

# Moving Alberta 2016 2017



**be fit for life**  
moving alberta

*Alberta*  
Government

Keyano College  
Grande Prairie Regional College  
Lakeland College  
Portage College  
University of Alberta  
Red Deer College  
University of Calgary  
Lethbridge College  
Medicine Hat College





# 2016 2017 Highlights

The Be Fit For Life Network is a provincial initiative comprised of nine regional Centres, working in coordination to support a more physically active Alberta.

## Increasing Capacity in Communities

Empowering community champions for sustainable change.

## Provincial Alignment

Aligning with provincial partners and efforts to increase physical activity levels in Alberta.

## Network Coordination

Working with the collective Network to advance physical literacy in Alberta.

## Our Vision

Albertans are knowledgeable, confident, motivated & have the skills they need to engage in physical activity for life.

## Our Mission

To work collectively to inspire, educate & support Albertans to lead healthy, physically active lifestyles.

## Increasing Capacity in Communities

The Network has grown and evolved since its inception, remaining committed to the health and wellness of Albertans. A shift in focus to physical literacy development as a vehicle for health and wellbeing has opened doors for a coordinated approach for change. The Network works to bring stakeholders from the education, health, sport and recreation sectors to the table with the shared vision of Albertans who are confident, competent and motivated to engage in physical activity for life.



# Network Highlights

## Physical Literacy Coordination

PLAY (Physical Literacy And You) collaborative groups continue to be supported by the BFFL Network in Edmonton, Calgary, Lethbridge, Grande Prairie, Red Deer, Medicine Hat, Fort McMurray, Lac La Biche & Vermilion, where professionals from many sectors come together to support physical literacy development in their communities.

PLconnect.ca was launched in Spring 2017 to encourage sharing of resources and communication across PLAY Groups and physical literacy champions.

BFFL Physical Literacy Coordinators, designated in 2013/14, continue to play an important role in the development of Physical Literacy in Alberta. The partnerships and opportunities that have emerged from having additional staff dedicated to physical literacy development have been invaluable.

## Community Outreach

The Network continues to foster partnerships across recreation, education, sport, health, early childhood, and other sectors in their communities. These partnerships support collaboration, collective growth and sustainability of physical activity opportunities.

## Project & Resource Development

New resources to support physical activity providers:

- *AniMoves* Cards
- *Move & Play at Recess*
- *Learning to Fly and Other Great Adventures*
- *As Big as the Sky, as Tall as the Trees* (in partnership with a local Calgary Indigenous artist)
- *Let's Move* poster (English and French) In collaboration with the AMA Youth Run Club, Ever Active Schools and La fédération du sport francophone de l'Alberta

## College & University

This year, we conducted a Network evaluation to better understand the current state of the Network. This was an opportunity for staff and stakeholders to make informed decisions regarding

- Strategic direction
- Relationships
- Network processes and activities
- Outcomes

## Active Programs and Events

# 46,414

participants across  
2914 programs & events



## Presentations and Workshops Delivered

# 388

with 8845 participants  
to support practitioners  
leading physical activity

## Communities Reached Across Alberta

# 61

Morinville • Glenevis • Anzac • Blackfalds • Bonnyville • Buffalo Lake • Calgary • Camrose • Clairmont • Coaldale • Cold Lake • Consort • Delburne • Edmonton • Spruce Grove • Fort MacLeod • Fort Mackay • Fort McMurray • Grande Prairie • Grand Cache • Grimshaw • Hamilton • High Level • High Prairie • Jasper • Cardston • Kananaskis • Kikino Metis Settlement • Lac la Biche • Lacombe • Leduc • Lethbridge • Little Buffalo • Maskwacis • Morinville • Namao • Rocky Mountain House • Okotoks • Duffield • Peace River • Pigeon Lake • Plamondon • Red Deer • Redwater • Rocky Mountain House • Seattle, WA • Sexsmith • Spirit River • Spruce Grove • St Albert • St Paul • Stettler • Valleyview • Vermilion • Wainwright • Wolf Creek • Yellowknife, NT • Sudbury, ON



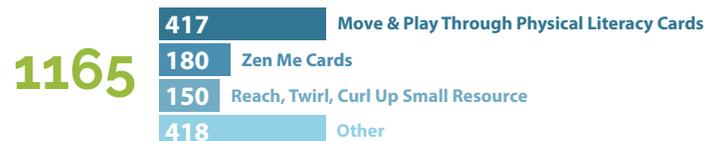
## Meetings Developing New and Existing Partnerships

