



RBC Learn to Play Project

Only 9% of Canadian kids are getting the heart-pumping physical activity they need each day.

The RBC Learn to Play Project takes a new approach to getting kids active by supporting the promotion of physical literacy and the implementation of physical literacy principles in physical activity and sport programming. Physical literacy opens the door to a world of opportunities in physical activity and sport and is essential to living an active, healthy life.

\$3.6 MILLION

In the first two years of the three-year funding commitment, the RBC Learn to Play Project has provided \$3.6 million to hundreds of organizations to build and deliver quality physical activity and sport programs across Canada.



YEAR 1 RESULTS

Strengthening Communities and Organizations

The RBC Learn to Play Project provides grants to organizations and communities to help build physical literacy in kids with an emphasis on improving collaboration between organizations and sectors in physical activity and sport programming.



30 leadership grants



107 community action grants



326 new or improved partnerships



91% of grantees reported increased collaboration between organizations and sectors to implement, plan, and deliver physical activity and sport programs.

Improving Physical Literacy

The RBC Learn to Play Project programs provided a quality experience that increased kids' confidence, competence, and motivation and increased awareness of 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.

International Physical Literacy Association, May 2014



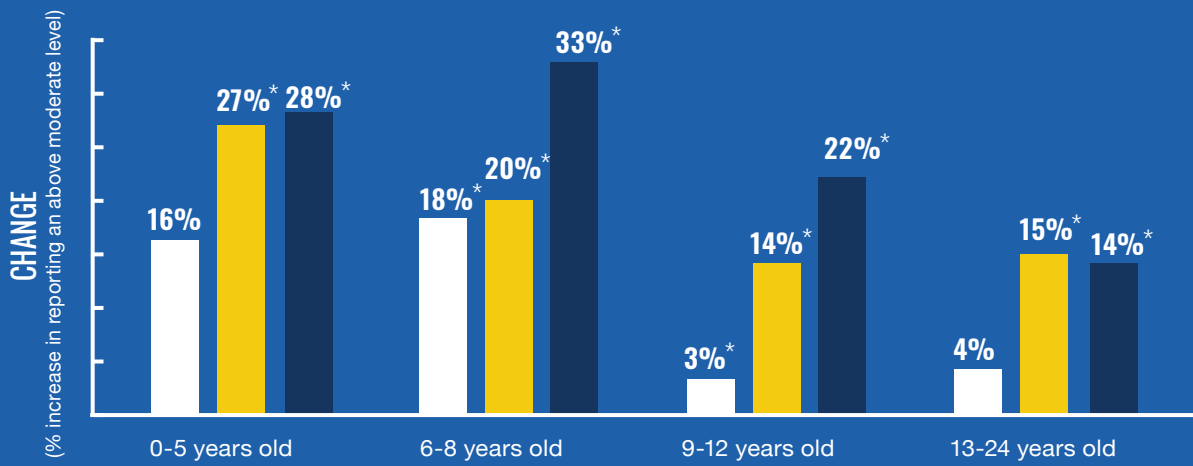
An estimated 61,401 kids participated in funded programs



77% of parents indicated their awareness of physical literacy increased



An estimated 8,879 hours of total programming delivered



PHYSICAL LITERACY COMPONENT

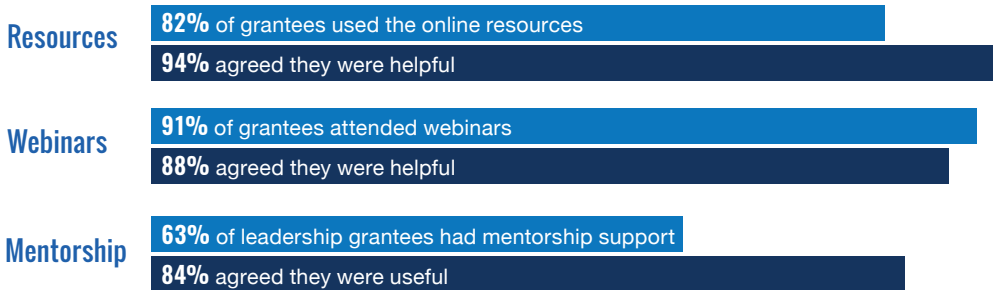
- Confidence
- Competence
- Motivation

* significant change ($p < .05$) based on chi-square test statistics

LONG TERM ATHLETE DEVELOPMENT STAGES

Building Capacity

The RBC Learn to Play Project supports the delivery of physical literacy training – including specialized resources, webinars, and mentorship – to ensure physical activity leaders deliver quality programming that increases the confidence, motivation and competence of kids.



An estimated



people were trained in physical literacy program instruction or development



Almost all participants indicated that training shared useful resources (95%), offered knowledge and skills and will enhance the quality of their programs (96%), and provided an opportunity to network with others (85%).



After attending trainings:



of participants reported having very high or excellent understanding of physical literacy

of participants intend to apply what they learned to their programs

www.RBC.com/learntoplay

Source: Honsberger, N.J., Moyer, L., Warner, A., Yessis, J. (2016). RBC Learn to Play Annual Technical Report 2014-2015. Waterloo, Ontario: Propel Centre for Population Health Impact, University of Waterloo.

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