province by promoting physical literacy (PL). We provide educational programs, develop vital resources, and forge strong partnerships with like-minded organizations to drive this mission forward. NBPL fosters connections among parents, coaches, and community leaders, equipping them with essential knowledge to propel the province towards a healthier tomorrow.

As an active participant in multiple coalitions, NBPL has sparked positive change, enhancing active living in various communities. Our collaborations have increased physical literacy opportunities for municipalities, First Nation communities, after-school programs, individuals with disabilities, and older adults. NBPL is committed to championing the immense value and benefits of physical literacy for all New Brunswickers.



MOTIVATION



CONFIDENCE



PHYSICAL  
COMPETENCE



KNOWLEDGE &  
UNDERSTANDING

# WHO WE ARE



## OUR PURPOSE

To build capacity in leadership, education and champions for physical literacy in New Brunswick through multi-sectorial engagement and collaboration.



## OUR FUTURE

For all people living in New Brunswick to consistently develop their physical literacy (confidence, ability and desire) to move and be active for life.

# NEW BRUNSWICK IN FOCUS



~850,000 people



72,908 km<sup>2</sup>



16 Indigenous  
Communities



~300 Schools

# CORE PRINCIPLES

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**Lifelong Engagement:** Promoting physical literacy as a continuous journey from childhood through adulthood and beyond, encouraging lifelong participation in physical activity.



**Inclusive Partnership Development:** Form partnerships with diverse organizations to ensure physical literacy programs meet varied community needs and enhance inclusivity.



**Accessibility:** Removing barriers to participation by making physical literacy resources and opportunities available to all New Brunswickers.

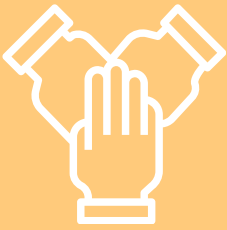


**Empowerment:** Encouraging individuals to take ownership of their physical literacy journey, fostering confidence and self-efficacy in healthy living.

# AREAS OF **WORK**



CHAMPION



COLLABORATION



EDUCATION & TRAINING



CAPACITY BUILDING





# CHAMPION

## Goals

## Activities

## Indicators

### Launch a Mass Media Campaign to Share PL Success Stories

- Collect testimonials from individuals, schools, and communities that have benefited from PL programs.
- Create content in various formats (videos, written articles, social media posts).
- Share success stories on social media platforms and the NBPL website.

- # of testimonials gathered.
- # of social media posts and website updates.
- Engagement metrics (e.g., shares, likes, comments, video views).

### Promote the Importance of Education Surrounding Multisport Programming

- Promote existing resources and webinars on integrating multisport into youth programs.
- Education and support for integrating multisport into youth programs.
- Promote multisport benefits via social media and local events.
- Inform and engage parents on physical literacy benefits of multisport.

- # of engagements on promoted resources.
- # of events and education sessions promoting multisport benefits.

### Explore the Possibility of a Podcast with Sport NB

- Discuss and brainstorm ideas for a podcast focusing on PL with Sport NB.
- Identify potential topics, guests, and format for the podcast.
- Plan the logistics for recording, editing, and distributing the podcast.

- Completion of a proposal or plan for the podcast.
- # of episodes planned and recorded (if the podcast is launched).
- Listener engagement metrics (e.g., downloads, listens, feedback).



# CHAMPION

## Goals

## Activities

## Indicators

### Explore an Annual Physical Literacy (PL) Day with Virtual Webinars

- Organize a day of virtual webinars focused on different aspects of PL.
- Promote the event across various platforms to ensure wide participation.

- # of participants in the PL day and webinars.
- Engagement metrics (e.g., social media interactions, website visits during the event).
- Post event survey to gauge post event use of information.

### Promoting PL Evaluation Tools

- Promote and recruit organizations to participate in PL evaluation.
- Train observers within organizations and schools to be able to complete the assessment.

- Increased data on PL in the province.

### Promote Active Transportation Initiatives and Community Challenges

- Collaborate with local organizations and municipalities to support and encourage active transportation and active transportation challenges (e.g., walk-to-school days, cycling challenges).
- Promote and share resources to encourage participation in active transportation initiatives.

- # of active transportation initiatives or challenges partnered with.
- Participation rates in the initiatives.



