



Canadian Association
for the Advancement
of Women and Sport
and Physical Activity

Association canadienne
pour l'avancement
des femmes du sport et
de l'activité physique

Addressing the Determinants of Health Through “Team Spirit”

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Women and Sport and Physical Activity

Looking Back, Thinking Ahead
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CAAWS

Canadian Association for the Advancement of Women and Sport and Physical Activity

*Encouraging girls and women to get
off the bleachers, and onto the fields and playing
courts, into the pools, the locker rooms and
boardrooms of Canada*

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CAAWS

- **On the Move**
- **Mothers in Motion**
- **Women 55-70**
- Women and Leadership
- Homophobia in Sport
- Discrimination on the Basis of Sex
- Active & Free
- Awards & Scholarships
- Communication



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On the Move



A national initiative designed to increase opportunities for inactive girls and young women (ages 9-18) to participate in sport and physical activity



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Aboriginal Peoples as a new Priority Population

- The newest priority group
- Typical engagement strategies don't work
 - ◆ Helicopter in and out
 - ◆ One-size fits all
- Little long-term funding therefore few long-term strategies
- Little integration between initiatives (Active Circle)
- Lack of understanding of the myriad of issues confronting the communities



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On the Move with Aboriginal Communities

- In partnership with the Aboriginal Sport Circle
- Team Spirit: Aboriginal Girls in Sport (since 2005)
- To increase community sport programs for Aboriginal girls and young women
 - Funded by Sport Canada & McConnell Foundation
- Aboriginal Girls On the Move (since 2007)
- To increase healthy, active living behaviours amongst Aboriginal girls and young women
 - Funded by PHAC & McConnell Foundation



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On the Move with Aboriginal Communities

**Program model created to address key barriers
for girls and young women:**

- ◆ Lack of female only programs
- ◆ Lack of choices
- ◆ Lack of positive female role models
- ◆ Lack of instruction from a certified coach



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On the Move with Aboriginal Communities

- 8-10 week female only sport/healthy living programs
 - ◆ Participant driven, community specific
- Financial Contribution
 - ◆ Multi-Year/Multi-Program
 - ◆ Flexible
- Community Meeting/Consultation
- On the Move Resources & Training
- National Program Leader Meeting
- Ongoing Support and Communication



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Community Programs

1. Seabird Island First Nation, BC – healthy living
2. Aboriginal Friendship Centres of Calgary, AB - golf
3. Oskayak High School, Saskatoon SK - basketball
4. Fort Qu'Appelle Elem. Community School, SK – healthy living
5. Boys and Girls Clubs of Winnipeg, MB - multisport
6. Cormorant Lake School, MB – healthy living program
7. Walpole Island / Chatham-Kent, ON – healthy living
8. Chippewas of Nawash / Cape Croker ON – XC skiing and mountain biking
9. Eel Ground First Nation, NB - volleyball
10. Lennox Island First Nation, PEI – healthy living
11. Stephenville Crossing, NL – healthy living



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Program Benefits

Participants

- Increased confidence & self-esteem
- Physical & mental benefits of physical activity
- Social benefits of participation with peers and positive adults in a fun environment



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Program Benefits

Program Leaders

- Professional development
- Increased awareness of the girls' experiences
- Being a positive role model/mentor
 - ◆ Encouraging them to participate
 - ◆ Supporting connections between participants and community sport opportunities



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Program Benefits

Project/National Level

- Access to new communities
- Increased awareness about the experiences of Aboriginal girls and young women
- Increased awareness about the challenges limiting the provision of physical activity programs



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Program Challenges

- Time & capacity
- Community priorities
- Communication
- Access to facilities
- Transportation
- Access to instructors & volunteers
- Recruiting participants
- Parental support



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Program Lessons

- Making it FUN
- Female-Only
- Relationship building - trust & familiarity
- Participant recruitment
- Exposure to a variety of experiences
 - ◆ “right” to participate; awareness
- Integration of non-sport components
- Partnerships to expand opportunities
- Be Flexible



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Project Lessons

- Generous funding is a matter of perspective
- Building capacity requires having a backup for the backup's backup
- Be strategic about partnerships
- Continuum of program expectations
- Communication
- Integrating “Aboriginal culture” requires a holistic approach
- Where are girls on the priority list???



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What's Next?

- Continued implementation of Team Spirit and Aboriginal Girls On the Move programs
- Targeted professional development
 - ◆ Coaching Training/Certification
 - ◆ Aboriginal Women and Leadership Initiative
 - ◆ Youth Leadership Initiative?
- Continue to explore funding and partnership opportunities
- Dissemination of success stories and findings



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Questions?

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