




**STRATEGIC PLAN 2025–2029**

Physical and Health Education Canada





For over 90 years, PHE Canada has been at the forefront of supporting educators and professionals working with children and youth.

The 2025-2029 Strategic Plan will shape how PHE Canada advances both effective and equitable teaching practices while implementing holistic school initiatives. This strategic focus is designed to deepen and strengthen the vital connection between education and well-becoming, ensuring that our efforts contribute to more inclusive and supportive learning environments. By prioritizing these areas, we aim to create environments where both students and educators thrive, positively impacting overall educational outcomes as well as personal and community development.



# VISION

All children and youth lead active,  
healthy lives.



# MISSION

PHE Canada empowers the Canadian Physical and Health Education Community to ensure students have the knowledge, skills, and attitudes to lead resilient, active, and healthy lives.



We are on a mission to support physical and health educators, students, and school communities by infusing energy into relevant pedagogical practices, engaging learning supports, and innovative professional development. Our focus is on the holistic well-being and development of every student, as well as those who nurture and support them.

Through a vibrant, whole-school approach, we are committed to energizing collaborative communities, honouring diversity, Truth and Reconciliation, surfacing innovation, crafting accessible and impactful resources, and championing equitable, inclusive, and evidence-based practices.

We believe in a whole-school, whole-community approach, forging dynamic partnerships with students, parents, educators, support staff, school leaders, health professionals, recreation and sports experts, researchers, community partners, and government entities. Together, we are building safer, supportive environments where every child and youth can thrive, leading healthy, active, and fulfilling lives with support that embraces their diverse backgrounds and abilities.

# GUIDEPOSTS

To advance our strategic vision forward and ensure that we not only meet the current needs of our educators, but lay a strong foundation for future success and well-becoming, we will ensure the following three foundational intentions are met:

## 1. Build Pathways for Diverse and Emerging Leadership

We will support diverse and emerging physical and health education and healthy school leaders. We will share a commitment to presenting, hearing, and acting upon new opportunities to support the physical and health education community now and into the future.

## 2. Ensure Financial Sustainability

We will develop strategies to ensure financial sustainability that allows PHE Canada to adapt, innovate, and address the evolving interests and needs of children and youth, as well as educational staff. This includes securing funding that supports long-term goals and flexibility.

## 3. Invest in and Support a Diverse Staff Team

We are committed to investing in a diverse team and providing the support necessary for them to excel in their roles. This will enhance the overall effectiveness of our initiatives and affirm diverse perspectives.



# THE PLAN

In our unwavering commitment to advancing educational excellence and holistic well-being, we proudly present our strategic plan crafted to drive transformative change across the educational landscape! This dynamic plan is built upon **four key intentions**, each accompanied by **six broad actions** that will guide our efforts and shape our future direction:

## Four Key Intentions



Drive Program Innovation  
& Activation



Strengthen Healthy, Active,  
Educational, and Sustainable  
Learning Environments



Grow Research, Advocate  
& Mobilize Knowledge



Champion Equitable & Holistic  
Well-Being

## Drive Program Innovation & Activation

We aim to create quality programs and resources to ensure our learning environments are responsive, dynamic, affirming, and impactful.



### Actions:

- **Create and Mobilize Practical and Relevant Resources and Programming**

We will develop resources that are timely and equitable, intended to support present-day programs and curricula as well as their future development. This includes producing an educator's guide to implementing the [competencies](#), supporting learning activities, lesson plans, and other supports that are written and presented by and for educators and professionals working with children and youth.

- **Amplify Innovations**

We will identify and showcase both current and progressive innovations in education. By doing so, we aim to maximize the impact of these innovations on educators and, consequently, on children and youth.

- **Expand Inclusive Learning Opportunities**

We are dedicated to creating and promoting high-quality content that supports inclusive and responsive learning experiences. Our initiatives include enhancing in-class workshop offerings on relevant topics within physical and health education, expanding learning opportunities by developing resources on emerging subjects, implementing movement-based activities across all disciplines, and leveraging modern technology to deliver educational content that resonates with diverse students' and educators' interests and abilities.

- **Diversify Voices and Decision-Makers**

We will be a collection of diverse voices including, but not limited to, Indigenous, Black, racialized, newcomers, diverse abilities, 2SLGBTQ+, and gender-diverse communities. We aim to create inclusive spaces that honour and promote these and other diverse perspectives.

- **Strengthen Educator Capacity and Capability**

Our efforts will focus on expanding the knowledge and skills of educators, at all career stages (e.g., pre-service, in-service) and levels (e.g., K-12 and post-secondary), enabling them to deliver high-quality physical and health education, co-curricular, and extra-curricular opportunities that significantly benefit children and youth.

- **Incorporate Youth-Led Approaches**

We will integrate youth and pre-service teachers' perspectives and leadership into practices, ensuring that teaching and learning are enriched by the voices of students themselves.

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Through these strategic intentions, we seek to drive meaningful advancements in education, ensuring that all students receive an affirming, equitable, and high-quality education.

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## Strengthen Healthy, Active, Educational, and Sustainable Learning Environments

Our focus is on creating and maintaining learning spaces that are both nurturing and sustainable. By cultivating these environments, we will support the physical, emotional, personal, and academic growth of students, while promoting practices that contribute to their long-term sustainability and health.