# 954

## Professional Development Sessions Attended by Staff

# 125

## Network Resources Distributed to Physical Activity Leaders



## Network Communication

@bfflnetwork

### Twitter

Tweet Impressions: **32,700**  
Profile Visits: **15,109**

### Facebook

Unique users of BFFL content: **57,604**  
Page views: **102,108**

### Instagram

Post Impressions: **2,318**

### New Website Launched Nov 2016

Page Views: **10,147**  
Unique Users: **3,022**



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Keyano  
COLLEGE

# Fort McMurray

# 2016 2017 Highlights

## *Outreach in Action*



## **Girl Power & Mega Boyz 2017**

Girl Power and Mega Boys are events to introduce boys and girls to activities that will empower them to become the leaders of tomorrow by taking care of their body, mind and health. We hope to spark lifelong habits by devoting a day targeted towards the health of Grade 5 girls and boys. Throughout the day, we provide students with the opportunity to try various activities such as Sports, Dance, Martial Arts and various types of Fitness Classes, as well as sessions on Nutrition, Life Skills and Self Esteem with an emphasis on issues specific to that age group. Our 16 sessions are split up into 4 main categories: Aerobics, Movement, Healthy Living and Sport. Each student receives a personalized schedule, which allows them to try out 1 session from each category (4 sessions total). This year, our 16 sessions were Spin, Sport Conditioning, Taekwondo, Dance! Sing! Drama!, Yoga, Football, Winning at Wellness!, Fire Fit, Nutrition, Positive Mental Health, Pocket Hearts, Air Cadets, Volleyball, Basketball, Floor Hockey and Soccer/Rugby.

## Playful Paws



Playful Paws is a physical literacy based program that encourages children to move together with their parents through a series of both structured and free play activities. This program is designed to increase physical confidence, competence, and motivation. This is one of the youngest programs that is run in Fort McMurray, starting with kids only 18 months old and supporting parents with healthy habits early on. These programs have grown so much over the years and we are currently full each year and have to add teachers and more space to accommodate the parents and kids that want to be a part of this program. This year we will have 6 sessions for the first time ever!

Active Programs  
and Events

**1573**

participants across  
**202** programs & events

Presentations and  
Workshops Delivered

**8**

with **180** participants  
to support practitioners  
leading physical activity

Meetings Developing  
Partnerships

**29**

Communities  
Reached

**3**

Anzac • Fort McKay • Fort McMurray

Professional Development  
Sessions Attended by Staff

**5**

Including:

- NCCP Online Modules
- BFFL Network Retreat



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GPRC

# Grande Prairie

# 2016 2017 Highlights

## *Outreach in Action*



## **Celebrating Mother's Day & Father's Day Through Play**

The Grande Prairie Be Fit For Life Centre has collaborated with Dave Barr Community Centre on many occasions. Some of our favorite opportunities have been working with the Kids Place Daycare program. Each year, the Grande Prairie Be Fit For Life Centre goes into the Kids Place and provides physical literacy enriched programming for both their Mother's Day and Father's Day celebrations. This year, we worked with over 125 parents and caregivers and 70 children, introducing fun and playful activities that can be done at home together. Happy Bubble Yoga (pictured above) is an activity from our new resource *Learning to Fly & Other Great Adventures*. We are looking forward to continuing this partnership and providing a safe and fun atmosphere for all the children, parents and caregivers to connect through play.

## Physical Literacy In Residence



Ever Active Schools and the Be Fit For Life Network are provincial partners, working together to inspire and educate whole school communities, aiming to build capacity around specific priorities in wellness. This year, the Grande Prairie Be Fit For Life Centre worked closely with Ever Active Schools in our region, deepening relationships across 5 schools chosen to be a part of the Physical Literacy in Residence Program from Little Buffalo, Peace River, Valleyview, Grimshaw and Grande Prairie. Together, we helped enrich the health and learning of each unique school community through a school-wide approach to physical literacy.

