



PHE Canada
Physical & Health Education Canada



Physical and Health Education Canada
Annual Report **2009–2010**

vision

All Canadian children and youth living physically active and healthy lives.

mission

PHE Canada advocates and educates for quality physical and health education programs within supportive school and community environments.



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message from the president

I am pleased to present to our membership my second and final message as President for Physical and Health Education Canada. The 2009/10 report provides me with a welcome opportunity to reflect on the past year and highlight some activities, events and achievements. Perhaps the greatest highlight is the strong partnerships and leadership we have developed in the sector which, in no short order, has resulted in strong financial stability.

A significant milestone in our organization's history was our 75th anniversary celebration. The anniversary theme accurately reflected our past and current successes as well as our ambitions as we move closer to 100 years. The theme of our 75th anniversary was — *Celebrate the Past, Recognize the Present and Embrace the Future*. The widely successful and highly attended national conference that took place in Banff, Alberta was the pinnacle of that celebration. Our Manitoba partners eloquently offered their enthusiastic feedback on that event, of which I would like to share an excerpt:



"On behalf of the Manitoba contingent that just returned from Banff, I would like to thank [PHE Canada and HPEC for an] educational and dynamic conference. We left keynote speakers and sessions, filled with renewed enthusiasm, armed with new ideas for our classes, and a feeling that across Canada we are all working for the same objective — active, healthy lifestyles for all our students."

**Jacki Nylen and Ralph Clark –
Manitoba Physical Education Teachers
Association Inc. (MPETA)**

message from the president (continued)

Two legacy pieces remain from this wonderful year — a 75th anniversary portal and a PHE Canada corporate/partnership video that captures the strength of our organization and showcases the wonderful partnerships and work we do on a daily basis. Be sure to check out both of these wonderful pieces of celebration and achievement on the PHE Canada website.

PHE Canada's partnerships continue to provide valuable funding support that, most importantly, enables a variety of high quality and user friendly programs and resources for schools, educators, parents and the general public to access.

PHE Canada's strong partnership with AstraZeneca Canada is one that I would particularly like to highlight. This partnership has enabled the development of **At My Best**[™] — a kindergarten to grade three program that helps children to learn and develop a strong foundation that includes physical activity, healthy eating and lifestyle choices, and emotional well being. Now completing its second year, **At My Best** is in 2000 schools across Canada, and is being used by approximately 400,000 children from coast to coast to coast. What's most exciting is the feedback that we have been

receiving on this program that demonstrates the impact that **At My Best** is having on the healthy development of our children.

I would also like to extend our gratitude to Sport Canada for enabling us to continue to offer high quality tools and information to support educators in delivering quality physical education programs. Of particular note are our new **Fundamental Movement Skills** resources — a series of books tied to an online platform tool that supports educators, coaches or other leaders working with children in teaching a solid foundation of basic fundamental movement skills.

Another great resource is our new physical literacy website (www.physical-literacy.ca). This site, launched on International Literacy Day, provides an ever growing array of information and tools directed at educators, coaches, and parents to raise awareness of physical literacy. It offers a range of tools and resources such as assessment guides, a series of podcasts, downloadable resources, and much more. PHE Canada was excited to see that the new Ontario Health & Physical Education curriculum adopted the PHE Canada physical literacy definition into its framework!

message from the president (continued)

And finally, I am excited to announce the successful launch of our new membership structure that has seen a steady 10% increase in our membership network in the first year; as well as the launch of a new open access, peer reviewed journal — PHEnex. I invite you to take a look at this journal that can be accessed from www.phecanada.ca.

I wish to thank the many volunteers that make PHE Canada the wonderful organization that is so well respected across Canada. This includes the many members of our various committees.

To our national office staff: Christine Bureaud, Jodie Lyn Harrison, Julie Forget, Angela Abbott, John Maker, Sharon May, Stefanie Partridge, Ali Riel, Brett Thompson, Angèle Beauséjour, Leigh-Anne Donston and Carolyn Shaw-Tracey, thank you so very much for the work you do on behalf of this organization and for the youth and children of this country. I especially wish to recognize both Angèle Beauséjour and Stefanie Partridge who have moved on to other positions and activities — PHE Canada has benefited greatly from your involvement and for that I thank you.

To the Board of Directors — your support and dedication to this organization is unmatched and the countless hours and sound, reasoned advice is very much respected and relied on daily. I also wish to single out Greg Leland of New Brunswick and Gordon Oliver of Quebec who will be leaving the Board of Directors this year. Your years of service to PHE Canada have been critical to its success, and the organization is stronger for having had the privilege of your involvement and leadership.

To the President-Elect, Dr. Louise Humbert of the University of Saskatchewan, your leadership, accessibility and advice has been invaluable in numerous ways and for that I thank you. I remember vividly the first time we met at the national conference in your home province where you gave the R. Tait McKenzie Scholar Address. Your words inspired me and in no short measure your influence and leadership has guided me throughout my career ever since.