### Actions:

- **Convene and Elevate Innovators and Leaders**

We will bring together innovators, sector leaders, and youth to enhance and expand healthy school planning, accountability, and activation. This collaborative approach will help scale successful practices and foster a culture of well-becoming within elementary, secondary, and post-secondary settings.
- **Provide Health, Well-Being and Well-Becoming-Related Resources and Supports**

We will offer resources tailored to various environmental spaces, including land-based, outdoors, real-world community-based settings, classrooms, hallways, gymnasiums, and active areas. These resources will support students and nurture the body, mind, and whole person.
- **Maximize Upstream Prevention**

We aim to enhance school-based protective factors through robust healthy school activations and high-quality health education. This proactive approach will support long-term, holistic well-becoming and well-being of students, as well as advocate for the well-being of educators to ensure safe and caring teaching and learning environments.
- **Strengthen Partnerships with Indigenous Communities**

Together, we aim to create and profile culturally relevant and affirming programs that promote the holistic well-becoming and well-being of Indigenous youth and their communities. Our efforts will focus on realizing the priorities of these communities through meaningful collaboration, Truth and Reconciliation, and by leveraging the expertise of Indigenous knowledge-holders, as well as PHE Canada's initiatives and resources (Truth and Reconciliation, Call 10).
- **Promote Quality Physical Activity Experiences**

Our focus includes ensuring meaningful, safe, and inclusive opportunities across physical activity, physical education, movement-based pedagogy, and school sport. This will enhance students' engagement and learning outcomes.
- **Strengthen Community Support**

We will build our presence and interactions within school communities, adapting to their unique and diverse cultural, linguistic, and geographic contexts. This will ensure that our support is relevant and effective in building on the strengths and addressing the specific needs of each school community.

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These intentions are designed to create learning environments that are not only healthy and sustainable but also responsive to the diverse needs of students and communities across Canada.

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## Grow Research, Advocate & Mobilize Knowledge

We recognize the importance of research and the effective mobilization of knowledge. We will be both policy advocates and advocates for quality teaching and learning at all levels of education (K-12 and Post-Secondary), ensuring that valuable insights and resources are mobilized to the benefit of teachers and students.



### Actions:

- **Boost Teacher Preparation and Resilience**

We will create relevant digital and in-person professional development opportunities, including e-learning, mentoring, and peer-to-peer knowledge sharing. Our goal is to strengthen teachers' expertise and support systems, ensuring they are well-equipped and resilient.
- **Champion Equity**

We will tackle historical and contemporary oppression, including exclusion, marginalization, racism, ableism, sexism, and colonialism within educational and sports practices. This involves collaborating with relevant partners to address these issues, both by leading and supporting meaningful change.
- **Facilitate Cross-Sector Collaboration**

We will convene strategic, interdisciplinary, inter-professional, and intra-professional partnerships with government agencies, non-profit organizations, private sector, and K-12—post-secondary educational institutions, youth, and their parents/caregivers, to facilitate the sharing of evidence-based practices and promote cohesive efforts to improve holistic outcomes.
- **Understand Diverse Approaches to Health and Well-Being Education**

We will explore and understand the varied approaches to health and well-being education. This includes partnering with broad grassroots organizations to connect with their knowledge, leveraging each other's assets and addressing our collective needs through targeted outreach and resources.
- **Promote Safe and Inclusive Physical Activity and School Sport Practices**

We will examine, redefine, and advocate for inclusive school sport practices, including intramural, before-and-after school, intercollegiate, and interscholastic sports. This involves the creation of a framework to guide changes within practices in school-based physical activity and sports, addressing barriers to ensure broad participation, equitable access, and a strong sense of belonging for all students.
- **Contribute to Research and Policy Development**

We will invest in both quantitative and qualitative research to support the development of policies, measures, and initiatives aimed at improving healthy schools, physical and health education practices, and the well-being of both students and the adults who work with them.

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These actions will include policy advocates and change-makers at the school, local, provincial/territorial, First Nations, and federal levels, and ensure that knowledge is effectively mobilized to improve educational practices and outcomes.

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## Champion Equitable & Holistic Well-Being

Our commitment to equity and holistic well-being is at the heart of our mission. We will champion practices that support the diverse needs of every student and educator, fostering an inclusive environment where all individuals can thrive.



### Actions:

- **Align Policy, Practice, and Resources**

We will ensure that PHE Canada, its vision, mission, policies, practices, and resources are sustainable and consistently aligned to support all dimensions of well-being and well-becoming, and reflect the interests and needs of our communities.
- **Expand Professional Growth Opportunities**

We will enhance professional development by offering mentorship, e-learning, workshops, and conferences. These opportunities will strengthen educational practices and support the continuous growth and resilience of educators in the field.
- **Publish Expertise and Research**

We will stimulate critical thinking and advance the field of Physical and Health Education and Healthy Schools by publishing new research and sharing insightful stories through the PHE Journal, PHE Campus, PHE Podcast, the PHE Canada Research Forum, the National Physical and Health Education Conference, and the PHEnex Journal. This effort will elevate the art of teaching, drive meaningful discussions, support evidence-based improvements, and foster a more responsive and impactful educational environment.
- **Advance Advocacy Efforts**

We will broaden our advocacy to focus on protecting and enhancing the well-becoming and well-being of the educational landscape. This involves engaging with partners to safeguard and support Physical and Health Education educators.
- **Engage with Organizations and Advocates**

We will lead and collaborate with organizations and advocates that are focused on critical educational issues. This engagement will help address key challenges and drive collective progress.
- **Amplify the Benefits of Physical and Health Education**

We will promote the societal benefits of Physical and Health Education to garner broader support and protection of Physical and Health Education programs both within K-12 and post-secondary educational settings.

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These actions are designed to protect and advocate for Physical and Health Education so that all students (post-secondary and K-12) benefit from quality and fulsome teaching.

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[phecanada.ca](http://phecanada.ca)