

Hockey Canada & Active for Life

***A "Top-down & Bottom-up" Partnership to Mobilize
Parents in Long-Term Player Development***

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About Active for Life

A privately funded initiative which purpose is to uplift sport in Canada

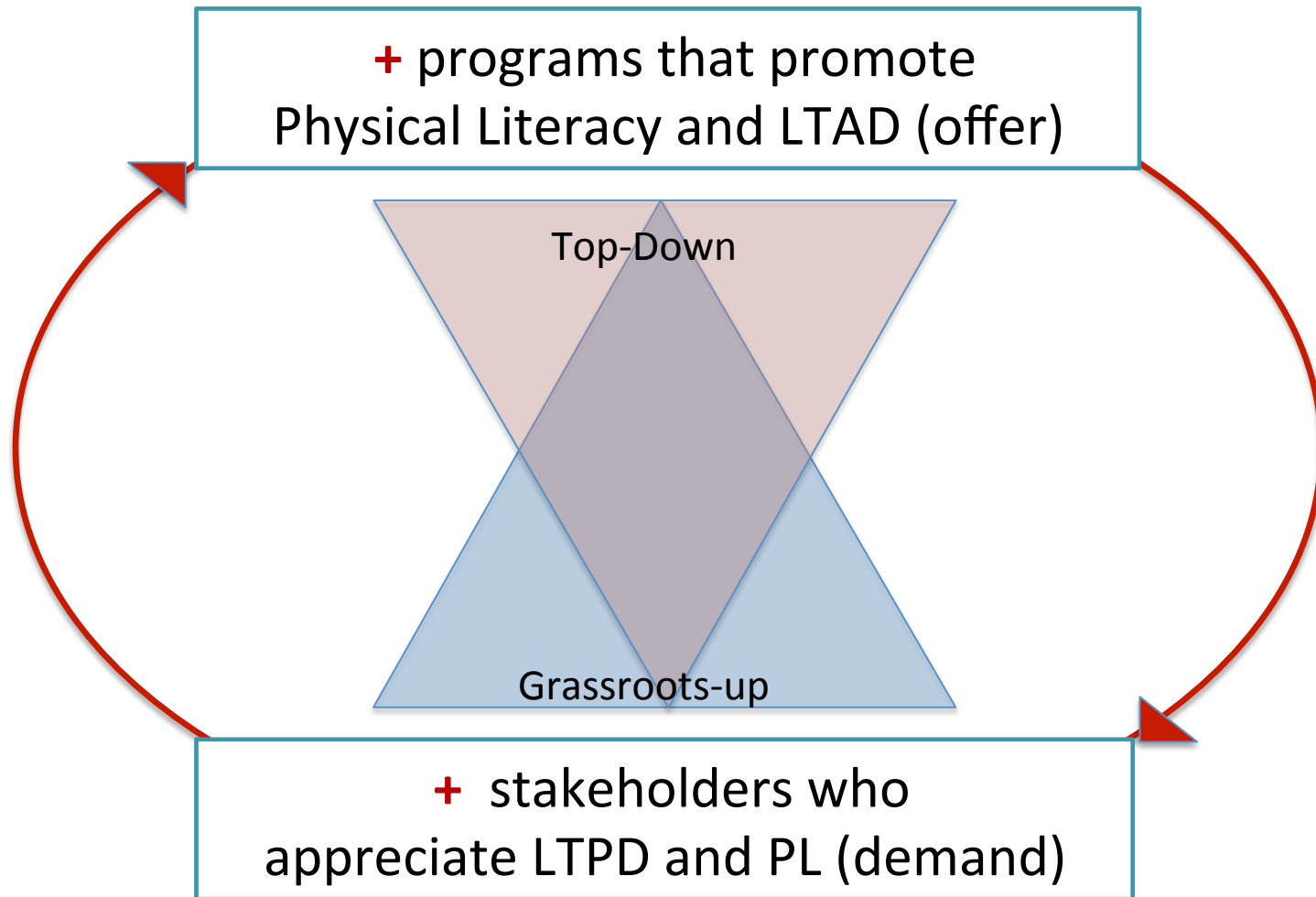


About Active for Life

Top-down & Grassroots up

- 1. Role models are great, but not enough... As Canada wins more medals, kids are less active and less involved in sport...***
- 2. Our already small pool of elite athletes is shrinking...***
- 3. This inactivity is making kids **sick**...***

About Active for Life



WHY GRASSROOTS-UP?

There is resistance to change within the hockey culture

But, who's resisting?

- *Parents*
- *Coaches (parents)*
- *Minor Hockey Associations (parents)*
- *Leagues (parents)*

About Hockey Canada

“Lead, develop and promote positive hockey experiences.”

- ***13 Branches***
- ***3500 minor hockey associations***
- ***634,892 participants (2013-14)***

TOP 5 REASONS WHY KIDS PLAY SPORT

- 1. *To have fun***
- 2. *To do something I'm good at***
- 3. *To improve my skills***
- 4. *To stay in shape***
- 5. *To get exercise***

Research Supported

A University of Michigan study asked boys and girls aged 10 to 12 why they played sports.

“Winning”

did not make the top 10 reasons.

Kids don't learn to move anymore...

We realized kids don't learn to move



What is Physical Literacy?

