



Giving kids a sporting chance.

# Sport As A Tool For Social Change

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Canadian Tire Jumpstart Charities

2017 Sport For Life Summit



# MAGNITUDE OF THE PROBLEM

1 in 5

children are living in poverty

1 in 5

have considered committing suicide

1 in 4

are obese or overweight

Source: Children First Canada

There are **3X** more **First Nations** children in child welfare today than during the height of residential schools

# BENEFITS OF SPORT

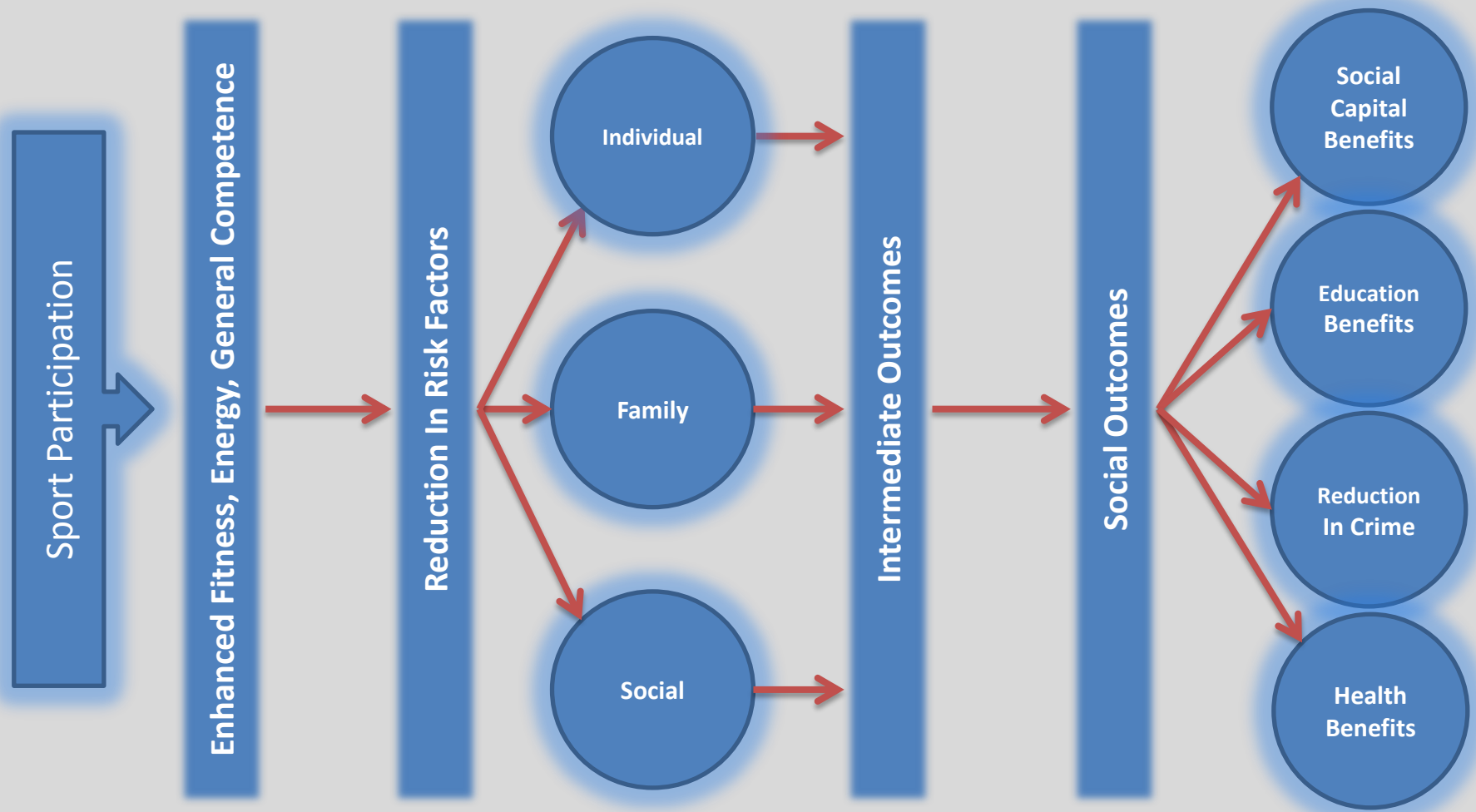
**Canadian Sport Policy (2012):** Sets a goal for 2022 to have “...a dynamic and innovative culture that promotes and celebrates participation and excellence in sport.” Regarding recreational sport, it states that Canadians should “*have the opportunity to participate in sport for fun, health, social interaction and relaxation.*”

