



PHE Canada

Physical & Health Education Canada

2017-2020 STRATEGIC PLAN

Healthy Schools · Healthy Children · Healthy Communities



Our Vision

Physical and Health Education Canada (PHE Canada) is a strong national charitable organization that has thrived for over eighty years. Our longevity is a result of our ability to embrace change in a continuously evolving landscape while maintaining a steadfast commitment to our core values and vision through the decades. We envision a future wherein

all children and youth
in Canada live healthy,
physically active lives.



To achieve this vision,

PHE Canada recognizes contributions from every sector with a stake in the holistic development of children and youth. We embrace collaborative processes and decision making, knowledge building and sharing. We provide leadership in comprehensive school health modeling, mentoring and evaluation. We are uniquely positioned to cultivate relationships and build new networks of support between agencies that work across contexts. We are a multi-sector convener, campaign activator and curriculum resource developer. Our scope includes physical and health education and active living initiatives where children live, learn and play. In our day-to-day actions, PHE Canada is guided by our shared beliefs, values and intentions.



Our Beliefs

- ✓ All children deserve quality physical and health education.
- ✓ Physical and health literacy are both individual and normative constructs.
- ✓ Dualist practice (mind-body division) should be challenged by holistic approaches.
- ✓ Lifelong learning occurs across contexts: school, home, community and online.
- ✓ Comprehensive school health models represent current best practice for achieving school and community change related to physical and health indicators.
- ✓ Non-profit organizations hold public trust and exist to serve society.
- ✓ Quality should trump quantity and self-promotion in the information age.
- ✓ Partnerships between NGOs, governments, and both philanthropic and corporate entities represent shared commitment to shared vision.

Our Values

- ✓ Collaboration: Collectively we are stronger. Our members, stakeholders, committees, councils of professionals, Board of Directors and staff create a critical mass of new ideas, opportunities and positive energy to achieve our vision.
- ✓ Inclusion: Our work illuminates and appreciates conversations, embraces equality and diversity, and strengthens our ability as an organization to meet the needs of all children and youth. We champion diversity, inclusion and equity.
- ✓ Sustainable Leadership: Sometimes leading, sometimes following, we value leadership that promotes the growth of all those involved and the empowerment of others.
- ✓ Community: Whether they are community schools, community centres, or spontaneous communities activated by public sphere interests, they live out the changes we strive to cultivate.
- ✓ Reflective Practice: We value our history and the lessons it offers. We review existing paradigms and welcome new learning.
- ✓ Critical Thinking: We value criteria-based decision making that is open minded yet confident about its successful conclusion. We value evidence-based decisions informed and tested through a consultative and rational process.





Our Intentions

In a crowded landscape of nonprofit and private organizations with overlapping mandates, PHE Canada will be judged by the alignment of our values, beliefs and actions. Our actions stem from our intentions. To be an impactful charitable and non-profit organization we intend to be

- attentive and responsive,
- advocates and activists, and
- efficient and sustainable.

Attentive and Responsive

PHE Canada is committed to equipping our members and stakeholders with tools, information and resources to achieve our shared vision of “all children and youth in Canada living healthy, physically active lives.”

We will...

- ✓ develop and disseminate quality, progressive programs and resources grounded in a comprehensive school health approach;
- ✓ advance professional development, convening and engagement opportunities that will build and strengthen a health and physical literacy knowledge network and national community of practice;
- ✓ and effectively and regularly listen to and communicate with PHE Canada members and stakeholders.





Advocates and Activists

PHE Canada will advocate on behalf of our members and stakeholders for quality physical and health education opportunities in Canadian schools. We will increase public awareness of the relationship between health and education and the importance of learning environments that focus on the holistic development of children and youth.

We will...

- ✓ strengthen our brand and build awareness of our role and impact on the development of healthy, physically active children and youth;
- ✓ lead initiatives that reflect the multi-dimensional nature of the child illustrating how a solid foundation in health and physical literacy is critical to their optimum growth and development;
- ✓ engage policy and decision makers by sharing evidence of comprehensive school health models as current best practice for achieving school and community-based change related to physical and health indicators;
- ✓ and collaborate with academic institutions and researchers to support the creation and mobilization of new knowledge, resources and networks that positively impact the healthy growth and development of all children and youth living in Canada.

Efficient and Sustainable

PHE Canada will remain a strong and vibrant national organization driven by the needs of members and stakeholders and the changing landscape within which they work. We will be widely recognized and supported for our vital contributions to fostering health and achievement among all children and youth living in Canada.

We will...

- ✓ achieve sustainable funding and viable, leading-edge lines of business;
- ✓ create lean and responsive business operations; implement continuous evaluation and improvement mechanisms;
- ✓ leverage the strengths of partnerships by cultivating relationships with traditional and non-traditional partners in the development and delivery of services, programs, and initiatives;
- ✓ and ensure our Board and staff have the necessary competencies and resources to effectively and efficiently lead the organization.





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www.phecanada.ca



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