

## LTAD LOGO launch



Earlier this year, the Saint Lucia Olympic Committee (SLOC) embarked on a series of capacity building programmes to alert, equip and engage its membership on the key issues and principles involved in the delivery of sustainable programmes for the survival of sports here.

Today as part of the learnings and the felt need for a renewed approach we are here to launch the search for a LOGO for Physical Literacy. This logo will become the symbol of our combined efforts to succeed in making our nation more active; It is our hope that the logo and the awareness program that will complement it will serve to inspire us to Get active, Stay active, Live Better and Live Longer.

We acknowledge the diminishing numbers in active participation in physical activities across the country. We acknowledge that there are more couch potatoes now more than ever in the history of our country. We acknowledge that as a society we are not doing enough to stimulate greater interest in movement activities and the resultant factor is now an overall poor state of health of our citizens.

We believe to realize sustained success not only in sports, but in the performing arts, agriculture, tourism and the other sectors the concept of physical literacy must be understood and become entrenched in the psyche and consciousness of the people of our country. And not only must it be entrenched but there must be a well synchronized and harmonized effort focused on achieving the outcomes that we all want.

The SLOC, Government, by extension the Ministry of Youth Development and Sports, the Ministry of Education, the Ministry of Health, the National Sports Federations, the district Youth and Sports Councils, the private sector all of us in some way have a responsibility and contribution to make with respect to physical activity in our society.. Our roles are clear and it is easy to sustain this awareness program if we each just focus on our roles and promoting them.

For the Government the outcome required is overall improvement in the health and wellness index of the country. So the Ministry of Health must play its part in educating and providing the support services that facilitate citizen participation in movement activities whether it be in sports, recreation, agriculture, tourism at home. The Minister of health has articulated time and time again the deteriorating state of our health as a people .... Diabetes, hypertension in particular and the statistics are frightening.

The Ministry of Education has the responsibility for facilitating the acquisition of basic skills and knowledge. And so in much the same way that the Ministry promotes facilitates and encourage the development of numeracy and literacy skills, the Ministry has the responsibility to facilitate the development of physical literacy so that our society can be exposed and appreciate the value of movement and its contribution to not only health and well-being but the sustainability of life.

Diane, please find address and attached photo from SLOC President Fortuna Belrose at the launch of the Long Term Athlete Development Logo launch for placement on the website. The photo caption shows Mrs Belrose addressing the audience and members at the head table.

From the economic standpoint we need citizens who are physically able to contribute to the development of the county. People who are not physically active are less likely to actively engage; they generally lack confidence and possess a poor work ethic.

Even for national security, less criminal activity due to more active communities. And the results show in the case of Marchand, where we see the initiatives undertaken by the Ministry of Sports – lights, enhanced sports facilities and more sports programs have contributed to lower levels of crime.

For the Ministry of Youth Development and Sports more programming in communities and more engagement and support to enable sports federations to achieve the agenda of spreading their sport in communities across the country can go a long way in realizing the objective of increasing participation in physical activity. The Ministry too has a responsibility to provide the structure and enabling environment - support system for the filtration of sport across the country.

For the National Associations, developing their sport and broadening the base of participation for identification of the best talent to represent the sport is the goal. This means that they have to invest in their sport and provide the opportunities for people to become involved at all levels. How they do that is through the creation of partnerships and extending themselves.

For the Olympic Committee, harvesting talent and facilitating opportunities for improve performances leading to global recognition of Saint Lucia is the priority. So there is work for everyone on the agenda of Physical Literacy. There is no room for confusion or duplication of efforts. We each have a role to perform to ensure that ultimately our country realizes the goals that we want.

This logo competition will commence a more sustained effort by all of us in creating awareness of the value of physical activity to assist our country in realizing significant outcomes in changing behaviour, health and well-being which will benefit the nation at large.

Let me take the opportunity to thank our cross agency team for leading this initiative.