All the best when you take over the presidential reigns, PHE Canada is in good hands.

message from the president (continued)

To the PHE Canada executive director Andrea Grantham — your leadership with the national staff and sound advice to the presidency and to the Board through its recent period of change and challenges was critical for this organization. It is no exaggeration when I say that our current success and financial stability is a direct reflection of your professionalism and dedicated hard work. Your demeanour and leadership style are directly responsible for the current stature and high esteem we currently hold across Canada. I am very thankful that my presidency had the honour and pleasure of working with you as the executive director of this wonderful organization. I am also happy to count you as a close and dear friend. On behalf of everyone involved with PHE Canada – thank you.

Finally — to everyone associated with PHE Canada — members, partners, board members, past-presidents, it has truly been an honour to serve as president for the past two years. I am humbled that I had this opportunity and I am eternally grateful for all that PHE Canada has provided to me both personally and professionally.

Sincerely,

A handwritten signature in white ink, appearing to read 'Mark Ross', with a long horizontal flourish extending to the right.

President, Physical and Health Education Canada

executive director's letter

It's been another exciting and productive year at PHE Canada headquarters. We started our year winding down the 75th anniversary celebrations with the culminating event taking place at the national conference in absolutely beautiful Banff, Alberta.

In addition to being a celebration, the conference served as much as a reunion with long time members coming together to share the moment and offer up emotional and heart-warming memories and stories of their many years with this fantastic organization. We had a record number of past presidents, former board members, committee members and other long time supporters present. It is the strength of these events, experiences, milestones, challenges and successes over the last seven and half decades that has enabled PHE Canada to be the dynamic and well respected organization that it is today. And, importantly, it reminded us — the national office staff — of our important role in continuing the important place that PHE Canada serves in our society and to move it forward to its next milestone — 100 years! This is a commitment that none of us take lightly.

On that note, an exciting achievement this year has been the launch of a new five year strategic plan that articulates our values and beliefs, and outlines our five key areas of focus:

1. Advocate for quality physical and health education in Canada.
2. Assist schools to deliver quality health and physical education to their students through programs, resources and initiatives, and through professional development of pre and in-service teachers.
3. Advance awareness and practice of Health Promoting Schools in Canada.
4. Broaden our ability to communicate with and engage individuals and organizations.
5. Ensure Physical and Health Education Canada's long-term future.

executive director's letter (continued)

This plan will help us to: strengthen the work we are doing around advocacy and supporting the delivery of quality programs that reach all of Canada's children. It will help us to continue to build upon our efforts to support leadership development and to recognize those champions who are making huge differences in their communities. Building on our partnerships and networks so that we can work TOGETHER in achieving our vision of healthy and active children will be another important outcome. And finally, it will also help us to continue to ensure the long term viability and sustainability of our organization through efficiencies and continuing to broaden our funding base.

This annual report outlines an extensive list of activities and achievements over the past year. Much of which has been made possible due to the ever growing list of partners that PHE Canada has had the privilege to work with. We are extremely grateful for these opportunities, and proud to be entrusted by these partners to move these initiatives forward. We are particularly thrilled to be able to deliver a range of high quality, user-friendly programs, resources, tools, and initiatives that are supporting the work of schools and school communities nationwide.

I would like to take this opportunity to thank the PHE Canada national office staff — Christine, Angela, Jodie, Brett, Ali, Julie, Sharon, Leigh-Anne, Carolyn and John for their ongoing, dedicated commitment to PHE Canada and for each of their specific roles that unites us as a team. Thank you so very much.

I would also like to extend my thanks to the PHE Canada Board of Directors for their ongoing trust, support, feedback and encouragement — and for making my job as their executive director so meaningful to me. To Mark as he assumes a new role as Past-President — thanks so much for your support; and to Louise, I really look forward to moving the yardstick with you!

Respectfully submitted,



Andrea Grantham

partnerships

Over the course of 2009–10, PHE Canada has had the opportunity to work with many organizations on a variety of innovative projects, each built from a common foundation of improving the overall health and well being of Canada's children and youth. We are grateful to the following organizations:

- Active Living Alliance for Canadians with a Disability
- Active Healthy Kids Canada
- Action Schools! BC
- AstraZeneca Canada Inc.
- Brock University — Centre for Healthy Development through Sport and Physical Activity
- Camp Walden
- Canada Games Council
- Canadian Broadcasting Corporation (CBC)
- Canadian Centre for Ethics in Sport
- Canadian National Railway Company (CN) & Safe Kids Canada
- Children's Hospital of Eastern Ontario Research Group — Healthy Active Living and Obesity Research Group
- CIRA Ontario
- Ever Active Schools
- GoodLife Kids Foundation
- Health and Physical Education Council of Alberta (HPEC)
- Joint Consortium for School Health
- Lifesaving Society of Canada
- National Film Board of Canada
- Ontario Healthy Schools Coalition
- Ontario Physical and Health Education Association (Ophea)
- Pacific Sport
- ParticipACTION
- Public Health Agency of Canada
- Procter & Gamble Inc.
- Rogers Media Inc.
- Royal Canadian Golf Association & Canadian Professional Golfers' Association
- Saskatchewan *in motion*
- School Specialty, Inc.
- Sport Canada
- Sport Matters Group
- Tennis Canada
- Thompson Education Publishing Inc.
- True Sport Foundation
- WeMüv
- Wintergreen PHYS-ED

partnerships (continued)