Active Programs  
and Events

**5228**

participants across  
**301** programs & events

Presentations and  
Workshops Delivered

**57**

with **784** participants  
to support practitioners  
leading physical activity

Meetings Developing  
Partnerships

**224**

Communities  
Reached

**14**

Grimshaw • Sexsmith • Valleyview •  
Calgary • Clairmont • Edmonton • Grande  
Prairie • Grade Cache • High Level • High  
Prairie • Kananaskis • Little Buffalo • Peace  
River • Spirit River

Professional Development  
Sessions Attended by Staff

**26**

Including:

- Resiliency Work - Ever Active Schools
- Indigenous Cultural Training - UP Grant
- HPEC Workshops
- Foundational Community Building -  
Campus for Communities
- DANCEPL3Y
- Urban Poling



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PORTAGE  
COLLEGE

# Lac La Biche

# 2016 2017 Highlights

## *Outreach in Action*



## Fitness Services

Customized exercise programming has been steadily increasing in demand with personal training and small group training. In addition, clients are looking for value-added service with access to fitness assessments (CPAFLA, NASM postural & movement screening) and health coaching. With regular client appointments, this has been an important revenue stream. Group fitness classes continue to be offered throughout the day, especially before and after work. A variety of classes are taught including: PiYO LIVE!, Early Rider, HIIT the Deck, Urban Poling & Toning, Bells & Balls, 20-20-20, BellyFit, Zumba, Yoga, Strike Force, 3-2-1 FIT, Step & Stations, Core Essentials, and more. These services are available to public and Portage College staff & students.



## School Programs

A variety of school programs, especially indoor rock climbing, have been very popular with middle schools. With having our own in-house rock wall, our 'Grab onto Something New' program aims at teaching the components of safety, equipment, bouldering, top-roping, climbing techniques, belaying, knot tying, and challenges. In addition, school groups book other physical education classes including: Obstacle Course Mania, Active Body Adventure, B.A.S.E.C. Body, In the Zone – Heart Health, Move & Play through Physical Literacy, Cooperative Games, Bootcamp, Yoga Techniques for the Classroom, and more!

### Active Programs and Events

# 5349

participants across  
616 programs & events

### Presentations and Workshops Delivered

# 20

with 315 participants  
to support practitioners  
leading physical activity

### Meetings Developing Partnerships

# 48

### Communities Reached

# 10

Lac La Biche • Cold Lake • Bonnyville  
• St. Paul • Plamondon • Kikino Metis  
Settlement • Buffalo Lake Metis  
Settlement • Beaver Lake First Nation •  
Edmonton

### Professional Development Sessions Attended by Staff

# 14

Including:

- PD Days - Portage College
- Alberta Fitness Leadership Association
- Yoga & Personal Training - IDEAFIT Conference
- Indigenous Cultural Training - BFFL Network
- Physical Literacy Coordinator Training - Mount Royal University



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UNIVERSITY OF  
ALBERTA

# Edmonton

# 2016 2017 Highlights

## *Outreach in Action*



## **PLAY GREAT**

In the partnership with PLAY GREAT, we continue to develop the capacity for partners to deliver Physical Literacy related training in the Edmonton region. Through a partnership with the Northern Alberta YMCA, the Edmonton Be Fit For Life Centre was able to offer Move & Play Train the Trainer at the YMCA hosted a Trainer's Retreat in the fall of 2016. Participants were exposed to High Five, NCCP Fundamental Movement Skills, and Move & Play Train the Trainer. The multi sector participants that attended the retreat were from rural and urban Recreation settings, as well as Educators from various schools and school boards. Many of these participants supported further training for PLAY GREAT organizations through the year with the training they received from the Train the Trainer event! We hope to continue to offer this type of training event in future to continue to build capacity of partner organizations in PLAY GREAT.



## Move & Play at Recess

The University of Alberta Be Fit For Life Centre used the Gift of Play Resource, Move & Play at Recess, to support numerous trainings and workshops over the year. This included many opportunities to share with students and teachers at the Healthy Active School Symposiums, through Edmonton Public School Board Catchment Professional Development Days, and with many school communities across the region. This online resource has been very well received and we have had the opportunity to hear many ways that schools and teachers have used the resources to enhance physical activity opportunities at recess time!

