

## SOOKE–WESTSHORE AWARDED FUNDING TO SUPPORT KIDS TO BE ACTIVE FOR LIFE

**Colwood, B.C.** – After the committed efforts of many, we are excited to announce that the combined communities of Sooke and Westshore have been selected to take part in the province-wide Physical Literacy for Communities initiative. The objective of the strategy is to educate and activate local decision makers, build capacity by training leaders, and create the environment to develop physical literacy in multiple settings and sectors resulting in a positive impact on community health and well-being.

Physical literacy is defined as the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life. Learn more about physical literacy by visiting [www.physicalliteracy.ca](http://www.physicalliteracy.ca).

The initiative provides targeted funding of up to \$50,000 in services and support over a two-year term, along with mentorship and support toward the collaborative design and development of the program. The key phases of the initiative are Educate, Train, and Mentor. Westshore Parks and Recreation is the lead partner in this project, supported by several other key community stakeholders from the sport, recreation, health, education, and media sectors, including Island Health and the Sooke School District.

“Westshore Parks and Recreation values the opportunity to be involved in the learning, sharing and mentorship to develop quality programming that builds physical literacy,” said Sandy Clarke, Acting Administrator, Westshore Parks and Recreation. “Developing physical literacy means that at any age you have the movement skills, confidence, and motivation needed to be active for life. This is a goal that we can stand behind for all children in Sooke–Westshore”.

“Students learn and develop better when they are active. There is lots of research that backs this up, but we at the school system need to be committed to physical activity within schools. This project will improve the competence and confidence of our teachers and school staff to incorporate physical activity throughout the school day,” said Scott Stinson, Superintendent of Schools, Sooke School District.

“Physical literacy is a pro-active approach to healthier communities. Our health system often focuses on reacting to poor health, and this project and the work of PLAY Groups on Vancouver Island are an opportunity to take a different approach and develop strategies to ease the future burden on health care,” said Dr. Richard Stanwick, Chief Medical Health Officer, Island Health.

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### Physical Literacy for Communities

Physical Literacy for Communities is a Sport for Life project. The aim is to unite the five key community sectors of recreation, education, health, sport, and media to improve the quality of physical, cultural, intellectual, social, and mental health in Canada. The goal of this messaging is to create a welcoming environment for any and all new collaborators.

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