



Recreation
NOVA SCOTIA

NOVA SCOTIA
Health and Wellness

sport
nova scotia

CS4L Provincial Activation Plan



CANADIAN
SPORT FOR LIFE

What is CS4L ?

Canadian Sport for Life (CS4L) is a movement to improve the quality of sport and physical activity in Canada. CS4L links **sport, education, recreation** and **health** and aligns community, provincial and national programming.



Active Start FUNdamentals Learning to Train Training to Train Training to Compete Training to Win Active for Life

STRATEGY

CS4L-aligned Sport and Physical Activity programming and practices, with a primary focus on the first three stages of LTAD.



Key Focus areas of CS4L plan – 2014 / 2016

- * **KNOWLEDGE MOBILIZATION – 4 priorities**
Educate leaders in organizations, municipalities, and parents about CS4L
- * **LTAD ALIGNMENT – 3 priorities**
Assist organizations and municipalities to make programming and practice changes to align with LTAD. Support leadership development and training
- * **COLLABORATION – 3 priorities**
Facilitate opportunities for organizations and sectors to work together around CS4L



Knowledge Mobilization

THRIVE!:

Direction: Support a Healthy start for Children and Families

Action: Make health information and resources more accessible to parents and new families.

CS4L Provincial Plan:

Priority: Develop a communication strategy to educate parents about the importance of physical literacy

Knowledge Mobilization

THRIVE!:

Direction: Equip people with skills and knowledge for lifelong health

Objective: Educate leaders

Action: Influence education and training programs

CS4L Provincial Plan:

Priority: Advocate for training and development of front line leaders and coaches

Knowledge Mobilization

THRIVE!:

Direction: Plan and Build Healthier Communities

Objective: Engage Nova Scotians in the issues and solutions to improve collective health

Action: Implement social marketing campaigns to positively influence the beliefs, attitudes, and behaviours of targeted audiences.

CS4L Provincial Plan:

Priority: Develop a communication strategy to educate parents about the importance of physical literacy

LTAD Alignment

THRIVE!:

Direction: Equip people with skills and knowledge for lifelong health

Objective: Increase physical education and physical literacy

Action: Enhance development of physical literacy in regulated child-care settings.

CS4L Provincial Plan:

Priority: Encourage early childhood education centres to incorporate daily activities that develop physical literacy

LTAD Alignment

THRIVE!:

Direction: Equip people with skills and knowledge for lifelong health

Objective: Increase physical education and physical literacy

Action: Promote efforts to develop physical literacy in sports and recreation programs.

CS4L Provincial Plan:

Priority: Support municipalities to introduce and enhance programming, practices and places that contribute to the development of physical literacy

LTAD Alignment

THRIVE!:

Direction: Create more opportunities to eat well and be active

Objective: Increase physical activity and decrease sedentary time in childcare settings and schools

Action: Develop and implement guidelines for regulated childcare settings.

CS4L Provincial Plan:

Priority: Encourage early childhood education centres to incorporate daily activities that develop physical literacy

Thank You!

