

FIRST

INTERNATIONAL  
PHYSICAL LITERACY  
CONFERENCE

EUROPE

UMEÅ, SWEDEN

Pre-Conference Workshops

SEPTEMBER 10, 2019

Conference

SEPTEMBER 11 - 13, 2019

Post-Conference Workshops

SEPTEMBER 14, 2019

With keynote  
presentations by



INTERNATIONAL  
PHYSICAL LITERACY  
CONFERENCE

DR. PJ  
NAYLOR



*Environments*

DR. DEAN  
KRIELLAARS



*Communities*

ANDREA  
CAREY



*Inclusion*

RICHARD  
WAY



*Sports*

DR. JOHN  
CAIRNEY



*Research*

DR. DEAN  
DUDLEY



*Education*

# INTERNATIONAL PHYSICAL LITERACY CONFERENCE EUROPE 2019

## SUMMARY REPORT



Physical Literacy  
for Life

THANK YOU

## Our partners of 2019

### Main partners



**Riksidrottsförbundet**  
Swedish Sports Confederation

# MORE MOVEMENT BY UMEÅ.

### Partner



UMEÅ SCHOOL OF SPORT SCIENCES  
UMEÅ UNIVERSITY

### Hosts



 **Physical Literacy  
for Life**



The International Physical Literacy Conferences (IPLC) host global leaders who share their best practices and research to advance the worldwide physical literacy movement. They are designed to bring together all sectors' experts, researchers, practitioners, and policy-makers. Every individual embarks on a physical literacy journey. Recently, IPLC has expanded its reach and will begin delivering this event in regions around the world. The IPLC Europe has now been hosted for the first time in Umeå, Sweden. This conference is truly a research-to-practice and practice-to-research event, which is suitable for all practitioners and researchers.

## THEME

---

The IPLC Europe 2019 theme “Powered by Physical Literacy” reflects the importance of bringing individuals from multiple sectors together to learn how to support the physical literacy journey of all. By developing physical literacy across the life course, individuals empower themselves to be better at work, physical activities and sport, have better mental health and happiness, and better engage with their community. It is important that each sector plays a role.

## STREAMS

---

### Education Powered by Physical Literacy

- Physical literacy as a learning construct
- Physical education: evidence-driven curriculum,
- Assessment and pedagogy
- Developing physical literacy in schools
- The physical environment in schools
- Outdoor education

### Research Powering Physical Literacy

- Health
- Resilience
- Pedagogical aspects
- Physiological aspects, motivation and confidence
- Assessment

### Communities Powered by Physical Literacy

- Parents and caregivers
- Early childhood
- Adolescence
- Older adults
- Employment and vocation
- Social innovations/social sustainability

### Environments Powered by Physical Literacy

- Active transportation and environments-planning
- Adventure/outdoor recreation opportunities - risky play and nature literacy
- Facilitating active play (structured and unstructured play environments)
- Working with stakeholders to facilitate designing/redesigning spaces that promote physical literacy and social connectedness

### Inclusion Powered by Physical Literacy

- Gender inclusion
- Cultural inclusion
- New migrants/displaced peoples inclusion
- Disability inclusion

### Sports Powered by Physical Literacy

- Physical literacy as a foundation to high-performance sport
- Changing systems for optimal sport development
- An organisational plan for athlete development
- Coaches plan for athlete development
- Quality sport – good places, good people and good programs

# THE TEAM



INTERNATIONAL  
PHYSICAL LITERACY  
CONFERENCE

The International Physical Literacy Conference Europe is organized by the IPLC Advisory Committee, with support from the Physical Literacy for Life and Change the Game. This diverse group provides a broad range of experience from health care, government, sport, recreation, education, and early childhood education, both across Canada, Sweden and from abroad.

