

[Case Study]
Sport for Life Education Program

Featuring *Physical Literacy Leader* and
School Physical Literacy Leader Certifications

Presented by:

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Sport for Life



Sport for Life

Sport for Life is a catalyst for change, both nationally and internationally within the sport and physical activity ecosystem.

As a recognized non-profit organization, we collaborate across sectors to ensure everyone has equitable access to quality sport and physical literacy.

Through innovation, inclusion, and integrity, Sport for Life aligns its work with the UN's Sustainable Development Goals, creating lasting, positive impacts.

Sport for Life *(continued)*

- Through projects, community outreach, and knowledge mobilization, Sport for Life strives to enhance the physical literacy and sport ecosystem worldwide.
- Reach:

22,000

eLearning
courses sold

11,000

workshops
participants

10,000

webinar
attendees

10,000

PLAYBuilder
users

>2.8M

people
impacted in
2023-2024

Sport for Life Education Program

- To further our impact, the **Sport for Life Education Program** featuring **certifications** was created.
- **Objective:**
 - To promote quality physical literacy and sport experiences by supporting capacity building amongst leaders and champions worldwide.

Sport for Life Education Program

- **Certification expression of interest:**
 - ~400 people expressed interest
 - Representing > 35 countries worldwide



Sport for Life Education Program

Featuring Sport for Life Certifications!



Physical Literacy Leader



School Physical Literacy Leader

Sport for Life Education Program

Physical Literacy Leader Certifications

- Level 1 - *now available in English*
- Level 2
- Level 3 (Active for Life)
- Level 3 (Assessment)

Target Audiences:

Recreation and Health Sectors

- Front-line physical activity workers
- Administrators
- Health promotion professionals
- Health care professionals, etc.



Sport for Life Education Program

School Physical Literacy Leader Certifications - currently in development

- Level 1
- Level 2
- Level 3 (Mentor)

Target Audiences:

Education Sector

- Elementary teachers
- School administrators, etc.





Sport for Life Education Program

Certifications

Relevance to TAFISA's Global Sport for All Community

- Alignment with TAFISA's vision
- Supporting TAFISA's mission
- International advocacy
- Capacity building

Sport for Life Education Program

Certifications

Initial learnings

- Flexibility + accessibility are key
- Live workshops vs. on-demand workshops

Next steps

- On-demand certifications
- French certifications
- Launching Level 2 and 3 certifications

Sport for Life Education Program

Certifications

Opportunities

- Post-secondary partnerships
- Recreation staff training
- Sport organization training





Sport for Life Education Program

Scan the QR code to learn more about Sport for Life's Education Program featuring **certifications**:

- ✓ Physical Literacy Leader
- ✓ School Physical Literacy Leader





Connect with us!

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 Sport for Life

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