### Active Programs and Events

# 1696

participants across  
34 programs & events

### Presentations and Workshops Delivered

# 31

with 967 participants  
to support practitioners  
leading physical activity

### Meetings Developing Partnerships

# 141

### Communities Reached

# 21

Yellowknife • Calgary • Rocky Mountain House • Stettler • Alexander First Nation • Alexis First Nation • Camrose • Canmore • Edmonton • Enoch Cree Nation • Kananaskis • Leduc • Louis Bull First Nation • Morinville • Namao • Paul Band First Nation • Redwater • Samson Cree Nation • Spruce Grove • St. Albert • Wetaskiwin

### Professional Development Sessions Attended by Staff

# 14

Including:

- Nutrition File - Alberta Milk
- Shaping the Future, Resiliency Day, Summer Institute - Ever Active Schools
- Indigenous Cultural Training - BFFL Network
- General Play Skills - Athletics Alberta
- Growing Up Wild - Alberta Council for Environmental Education
- & others



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# Vermilion

# 2016 2017 Highlights

## *Outreach in Action*



## VIBE Days

VIBE Days is an annual event hosted by the Mental Health Capacity Team (funded by Alberta Health Services) aka, VIBE (Vermilion Is Being Empowered). Every year in January approximately 400 grade 6-9 students attend the event from schools with Buffalo Trails School Division: J.R. Robson, St. Jerome's, Vermilion Elementary School, Mannville School, Clandonald School and Kitscoty School. Be Fit For Life has partnered with VIBE for this event for the past 5 years with great success. The Vermilion BFFL's contribution is to work with the grade 6 students, and have them participate in a Physical Literacy Obstacle Course to challenge all of their fundamental movement skills in a fun and diverse way. Every year the obstacle course is always a hit, and BFFL receives great feedback and enthusiasm from both the students, teacher assistants, and the VIBE staff. For this reason, BFFL-Vermilion will continue to partner with VIBE on this awesome day!

## Project Zero



Project Zero is a corporate wellness “weight-maintenance” challenge that BFFL Vermilion, in partnership with Lakeland College Health Services Department, created and implemented for the first time this year. The purpose of Project Zero is to challenge staff of Lakeland College to maintain their weight over the holiday season. Research has indicated that people across North America tend to gain nearly 80% of their annual weight gain (5-12 lbs) between Halloween and New Year’s Day. It also shows that while many people lose weight in January (from New Year’s Resolutions), the large majority of people don’t lose the same as they gained in December!

Project Zero was a HUGE success, with participation numbers tripling from any other wellness challenge previously implemented by the college Health Services Department! Every staff member who participated successfully maintained their weight throughout the holiday season (November 21- January 4th), and many voiced their sentiments that the challenge should be employed again next year!

Active Programs  
and Events

# 1941

participants across  
270 programs & events

Presentations and  
Workshops Delivered

# 5

with 241 participants  
to support practitioners  
leading physical activity

Meetings Developing  
Partnerships

# 31

Communities  
Reached

# 4

Canmore • Kananaskis • Vermilion •  
Wainwright

Professional Development  
Sessions Attended by Staff

# 9

Including:

- John O’Sullivan: Changing The Game
- Perspectives Scientific Conference - Alberta Provincial Fitness Unit
- Lakeland College Wellness Conference
- BFFL Retreat - BFFL Network
- & others



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# Red Deer

# 2016 2017 Highlights

## *Outreach in Action*



## Future Physical Literacy Leaders Project

The goal of this project was to further our work supporting the development of physical literacy in the early years in Indigenous communities in Central Alberta. Red Deer College students were trained in Fundamental Movement Skills and Physical Literacy and went on to mentor other First Nations students from O'Cheise and Sunchild communities on their journey to becoming "Future Physical Literacy Leaders".

Throughout the project, we learned that to work within Indigenous communities, we needed to have consistent points of contact, which led to trust and strong relationships. We also learned that the Indigenous way of learning and communicating is through story telling rather than the traditional western ways of learning, which often rely on power point presentation and classroom work.



## Wolf Creek Staff Body Composition Sessions

Through a partnership with the Alberta School Employee Benefit Plan, we were able to offer 705 individual sessions at 26 sites in Wolf Creek School Division between Fall 2016 and Spring 2017. Participation rates were very high, with 444 staff (59% of all employees) participating in at least one session. Participants reported what they valued most and among the most highly ranked was receiving information regarding personal body composition, the time to think about personal health and set wellness goals, knowing that my workplace values my health and wellness, and the opportunity to ask a wellness professional questions.