The 2019 IPLC Europe would not have been as successful without the help of the IPLC Advisory Committee and Organizing Committee. Physical Literacy for Life and Change the Game would like to thank the following people:

## ADVISORY COMMITTEE

Tom Englén	Project manager/Physical Literacy Coordinator - Change the game
Niclas Bromark	Regional Director - Swedish Sports Confederation Västerbotten
Richard Way	CEO - Sport for Life
Andrea Carey	Director of Special Projects and Operations - Sport for Life
Drew Mitchell	Director of Physical Literacy - Sport for Life
Claudine Gilbert	Coordinator of International Conferences - Sport for Life
Dr. Dean Dudley	Senior Lecturer - Educational Studies (Health & Physical Education), Macquarie University
Dr. John Cairney	Professor - Faculty of Kinesiology and Physical Education, University of Toronto President-elect, North American Society for Pediatric Exercise Medicine

## ORGANIZING COMMITTEE

### Sport for Life

Claudine Gilbert – Coordinator of International Conferences  
Tyler Laing – Manager of Communications and Marketing  
Richard Way – CEO

### Change the Game

Tom Englén – Project manager/Physical Literacy Coordinator

### Podium Conferences

Jude Ross – Conference & Events Manager  
Marischal De Armond – CEO

### Volunteers

Victoria Wikström  
Wictor Lundström





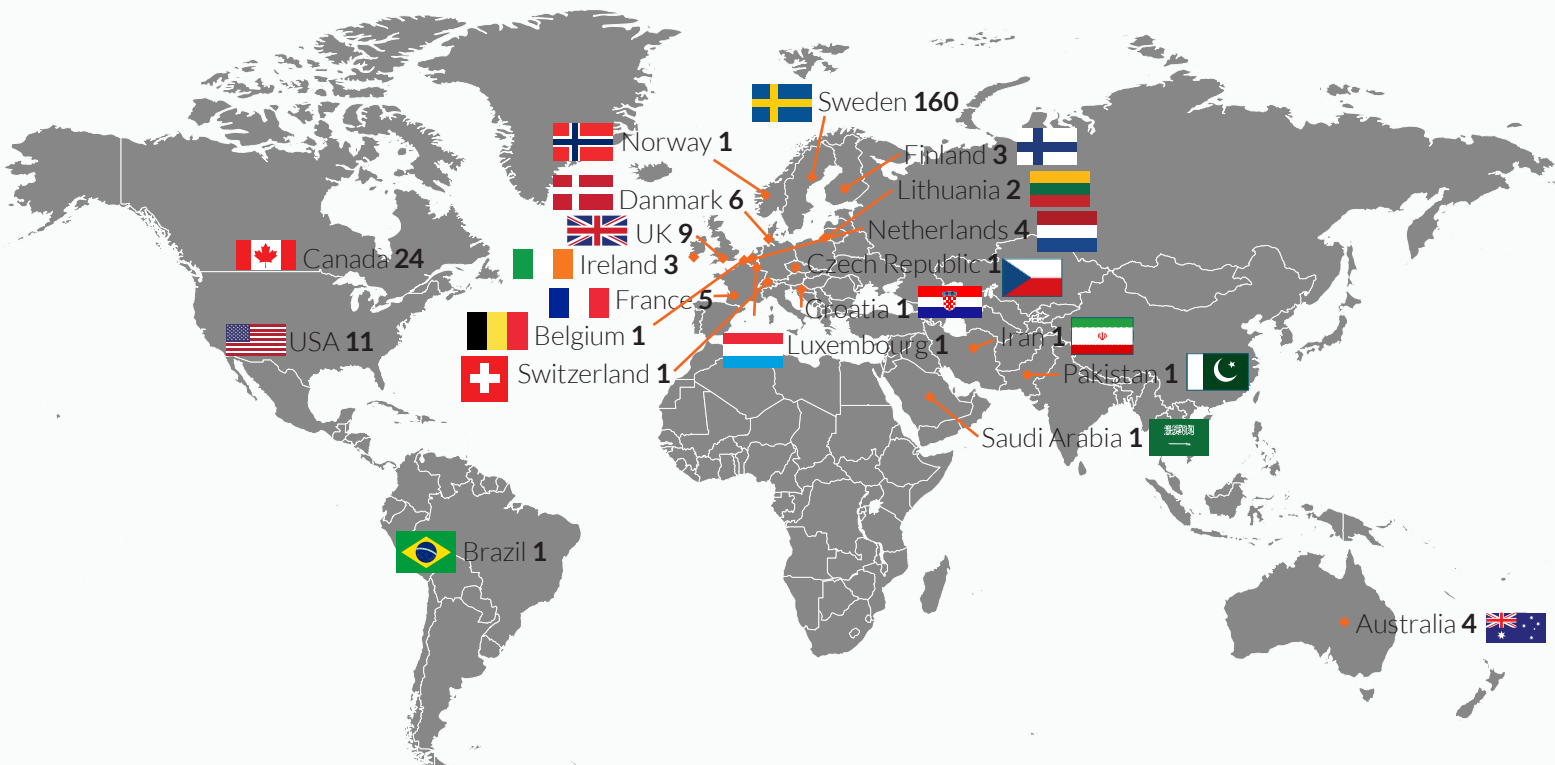
All key sectors involved in creating physically literate societies have attended this event. These key sectors include health care, government, sport, recreation, education, early childhood education.

