

WHAT IS PHYSICAL LITERACY?

PHYSICAL LITERACY LIFE CYCLE

Physical literacy is when kids have developed the skills, confidence, and love of movement to be physically active for life.



Physical literacy begins when parents encourage movement in infancy...



... develops throughout life...



... and can be a gift that is shared between generations.



7-8%

Higher annual earnings.



Reduced risk of heart disease, stroke, cancer, and diabetes



40%

Higher test scores.



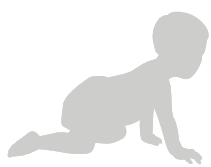
Increased self-esteem and happiness

THE BENEFITS OF BEING PHYSICALLY ACTIVE*

* Adapted from Aspen Institute Sport for All - Play for Life: A Playbook to Get Every Kid in the Game

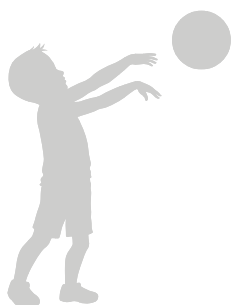
HOW IS PHYSICAL LITERACY DEVELOPED?

Kids develop physical literacy gradually through a variety of structured and unstructured activities. The nature of these activities changes as kids grow in age and ability.



0-3 years

Encourage early movement.



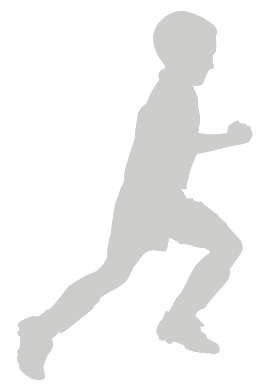
3-5 years

Expand on play, and keep it fun.



5-8 years

Increase the focus on fundamental movement skills.



8-12 years

Introduce more complex skills as kids are ready.

ACTIVE FOR LIFE



Learn more at: ActiveForLife.com