



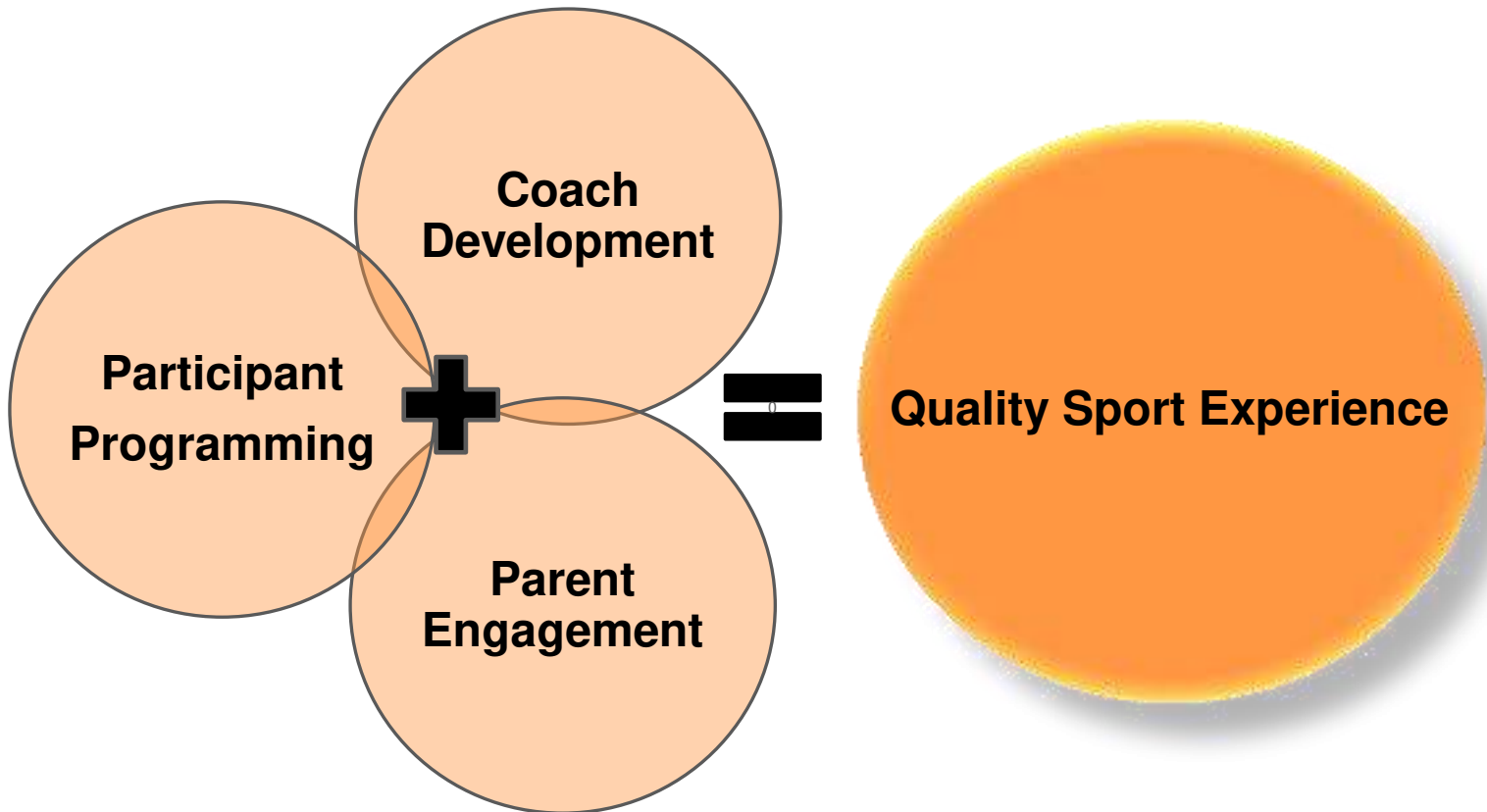
TRUE SPORT
lives here

A Parent Engagement Strategy

Working Together
Sport For Life 2018

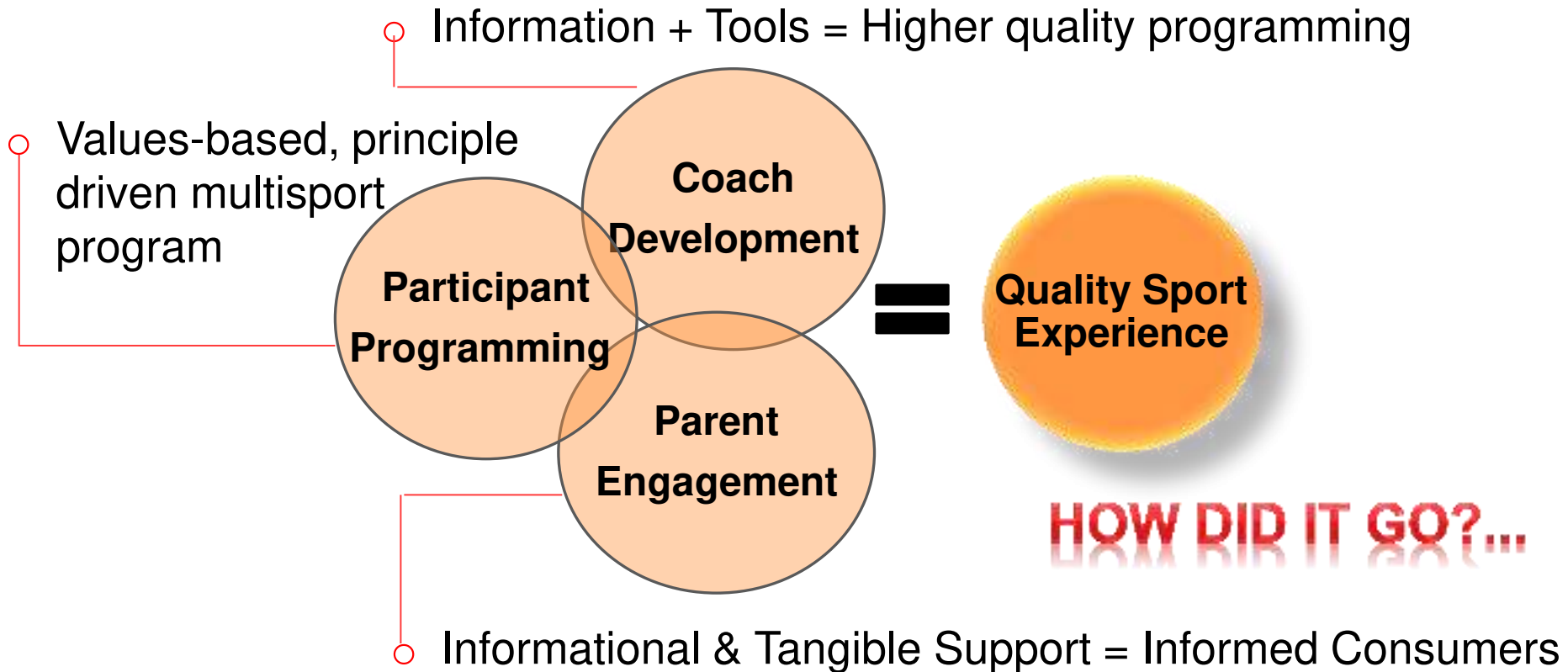
TRUEPLAY MULTISPORT PROGRAM

Connect three key stakeholders in a quality sport experience



TRUEPLAY MULTISPORT PROGRAM

Working with each stakeholder to create quality sport experiences



TRUEPLAY MULTISPORT PROGRAM

259

Participants

Values-based, principle-driven multisport programming delivered by qualified coaches from local community sport clubs



Try-It-On Programs

- 9 weeks, 7 sports
- 14 weeks, 5 sports

TRUEPlay in Schools

- 2 sessions, 4 sports
- Jk-Gr. 6

TRUEPLAY MULTISPORT PROGRAM

Participant Programming

- True Sport Principles as the rallying point for ethical literacy
- What does “go for it” look, feel & sound like?