**MORE THAN 241 ATTENDED THE CONFERENCE, INCLUDING THE PRE AND POST ACTIVE WORKSHOPS DAY (166).**

**21 DIFFERENT NATIONS IN ATTENDANCE**



of the IPLC delegates were attending for the first time



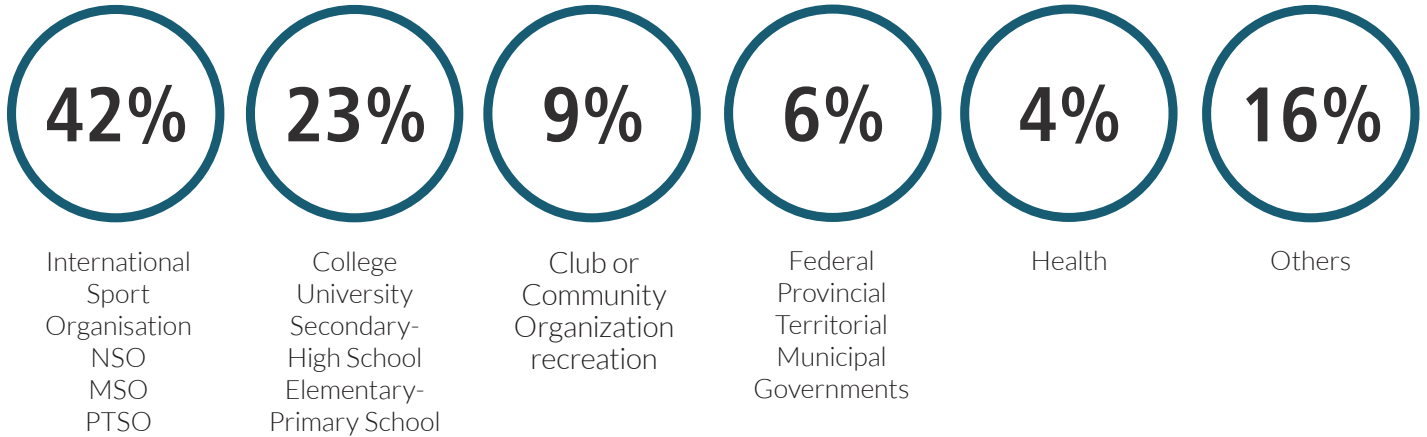
## MOST REPRESENTED NATION



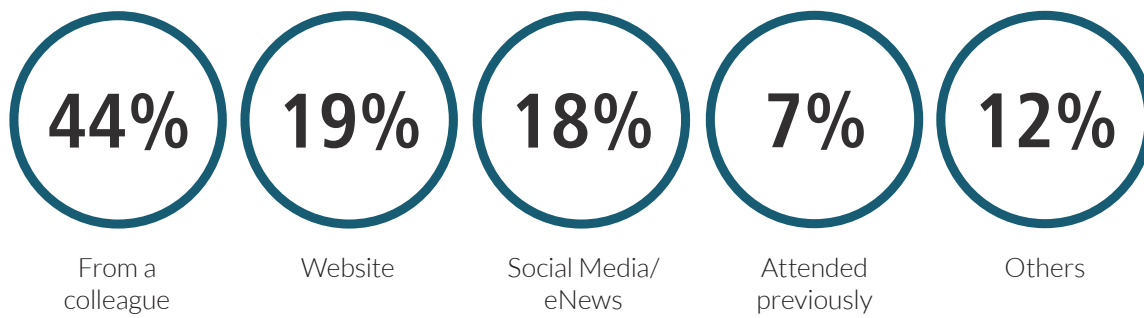
## PER CONTINENT

- 1 SOUTH AMERICA
- 3 ASIA
- 4 OCEANIA
- 35 NORTH AMERICA
- 198 EUROPE

## SECTORS ATTENDED



## HOW DID THEY HEAR ABOUT IPLC EUROPE?



**76% OF ATTENDEES SAID THEY WOULD ATTEND AGAIN**





## PROGRAM

- Ceremonial opening and address from **Jonas Olsson**, owner of Balticgruppen and founder of Change the Game and **Tom Englén**, project manager of Change the Game.
- **Anna Olofsson**, Head of City marketing, City of Umeå.
- **Björn Eriksson**, President of the Swedish Sports Confederation.
- 6 pre- and post-conference active workshops
- 1 Academy of Physical Literacy Sciences meeting
- Change the Game opening ceremony at the town square
- Physical Literacy films night festival
- 2 active morning sessions : Run by the river and kayaking
- 1 Movement Preparation active workshop with Dr. Dean Kriellaars
- 6 keynote presentations
- 6 co-creating sessions
- 7 active workshops on displayed on 2 days
- A total of 60 presentations with 5 panels and 55 individual presentations
- Over 75 presenters