- ❖ ***Acquiring the skills and confidence to enjoy a variety of sports and physical activities***

PL = MVP performance

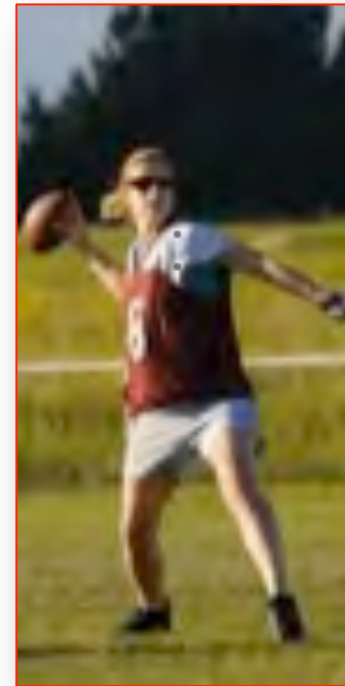


Why develop Physical Literacy?



***Physical literacy
is the gateway
to physical
activity!***

Defining Physical Literacy?



Skills + Confidence = Fun = Active for Life

Selling the “WHY” PL and LTPD matter

In late specialization sports:

- Early (single) sport specialization predicts an **early exit** from that same sport.
- Athletes participating in 3 different sports (e.g. sampling) across the ages of 11, 13, 15 were more likely to **compete at a national level** at the ages of 16-18 years.
- There is growing evidence about **the long term benefits** associated with sampling (multisport participation) until the age of 16-18 years: increased longevity in sport, superior psychological skill set, stronger intrinsic motivation and others).
- Physical Literate kids = **less mistakes** in sport
- And then there’s overuse stress **injuries...**

Why does it matter?

“Research shows that kids who play multiple sports have fewer injuries, and continue to play longer and at a higher level than children who specialize in a sport before puberty.”

Dr. Dwight Chapin
“How much hockey is too much hockey”
The Globe and Mail, Sept 16 2014

History of the relationship

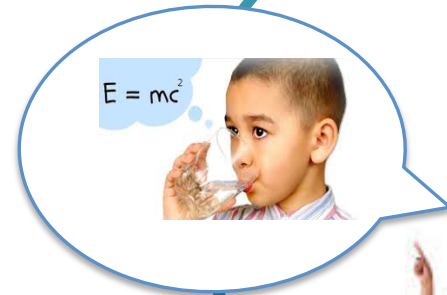
- *An NSO actively promoting LTAD from the “top-down”*
- *A considerably large and passionate target influence*
- *Resistance to change in hockey comes from parents, coaches (parents), associations (parents) and leagues (parents).*

What can be achieved?

- The Institute of Medicine determined that an adequate intake (AI) for men is roughly about 13 cups (3 liters) of total beverages a day. The AI for women is about 9 cups (2.2 liters) of total beverages a day.***



What can be achieved?



LTPD

What can be achieved?



Parents want their kids to be healthy, happy and successful... **SELL** them what they want!



Hockey Canada
Development Programs

*Long Term Player Development
Programming Framework*



www.HockeyCanada.ca

38 page document on hockey Canada web site...

How will we know?

- *Implementation of LTPD*
- *Parents demanding quality programs*
- *Coordination of hockey with other sports*
- *Spring hockey: a multi-sport experience*

How will we know?

BÂTIR UN ATHLÈTE

HOCKEY QUÉBEC
— 2009-2013 —
PROGRAMME EXCELLENCE

4 ORIENTATIONS

- ▶ Entraînement physique
- ▶ Gagner nos 1 vs 1
- ▶ Vitesse
 - Mains
 - Pieds
 - Décisions
- ▶ Compétiteur

HOCKEY CANADA
— 2014 —
PROGRAMME EXCELLENCE

4 PILIERS

- ▶ Préparation mentale
- ▶ Préparation physique
- ▶ Exécution technique et tactique
- ▶ Créer un environnement gagnant

PROGRAMME SPORT-ÉTUDES

- ▶ Collaboration des intervenants
- ▶ Planification annuelle
- ▶ Formation et soutien des entraîneurs sur les composantes de la performance

CONJUGUER SPORT ET ÉTUDES

PRÉPARATION PHYSIQUE

- ▶ Communication aux parents, aux organisations et aux entraîneurs
- ▶ Entraînement varié sur 12 mois
- ▶ Habiletés motrices de base

ÉVALUATION - TESTING

- ▶ Facilite l'intervention auprès des joueurs
- ▶ Collaboration avec Hockey Canada et LHJMQ
- ▶ Système qui permet un suivi à long terme du joueur

ORIENTATIONS
— 2014-2017 —
HOCKEY QUÉBEC

Structures Intégrées
Pee-Wee, Bantam, Midget
AA-AAA-Espoir

Collaboration

- ❖ ***Master Messenger Program***
- ❖ ***National TD Seminar***
- ❖ ***Alberta Hockey Summit***
- ❖ ***Branch AGMs and Fall Forums***



Collaboration



activeforlife.com/hockey



Kids who specialize too early often get the short end of the hockey stick

Studies show that the best way to ensure happy and successful sports-playing kids is to make sure they get to try multiple sports.

Early specialization leads to injury and burnout.



Hockey Canada's top 5 "off-ice" sports and activities to help goalies get better

To enable peak performance, hockey goalies are advised to develop a range of athletic abilities in other sports and

activities, including yoga, gymnastics, and racquet sports.

An innovative program approach . . .

❖ FUNdamental movements skills:

- ❖ Introduced through fun and games*
- ❖ Physical literacy assessment & programing*

❖ FUNdamental sport skills:

- ❖ Basic overall sport skills*
- ❖ Multiple sport experiences*

It's the
quiet majority
we must mobilize...

THANK YOU!

