

# 2021-2024 Strategic Plan | Clean Copy v.2

Physical and Health Education Canada

## **Preamble**

Physical and Health Education Canada (PHE Canada) is a national charitable organization founded in 1933. Its longevity is a result of a steadfast commitment to and passion for its vision, mission and core values. PHE Canada stands as a strong national leader and advocate for Physical and Health Education and is as relevant today as ever.

Without a doubt, COVID-19 has proven to be a disruptor of the education ecosystem and its effect on Physical and Health Education has been profound. Through the implementation of this Strategic Plan, PHE Canada is ensuring that it acts ambitiously and boldly to support Physical and Health Education (PHE) and emerges from COVID-19 stronger.

## **Vision**

All children and youth in Canada lead active, healthy lives.

## **Mission**

PHE Canada empowers the Canadian Physical and Health Education Community to ensure students have the knowledge, skills and attitudes to lead active, healthy lives.

## **Who is the PHE Community?**

The Canadian Physical and Health Education Community is the nation's physical and health educators and academics focused on Physical and Health Education. This community also includes critical stakeholders across the whole school community including educational leaders, parents, students, recreation, health and government partners. With a passion for Physical and Health Education, the PHE community is dynamically positioned to support resilience, holistic growth and development for each and every Canadian student.

## **What does PHE Canada do?**

PHE Canada through energetic partnerships, education and engagement advances and empowers the field of Physical and Health Education with quality professional development, teaching and learning supports.

## **Why does PHE Canada exist?**

PHE Canada encourages equitable access to the benefits of PHE across the country. To do this, PHE Canada facilitates several national Advisory Councils: The Council of Provinces and Territories (CoPT) of PHE Teacher Association leaders from across the country, the PHE Canada Research Council of PHE teacher educators and academics from Canadian Universities and the Student Advisory Council comprised of youth aged 15-19 years. In doing so, PHE Canada brings together student voice and national expertise from the classroom alongside research to ensure relevant, evidence based and credible knowledge, information, and resources are available and shared. In addition, PHE Canada engages a dynamic team of consultants to ensure work is relevant and of the highest quality. PHE Canada also sits at numerous national tables and together with its partners, the organization generates ideas and acts on them playing a critical role in promoting and advocating for the health and wellbeing of children and youth.

## **Strengths**

- PHE Canada is inspired by and values the PHE community.
- PHE Canada has knowledgeable and dedicated staff, board members, volunteers, consultants and partners, all of whom are essential to achieving its mandate.
- PHE Canada is committed to bridging research and practice.

- PHE Canada actively recognizes the equal rights of all human beings, as outlined in the federal, provincial, and territorial Human Rights Acts.
- PHE Canada recognizes its role in the Truth and Reconciliation Calls to Action and in supporting equitable student outcomes.

## Values

We actively value and recognize:

- **Action** - in leading, doing and championing
- **Collaboration** - across the whole school and community
- **Empowerment** - in choice, voice and decisions
- **Equity** - in access, learning and outcomes
- **Excellence** - in teaching, programs and pedagogy
- **Innovation** - in research, perspectives and design
- **Sustainability** - in operations, impact and relevance
- **Whole Child** - in learning, teaching and respecting
- **Diversity** – in partnerships, approaches and opportunities

## The Plan

This Strategic Plan represents the collaborative efforts of the PHE community and PHE Canada’s best intentions. Member engagement, in combination key stakeholder consultations have informed its development.

This 2021 – 2024 Strategic Plan provides the PHE community with a clear path forward to ensure that by 2024 Physical and Health Education communities are empowered to equip each and every child and youth with the knowledge, skills and confidence necessary to lead active, healthy lives.

## PHE Canada Strategic Priorities and Intentions: A Clear Path Forward

**ADVANCE** the personal, physical and social development and wellbeing of children and youth

### Strategic Intentions:

- ✓ Publish National Physical and Health Education Competencies to drive advancements in PHE curriculum documents.
- ✓ Innovate and pilot new Physical Education approaches in remote, recovery and in-person settings.
- ✓ Develop new Health Education programs, tools and resources that empower students in a shifting context.
- ✓ Publish National Healthy School Standards to support wellbeing through a Comprehensive School Health approach.
- ✓ Empower the whole school community with movement opportunities across the curricula and before, during, and after school to increase wellbeing and reduce physical inactivity and sedentary behaviour.
- ✓ Develop new outdoor and land-based learning programs and outdoor education tools and resources.
- ✓ Stimulate and strengthen education policy enhancements through campaigns, knowledge products and policy ready statements that support increased PHE curricular minutes, Daily Physical Activity, recess, intramurals, school sport and Quality Daily Physical Education.

**EXPAND** access for educators (pre and in-service) and academics to meaningful knowledge, resources and programs.

### Strategic Intentions:

- ✓ Enhance the PHECanada.ca site for open access and usability.
- ✓ Produce relevant and timely resources to increase knowledge, skills and confidence in delivering a quality PHE curriculum.

- ✓ Deliver a combination of virtual and in person professional development opportunities in collaboration with the PHE Canada Research Council and the Council of Provinces and Territories.
- ✓ Develop and promote continuous learning within PHE through e-learning courses and mentorship opportunities.
- ✓ Leverage social media to empower and connect peers with new approaches, research and better practices.
- ✓ Produce and disseminate meaningful and responsive Physical and Health Education related research.
- ✓ Communicate widely and creatively to increase awareness, understanding and appreciation of quality PHE.

**ELEVATE** commitment to Black, Indigenous, Girls and Women, Newcomer, Racialized, LGBTQ2+, and Students with Disabilities through equitable teaching and learning environments.

**Strategic Intentions:**

- ✓ Conduct an Equity Audit and implement recommendations within PHE Canada, its programs and resources.
- ✓ Empower youth voice and choice and pilot new student-centred activities and resources.
- ✓ Increase engagement of Black, Indigenous, Newcomer, Racialized, LGBTQ2S+, and people with disabilities on the PHE Canada board, its staff and advisory groups.
- ✓ Respectfully collaborate on new research, programs and resources that express and incorporate multiple views of health and wellness so students see themselves and their lives reflected in daily learning opportunities.
- ✓ Increase the knowledge of Equity, Diversity and Inclusion through professional development opportunities.
- ✓ Collaborate with cultural knowledge holders and experts to centre culturally sustaining pedagogy and indigenous ways of knowing within PHE Canada programs and resources.
- ✓ Use a systems approach to strengthen equity seeking policies and practices.

**SUSTAIN** PHE Canada's Board of Directors, staff, volunteers, consultants and our work.

**Strategic Intentions:**

- ✓ Empower new research and promising practices through granting programs.
- ✓ Nurture, enable and celebrate excellence in PHE through awards and storytelling.
- ✓ Seek sustainable sources of revenue for PHE Canada and maintain lean business operations.
- ✓ Be an energetic workplace, supporting a growth orientation and learning opportunities for all staff to excel.
- ✓ Expand fundraising activities to support PHE Canada responsiveness to emergent issues and opportunities.
- ✓ Be recognized as best employer for its respectful, meaningful and inclusive workplace culture.
- ✓ Ensure our board and staff have the necessary competencies and resources to lead the organization effectively and efficiently.