Funding Partners

PHE Canada would like to thank the following partners for their generous funding support:

- AstraZeneca Canada Inc.
- GoodLife Kids Foundation
- Procter & Gamble Inc.
- Public Health Agency of Canada
- Royal Canadian Golf Academy
- Saskatchewan *in motion*
- Sport Canada
- Tennis Canada
- WeMüv



partnerships (continued)

Council of Provinces and Territories:

PHE Canada works closely with its Council of Provinces and Territories to advocate and support the delivery of health and physical education, and to stay on top of issues and opportunities influencing our field. These critically important partnerships result in stronger programs, valuable services and the opportunity to recognize champions and achievements through our awards and recognition programs. We value all of our provincial associations as together we can make a greater impact on physical and health education across Canada.

- Physical Education British Columbia (PE-BC)
- Health and Physical Education Council of Alberta (HPEC)
- Saskatchewan Physical Education Association (SPEA)
- Manitoba Physical Education Teachers' Association (MPETA)
- Ontario Physical and Health Education Association (Ophea)
- Fédération des éducateurs et éducatrices physique enseignants du Québec (FÉÉPEQ)
- Association of Physical Educators of Quebec (APEQ)
- New Brunswick Physical Education Society (NBPES)
- Association des professionnel(le)s en éducation physique, N-B (APEP)
- Teachers' Association of Physical and Health Education, Nova Scotia (TAPHE)
- Prince Edward Island Physical Education Association (PEIPEA)
- Physical Education Special Interest Council of Newfoundland/ Labrador (PESIC)

highlights of the past year

Physical Education Day on the Hill

More than 65,000 students across Canada took part in the second annual “PE Day on the Hill”. This annual event was a sensation with schools across Canada participating in 30 minutes of physical education in support of the event being held on Parliament Hill. On the Hill, more than 400 children gathered for their own PE class and received their national school recognition award for their Quality Daily Physical Education program presented by national politicians, including:

Members of Parliament

- Ms. Shelley Glover (Saint-Boniface)
- Mr. Royal Galipeau (Ottawa-Orleans)
- Dr. Keith Martin

PHE Canada leveraged PE day on the Hill to motivate ministries of education and health, school boards and schools across Canada to do their part by ensuring that all children have access to Quality Daily Physical Education. Stay tuned for national physical education week taking place in January 2011 that will build on this important event.



highlights of the past year (continued)

Continued Success of At My Best™



At My Best™ is a free comprehensive, curriculum-supported toolkit designed to help promote and develop children's overall wellness. This unique resource combines physical activity, healthy eating and emotional well-being to help children learn, grow and thrive on their way to a healthy, happy future. **At My Best** has completed its second year of implementation in Canadian schools and is now in 2000 schools and reaching approximately 400,000 children from coast to coast to coast. Schools, school boards and health units continue to reach out for the program and sing its praises.

Last year, program founding partners PHE Canada and AstraZeneca Canada were excited to welcome Rogers Media Inc. as presenting sponsor of the program. Rogers Media Inc. champions this program and has **committed to more than \$1.5 million of media value to promote At My Best** through the Toronto Blue Jays and Rogers stadium events; online, print, radio and television ads; a television series campaign on Citytv, and much more.

In addition, the **At My Best** program continues to grab the attention of media across Canada. This year alone the program reached over 41,174,349 impressions with a total value of \$2,474,960.95.



highlights of the past year (continued)

Highlights of additional **At My Best** activities during 2009–10 include:

- An inaugural **At My Best** Day that took place across Canada, including a media event at Pape Public School in Toronto that saw the unveiling of a stunning “Wellness Quilt” — the largest quilt in Canada designed by classrooms across Canada.
- An **At My Best** golf tournament that generated more than \$60,000 in support of **At My Best**. The funds will aid in reaching more schools and enhancing the program to reach older grades.
- Additional materials to enhance the “emotional” content of the program, including more web-based tools and a character education supplement.

Stay tuned — 2010–11 promises to bring a pilot test of the toolkit in aboriginal schools across the country, and the development phase of an expansion to grades 4–6.



highlights of the past year (continued)

National Golf in Schools Program



Close to 600 Canadian schools tee'd off with the *National Golf in Schools Program*, a program developed in partnership with PHE Canada, the Royal Canadian Golf Association (RCGA) and the Canadian Professional Golfers' Association (CPGA). This program assists teachers — physical education specialists and non-specialists — in planning and delivering quality learning experiences that support the development of fundamental movement skills related to the sport of golf, and increases student knowledge and appreciation for the sport of golf. The resource provides teachers with easy to follow lesson plans filled with activities for grades 1–6 and can be delivered with or without golf specific equipment.

