

## Overview of Sport for Life Society

Broadly speaking, the Sport for Life Society strives to improve the health and lives of all Canadians. Sport for Life – a national not-for-profit organization – consists of leaders from the sport, recreation, education, health and business sectors. The society evolved from 10 years of work supporting the expansive Canadian Sport for Life (CS4L) “movement.” The purpose of CS4L was to create cross-sectoral partnerships between sport, education, recreation and health, while aligning community, provincial, and national sport and physical activity programming. Sport for Life Society continues this work with an even wider focus, as the Society consists of five divisions:

- Long-Term Athlete Development
- Physical Literacy
- Community Engagement
- Special Projects
- International Partnerships

Long-Term Athlete Development (LTAD) is a seven-stage training, competition and recovery pathway guiding an individual’s experience in sport and physical activity from infancy through to adulthood. Sport for Life supports the implementation of LTAD within all levels of sport organizations, Games franchise holders, multisport organizations, the federal and provincial/territorial governments, and schools.

Physical Literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. Sport for Life facilitated the development of the Physical Literacy Assessment of Youth (PLAY) Tools, which have been used to evaluate the physical literacy levels of over 25,000 children and youth across Canada.

Community Engagement reflects to the way Sport for Life assists communities, facilities and programs to adopt CS4L principles. Sport for Life is directly working in more than 100 communities, with impact in hundreds more coast to coast.

Special Projects consists of the development of new and innovative resources, with an emphasis on inclusion, that will be activated across the other divisions. Currently, Sport for Life has partnered with the Aboriginal Sport Circle and consulted with more than 70 Aboriginal leaders across Canada to develop an Aboriginal Long-Term Participant Development Pathway. In addition, Sport for Life is working on a project to integrate and involve new citizens into sport, and also creating a resource to address physical literacy for older adults.

International Partnerships builds on the international work that Sport for Life experts have been doing for years by bolstering existing relationships while seeking out new opportunities. Sport for Life has facilitated the use of LTAD for more than 30 sports in over 50 countries, and currently works in eight countries – including six Caribbean National Olympic Committees in partnership with the Canadian Olympic Committee.

Within the Sport for Life Society, five departments exist that contribute to and span the divisions.

- Education – The Education department designs, develops, and delivers products that increase awareness, understanding and use of physical literacy, quality sport and long-term athlete development concepts and practices.
- Evaluation – The Evaluation department helps determine key performance metrics for Sport for Life programs and services and gathers information about their results and impacts. This includes data collection, management, analysis and reporting to support planning, decision-making and organizational learning.
- Communications – The Communications department services the divisions by delivering content across the organization’s three websites; sharing information through various social media channels; distributing press releases, articles and e-newsletters; promoting events; and managing communication lines internally and externally.
- Marketing – The Marketing department designs resources and graphics for the web and for print, creates promotional material, and also establishes and upholds the messaging and branding guidelines for the organization.
- Operations – The Operations department ensures organizes internal processes and procedures, including such aspects as translation, finances, and business development, and manages the day-to-day operations of the organization.

Sport for Life educates and informs sport, recreation, education and health leaders to enable them to better understand and deliver Long-Term Athlete Development and physical literacy programming. Sport for Life also works to create cross-sectoral partnerships across these four sectors, aiming to align community, provincial and national programming. Programs and on-going education are supported through the open source resources that are written, researched, edited and published by Sport for Life. Key resources include CS4L – Long-Term Athlete Development 2.0, Ideal NSO Milestones, Developing Physical Literacy, and Becoming a CS4L Community, all available for free online.

- Sport consists of National Sport Organizations, Provincial/Territorial Sport Organizations, Local Sport Organizations and sport clubs, as well as Games franchise holders.
- Recreation consists of municipalities, cities, towns, sport and recreation centres, early childhood educators, community groups, provincial/territorial parks and recreation associations, Canadian Parks and Recreation Association, Community Foundations of Canada and True Sport.
- Education consists of schools, after-school programs, universities, Canadian Interuniversity Sport, and PHE Canada.
- Health consists of health authorities/units, acute care clinics, injury and fall prevention centres, and senior centres.

The work that Sport for Life does to link the four sectors and align programming fits loosely within these six areas of activation:

- Evaluation & Research
- Awareness
- Education & Training
- Resources & Tools
- Engagement & Programming



- Policy & Strategy

Organizations, projects and programs have different needs and will implement quality sport and physical literacy through a range of methods. Sport for Life engages these groups through a community based approach and delivers the appropriate support – – whether through one, some or all six areas of activation. Sport for Life Society encourages organizations to incorporate gender equity, accessibility, socioeconomic inclusion, and cultural diversity into their programs and to actively support sport for all.

Sport for Life makes an impact throughout Canada and abroad by hosting the annual Canadian Sport for Life National Summit, which features roughly 500 delegates (speakers and attendees) representing 10 to 15 countries. In addition, minor events including LTAD Mini-Summits, Community Workshops, webinars and various presentations can reach up to several hundred people at a time. In the June 2015, Sport for Life partnered with the International Sport for Life Society to host 400 delegates in Vancouver at the biannual International Physical Literacy Conference.

Through all of the work that Sport for Life does, the Society strengthens its three pillars: improving the opportunity for more and enhanced physical literacy programming, preparing more Canadians to pursue excellence in sport, and increasing the likelihood of Canadians staying active for life.

For more information visit [www.canadiansportforlife.ca](http://www.canadiansportforlife.ca) or contact [info@canadiansportforlife.ca](mailto:info@canadiansportforlife.ca).