

June 6, 2017

MEDIA RELEASE

Cowichan Region embarks on physical literacy journey

Cowichan Valley, BC – The Cowichan Region has equipped itself to deliver sustainable physical literacy programming and improve the health and achievements of its citizens by committing to the Physical Literacy for Communities (PL4C) initiative. In doing so, the Cowichan Region is taking confident steps towards its vision that “Cowichan has continuous improvement in physical literacy”. Bringing education, training, and mentorship to its community members and stakeholders, the Cowichan Region aims to establish leadership around developing physical literacy in everything they do.

Leading this work is the PLAYCowichan team which is made up of stakeholders from recreation, health, education, sport, and community groups. With measurable actions, core funding, and long-term focus, and by taking learnings from previous endeavours with physical literacy training, campaigns, and programs, this team is highly motivated to put words into action and embed physical literacy across its work.

Starting in 2014, the Cowichan Region invested in a region-wide physical literacy initiative. Five recreation departments, the local school district, and the health network came together to identify goals, phases of action items, and a funding strategy. With funding from the RBC Learn to Play Project and community stakeholders, Cowichan has invested heavily in education, training, communications, and programming for physical literacy-related projects in its participating communities. Collective impact has been incorporated into its ongoing approach and will continue to guide work with the pillars of shared measurement, mutually reinforcing activities, and continuous communication.

For more information on how to incorporate the Physical Literacy for Communities approach, email Drew Mitchell, Sport for Life Director of Physical Literacy – drew@sportforlife.ca.

Physical Literacy for Life

Physical Literacy for Life (PL4L) is a registered charitable organization focused on developing physical literacy throughout the lifespan in multiple settings and sectors. Affiliated with the Sport for Life Society, Physical Literacy for Life is proactively advancing physical literacy knowledge and implementation in the health, recreation and education sectors.

For more information, contact:

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