

CHOOSING PHYSICAL ACTIVITY FOR LIFE

Be your Best

Physical Literacy
what it is, and why
you should get
involved



IPLA
INTERNATIONAL PHYSICAL
LITERACY ASSOCIATION

In association with



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Choosing physical activity for life

Physical activity is declining at an alarming rate globally. More people live sedentary and inactive lifestyles, leading to obesity, illness and premature death.

Physical literacy challenges the way in which individuals engage in and understand physical activity. It offers alternative methods to get people to engage in physical activity to slow and reverse this trend and improve holistic health and wellbeing.

Physical literacy is all about giving people the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for getting involved in physical activities for life.



What is physical literacy?

Physical literacy looks at activity from the view of the whole person, which includes your emotional, physical and mental engagement in physical activity – how you behave, think and take part.

Developing physical literacy is about enjoying moving, being confident to move freely, knowing how to move and why we should move, and being creative in physical activities. It is a unique, personal lifelong journey. You don't need to compare yourself against others as your progress as a holistic person is what is important.

Physical literacy includes everyone – no matter how young or old, how capable or what you want to achieve. It's all about fulfilling your potential.

Who benefits from physical literacy?

Physical Literacy is for everyone. Its goal is to motivate people to choose physical activity for life. Everyone is welcomed and appreciated as individuals on a unique physical literacy journey. Physical literacy aims to nurture the motivation, confidence, physical competence, knowledge and understanding of physical activity experiences by promoting holistic health and wellbeing.

Attributes of a person progressing on their physical literacy journey include:

- Wanting to take part in physical activity
- Having the self-confidence to plan and effect a physically active lifestyle
- Having confidence when taking part in different physical activities
- Moving efficiently and effectively in different physical activities
- Working independently and with others in different physical activities
- Having awareness of movement needs and possibilities in different physical activities
- Knowing how to improve performance in different physical activities
- Knowing how physical activity can improve well-being





About the IPLA

IPLA – Promoting physical literacy worldwide

The International Physical Literacy Association (IPLA) is a registered charity that encourages and supports organisations to advance physical literacy to inspire and empower individuals to choose physical activity for life. Our goal is to provide a forum for exchanging views on physical literacy to encourage and support in all aspects of physical literacy. We co-ordinate a global community committed to physical literacy.

IPLA Mission

Enable everyone everywhere to understand and embrace physical activity as an integral part of life by nurturing committed participants in a culture that values and promotes physical literacy.

The story behind physical literacy

Literacy is all about developing capabilities such as music, literature, mathematics and more. Physical literacy comes from the same philosophy. It aims to foster motivation, confidence, physical competence, knowledge and understanding. It is about maximizing movement opportunities during the early years, expanding experience in varied environments throughout formal schooling and providing opportunities throughout life to engage in physical activity. Our premise is that everyone has the potential to make progress on their physical literacy journey.



Where the term comes from

The term physical literacy has been used for over a hundred years to describe ideas such as physical education to enhance the quality of life, physical health and movement vocabulary.

Today, it has developed as a result of new research into movement science, embodiment and neuroscience. It's about the holistic development of people engaging in physical activity, of promoting participation and enhancing the quality of people's lives.

We promote the importance for people to have positive experiences in physical activity and carry these forward into life. Each person is unique and while they bring unique experiences to activities, each physical activity should be inclusive.



Get involved

Physical literacy is for everyone – regardless of age, background or physical ability. If you work with people and have the opportunity to inspire and encourage them to a more holistic way of approaching physical activity, then physical literacy is for you.

Groups who can help promote physical literacy include:

- Parents and carers of young children
- Teachers and coaches
- Carers of the elderly
- Medical and para-medical professionals
- Academic institutions
- Central and Local Government/Policy Makers
- Sports, fitness and health organisations

Working with physical literacy is about promoting healthy attitudes and behaviours for lifelong engagement in physical activity. Working together with colleagues in education, health, care, leisure, transport, etc., we can together create a coordinated approach to physical activity and health wellbeing promotion.

If we can support individuals by encouraging them to embrace physical activity, then we contribute to the health and wellbeing of the global community.

Why not work together with the IPLA and become an advocate of physical literacy?

Contact us at www.physical-literacy.org.uk/contact-us to discuss how we can work together to achieve this. For more information on the IPLA and physical literacy visit www.physical-literacy.org.uk



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