# COLLABORATION



Goals	Activities	Indicators
<p><b>Expand Partnerships With Organizations to Integrate PL as part of Programming</b></p>	<ul style="list-style-type: none"> <li>• Explore opportunities with organizations such as the YMCA’s and Boys &amp; Girls Clubs (BGCs) to integrate PL education and training as part of onboarding.</li> <li>• Deliver training to integrate PL as part of physical activity programming.</li> </ul>	<ul style="list-style-type: none"> <li>• # of new partnerships established.</li> <li>• PL integrated in learning pathways or as part of onboarding.</li> <li>• # of programs applying a PL lens.</li> </ul>
<p><b>Collaborate with Early Childhood Education (ECE) and Post-Secondary Education, Training and Labour (PETL) to Integrate PL Resources within Their Existing Programs</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with ECE to integrate PL into their online professional learning hub.</li> <li>• Collaborate with PETL to provide active kids toolkits to all libraries and parent info booklets.</li> </ul>	<ul style="list-style-type: none"> <li>• # of ECE’s engaging with the PL training/resources from online hub.</li> <li>• # of toolkits and info booklets delivered to libraries.</li> </ul>
<p><b>Partner with Organizations Working with Older Adults to Increase PL Opportunities</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with NB 55+ Games to integrate PL into their events (NB PLAYS! GOLD initiative).</li> <li>• Partner and provide resources to organizations working with older adults.</li> <li>• Provide education opportunities on how to incorporate PL within activities.</li> <li>• Explore multi-activity days for older adults.</li> </ul>	<ul style="list-style-type: none"> <li>• # of PL activities incorporated into the NB 55+ Games.</li> <li>• # of partnerships with organizations working with older adults.</li> <li>• # of education opportunities delivered.</li> <li>• Participation rates and feedback from older adults.</li> <li>• # of multi-activity days and participation rate.</li> </ul>



# COLLABORATION



Goals	Activities	Indicators
<p><b>Explore Partnership with Different Organizations to Deliver Specific Physical Literacy Workshops</b></p>	<ul style="list-style-type: none"> <li>• Explore partnerships and build capacity to deliver:               <ul style="list-style-type: none"> <li>◦ Inclusive Physical Literacy</li> <li>◦ Indigenous Communities: Active for Life</li> <li>◦ Physical Literacy for Older Adults</li> <li>◦ etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• # of partnerships established.</li> <li>• # of new workshop offerings available.</li> </ul>
<p><b>Build Relationship with Sport NB for Collaborative Opportunities</b></p>	<ul style="list-style-type: none"> <li>• Connect with Sport NB to focus on sport development and the first three stages of long-term athlete development (LTDs).</li> <li>• Collaborate with the Director of Sport Participation and Development to share PL information with provincial sport organizations (PSOs) and members.</li> <li>• Identify and pursue specific collaborative projects or initiatives.</li> <li>• Continue partnership for KidSport days.</li> </ul>	<ul style="list-style-type: none"> <li>• # of meetings or collaborations with Sport NB.</li> <li>• # of information distributions to PSOs and members.</li> <li>• Outcomes of collaborative initiatives (e.g., new programs, shared resources).</li> <li>• # of KidSport days.</li> </ul>
<p><b>Explore Linking to Existing Ambassador Programs to Integrate PL</b></p>	<ul style="list-style-type: none"> <li>• Collaboration with organizations to explore the opportunity to integrate PL within their ambassador programs.</li> <li>• Develop tools to be used by ambassadors to promote PL.</li> <li>• Explore identifying local athletes and influencers to talk about PL and multisport.</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership established</li> <li>• # of ambassadors integrating PL.</li> <li>• # of tools developed.</li> <li>• # of local athletes/influencers partnered with.</li> </ul>

# EDUCATION & TRAINING



## Goals

**Provide Professional Learning Opportunities for Teachers on Incorporating Physical Literacy within Their Lessons**

**Conduct a Roadshow to Launch the Revamped NB PLAYS! Resource**

**Provide Education Support to PSOs Around LTDs with a Focus on PL**

## Activities

- Host workshops or webinars for teachers to demonstrate practical strategies and activities.
- Provide ongoing support and resources to help teachers implement PL within their lessons.

- Plan and schedule a series of roadshow events across the province.
- Include a presentation on PL as part of the NB PLAYS! Resource launch.
- Engage local communities and stakeholders during the roadshow.

