

Physical Literacy for Communities – BC Initiative

Frequently Asked Questions

What is the Physical Literacy for Communities - BC (PL4C-BC) Initiative?

- This community initiative, supported by the Province of British Columbia and delivered by the Sport for Life Society (S4L), seeks to improve the development of physical literacy in British Columbia, which leads to increased physical activity, positively impacting health and well-being. In total, the Physical Literacy for Communities–British Columbia Initiative will support 27 B.C. community projects over a four-year period in educating and activating local decision makers, increasing capacity by training leaders, and creating an environment to develop physical literacy in multiple settings and sectors.

Why would the Physical Literacy for Communities (PL4C) program be good for my community?

- As a program of Sport for Life, PL4C acts as a catalyst to connect sectors of the community and builds local capacity to develop physical literacy which leads to improved levels of community and health and physical activity.

How does PL4C-BC work?

- PL4C-BC provides up to two years of funding, leadership services, resources and support for a community to develop physical literacy. There are three stages to building this capacity - Educate, Train and Sustain. S4L will lead the Initiative and engage with partners in its delivery.

What do we need to have in place or establish to qualify for the PL4C-BC Initiative in our community?

- A cross sectoral PL4C-BC working group that represents the five main sectors of Health, Sport, Recreation (& Community Agencies), Education, and Media / Communications. All sector members must make a commitment to a vision, long-term planning, partnership and sustainability.

Who makes up the cross sectoral PL4C-BC working group?

- The PL4C working group is made up of community champions that are invested in the development of physical literacy. The ([Key Stakeholders document](#)) provides an outline for key members to sit at the table. Each community will have varying capacity across their sectors but a goal of 2-3 representatives for each sector is important (i.e. 10-15 people in total).

What are the products and services that make up the PL4C-BC Initiative?

- The PL4C-BC Initiative includes a blend of non-discretionary and discretionary services. Each community will progress through the non-discretionary services of project leadership / management support, physical literacy workshops, evaluation training and assessment tools. The PL4C-BC working group will also be able to select additional services from the Sport for Life menu. Each selected community is assigned a S4L mentor responsible for facilitating the advancement of the project and who will explain all services and support available. This will include the creation of a unique plan that best reflects the needs of each community while maintaining consistency with other PL4C communities.

What is the role of the Sport for Life mentor?

- The designated S4L mentor will support the PL4C program and delivery in each community. The mentor acts as a project facilitator, a content expert for physical literacy and quality sport, a collective impact guide as well as advisor for measurement / evaluation support. They are also available for consultations with the community, can mediate conflict, and will garner further supports when needed.

What are the expectations of each community for project delivery?

- Develop your community Milestones – this will be supported by your S4L mentor. Meet regularly (i.e. monthly working group meetings) to promote collaboration, connectedness across sectors and accountability. Action the steps to accomplish your Milestones. Connect with S4L mentor along the way for continued support.

How is leadership distributed around the group?

- As this is a cross-sectoral initiative, the goal is shared leadership and accountability for PL4C-BC working group actions. This can include rotating chairs for meetings as an example. As each organization comes to the table with varying organizational capacity, the group members will establish a Terms of Reference to determine how leadership and accountability is shared.

What happens if we run into problems?

- Your group will have access to S4L mentors and the S4L team at large all the way throughout the process. Your S4L mentor is equipped to help with any area of the PL4C program and will be able to support when there are challenges presented.

Does the PL4C program use a collective impact approach?

- Yes, the PL4C program aligns directly with a collective impact approach. Your S4L mentor will explain the alignment in detail and support joint understanding of collective impact concepts.

Won't all this sector collaboration slow us down?

- In order to meaningfully address the physical inactivity crisis in BC and Canada, a cross-sectoral approach is absolutely essential. It is true that collaborating can lead to slow going at the outset but ultimately, we will be able to go farther together than we could ever go if we continue to work in silos.

How will we measure our progress?

- The measurement and evaluation tool used is the Milestones document. This document, which is established in the first 4-6 months of the PL4C-BC Initiative, guides actions and tracks progress to ensure targets and timelines are achieved. Members of the working group will hold each other accountable to achieving their Milestones through monthly updates, frequent check-ins, ongoing collaboration, and S4L mentor support.

Does the \$50K need to be matched?

- No, the PL4C-BC Initiative funding does not need to be matched, however funds for Year 3 of the project and beyond are the responsibility of the working group to secure.

Is a budget required when submitting an application?

- No, S4L mentors will work with successful communities to develop and manage a budget once selected.

Can more than one community apply together?

- They can but it is not preferred, so that money is used effectively.

Can Regional Districts apply?

- Yes.

What are the timelines for selection?

- Applicant communities will be notified of their status in February / March of 2020.