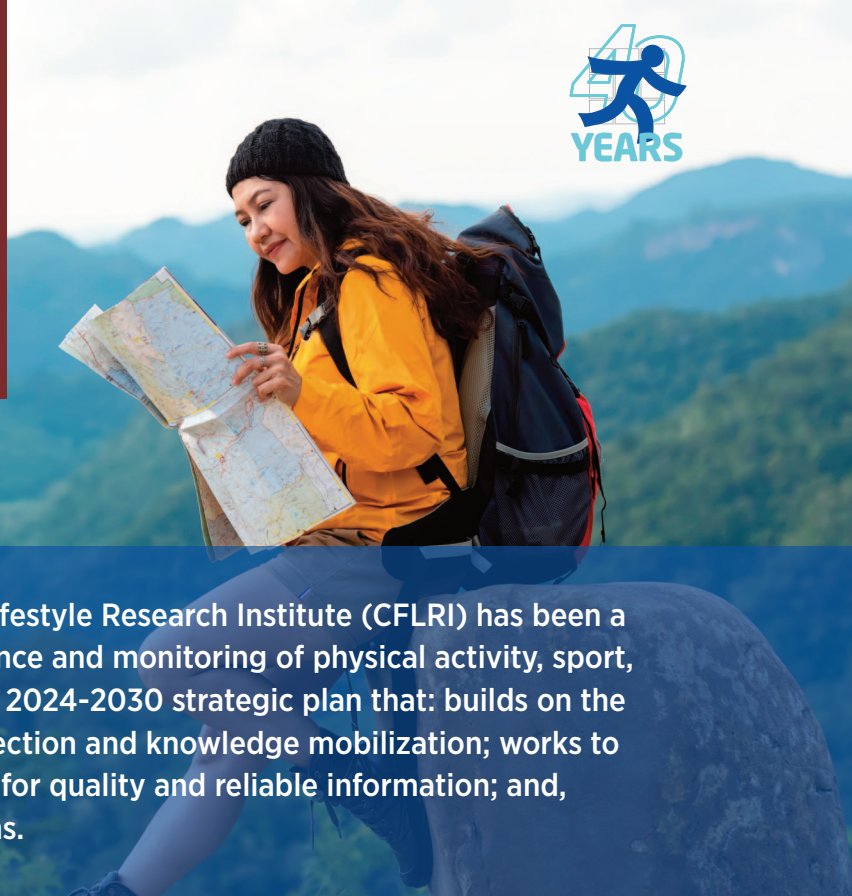


CFLRI

Strategic Plan 2024–2030



Since the 1980s, the Canadian Fitness and Lifestyle Research Institute (CFLRI) has been a national and international leader in surveillance and monitoring of physical activity, sport, and recreation. CFLRI is proud to present its 2024-2030 strategic plan that: builds on the organization's strengths related to data collection and knowledge mobilization; works to ensure that CFLRI is the sector's first choice for quality and reliable information; and, ensures the research represents all Canadians.

Vision

The Canadian Fitness and Lifestyle Research Institute is the premier source of sport, physical activity, and recreation research, surveillance, and monitoring data in Canada.

Mission

The Canadian Fitness and Lifestyle Research Institute (CFLRI) is the only organization in Canada uniquely focused on research, surveillance, and monitoring of sport, physical activity, and recreation (SPAR).

It employs a variety of data collection methods and creates knowledge translation tools and resources.

Decision-makers, practitioners, and researchers use the data to create evidence-informed programs, policies, and practices that positively impact the health and well-being of Canadians where they live, learn, commute, work, and play.

Values

Curious. CFLRI is a thought leader that continuously identifies current and developing trends and initiates research to determine the effects on the SPAR sector.

Creative. CFLRI takes an innovative approach to the knowledge mobilization formats developed.

Ethical. CFLRI consistently demonstrates integrity and the highest ethical standards in its data collection methods. Research data and reports are timely, accurate and credible.

Responsive. CFLRI works cooperatively and responds nimbly to the needs of its funders and partners in the SPAR community.

Efficient. CFLRI provides excellent value by leveraging resources to create a coordinated, comprehensive data strategy.

Inclusive. CFLRI is committed to implementing the principles of equity, diversity, inclusion and access (EDIA). Efforts focus on engaging under-represented populations, addressing structural and systemic inequities and fostering cultures that minimize bias.

CFLRI

Strategic Plan 2024–2030



Strategic Directions

Innovative Data Collection



Knowledge Mobilization



Enhanced Awareness of the Role of CFLRI



Goals

CFLRI is a thought leader “ahead of the curve” in the sector.

CFLRI engages in activities and opportunities that are historical to its mandate and that are new and emerging.

The uptake of CFLRI-produced knowledge increases over time.

Users’ understanding of the data and how to apply it to program and policy development, and strategic planning increases over time.

Policymakers, partners, and practitioners proactively seek out CFLRI for data about current trends and needs that reflects CFLRI’s trademark unique quality and reliability.

CFLRI is the first choice for knowledge users seeking information about sport, physical activity, and recreation.

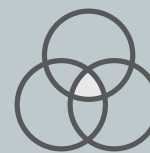
Foundational Elements



Partnership
Development



Communications



Sustainable
Organization

Visit our website to learn more and contact us about how we can help with your data needs.



Canadian Fitness and
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