

## QDPE AWARDS – 2019 MEDIA KIT

The Quality Daily Physical Education (QDPE) Award Program recognizes schools who offer QDPE, and encourages excellence in school physical education programs.

**February 6<sup>th</sup> – March 13<sup>th</sup>, 2019 is the application period for schools across Canada to apply for the Quality Daily Physical Education Award Program.**

Thank you for helping Physical and Health Education Canada (PHECanada) spread awareness of the QDPE Award Program! To make things easy, PHE Canada has prepared dates, messages, and graphics for you to use on your social media channels.

Whether you are a provincial organization, education school board, principal, teacher, parent, or student, we encourage you to help promote QDPE from coast to coast to coast. Together, we can advance and shine a light on the importance of high-quality physical education with the QDPE Awards program!

### **2019 Media Toolkit**

This media toolkit is designed to help;

- Increase awareness of the Quality Daily Physical Education Awards Program through online platforms (e.g. social media, website, newsletter, and email).
- Utilize sample social media posts, templates, and graphics to promote high-quality physical education programs.
- Recognize more Canadian schools for providing children and youth with the opportunity to develop the physical, cognitive, social, and emotional skills which build self-efficacy, physical competence, social connection, and enjoyment to engage in physical activity for life.

### **Social Media tags, links, and hashtags**

We invite you to use and/or customize any of the messages below and encourage you to write your own! Be sure to visit us on Facebook ([/PHECanada](#)) and follow us on Twitter ([@PHECanada](#)), Instagram ([@phecanada](#)) and LinkedIn ([link](#)).

We don't want to miss the chance of liking and sharing your QDPE messages with our network, so don't forget to tag @PHECanada!

Hashtags: #QDPE #QDPEproud #QPE4life

### **How you can help?**

Engage your audience in applying for and promoting the 2019 QDPE Awards Program application through the following communications: social media, e-mail, newsletter and website.

## **Social Media - Calendar Timeline**

<b>#</b>	<b>Date</b>	<b>Content Material</b>
1	January 21 <sup>st</sup>	QDPE Proud Social Media Campaign Launch
2	January 24 <sup>th</sup>	Pre-Launch – QDPE Applications
3	February 3 <sup>rd</sup> ,	What is “Quality Daily Physical Education”?
4	February 6 <sup>th</sup>	Launch – QDPE Applications
5	February 25 <sup>th</sup>	Mid-Launch – QDPE Applications
6	March 7 <sup>th</sup>	Last Call – QDPE Applications
7	March 13 <sup>th</sup>	Deadline – QDPE Applications
8	May 3 <sup>rd</sup>	Award Winners Announced @ 2019 Conference

## **Key Messages for Social Media**

**#1:** Does your school support Quality Daily Physical Education? If yes, share with @PHECanada the high-quality programming and activities used in your #PhysEd Classroom. #QDPEproud

**#2:** Did you know that @PHECanada has a #QDPE Award Program? **Applications** open on **Wednesday, February 6<sup>th</sup>, 2019**. #QPE4Life

**#3:** What is Quality Daily Physical Education? Visit @PHECanada website to better understand the QDPE Award Standards. <https://bit.ly/2ARdUh5> #QPE4Life

**#4:** Today's the day! Get your school recognized for providing high-quality physical education. Apply to be part of @PHECanada's #QDPE Award Program!

**#5:** Is your school still thinking about being recognized by @PHECanada's #QDPE Award Program? Any Canadian school can apply. Get your school's application in now! #QDPEproud

**#6:** Just a friendly reminder that your school can apply for @PHECanada's #QDPE Award Program. **Applications** close on **Wednesday, March 13<sup>th</sup>, 2019**. #QPE4Life

**#7:** Last day to apply! Have your school apply for the #QDPE Award Program with @PHECanada. Get your application in before 17:00pm. #QDPEproud

**#8:** Huge congratulations to each and every school that was recognized by @PHECanada for the #QDPE Award. On behalf of (name of organization), we are extremely proud of you! #QDPEproud

## **Graphics for social media**

These images and more are provided on the PHE Canada website, and were developed to accompany the above messages or messages that you create.



Download full-size image [here](#).



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