## ANNOUNCEMENTS & LAUNCHES

The IPLC Europe was used as an opportunity to make several announcements and launches:

- We have created a contest for **PLAYBuilder** to promote the program. The winner is **ENEPS Luxembourg** and won 50% off a 1-year PLAYBuilder license.
- Second **Academy of Physical Literacy Sciences meeting** was open to all the delegates.
- The next International Physical Literacy Conference will be held in **New York City, USA in May 2021**, in collaboration with the **NewYork Road Runners**.



of attendees found the Conference to be of high value.

## KEYNOTES



Dr. Dean Dudley

Macquarie University



Dr. Dean Kriellaars

University of Manitoba



Dr. John Cairney

University of Toronto



Dr. PJ Naylor

University of Victoria



Andrea Carey

Sport for Life



Richard Way

Sport for Life





## SOCIAL EVENTS

After the lunch time Wednesday, we began the afternoon with the **Change the Game opening ceremony** at the town square where delegates from both conferences (PWP and IPLC Europe) and school classes came together - trying out physical literacy-enriched activities while being greeted by organizers and key physical literacy leaders.

Thursday and Friday morning, the delegates had the opportunity to kick-off the days at 6:00 AM with an active start. Thursday morning we began with a **“Run to the Island”** following along the Umeå River, and on Friday morning it was **“Kayak down the river”**.

