



## STRATEGIC PLAN 2021–2024

Physical and Health Education Canada  
**A Clear Path Forward**



# INTRODUCTION

Physical and Health Education Canada (PHE Canada) is a national charitable organization founded in 1933. We believe that PHE Canada's longevity is a result of our passion for a vision of Canada where all children and youth lead active, healthy lives, and our unwavering commitment to bringing that vision to life.

Today, PHE Canada's strong national leadership and advocacy for Physical and Health Education is needed more than ever. Without a doubt, COVID-19 has been a disruptor of the education ecosystem with a profound effect on Physical and Health Education. 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 to emerge from COVID-19 as a stronger organization.



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



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

## ABOUT PHE & PHE CANADA

### Who is the PHE Community?

The Canadian Physical and Health Education Community is made up of the nation's educators and academics focused on Physical and Health Education. This community also includes partners from across the whole school community, such as educational leaders, parents, students, teacher educators and beyond, including recreation, industry, community health and government collaborators. Grounded in its passion for Physical and Health Education, the PHE Community is dynamically positioned to support physical and health literacy, resilience, wholistic growth and development for children and youth in Canada.

### Why does PHE Canada exist?

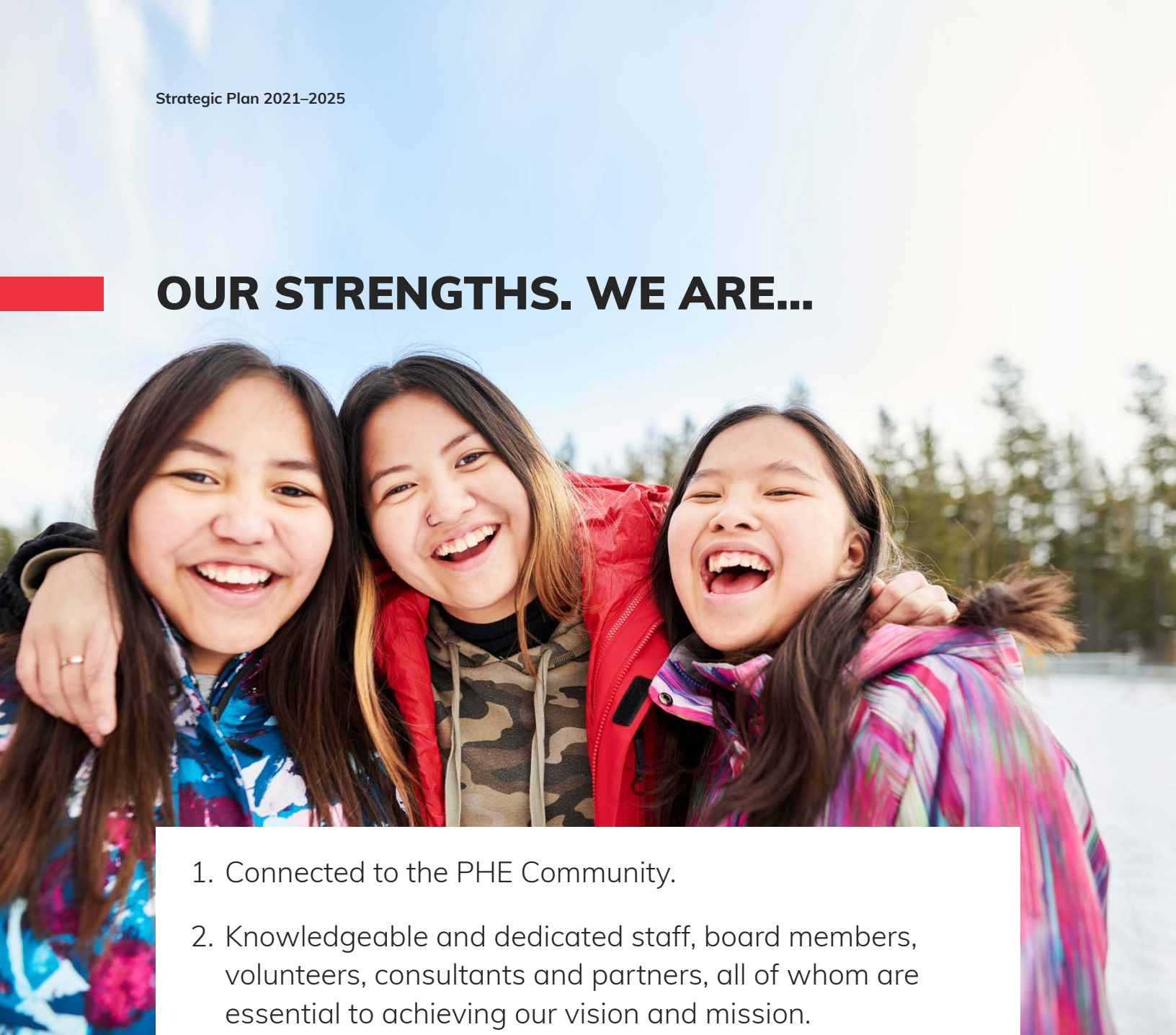
PHE Canada exists to ensure equitable access to the benefits of Physical and Health Education for all students, in all communities, across Canada. PHE Canada fills a critical role as a facilitator and catalyst for the PHE Community, bringing together educators, student voices and national leaders, alongside research, to ensure relevant, evidence-based and credible knowledge, information and resources are available and shared.

