



#### 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.



For More information visit:  
[facebook.com/PLAYcowichan](https://facebook.com/PLAYcowichan)  
[physicalliteracy.ca](https://physicalliteracy.ca)  
[canadiansportforlife.ca](https://canadiansportforlife.ca)  
[activeforlife.com](https://activeforlife.com)

## Social Media- Websites

### Website

At this time we do not have a dedicated physical literacy website. If your organization is wanting to create their own Physical Literacy page within their existing website, the following layout should be followed.

Link for Canadian Sport for Life Video:  
<https://youtu.be/NCY1yS3jeMU>

Links for further information:

<https://www.facebook.com/PLAYcowichan>

[www.physicalliteracy.ca](https://www.physicalliteracy.ca) <http://canadiansportforlife.ca>

<http://activeforlife.com/resource-intro/>

Template layout has been included in the Physical Literacy Drop Box File for your convenience

### Physical Literacy elements:

Motivation and Confidence  
 Physical Competence  
 Knowledge and Understanding (cognitive)  
 Engagement in Physical Activities for Life (behavioural)