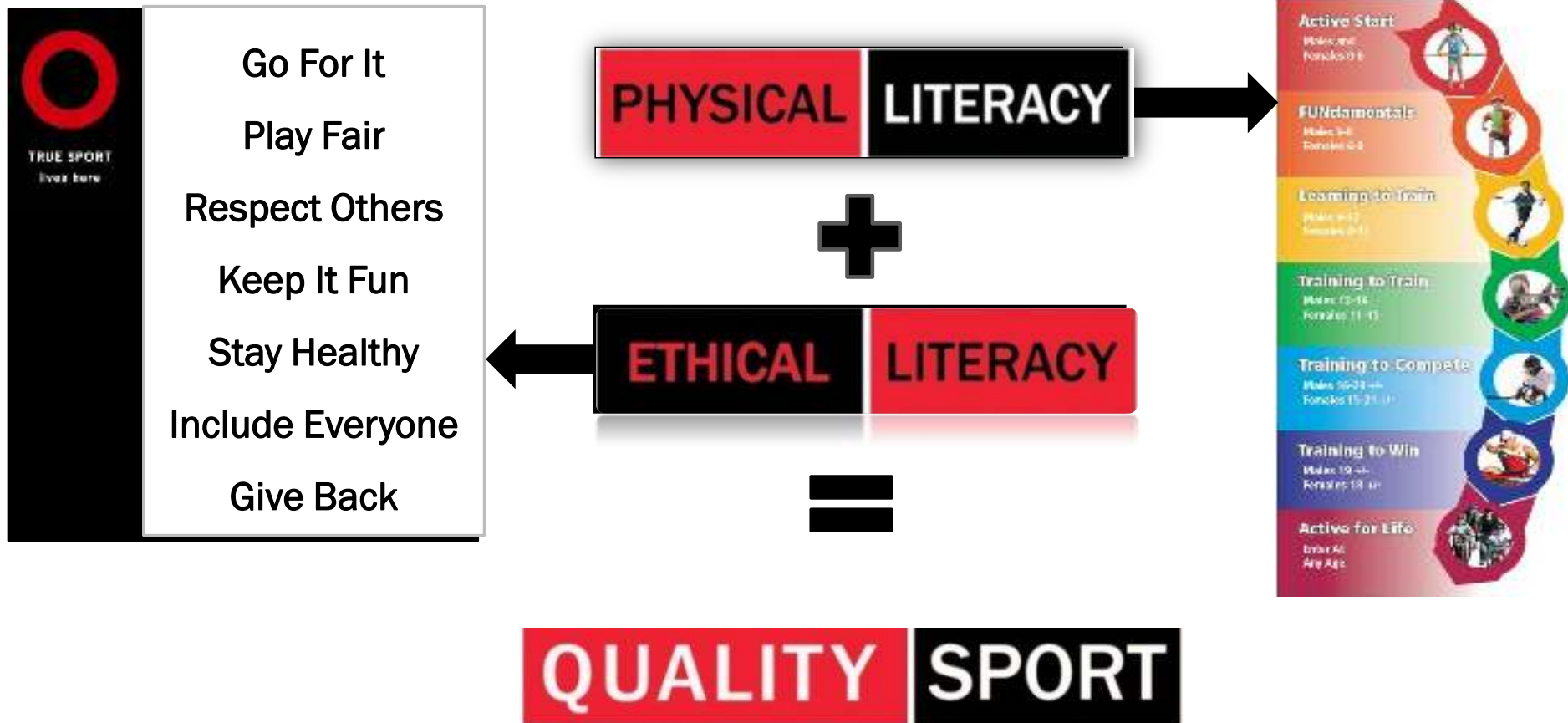
TRUEPLAY MULTISPORT PROGRAM

5 Workshops
63 Coaches

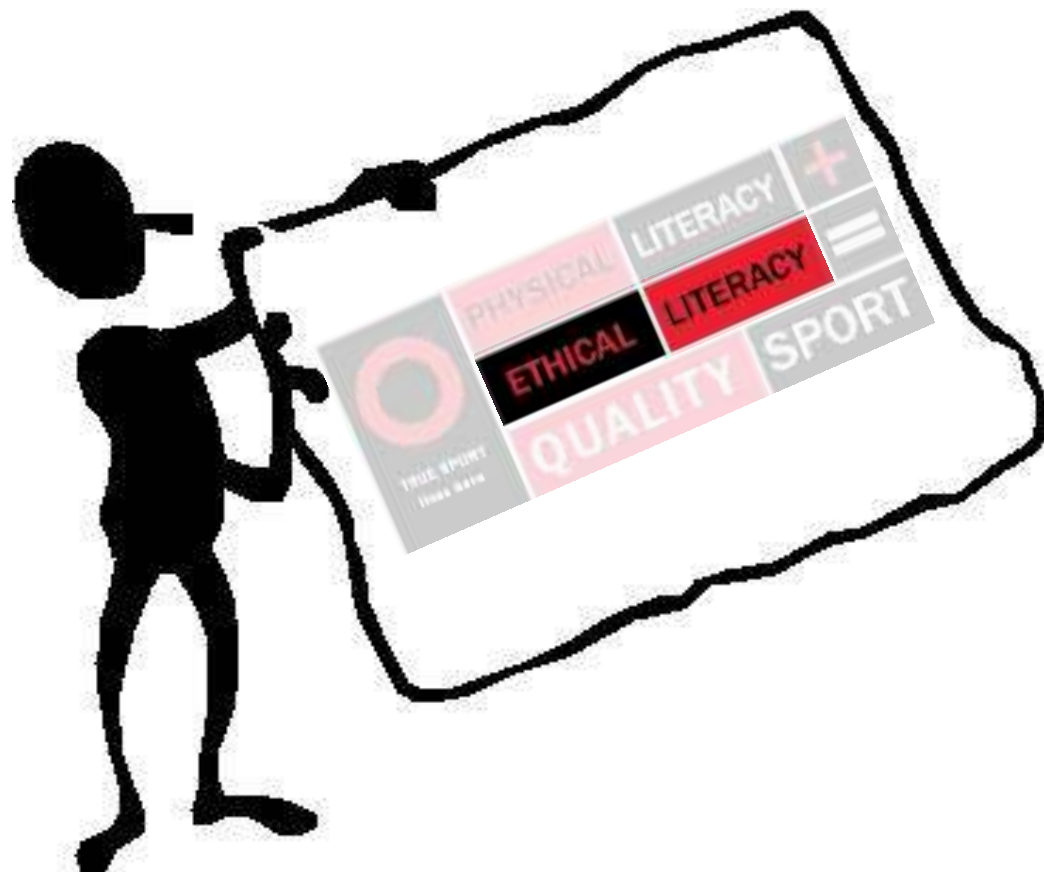
2017



Guiding Factors for Quality Sport



What is Ethical Literacy?



Ethical Literacy

- Reflect on intrinsic and extrinsic morals and values