**Access & Opportunities for Sport Participation has an impact on:**

- ✓ Health
- ✓ Recreation
- ✓ Sport
- ✓ Education
- ✓ Workplace



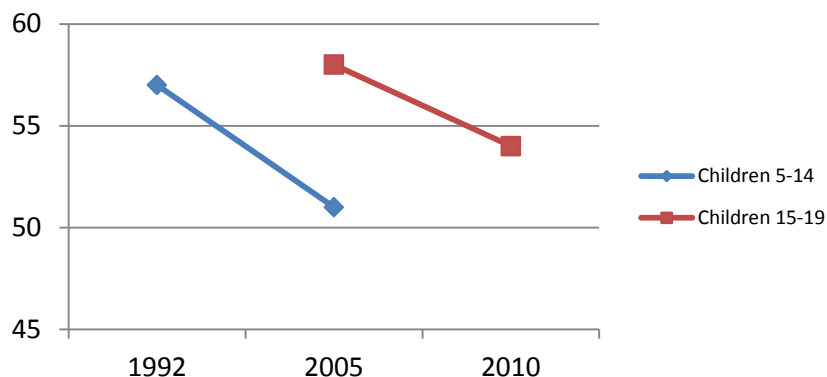
**The goal of Canada's *Sport for Life* Model is successful aging!**



# GENERAL TRENDS IN SPORT PARTICIPATION



## Declining Overall Participation Rates



## Top Children's Sports

- Top three sports account for 70%+ participation:
  - Soccer (25%)
  - Swimming (24%)
  - Ice hockey (22%)

## Cultural Shift

### Cultural Differences:

- Sport participation rates of English-speaking Canadians has remained stable
- Participation rates of French-speaking Canadians, Canadians in the “other” category and those reporting multiple mother tongues have been in decline

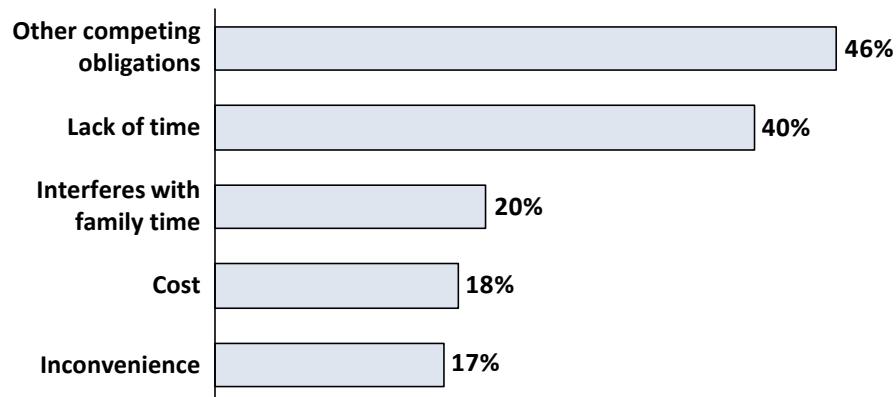
### Socio-demographic Differences:

- Less than 10% of individuals with a household income of under \$20K per year participate in sports
- 63% of children with disabilities (aged 5-14) participate in sports and physical activities → lots of programs to keep them active at a young age
- In contrast, 3% of persons with disabilities over the age of 15 participate regularly