The best part was that it introduced students to a “new” school activity. Many individuals play golf after their school career so it’s a healthy lifestyle activity to promote in the elementary setting.

Jennifer Messenger, Wild Rose School

Progressive Tennis for Schools

PHE Canada and Tennis Canada are working together to create *Progressive Tennis for Schools* — a resource and equipment package that will be designed to increase student knowledge, awareness, and appreciation for the sport of tennis. The program is geared for grades 1–6 and will support teachers in providing students' with learning experiences and fundamental movement skills to enhance the skill and game play of tennis and tennis-related activity. Development is on track to create a resource that will be rolled out in a national pilot test in the fall of 2010. The resource is systematically reviewed by a national advisory committee in anticipation of its success.

highlights of the past year (continued)

WeMüv™

WeMüv™ — is a virtual experience for individuals and classrooms designed to encourage a balance between active and sedentary playtime. The program and lesson plans were pilot tested and approved by more than 20,000 students and teachers in 2009. For teachers, the online platform includes educational elements tied to general curriculum appropriate for grades 3–6. Playing online is contingent upon being active and making healthy choices in the real world. WeMüv also reinforces healthy behaviours as kids take care of their online character in a fun, educational and safe environment.

The first WeMüv National PA Challenge is taking place from February–May 2010 and has been designed for elementary grade teachers and students. So far 22,461 students are participating in this educational program that rewards children for being physically active!



highlights of the past year (continued)

PHE Canada's Student Leadership Camp — Embracing the Future!

The sixth annual Student Leadership Conference brought together 61 students representing 28 universities and colleges from every province across Canada to participate in a variety of outdoor experiential learning activities and workshops to build and enhance leadership skills while being mentored by some of our field's greatest leaders. Here's what some of the students had to say:



- *"[This is the] first leadership conference that I have ever been to that addressed diversity in the ways in which people could give back. It was so refreshing to hear real stories from real people who didn't always succeed the first time or who found their passion through trial and error."*
- *"I have been inspired to continue my journey as a leader to peers whether in school, in the community and with family and friends. I am confident that I have the tools to be successful in the projects."*
- *"The experience was phenomenal, an eye opener for sure. The mentorship program of PHE Canada is perfect. Exposure to professionals within the field was exceptionally rewarding."*
- *"I've learned a lot from my mentors and peers, most importantly passion and striving for the best. I will certainly take what I have learned from this amazing experience and implement it in my everyday life. Thank you PHE CANADA! You don't understand how you've helped me and instilled a greater passion in me."*
- *"This experience is something I feel that every PHE student should experience. I have grown as an individual and as a professional and am excited to put what I've learned to use in the classroom and with my peers in my classes."*

highlights of the past year (continued)

Weight of the World

Over 146,000 students, educators, administrators and parents gained awareness of the Weight of the World (WoW) Program during 2009–10. WoW is an educational program that promotes physical activity and healthy eating among children and youth, and helps young people kick-start daily life changes in their schools, with their families, in communities and the world.

“Our experience from the Weight of the World program has been a rewarding opportunity that has engaged generations of teachers and students in learning how to promote healthy lifestyle choices.”

Kristi Haavisto, University of British Columbia

This year saw the redesign of www.weightoftheworld.ca to enhance usability and offer new products such as a searchable database for educators to link promising practices to their curriculum, nutritional policy content and a new Administrator’s Guide.

Of particular mention are the more than 36 community WoW grants that were provided to student leaders across Canada to allow these students to plan and implement programs and activities in their school communities. Here are a few highlights:

Body Moving Monday’s — an after-school fitness program at Caledonia Regional High School. WoW grants enabled the purchase of equipment.

Mark McCaustlin, University of New Brunswick

Unity Games — This physical activity after-school program used sport and games as a tool to promote living skills in youth at risk. This program provided these students with essential tools to become physical and health leaders. **Brandy Dewar**, Brock University

Fresh Fridays — provided healthy snack alternatives to children at Orde Street Public School once a week. This has proven to be a successful program both for the students receiving the healthy snack, and for the student-leaders heading the project.

Hannah Ehrhardt, University of Toronto

highlights of the past year (continued)

Physical Literacy

Over the past year PHE Canada has launched a variety of resources and created various opportunities to support physical literacy in a school setting. PHE Canada wishes to thank Sport Canada for their financial contribution to the physical literacy project.

PHE Canada defines Physical Literacy as: Individuals who are physically literate move with competence in a wide variety of physical activities that benefit the development of the whole person.