### Active Programs and Events

# 3347

participants across  
170 programs & events

### Presentations and Workshops Delivered

# 68

with 1114 participants  
to support practitioners  
leading physical activity

### Meetings Developing Partnerships

# 19

### Communities Reached

# 9

Blackfalls • Delburne • Edmonton •  
Lacombe • O'Cheise First Nation • Pigeon  
Lake • Red Deer • Sunchild First Nation •  
Wolf Creek

### Professional Development Sessions Attended by Staff

# 2

Including:

- Indigenous Cultural Training - BFFL Network
- BFFL Retreat - BFFL Network



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# Calgary

2016 2017  
*Highlights*

## *Outreach in Action*



### **Building Strong Foundations - Indigenous Focus**

This past year, the Calgary BFFL Centre was awarded a grant through the Urban Partnerships Program to continue the work we have been doing around developing physical literacy in the early years into Indigenous communities across Alberta. As part of this project, we were able to develop a third “moving story” book about the land of Alberta as well as some resources to support movement in the preschool setting with cultural relevance. Additionally, our network was able to receive some Cultural Training to help deepened our understanding of Indigenous culture and the impacts of intergenerational trauma. Through the BFFL Network, we were able to offer professional learning opportunities for Aboriginal Head Start staff as well as parent education sessions across Alberta.

## PLAY Calgary & Superhero Training

This was another very successful year for our PLAY group and our Superhero Training Event. Our PLAY Calgary membership has grown to 240 members representing over 70 organizations across all sectors. We were able to facilitate our second Superhero Training event with over 140 participants and helped to facilitate a similar event in Red Deer.



### Active Programs and Events

# 1643

participants across  
31 programs & events

### Presentations and Workshops Delivered

# 67

with 4231 participants  
to support practitioners  
leading physical activity

### Meetings Developing Partnerships

# 100

### Communities Reached

# 10

Calgary • Consort • Edmonton • Hamilton,  
ON • Hanna • Jasper • Okotoks • Red Deer •  
Stettler • Yellowknife, NWT

### University Partnership

- Gift of Play for U of C's 50th Anniversary
- Physical Literacy programming for University Child Care Centre's
- Instruction of KNES 201
- Kinesiology Student Practicum Placements
- Partnership with the Wellness Centre
- Roots of Resiliency Program
- Facilitation of the University of Calgary Marathon Training Program



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MEDICINE HAT  
COLLEGE

# Medicine Hat

# 2016 2017 Highlights

## *Outreach in Action*



## Physical Literacy Superhero Training for Camp Leaders

PLAY (Physical Literacy And You) Medicine Hat is a collaborative of individuals and organizations that work together to support the development of physical literacy. A working group, which includes the Medicine Hat College Be Fit For Life Centre, City of Medicine Hat, Medicine Hat Family YMCA, Medicine Hat Adapted Sport & Recreation and North Flats Neighbourhood Association, planned a one day training event for camp leaders from their respective organizations. The training aimed to give leaders the tools to support the development of physical literacy in their programming. The project was inspired by an annual event delivered by PLAY Calgary and the promising practices shared through PLAY Alberta.

## Physical Literacy Mentorship



A professional learning model that promotes student wellbeing through physical literacy in Medicine Hat Catholic Schools

- 1 Administrator Visit**  
Introductions, mapping roles, identifying champion teacher and aligning with school and district priorities
- 2 School Champion Meeting**  
Building relationships with teacher champion, preliminary planning, highlighting unique school needs and identifying existing local support
- 3 School Wide Professional Learning**  
School-based professional learning opportunity to build knowledge and awareness of physical literacy, and its impact on student health and learning.
- 4 Physical Literacy in Class**  
Customized support from physical literacy mentor to develop and deliver physical literacy-enriched lesson plans within a variety of school settings.
- 5 Peer Mentorship**  
Fostering student leadership through a peer-led recess initiative that gets students active during breaks.
- 6 Community Partnerships**  
Complementing existing partnerships and identifying new ones, this initiative aims to collaborate with local partners to promote activities for students to develop their physical literacy in alternative environments.
- 7 Resources & Support**  
Mentor will connect you with resources and supports to coach you along your physical literacy journey.
- 8 Celebrate Success**  
Evaluating impact and celebrating success with a school-wide or community wide event.



# Physical Literacy in Residence – Medicine Hat Catholic Board of Education Jurisdiction Project

The Medicine Hat College Be Fit for Life Centre, in partnership with the regional collaborative Moving and Choosing, received funding through Ever Active Schools to provide physical literacy mentorship to teachers at 6 elementary schools. Consultations with each school, through relationships built with Moving and Choosing, identified school needs and informed program and resource selections. The funding supported the delivery of in-class teacher mentorship sessions, school-wide staff professional development on physical literacy, resource purchases and community programming opportunities.