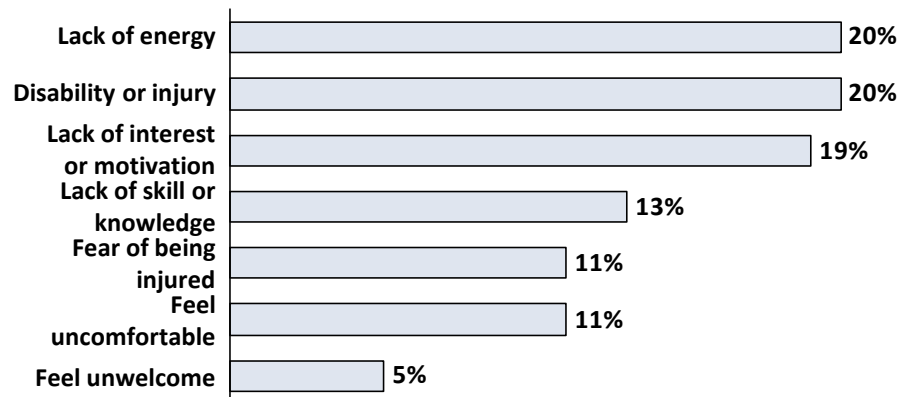
# BARRIERS TO SPORT PARTICIPATION IN CANADA



## Time and Cost-Related Barriers



## Personal Barriers



### Girls/Young Women

- Lower participation rates than boys (45% v. 56%), gap widens at 14-18 years old
- Social environment greater motivator than winning
- Feeling self-conscious
- Lack of role models
- Gender discrimination
- Inability of coaches to identify with the feminine experience

### Persons With Disabilities

- Lack of accessible facilities & available programs
- Lack of information regarding sport programs that do exist
- Increased costs for specialized equipment & transportation
- Lack of coaches & support staff to help train persons with disabilities

### Indigenous Youth

- Lack of financial resources
- Poor transportation options and equipment conditions
- Shortage of cultural and diverse programming
- Cultural and intrapersonal constraints

#### Sources:

Barriers to Sport Participation in Canada, Canadian Fitness & Lifestyle Research Institute, 2006-07 Physical Activity Monitor

In Her Voice, An Exploration of Young Women's Sport and Physical Activity Experiences. Canadian Association for the Advancement of Women in Sport, March 2009

Playing Together – New Citizens, Sports & Belonging. ICC Insights, July 2014.

Barriers to Physical Activity For Aboriginal Youth: Implications For Community Health, Policy and Culture. Pimatisiwin: A Journal of Aboriginal & Indigenous Community Health; 10 (1) 2012