Position Paper

With the assistance of Dr. James Mandigo, Dr. Ken Lodewyk, Dr. Nancy Francis and Mr. Ron Lopez, and under the guidance of our Physical Literacy Advisory Committee, PHE Canada released a position paper and definition for physical literacy as it pertains to the education sector. This position paper can be found at: www.physical-literacy.ca.

Launched www.physical-literacy.ca

PHE Canada in conjunction with The Centre for Healthy Development at Brock University launched this exciting new website on International Literacy Day. The comprehensive website hosts a myriad of strategies, tools and checklists, including monthly podcasts for educators and those tasked with teaching fundamental movement skills. In the short time since its launch it has had visits from more than 74 countries. It has also captured the attention of media across Canada and internationally.



highlights of the past year (continued)

Physical Literacy University Forum

PHE Canada hosted a university forum that brought together 28 deans, directors and professors in the faculties of Education, Kinesiology, Physical Education, and Health Sciences across Canada to discuss and learn more about physical literacy and the Canadian Sport for Life (CS4L) / Long Term Athlete Development (LTAD) model.

Fundamental Movement Skills (FMS) — New Resources Developed

PHE Canada is grateful for funding from Sport Canada to further develop our Fundamental Movement Skills (FMS) series. With two additional resources: *FMS IB: Children with Developmental and Behavioural Disabilities* and *FMS III: A High School Games Approach* for teachers and community coaches.

“The FMS Resource and the accompanying Dartfish Portal has been a great supplement to the K to 5 physical education curriculum at our school. The program supports planning in both theory and practical lesson delivery and skill acquisition. The visual component is beneficial to both the teacher and the students. The scope and sequence of the movement skills also allows for assessment for learning and positive feedback to the students. This resource allows for the development of a strong foundation of physical literacy within the physical education curriculum. This core element may ultimately be the key to developing life long active learners.”

**Reg Leidl Principal/Physical Educator
P.J. Gillen Elementary School Esterhazy, SK**

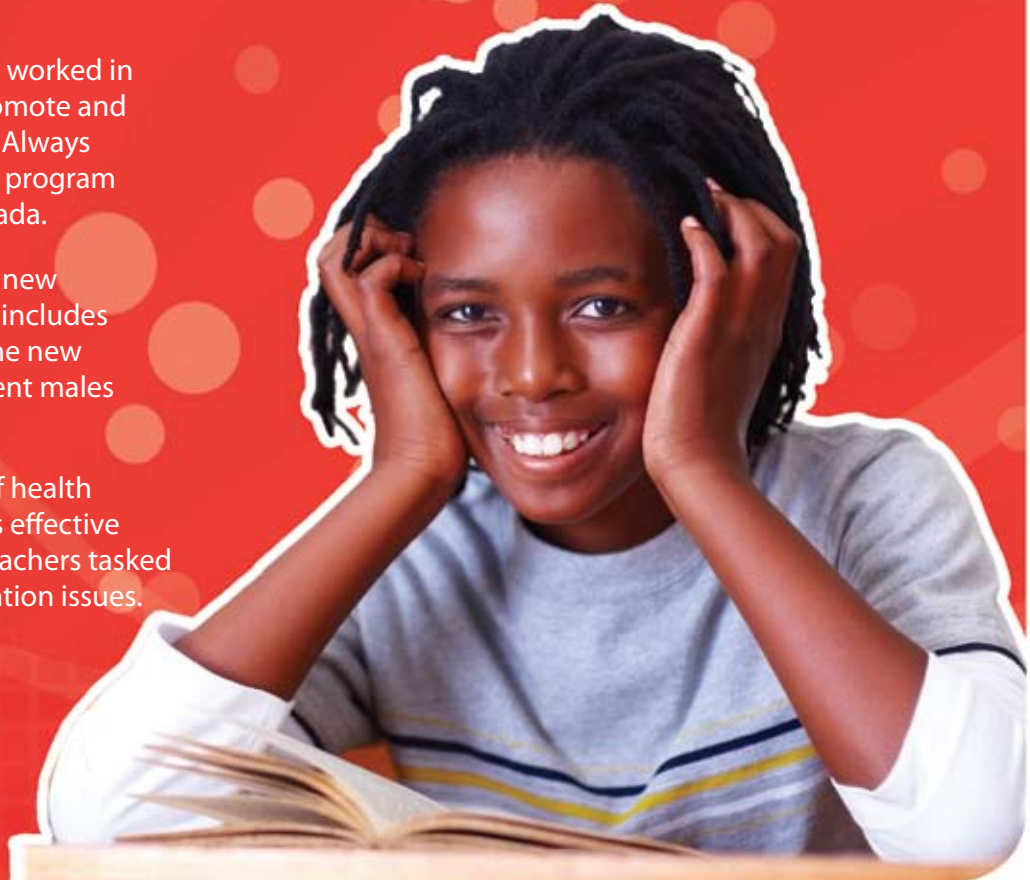
highlights of the past year (continued)

Procter & Gamble — Always Changing & Vibrant FACES

PHE Canada and Procter and Gamble have worked in partnership for many years to develop, promote and deliver two health education programs — Always Changing and Vibrant FACES. This year the program reached over 125,000 students across Canada.