On Thursday and Friday, delegates had to choose between 6 different active workshops where they shared experience and a lot of fun. Here is the list:

- 1 Rising New York Road Runners activities for all abilities with the New York Road Runners.
- 2 NBS Sharing Dance Kids: Dance-based activities supported by free online resources with Canada’s National Ballet School.
- 3 Gender Walk with the City of Umeå.
- 4 MotoriQ School - Practical application of physical literacy with Swedish Budo & Martial Arts Federation.
- 5 Using circus arts instruction as a quality physical literacy experience with Dr. Dean Kriellaars & Dr. Marco Bortoletto.
- 6 Intentional physical literacy development in youth sport with Dr. Tony Moreno for US Lacrosse.

On the same evening, all the conference delegates were invited at the first **Physical Literacy Film Festival** where Dr. Dean Kriellaars and Tania Cotton presented a session highlighted existing short videos on physical literacy and discussed with the makers the current status of films and the need for new productions. The delegates were invited to join the open discussion at the end of the session.

On Thursday evening the delegates got the chance to join the **Movement Preparation** workshop with Dr. Dean Kriellaars. This workshop addressed the topic on how to use physical literacy in sports. This social event was also open for all local sport coaches.

Wednesday and Thursday evenings, the delegates were invited to **Meet at the hotel bar** for informal meet-ups.



## SUMMARY OF PROMOTION

Sport for Life and Change the Game promoted the IPLC Europe in the following way (Sweden & Canada):

- 4 500** Postcards
- 65** Tweets, including videos & pictures on each post
- 12** Emails and e-blasts sent to registered delegates
- 16** Newsletters
- 44** Facebook/Instagram posts
- 6** Physical Literacy intro days in Sweden/Finland with
- 5 100 participants**
- 4** Press releases (English, Swedish & French)
- 3** Facebook photo albums
- 3** Facebook live sessions - **4 300 viewers**
- 3** Workshop trifold (English, French, & German)
- 2** Unique banners per Facebook and Twitter accounts
- 1** Certificate of participation







## WHAT ARE THE HIGHLIGHTS?

1. OVERALL PRESENTATIONS
2. KEYNOTES
3. ACTIVES WORKSHOPS
4. SOCIAL EVENTS
5. CO-CREATING SESSIONS

## KEYNOTES EVALUATION



# 83%

rated the keynote presentations as excellent or good

*“Dr. Dean Dudley’s presentation was amazing, mainly because my profession is within pedagogy. But also because he really challenged my beliefs and preconceptions.”*

*“Dr. John Cairney was very inspirational. Not only does he have amazing results of research and incredible insight. He is also very good at capturing the audience.”*

*“I was blown away by the sheer amount of wonderful people attending. I liked it all, but Dr. Kriellaars stood out ... as always.”*



## MOST POPULAR PRESENTATIONS



### C1 - PANEL - Researching and promoting physical literacy in Denmark: Why and how?

University of Copenhagen -  | Paulina Melby  
University of Copenhagen -  | Glen Nielsen  
Steno Diabetes Center Copenhagen -  | Peter Elsborg  
University of Copenhagen -  | Peter Bentsen





### B1 - Long term athletic development and sport as a path toward physical literacy

Eastern Michigan University -  | Dr. Tony Moreno



### F4 - Movement in School Sweden

Västerbottens Idrottsförbund -  | Robert Lindberg  
Swedish sport Confederation -  | Kristin Ekblom



## I WOULD LOVE TO SEE MORE OF...

- **More teachers/principles**
- Even more specific projects and concrete solutions to attract children with schools
- **Physical literacy in the pediatric field**
- Physical literacy for older adults
- **Aquatic physical literacy**
- Workshops with certain specialities as rehab, disabilities, sport specific orientation, elderly etc.
- **The “How” to use physical literacy**

*“This was, despite my previous engagement in the concept of physical literacy, a very rewarding and overwhelming experience. I learned so many new things, I met so many interesting and intelligent people, and I was challenged both in my beliefs and in my conceptual understanding of physical activity. I absolutely loved it.”*

*“Very well organized event, inspiring speeches of passionate speakers, networking with international organizations.”*

*“The impact of the workshops really hit you when participating. On a distance it looked like any other training session.”*

*“There was an excellent combination of activities and a good blend from research and practice.”*

*“It was a great opportunity to get new, updated knowledge and also meet a lot of interesting people. The atmosphere was great and all the keynote speakers took their time to engage and answer questions during their own sessions but also in between.”*





## ORGANIZATION & VENUE



of attendees found the Conference organizers to be excellent or good.



of attendees found the overall venue to be excellent or good.



of attendees found the overall food to be excellent or good.

