

MOTIVATION AND CONFIDENCE

Motivation and confidence refers to an individual's enthusiasm for, enjoyment of, and self-assurance in adopting physical activity as an integral part of life.

PHYSICAL COMPETENCE

Physical competence refers to individuals ability to develop movement skills and patterns, and the capacity to experience a variety of movement intensities and durations. Enhanced physical competence enables an individual to participate in a wide range of physical activities and settings.

KNOWLEDGE AND UNDERSTANDING (Cognitive)

Knowledge and understanding includes the ability to identify and express the essential qualities that influence movement, understand the health benefits of an active lifestyle, and appreciate appropriate safety features associated with physical activity in a variety of setting and physical environments.

ENGAGEMENT IN PHYSICAL ACTIVITIES FOR LIFE (Behavioral)

Engagement in physical activities for life refers to an individual taking personal responsibility for physical literacy by freely choosing to be active on a regular basis. This involves prioritizing and sustaining involvement in a range of meaningful and personally challenging activities, as an integral part of one's lifestyle.



For more information on programs available or to get involved in the Physical Literacy movement call **250.748.0000**



Physical Literacy Lives Here



Physical literacy is
the key to being
ACTIVE FOR LIFE



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What is Physical Literacy?

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

There are four essential and interconnected elements whose relative importance may change throughout one's life. These elements include: **Motivation and Confidence**, **Physical Competence**, **Knowledge and Understanding (cognitive)**, **Engagement in Physical Activities for Life (behavioural)**

Who is it for?

Everyone benefits from Physical Literacy. The Cowichan Region is currently targeting the 0-12 years of age range, as these are the ideal years for children to develop the basic fundamental movement skills, however you are never too old to develop the basic movement skills required to become Physically Literate.

Challenges We Face Today

- Children have less time for active play
- Children spend less time outdoors
- Children have less freedom
- Children are immersed in technology

It is recommended that children ages 0-4 accumulate at least 180 minutes of movement per day and children ages 5-11 accumulate at least 60 minutes of moderate to vigorous intensity activity per day.

Why is it important?

A variety of acquired movement skills is proven to lead to an increase in confidence, participation, enjoyment and opportunities to connect and socialize. This leads to being active for life.

FUNdamentals

To build the foundation for Physical Literacy, children need to be introduced to the FUNdamentals. These are fundamental movement skills and fundamental sport skills that children learn through FUN activities that maintain their interest and encourage their love of sport and activity.

Learning movement skills throughout the FUNdamental stage (female ages 6-8, males 6-9), is key to the overall development of physical literacy. The ABCs of Agility, Balance, Coordination and Speed are the foundation blocks for developing fundamental movement skills.

Children should be exposed and participate in a variety of fun and challenging multi-sport environments throughout the year. This will assist them in developing interest and motivation in sport and activity. However, activities and programs need to maintain a focus on FUN to avoid the danger of burnout through premature specialization, and formal competition should only be minimally introduced.



ABC's of Fundamental Movement Skills

AGILITY

Agility is the ability of the body to change direction and stop/start quickly and accurately while maintaining balance.

BALANCE

Balance is achieved when our centre of gravity is over our base of support. All movements require some degree of balance, which makes this skill key in most sports and physical activities.

COORDINATION

Coordination refers to our ability to perform a controlled sequence of movement patterns by moving different parts of our bodies together in a smooth and efficient pattern. Very activity that we participate in requires the ability to coordinate our limbs to achieve a desired outcome – form walking, to catching, to dancing.

SPEED

Speed is the ability to react to a given stimulus as fast as possible to reach high speed and frequency of combined movement through muscle contraction.