- Promote educational resources and opportunities tailored to PSOs focusing on LTDs and physical literacy.
- Offer ongoing support and consultations to PSOs for implementing LTD and physical literacy principles.

## Indicators

- # of teachers trained on incorporating PL.
- # of schools implementing PL strategies throughout the school day.
- Teacher feedback on the training and the impact on student engagement.

- # of roadshow events held.
- Attendance and participation levels at each event.
- # of NB PLAYS! resources distributed.

- # of PSOs engaged.
- # of LTD and PL resources distributed.
- Feedback from PSOs on the usefulness of the support provided.



# EDUCATION & TRAINING



## Goals

### Increase Offerings for the Active Kids Toolkit and Workshop

## Activities

- Recruit and train additional facilitators to deliver Active Kids Toolkit workshops.
- Extend the reach and deliver workshops to educators and support workers across the province.
- Distribute toolkits to early learning centers.
- Revisit the Active Kids Toolkit materials to better align with early learning center needs.

## Indicators

- # of new facilitators trained.
- # of workshops conducted.
- # of toolkits distributed and actively used by early learning centers.
- # of participants attending the workshops.
- # of rural and Indigenous communities engaged.

### Conduct Community PL Information Sessions and Webinars

- Organize and schedule community PL information sessions, both in-person and virtual.
- Develop content and materials for webinars tailored to different community needs.
- Promote the sessions to ensure high community engagement and participation.

- # of community PL info sessions/webinars held.
- Attendance and participation rates for the sessions.
- Feedback from participants on the effectiveness and relevance of the sessions.
- Follow-up with attendees on information implementation.



# CAPACITY BUILDING

## Goals

## Activities

## Indicators

**Build Capacity for Sport for Life (S4L) Workshops in All Regions of NB**

- Identify and recruit potential facilitators for S4L workshops.
- Organize and deliver facilitator training sessions.
- Schedule and promote workshops across all regions.

- Recruit 6 new facilitators (1 facilitator per region (6) per workshop).
- Increase the number of S4L workshops delivered across NB.

**Increase Capacity and Resources to Provide More Quality Opportunities for Equity-Deserving Groups**

- Explore the development of a PL resources tailored to organizations working with equity deserving groups.
- Partner with untraditional organizations (multicultural associations, libraries and family resource centres) to distribute toolkits, equipment and other resources to these partners.

- # of resources (toolkits, equipment, etc.) distributed and utilized.
- # of new partnerships.

**Support Communities and Regions in Engaging with the Physical Literacy for Communities (PL4C) Initiative**

- Develop a "welcome package" for communities interested in the PL4C initiative.
- Offer guidance and support to regions expressing interest in the initiative.

- # of communities/regions engaged with the PL4C initiative.
- # of "welcome packages" distributed.

**Re-engage Local Organizations, Communities and People to Understand Current Gaps**

- Explore different ways to engage local organizations, communities and people.
- Work with regional consultants to identify the best way to collect and analyze information.

- Engagement completed.
- Data analyzed and report developed.



# CAPACITY BUILDING

## Goals

## Activities

## Indicators

**Evaluate the Superhero Training and Adapt to Current Landscape**

- Assess the impact of the superhero training and modify structure of the training.
- Rebrand and remarket the training.
- Identify and recruit additional trainers or facilitators for the modified Superhero Training.
- Develop a plan to expand the reach of the training.

- New training program developed.
- # of new trainers recruited and trained.
- # of sessions delivered.

**Knowledge Transfer and Share Evidence Informed Practices**

- Attend S4L and National PL conferences.
- Develop a bulletin or newsletter to share evidence informed practices and ideas.
- Create knowledge transfer tools to disseminate information effectively.

- # of bulletins/newsletters produced and distributed.
- Engagement metrics for the bulletin/newsletter (e.g., open rates, feedback).
- # of knowledge transfer tools developed and used.

**Develop a Toolkit to Help Communities Host Events with Integrated Physical Literacy and Education**

- Develop and package educational materials that can be used throughout the events to engage participants with the concept of physical literacy.
- Promote and distribute the toolkit and support implementation.

- Toolkit developed
- # of communities using the toolkit
- # of participants taking part in events where toolkit was used.





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