### Active Programs and Events

# 16,558

participants across  
623 programs & events

### Presentations and Workshops Delivered

# 103

with 1380 participants  
to support practitioners  
leading physical activity

### Meetings Developing Partnerships

# 234

### Communities Reached

# 40

Alcoma • Bassano • Beaverlodge • Bonnyville •  
Brooks • Burdett • Calgary • Carbon • Coaldale  
• County of 40 Mile • Duchess • Dunmore •  
Eckville • Edmonton • Elkwater • Foremost  
• Gem • Grande Cache • Grande Prairie •  
Jenner • Kitchener, ON • Lloydminster • Maple  
Ridge, BC • Medicine Hat • Newell • Ralston •  
Redcliff • Rolling Hills • Rosemary • Schuler •  
Seven Persons • Sherwood Park • Stony Plain •  
Sturgeon County • Swan Hills • Taber • Tilley •  
Vermilion • Victoria, BC • Whitecourt

### Professional Development Sessions Attended by Staff

# 25

Including:

- Kinetisense Orientation
- General Play Skills
- Mindfulness Ambassadors Council Interactive
- Dance PL3Y Instructor Training
- Indigenous Cultural Training
- CSEP Nutrition & Fitness
- Hoop Play Level 1 & 2
- & others



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# Lethbridge

# 2016 2017 Highlights

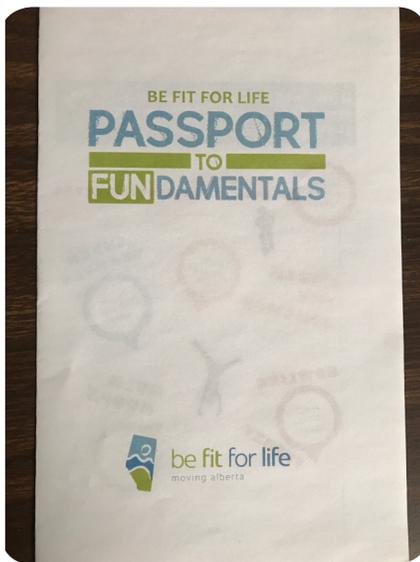
## *Outreach in Action*

### Go Girl

The Lethbridge College Be Fit For Life Centre hosted a Go Girl Event, which was a one day free event for girls in the community and surrounding areas. This year's event filled up within 36 hours and we had to expand the original capacity of the event due to the overwhelming demand. This all-day program of physical activities and mentorship sessions, was designed to help raise the self-esteem of girls between the ages of 8 and 12.



The goal of the free workshop was to help them develop resiliency, avoid peer pressure and empower them to make healthy living choices. The sessions were designed to provide the participants with leadership skills and creative ways to get physically active. Volunteers and keynote speakers shared their knowledge and experiences and acted as positive role models and mentors. Some of the activities included Zumba, yoga, nutrition training, cooperative games, physical literacy in sport, trust and team building exercises, as well as body image, mental health and mindfulness seminars.



## Passport to FUNdamentals

This year, the Lethbridge College Be Fit For Life Centre had an incredible opportunity to partner with Family Oriented Programming and offer physical literacy sessions for children with speech and language delays in their early years. Family Oriented Programming is intended to enhance a child's centre-based programming according to their individualized program plan. With the assistance of the Lethbridge College Marketing department, a Passport to FUNdamentals was created to help guide children through a series of stations focusing on developing different aspects of physical literacy, literacy and mindfulness. Some of the activities included: chuck the chicken, bowling frenzy, yoga/ counterbalancing, an obstacle course, and even a ball pit. We were able to offer these sessions on a small scale with schools around Lethbridge and Taber, and on a larger scale at "FOP" days that were hosted at various locations.

Active Programs  
and Events

# 15,012

participants across  
217 programs & events

Presentations and  
Workshops Delivered

# 22

with 550 participants  
to support practitioners  
leading physical activity

Meetings Developing  
Partnerships

# 31

Communities  
Reached

# 5

Calgary • Fort Macleod • Kainai •  
Lethbridge • Coaldale

Professional Development  
Sessions Attended by Staff

# 4

Including:

- Physical Literacy Workshop - Sport 4 Life
- Community Choosewell Award
- AFLCA Ever Active Kids
- Indigenous Cultural Training - BFFL Network







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