Expansion plans in 2010–11 will result in a new and enhanced Vibrant Faces program that includes the development of a male component. The new program content will be aimed at adolescent males in grades 7 & 8.

PHE Canada, through its expert network of health educators, has endorsed both programs as effective and appropriate programs for Canadian teachers tasked with teaching children about health education issues.



programs

Quality Daily Physical Education (QDPE)



School Recognition Award Program (RAP)

The QDPE Recognition Award Program reached approximately **396,401 students** and after 21 years this award continues to have high participation from schools. PHE Canada is inspired by the **1039 RAP** award winning schools that demonstrated a sound commitment to delivering quality physical education this year. All RAP schools received an awards package containing a certificate, PHE Canada president letter, updates on PHE Canada's new and innovative programs and resources, along with a RAP Banner to showcase their achievement. We continue to encourage and support all schools to strive for the Diamond award, which recognizes Quality Daily Physical Education for a total of 150 minutes per week. Let's keep the "**physical**" in education!



Future Leaders Program — Pre/In-Service Presentations

Since the beginning of the new millennium PHE Canada has supported future young professionals by hosting a series of PreService presentations across the country. The PreService presentation provides insight into current trends within the field and supports students with a wide list of networks and links within PHE Canada and its partners (provincial and national). Special thanks to Harry Sawchuk for his commitment to young professionals! This year he inspired approximately 1500 students with his presentations.

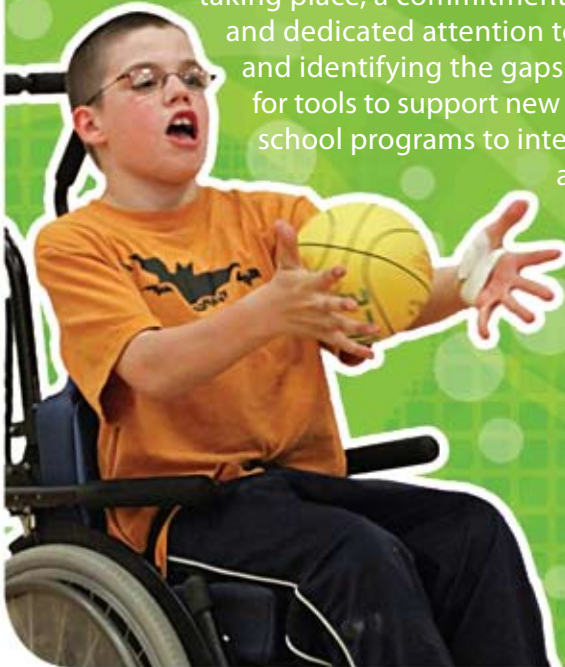
programs (continued)

Quality School Intramural Recreation



Active Living After School Program

Great strides have been made in the after school arena with regard to a clearer understanding of what is currently taking place, a commitment to more support and dedicated attention to this time period, and identifying the gaps and opportunities for tools to support new and existing after school programs to integrate physical activity and healthy eating messages and opportunities.



Notable highlights include:

- A focus group meeting in June 2009 that saw the development of an Active Living, After School Program framework.
- An environmental scan that provided a comprehensive report of what's happening across Canada in after school programs.
- Participation on an advisory committee: Federal/Provincial/Territorial After — School Time Period Physical Activity Workshop
- The development of a plan, along with many other physical activity partners, that will provide access to programs, tools, policy support to enable a comprehensive, partner supported opportunity to address the After School time period and to address the joint Federal/Provincial/Territorial commitment to this issue.

PHE Canada received commitment from the GoodLife Kids Foundation to provide seed funds to support the development of an advisory committee tasked with the development of the framework and focus of the resource, as well as the context for the training program.

programs (continued)

Quality School Health



A key accomplishment for the QSH PAC was the creation of the PHE Canada Health Awards. The PHE Canada Health Educator Award honours an individual for their work to further the importance of health education in Canada and/or who has served as a champion in promoting the importance of Health Promoting Schools at the local, regional, provincial or federal level. The PHE Canada Healthy Schools Champion Award will recognize an individual, group or organization for their exemplary contribution to the development, promotion and/or implementation of Health Promoting Schools. The first PHE Canada Health Awards will be presented in October 2010 at the Ophea & PHE Canada National Conference in Toronto, Ontario.

A special thank you to outgoing PAC members: Ann Little and Carol Henry for their dedication to quality school health.



