



CANADIAN KINESIOLOGY ALLIANCE
ALLIANCE CANADIENNE DE KINÉSIOLOGIE

PRESS RELEASE

#KinVision2020 SURVEY LAUNCH

A voice for the future of human movement specialists

OTTAWA, March 8th, 2017 – The CKA / ACK is pleased to announce the launch of a national wide survey on the future of Kinesiology in Canada. The CKA / ACK invites Kinesiologists to complete the online survey before March 22nd 2017. This is one of a series of consultative activities also comprising of interviews, focus groups with CKA / ACK members and stakeholders in its process to establish a 2017-2020 Strategic Plan - #KinVision2020.

The CKA/ACK has decided to develop a bold, inspiring and achievable strategic plan. To achieve this goal, CKA/ACK has mandated LBB Strategies, an independent national strategic planning consultancy firm, to assist the CKA/ACK in developing its strategic plan. LBB Strategies has worked with provincial, national and international organizations in similar strategic reviews and plans.

“Your input and participation in this strategic planning initiative is very important to Kinesiology in Canada, Kinesiologists and the CKA / ACK. The best way to make a difference for Kinesiology in Canada is to be part of the solutions and the vision, states Marie-Claude Leblanc, president of the Canadian Kinesiology Alliance. Thank you for your time to complete this survey. Let’s develop our best future together! We look forward to working with you on this project”

We would like you to give us your opinion and answers to the Survey questions and issues. Your answers will not be published and will be kept confidential. Enter your email address on the survey and you will automatically be entered in a draw among all who have replied to win one of three prizes: HexFit Software, Professional Insurance or a Human Kinetics resource. Certain conditions apply. For details: www.cka.ca

ABOUT THE CANADIAN KINESIOLOGY ALLIANCE

Kinesiologists are human movement specialists. They work at different levels such as health promotion, athletic training, rehabilitation, workplace health and safety, ergonomics, disability management, research and sports medicine. The Canadian Kinesiology Alliance (CKA / ACK) represents Kinesiologists on a national level by promoting and by providing advocacy of the profession of Kinesiology in Canada. The Alliance counts over 4,000 Affiliated Kinesiologists across the country.

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