- Consider outcomes and their impacts
- Make reasoned decisions that align with one's moral compass
- Take responsibility for one's actions

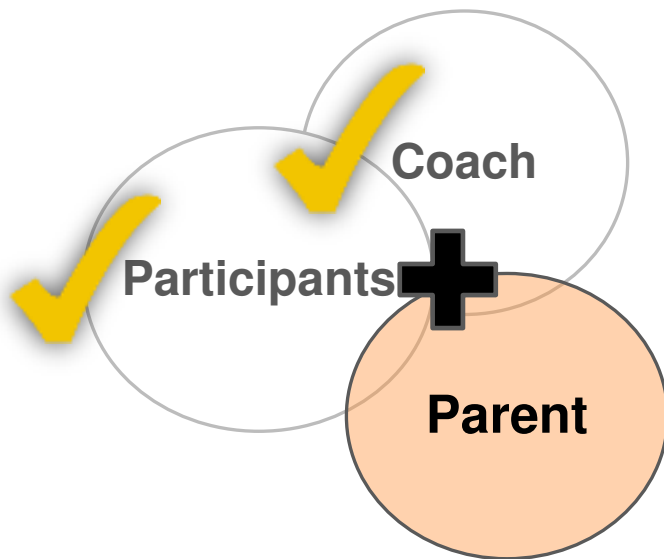
One is ethically literate when they understand and consistently apply their moral code