Dance

Canada Can Dance Harmony Project



The Canada Can Dance Harmony Dance is part of the Canada Can Dance Harmony Project which aims to promote dance across Canada as a meaningful form of activity that highlights the importance of active living, physical activity, physical education, the arts, multiculturalism, and social responsibility through a mass dance. The choreographed dance, with a relevant theme of the environment, is designed for use by teachers and students of diverse abilities and may be performed in a range of venues. The Harmony Dance was showcased at the 2009 National Conference in Banff, performed by local Edmonton, Alberta students of various ages and abilities. This program has continued to develop and we look forward to launching an on-line resource to promote dance in schools, which specifically supports those educators less familiar with teaching dance.

PHE Canada would like to send a special thank you to Heather Taschuk for making the necessary arrangements to allow the students to perform the Harmony Dance at the 2009 National Conference.

recognizing champions

The 2009–2010 Physical Education Teaching Excellence Award

Partnering with Wintergreen PHYS-ED, PHE Canada presented the Physical Education Teaching Excellence Award in recognition of outstanding teaching and leadership in physical education.

The provincial/territorial recipients were selected by their provincial physical education association. The national award recipients were selected from this exceptional list of physical educators by the PHE Canada Awards Committee.

“Thanks again to PHE Canada for the opportunity to attend the National Conference in Banff — this was something I would have never been able to do without your financial help and assistance. Being about half-way through my teaching career, it was just what I needed to re-focus & re-energize. It was an honour and privilege to be recognized with the PETE National Award and it was an experience I will never forget.”

Kevin McNamara — PETE Award recipient 2008–2009

National award recipients

Carol Peters	Manitoba
Robyn MacDonald	Prince Edward Island
Mike Butler	Newfoundland

Provincial award recipients

Patricia Bastarache	New Brunswick
Peter Govan	Quebec
Donna Hozjan	Saskatchewan
Marc Bertrand	Ontario
Lola Montgomery	British Columbia

recognizing champions (continued)

The 2009–2010 Student Award

The PHE Canada Student Award recognizes outstanding undergraduate leadership in the field of physical education. Each Canadian university offering a degree in physical education or a related discipline can present this award. Congratulations to this year's recipients.

Kelsy Pozzobon	University of Victoria
Mathieu Bérubé	Université de Moncton
Megan teBogt	Laurentian University
Joy Dickie	St. Francis Xavier University
Melissa Engelman	University of Calgary
Shawna Druif	Redeemer University College
Geneviève St-Georges	Université d'Ottawa
Alex Dodson	University of Ottawa
Melinda Maika	University of Western Ontario
Alexandra Ruhr	University of Toronto
Danielle Von Barga	Brandon University

Krista Betts	University of New Brunswick
Brianne Miller	University of British Columbia
Jillian Weir	Brock University
Jennifer Pratt	Queen's University
Katherine Statler	University of Regina
Amanda Crossman	St. Francis Xavier University
Taylor Hall	Trinity Western University
Matthew Crombeen	Wilfrid Laurier University

"The PHE Student Leadership Award plays a key role across Canada in acknowledging our next generation of emerging leaders who desire to make a difference in the lives of others by modeling and sharing the benefits of physical education, sport, and health."

David N. Erickson, Assistant Dean Trinity Western University (School of Human Kinetics)

recognizing champions (continued)

The 2009–2010 Young Professional Award

The Dr. Andy Anderson Young Professional Award recognizes outstanding contribution to the profession in each province and territory. Congratulations to this year's recipients.

Celine Homsy	Quebec
Janelle Zebedee	British Columbia
Robin Glenney	Ontario
Faralee Wilson	Manitoba
Jennifer Foley	Saskatchewan
Dan Robinson	Alberta



phe canada staff

Executive Office

Andrea Grantham

Executive Director

Christine Bureaud

Executive Assistant/Operations Manager

Jodie Lyn-Harrison

Director of Operations
(on Maternity Leave — August 2010)

Communications & Marketing Department

Julie Forget

Membership, Bookstore & Websites Manager

Angela Abbott

Communications & Marketing Manager

John Maker

PHE Journal Editor

Programs Department

Sharon May

Director of Programs

Ali Riel

Program Manager

Brett Thompson

Program Manager

Leigh-Anne Donston

Program Coordinator

PHE Canada would like to thank those national office staff who contributed to the organization this year but have now moved on:

Angèle Beauséjour

Business Development Manager (until November 2009)

Stefanie Partridge

Program Manager (until August 2009)

Finance

Carolyn Shaw-Tracey

Financial Administrator

Physical and Health Education Canada board of directors

Mark Jones, President

Assistant Deputy Minister
Government of Newfoundland & Labrador

Louise Humbert, President Elect

Associate Professor, University of Saskatchewan

Don Hutchinson, BC & Yukon

Principal, Ranch Park Elementary School

Heather Rootsart, Alberta & NWT

Teacher, Edmonton Catholic School District

Reg Leidl, Saskatchewan

Principal, P.J. Gillen School

Jacki Nysten, Manitoba & Nunavut

Physical Educator, Tanner's Crossing School

Ted Temertzoglou, Ontario

Director of Health and Physical Education Student
Engagement, Thompson Educational Publishing