### What does PHE Canada do?

Through energetic partnerships, education and engagement, PHE Canada advances and empowers the field of Physical and Health Education, both in K-12 and post secondary education, with quality and up-to-date learning materials, professional development, wise practices, teaching and learning supports and direction. PHE Canada, with its partners, also generates and acts on innovative ideas, playing a critical role in promoting and advocating for the health and well-being of children and youth in Canada more broadly.



## OUR STRENGTHS. WE ARE...

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- A photograph of three young women of Asian descent, smiling and laughing joyfully. They are wearing winter jackets: one in a blue and pink patterned jacket, one in a camouflage jacket, and one in a red jacket. They are outdoors in a snowy environment with trees in the background.
1. Connected to the PHE Community.
  2. Knowledgeable and dedicated staff, board members, volunteers, consultants and partners, all of whom are essential to achieving our vision and mission.
  3. Physical and Health Education champions who bridge research and practice for impact.
  4. Experienced advocates for the equal rights of all human beings, as outlined in the federal, provincial and territorial Human Rights Acts.

## OUR VALUES. WE BELIEVE IN...



**Action** - in research, practice and across the whole school community



**Respect** - in collaboration, engagement, and ways of knowing



**Empowerment** - in choice, voice and advocating



**Courage** - in leadership, risk taking, and innovation



**Equity** - in access, learning and outcomes



**Excellence** - in teaching, programs and professionalism



**Sustainability** - in operations, impact and relevance



**Inclusion** - of diverse groups, knowledge and approaches



**Diversity** - in partnerships, approaches and representation

# THE PLAN

This 2021-2024 Strategic Plan provides PHE Canada with a clear path forward. Its aim is to ensure that by 2024 the PHE Community is empowered to equip each and every child and youth with the knowledge, skills and attitudes necessary to lead resilient, active and healthy lives.

Anchored by four key strategic priorities and intentions, this plan represents the collaborative efforts of the PHE Community and PHE Canada, and was informed by member engagement in combination with key stakeholder consultations.

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## Our Approach



Research &  
Evidence Based



Innovative



Partnership  
Orientated



Entrepreneurial



Member-  
Focused



Wholistic





# PHE Canada

## Strategic Priorities & Intentions



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**ADVANCE** the personal, physical, cultural and social development and well-being of children and youth in Canada

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**Strategic Intentions:**

- Lift up the Physical and Health Education Community with national competencies and accessible resources to increase knowledge, skills and confidence in delivering and assessing a quality PHE curriculum.
- Innovate, test and share wise practices to increase implementation of relevant and current content (e.g., health literacy, physical literacy, outdoor learning, social justice, outdoor education, and wellness).
- Offer professional development programs, tools and resources to fit a variety of contexts, shifting social contexts and respond to the needs of educators.
- Support COVID-19 recovery by promoting the role of Physical and Health Education and movement opportunities across the curricula, and before, during and after school.
- Stimulate and strengthen education policy in the areas of quality Physical and Health Education, Healthy Schools, curricular minutes, recess, intramurals and school sport.
- Serve as the national voice and leader for Physical and Health Education and ensure the PHE Community is well represented in the development of national social, physical and health policies and programs.



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## **GROW** membership and strengthen access to meaningful Physical and Health Education knowledge, resources and programs

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### **Strategic Intentions:**

- Expand membership within the PHE Community, both nationally and locally, and expand to the broader education, recreation and health sectors.
- Enhance PHECanada.ca for open access and usability.
- Ensure the PHE Community is well-equipped with relevant research and teaching tools through campaigns and web resources.
- Expand e-learning, webinars and in-person professional development opportunities.
- Leverage social media to empower and connect peers to one another and with new approaches, research and better practices.
- Communicate widely and creatively about the importance of quality PHE and movement opportunities throughout the whole day.



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## **ELEVATE** commitment to diverse, equitable and inclusive Physical and Health Education programs, practices and leadership

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### **Strategic Intentions:**

- Conduct an Equity Audit and implement recommendations within PHE Canada and its programs and resources.
- Increase leadership of Black, Indigenous, Newcomer, Racialized, LGBTQ2SI+, students 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 youth voice and multiple views of health and wellness so students see themselves and their lives reflected in daily learning opportunities.
- Foster the knowledge of equity, diversity and inclusion through research, programs, professional development opportunities and resources to ensure today's and tomorrow's Physical and Health Education educators are fully equipped to teach Canada's diverse student population inclusively and equitably.
- Collaborate with cultural knowledge holders and experts to amplify and center culturally sustaining pedagogy and Indigenous ways of knowing and principles of learning within PHE Canada programs and resources.
- Cultivate greater equity, diversity and inclusion through a whole school approach and champion culturally safe and healthy schools.





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## **MOBILIZE** PHE Canada's Board of Directors, staff, volunteers, consultants and our work for impact

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### **Strategic Intentions:**

- Empower the PHE Community through partnerships and grants.
- Nurture, enable and celebrate excellence and wise practice in Physical and Health Education through awards and storytelling.
- Seek sustainable sources of revenue for PHE Canada and build capacity through close authentic partnerships.
- Be an energetic and resilient workplace, supporting a growth orientation for all board, volunteers and staff to excel and lead the organization effectively and efficiently.
- Expand fundraising activities to support PHE Canada's responsiveness to emergent issues and opportunities.
- Be recognized as a respectful, inclusive workplace with strong board and executive leadership.



[phecanada.ca](http://phecanada.ca)