The consequences of Ethical Literacy

- Instilling character, building good people
- Strengthen communities
- Increase opportunities for excellence

Parent Engagement: The Climate

The current issue:



- Asking parents to dis-engage
- Not supporting or valuing their role in their child's development

The Critical Role of Parents

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PROVIDERS

INTERPRETERS

ROLE MODELS

Optimal parent involvement

- Essential for parents that their child is understood as an individual
- Begins with shared and communicated goals

Fredricks & Eccles, 2004

THE MISSING PIECE



TRUE SPORT PRINCIPLES

KEEP IT FUN
 Have fun! It's the most important part of being active. Play for the love of it.

RESPECT OTHERS
 Respect the rules, the officials, the other players and the referee. Be a good role model.

PLAY FAIR
 Play honestly and follow the rules. It's the way to have fun and stay healthy.

GO FOR IT
 Challenge yourself. Always try to be the best you can be. It's not about winning, it's about having fun.

INCLUDE EVERYONE
 Make sure everyone has a chance to play. It's about being active together.

GIVE BACK
 It's not just about playing, it's about giving back. Help others and be a good role model.

STAY HEALTHY
 Play is good for your health. It helps you stay active and healthy. It's about being active together.

THE RALLYING POINT

What parents should reasonably expect their child to get out of their sport experience

TRUEPLAY MULTISPORT PROGRAM

The Goals for Parent Engagement

- 1.** Develop a model that effectively supports parents in their role as providers, interpreters, and role models
- 2.** Develop practical tools to help future coaches facilitate positive parent engagement
- 3.** Gather feedback & make recommendations for future practice

TRUEPLAY MULTISPORT PROGRAM

Parent
Engagement

The Model

- Informational & tangible support for navigating their child's sport experience
- 15-minute discussions in tandem with participant programming
- Introduce key topics:
 - Physical literacy
 - Ethical literacy
 - Long-Term Athlete Development
 - Quality sport programs
 - In the community
 - At Schools
 - At home

True Sport Activity Calendar

- New tool; to promote, track and reward physical and ethical literacy with children and youth
- A strategy for parent-coach–participant engagement

Parent-Participant Postcards

- A tool for goal setting and guiding quality conversation between parent & child in the context of sport



Good sport often happens
on its own, naturally.
But all too often **it does not.**

- Be **INTENTIONAL** about good sport
- Use **TRUE SPORT** as a guide



Feedback and Evaluation

What resonated the most?

- What parents thought was the most important take-home message.

What are they going to do now?

- How will this new information change their approach to finding/choosing sports programming for their children?

What else do they need from sport?

- What kind of support do parents need, and from whom, as they pursue quality sport programming for their children.

What Resonated?

- Need to actively seek out a variety of sport experiences,
- The consequences of physical literacy & transferability of skills in and outside of sport, and

Has this affected their approach to sport?

- Pursue sports that have more flexible schedules,
- Look for True Sport and ask questions: what is the clubs focus?
Results vs. Values and principles?

Popular Questions

- How can I best encourage my son to try something new when he already feels he will not be able to keep up or compete against the other kids who specialize in that sport (at 6yrs old)?

Support from Sport

What parents need from sport to help make this happen

- Flexible sport schedules encouraging multisport clubs working together to limit overlapping seasons,
- Clubs that engage & support parents,

Recommendations for Sport Clubs & Organizations

- Encourage and support coaches to engage with and support parents with information



TRUE | SPORT
SPORT | PUR

Canadians Believe **Good Sport** Can Make a **Great** Difference

**Stop by our booth to learn more
about ethical literacy & sport!**

Thank you!



**RBC
Learn to Play
Project**



Agence de la santé
publique du Canada

Public Health
Agency of Canada



Sport for Life