Gordon Oliver, Quebec

Lecturer/Instructor Field Practice, McGill University

Greg Leland, New Brunswick

Teacher, School District 6

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financials

BALANCE SHEET

March 31, 2010

	2010	2009
ASSETS		
Cash	\$487,610	\$304,161
Investments (note 2)	496,801	790,159
Accounts receivable	197,357	130,084
Due from Sport Matters Group	23,964	7,324
Inventory	70,314	65,701
Prepaid expenses	11,348	21,991
	<u>\$1,287,394</u>	<u>\$1,319,420</u>
LEGACY FUND ASSETS		
Cash	\$69,425	\$158,717
Investments (note 2)	351,167	171,570
Artwork	9,600	9,200
Due from/(to) operating fund	41,398	32,022
	471,590	371,509
	<u>\$1,758,984</u>	<u>\$1,690,929</u>
LIABILITIES		
Accounts payable	\$260,933	\$299,733
Deferred revenue (note 3)	168,957	355,186
Due to legacy funds	41,398	32,022
	<u>\$471,288</u>	<u>\$686,941</u>
NET ASSETS		
Operating Fund	\$816,106	\$632,479
Legacy Funds	471,590	371,509
	1,287,696	1,003,988
	<u>\$1,758,984</u>	<u>\$1,690,929</u>

financials

STATEMENT OF REVENUE AND EXPENDITURE FOR THE YEAR ENDED

March 31, 2010

	2010	2009
REVENUE		
Operating Fund	\$2,168,108	\$2,013,842
Dance Education Fund	1,052	1,762
Future Leaders Fund	699	325
Pepsico-Chipin Fund	748	1,272
At My Best Fund	103,981	—
PHE Canada Legacy Fund	29,676	35,547
	<u>\$2,304,264</u>	<u>\$2,052,748</u>
EXPENDITURE		
Operating Fund	\$1,984,481	\$1,768,877
Dance Education Fund	3,705	102
Future Leaders Fund	32	44
Pepsico-Chipin Fund	121	171
At My Best Fund	46,677	—
PHE Canada Legacy Fund	6,840	22,804
	<u>\$2,041,856</u>	<u>\$1,791,998</u>
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR		
	<u>\$262,408</u>	<u>\$260,750</u>

financials

STATEMENT OF REVENUE AND EXPENDITURE AND NET ASSETS OPERATING FUND FOR THE YEAR ENDED

March 31, 2010

	2010	2009
REVENUE		
Government contributions	\$505,793	\$650,139
Resource development and review	639,754	309,039
Student Leadership Camp	28,471	13,000
School Info Link	68,512	56,215
Membership	7,448	10,800
Journal/AVANTE	60,711	59,368
Corporate sponsorship	474,717	625,140
Publications	259,607	222,477
Other	123,095	67,664
	<u>\$2,168,108</u>	<u>\$2,013,842</u>
EXPENDITURE		
Salaries and administration	\$252,042	\$267,865
Meetings	93,509	71,249
Communication	55,610	57,848
Publications	192,161	164,049
Networking	13,533	25,749
Membership	17,506	4,725
Programs	1,204,105	738,309
Resource development and review	90,532	372,772
Corporate sponsorship	7,978	21,014
Fundraising	4,413	—
School Info Link	53,092	45,297
	<u>\$1,984,481</u>	<u>\$1,768,877</u>
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR	\$183,627	\$244,965
Net assets – Beginning of year	632,479	387,514
NET ASSETS – END OF YEAR	<u>\$816,106</u>	<u>\$632,479</u>

organizational beliefs

PHE Canada believes ...

- That school communities are one of the most influential institutions in the lives of children and youth.
- That being educated in a Health Promoting School that delivers comprehensive, quality, physical and health education programs is vital to the optimum growth and development of children and youth.
- That a solid foundation of physical and health education creates the potential for healthy, physically active lives.
- In the importance of leadership development for both students and professionals.
- In the importance of demonstrating leadership and engaging in partnerships and collaborations.
- In the principles of Canadian Sport for Life (Long-Term Athlete Development).

guiding principles

PHE Canada ...

- Works to achieve excellence in all it does, including its relationships, partnerships, programs, resources and conferences.
- Is committed to setting quality standards for school-based physical and health education programs in Canada, and developing tools that support those standards.
- Strives for ongoing collaboration between grassroots, provincial, national, and international stakeholders in the development and delivery of services and programs.
- Provides meaningful professional development opportunities to staff and volunteers, and provides a network of communication and support for its members.
- Strives for equity and cultural diversity while demonstrating respect for students, schools and school communities.
- Values equally the contributions of professionals and volunteers, and creates an environment in which their overall wellbeing is valued.
- Demonstrates consistent and effective use of physical, financial and human resources.



PHE Canada

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