## WHOVA

### LEADERBOARD

1		<b>Pilo Stylin</b> 53400 pts	(12)
2		<b>Lisa Farley</b> 30400 pts	(8)
3		<b>Richard Way,</b> 30100 pts	(6)
4		<b>Sarah Sytema</b> 28900 pts	(11)
5		<b>Dr. Dean Kriellaars</b> 24400 pts	(27)
6		<b>Victoria Wikström</b> 13900 pts	(4)
7		<b>Peter Bentsen</b> 13400 pts	(5)
8		<b>Johannes Hedlund</b> 7600 pts	(1)
9		<b>Rhys McLeod</b> 7400 pts	(2)
10		<b>Tom Englén</b> 7100 pts	(7)

**209 OF  
241 ATTENDEES  
DOWNLOADED  
THE WHOVA APP**



**334**

Number of messages in the event community board



Total number who reported they found WHOVA useful



Open rate on WHOVA announcements



**4348**  
total session views

### TOP 5 COUNTRIES

- Sweden
- Canada
- United States
- United Kingdom
- Australia



# CHANGE THE GAME

## ANNUAL EVENT

The conference was a part of the annual event produced by Change the Game and during the week other activities were arranged for children, parents and local leaders.

### TUESDAY AND THURSDAY

Workshop for sport coaches (“Movement Preparation”) with Dr. Dean Kriellars and workshops for educators and club coaches (circus and dance) with Ashleigh Powell from Canada’s National Ballet School, Dr. Marco Bortoleto (Brasil) and Dr. Dean Kriellaars (Canada).



### WEDNESDAY

The Change the Game opening ceremony at the town square where delegates from both conferences (PWP and IPLC Europe) and school classes came together -- trying out physical literacy-enriched activities while being greeted by organizers and key physical literacy leaders.



All together, more than 1000 participants danced, tried out circus moves and physical literacy-enriched games.

### SATURDAY

The big activity day at Nolia Sports Centre where children and youth had the chance to try out lots of different activities. Adults gained inspiration, insights, tips and tools to help children develop their abilities and increase their motivation to get active. The day was very successful with 4800 participants.



of participants are likely or very likely to recommend the event to a friend or a colleague.





WHAT'S NEXT?



INTERNATIONAL  
PHYSICAL LITERACY  
CONFERENCE

# International Physical Literacy Conference **NEW YORK**

New York City, NY, USA

Pre-Conference Workshops

**MAY 23, 2021**

Conference

**MAY 24 - 26, 2021**

Hosted by



INTERNATIONAL  
PHYSICAL LITERACY  
CONFERENCE



**IPLC.info**

## LET'S CONNECT

<a href="mailto:info@sportforlife.ca">info@sportforlife.ca</a>	<a href="https://www.facebook.com/CanadianSportforLife">@CanadianSportforLife</a>	<a href="https://twitter.com/SportForLife_">@SportForLife_</a>	<a href="https://www.linkedin.com/company/sport-for-life-society">Sport for Life Society</a>	<a href="https://www.youtube.com/channel/UC...">Sport for Life</a>	<a href="mailto:info@changethegameumea.se">info@changethegameumea.se</a>	<a href="https://www.facebook.com/ChangeTheGameUmea">@ChangeTheGameUmea</a>	<a href="https://www.instagram.com/change_the_game_umea">@change_the_game_umea</a>	<a href="https://www.youtube.com/channel/UC...">Change the game</a>