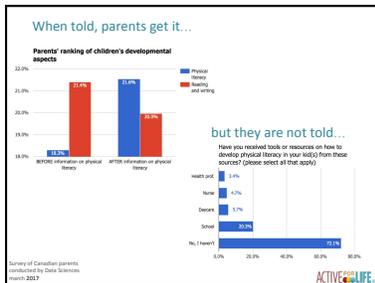
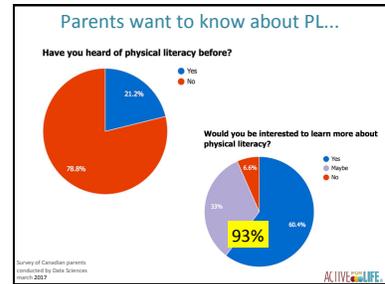
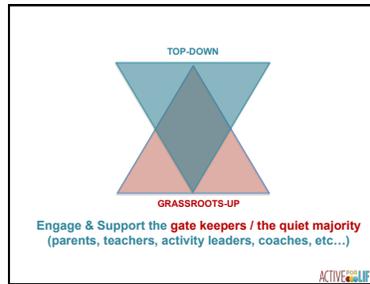


Physical Literacy and Quality Sport  
the “New Normal”  
RICHARD MONETTE  
LEAD - Active for Life

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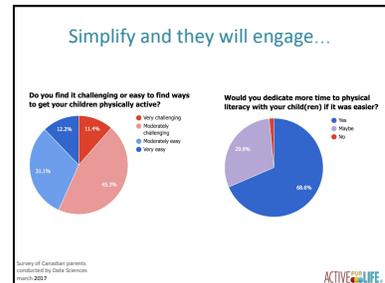
Let's Make  
Physical Literacy and  
Quality Sport  
the “New Normal”

Richard Monette  
Managing Director and Editor in Chief  
Active for Life

Parents need help and support



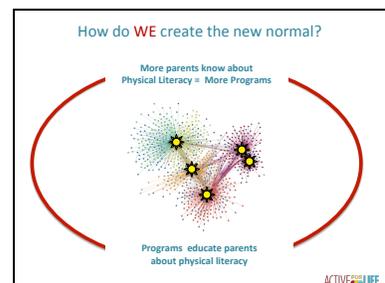


“Most parents are looking to their community/sport centre and the digital world to find information about how to get their kids moving.”

Survey of Canadian parents  
conducted by Data Sciences  
March 2017



- So the quiet majority of parents:
- Want to know
    - Get it
  - Want to engage
  - Engage positively
  - Need help and support
    - Need simplicity
  - Will share with other parents
- 



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