

**PHYSICAL AND HEALTH EDUCATION CANADA (PHE CANADA)
LAUNCHED AS NEW NAME FOR
THE CANADIAN ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION,
RECREATION AND DANCE (CAHPERD)**

September 3, 2008 – Today marks the official day that the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) officially changes its name to **Physical and Health Education Canada (PHE Canada)**. This concludes an intensive process that has involved membership, partner and stakeholder consultations; social marketing expertise; General Assembly acceptance; official legal consent and approval from Industry Canada.

Along with the new name, PHE Canada is launching its new logo.



“We are very excited to be able to move forward with the new name and logo for PHE Canada,” says Mark Jones, PHE Canada President. “We believe that our new name will help us to better reflect the work that we do and will broaden awareness of our association beyond the education system to include media, parents and the general population. Reaching a diverse audience will be important in helping us to achieve our vision of ‘**All Canadian children and youth living physically active and healthy lives.**’”

The new name - **PHE Canada** - will take effect immediately; however a transition period will take place until May 2009 where a reference and link to CAHPERD will continue. This transition period will allow for a smooth changeover to the new **PHE Canada** name.

PHE Canada is requesting partners and stakeholders to notify their constituents of our new name and update any logos or links in all existing materials (publications, websites, etc.). In addition, please note the new website and national office staff email addresses:

www.phecanada.ca / www.eps-canada.ca

Andrea Grantham, Executive Director – andrea@phecanada.ca
Angela Abbott, Communications Manager – angela@phecanada.ca
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For more information please contact:



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Background

At its Annual General Meeting on Friday, May 30, 2008, the Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) general assembly voted to accept the motion set by the Board of Directors to change the Association's name to: Physical and Health Education Canada (PHE Canada) / Éducation physique et santé Canada (EPS Canada).

Over the last few years, there have been ongoing discussions among the CAHPERD Board of Directors, national office, partners and funders regarding the need to revisit the association's name. A shorter, more recognizable name was recommended to better reflect the work that we do, provide greater opportunities for growth, and facilitate more effective advocacy and branding.

At the January 2008 Board of Directors meeting, after considerable consultations and discussions, the new name was selected by the Board to bring forward to the May 2008 Annual General Meeting (AGM) for voting. At the May 2008 AGM, this motion was accepted by the general assembly.

Between February and May 2008, a broad series of consultations (among members, partners, funders, and other stakeholders) took place to raise awareness of the motion to undergo a vote on a name change. The consultations provided an opportunity for members and partners to provide input on the need for a name change and the recommended name. The result of these consultations showed that 93% of our members, partners, funders, and stakeholders were in support of a name change, and 89% were in favour of the proposed new name.

Name Change Q and A's

- ***Why was Physical and Health Education Canada selected as the new name?***

The CAHPERD Board of Directors underwent considerable discussion and analysis that led to the selection of **Physical and Health Education Canada (PHE Canada)** as the most appropriate new name for CAHPERD. Among the factors analyzed:

- ***Description*** – a new name should – represent who we are/what we are about (vision and mission), include physical, include health, reflect education (purpose and setting) and educators, indicate national/Canada wide.



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- **Branding** – a new name should – be short(er), clear, recognizable, advocacy friendly, attractive (to partners, funders, etc.), sustainable, acceptable acronym, unique.
- **Other considerations** – a new name should – be selected that would be acceptable to members (membership readiness), acceptable/workable French translation, not be seen as too corporate.

The Board of Directors agreed that the word “Health” was essential within a name change. The order of Physical and Health Education was chosen over Health and Physical Education in order to be consistent with the wording of the CAHPERD vision and mission (Vision: All Canadian children and youth living physically active and healthy lives; Mission: CAHPERD advocates and educates for quality physical and health education programs within supportive school and community environments.)

- ***Will a name change alter what CAHPERD stood for or the programs we offer?***

Absolutely not; our Vision and Mission remain unchanged. The need for a name change was stimulated by a need to better reflect the work that PHE Canada does. We hope that a name change will better support our work in achieving our current vision and mission.

Vision

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

Mission

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

- ***What happens to Recreation and Dance?***

Recreation and Dance will continue to be important areas for PHE Canada. Our current Quality School Intramural Recreation initiative and Dance Education initiative will continue to be two of our four important pillars (QDPE, QSH, QSIR, Dance Education) and will be areas that we will continue to build.

While some individuals may be concerned that the ‘R’ and the ‘D’ have disappeared, PHE Canada views them as critical components that are integrated within quality physical education and movement education programs. In our definition of QDPE (as outlined on the Program Assessment Tool¹) the three key components of quality physical education are **instruction, intramurals, and inter-school sport programs**. Therefore by definition, when we refer to quality physical education, recreation is inherent. Again, in the Program Assessment Tool (Section E #11-Dimensions), dance is an integral dimension of quality physical education (as are games and game skills, basic motor skills, individual/dual activities, alternative pursuits, etc.).

- ***Why did CAHPERD propose a name change during its 75th Anniversary?***

¹ <http://www.phecanada.ca/eng/physicaleducation/documents/SchoolProgramDeliveryAssessmentToolFinal.pdf>

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The theme for our 75th Anniversary is **Celebrating the Past, Recognizing the Present, Embracing the Future.** The Board of Directors believes that a name change is timely as we prepare to “embrace the future” given our strategic direction to broaden awareness of our mandate beyond traditional sectors and to diversify partnerships and funding opportunities. To date, our name change consultations have indicated that a new name could positively influence our success.