# A COMMUNITY-FOCUSED ECOSYSTEM: National Scope & Hyper-Local Focus



Retail  
Network &  
Corporate  
Partners

2000+  
Community  
Partners



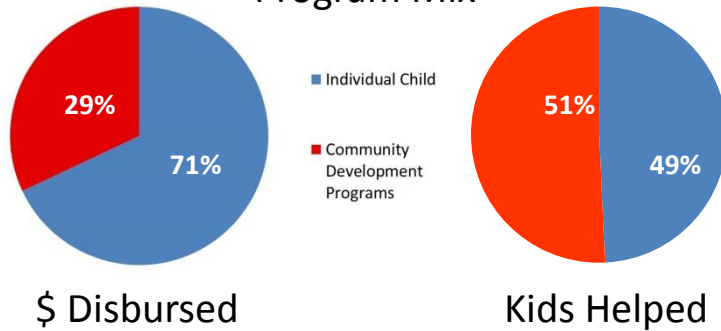
Government  
Partners



# HOW JUMPSTART MAKES AN IMPACT



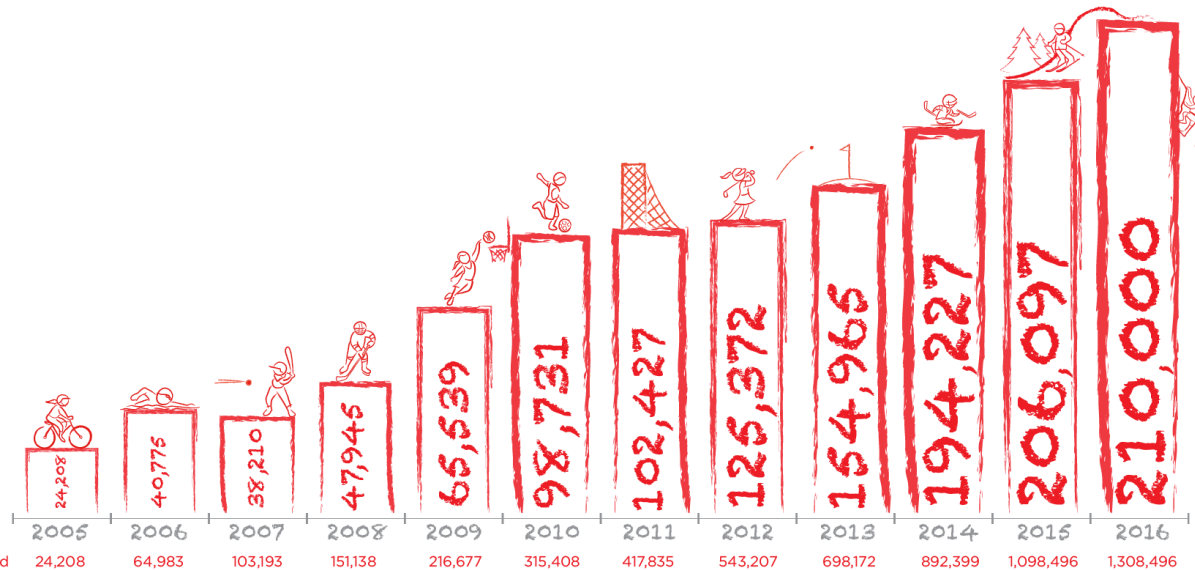
## Program Mix



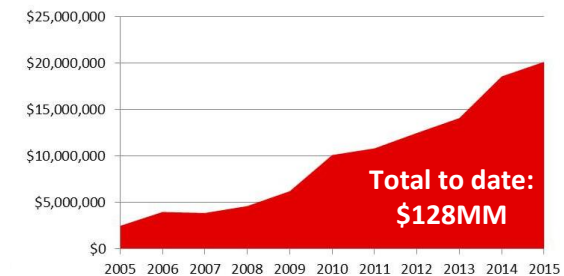
## Gender Breakdown

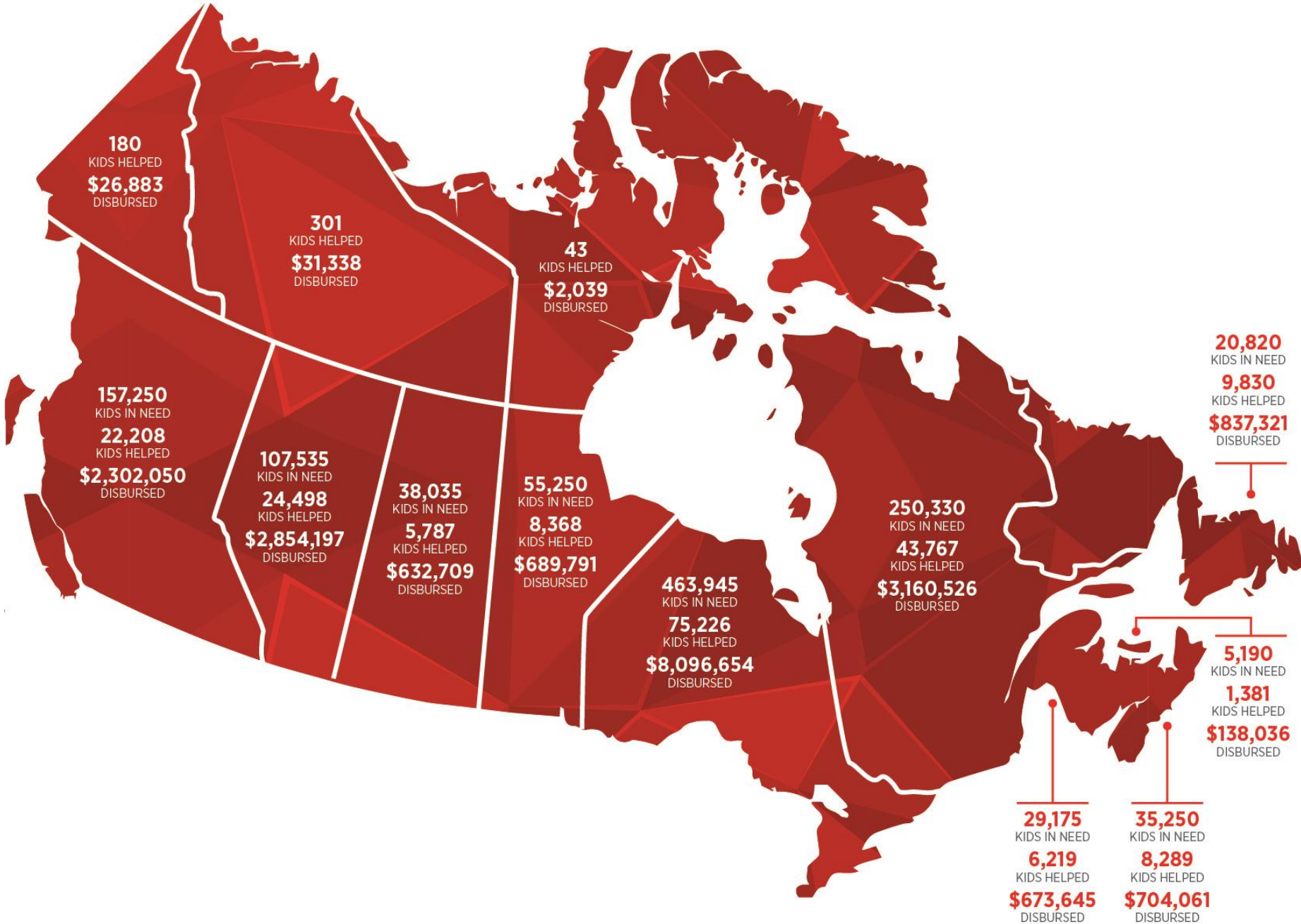


## 70+ Activities



## Disbursements





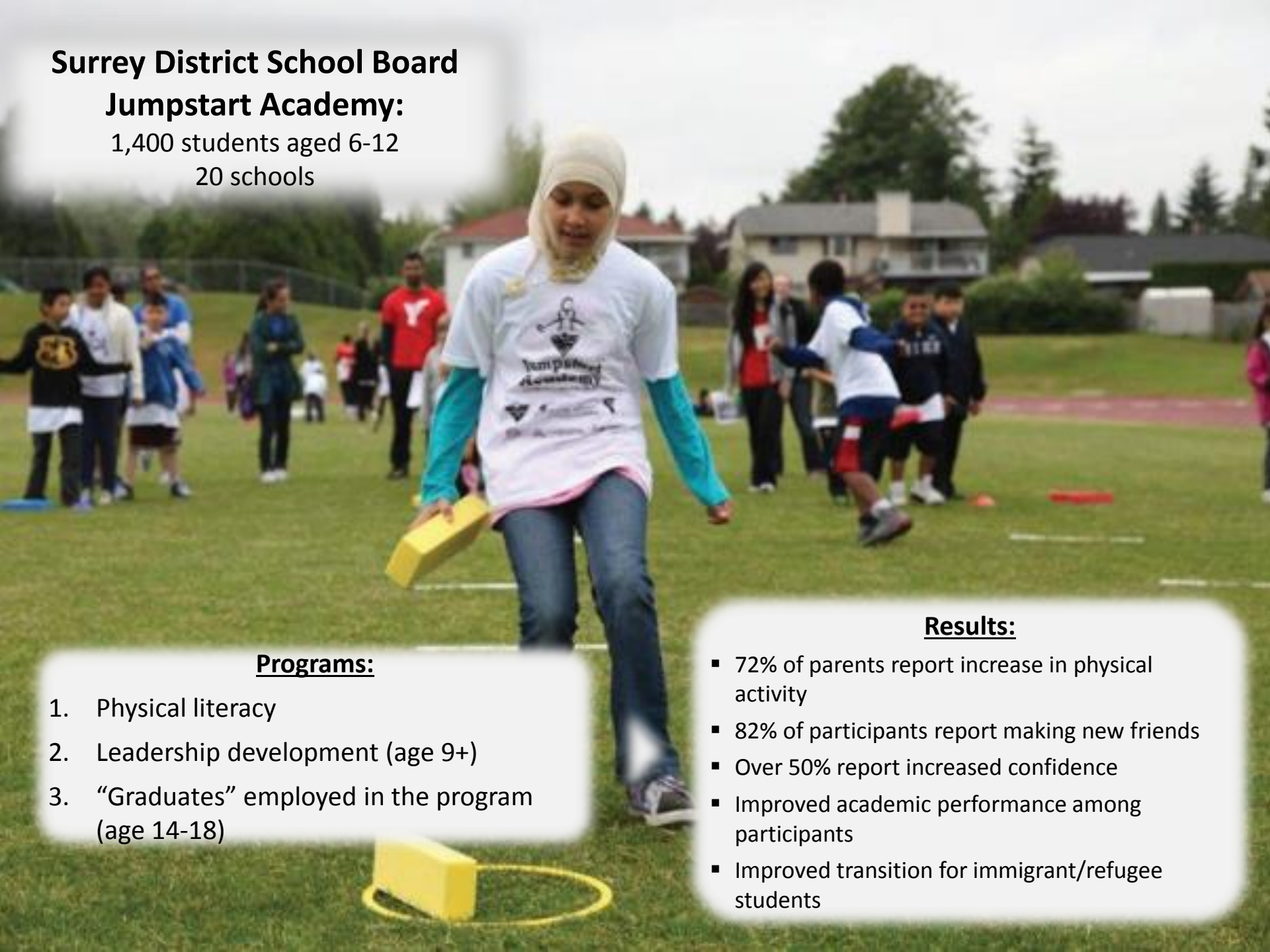
## A collection of sports and safety gear is displayed against a blue wall. Four red jerseys with white stripes and the 'Jumpstart Bon départ' logo are hanging. In the center is a tan firefighter's jacket with reflective yellow stripes and a yellow helmet. To the right is a red hockey helmet. Various gloves and skis are on the floor.

# Surrey District School Board

## Jumpstart Academy:

1,400 students aged 6-12

20 schools



### Programs:

1. Physical literacy
2. Leadership development (age 9+)
3. “Graduates” employed in the program (age 14-18)

### Results:

- 72% of parents report increase in physical activity
- 82% of participants report making new friends
- Over 50% report increased confidence
- Improved academic performance among participants
- Improved transition for immigrant/refugee students

# Keewatin Patricia District School Board Hockey Skills Academy:

800 students aged 6-12

20 schools



## Program Structure:

- Replaces physical education
- Time on ice depends on:
  - Attendance
  - Classroom participation
  - Classroom behaviour

## Results:

- 25% increase in school attendance
- Improved teacher-student relationships
- Increase in graduation rates
- Improved resiliency

# Service de Police de la Ville de Montréal

1503 students aged 6-17

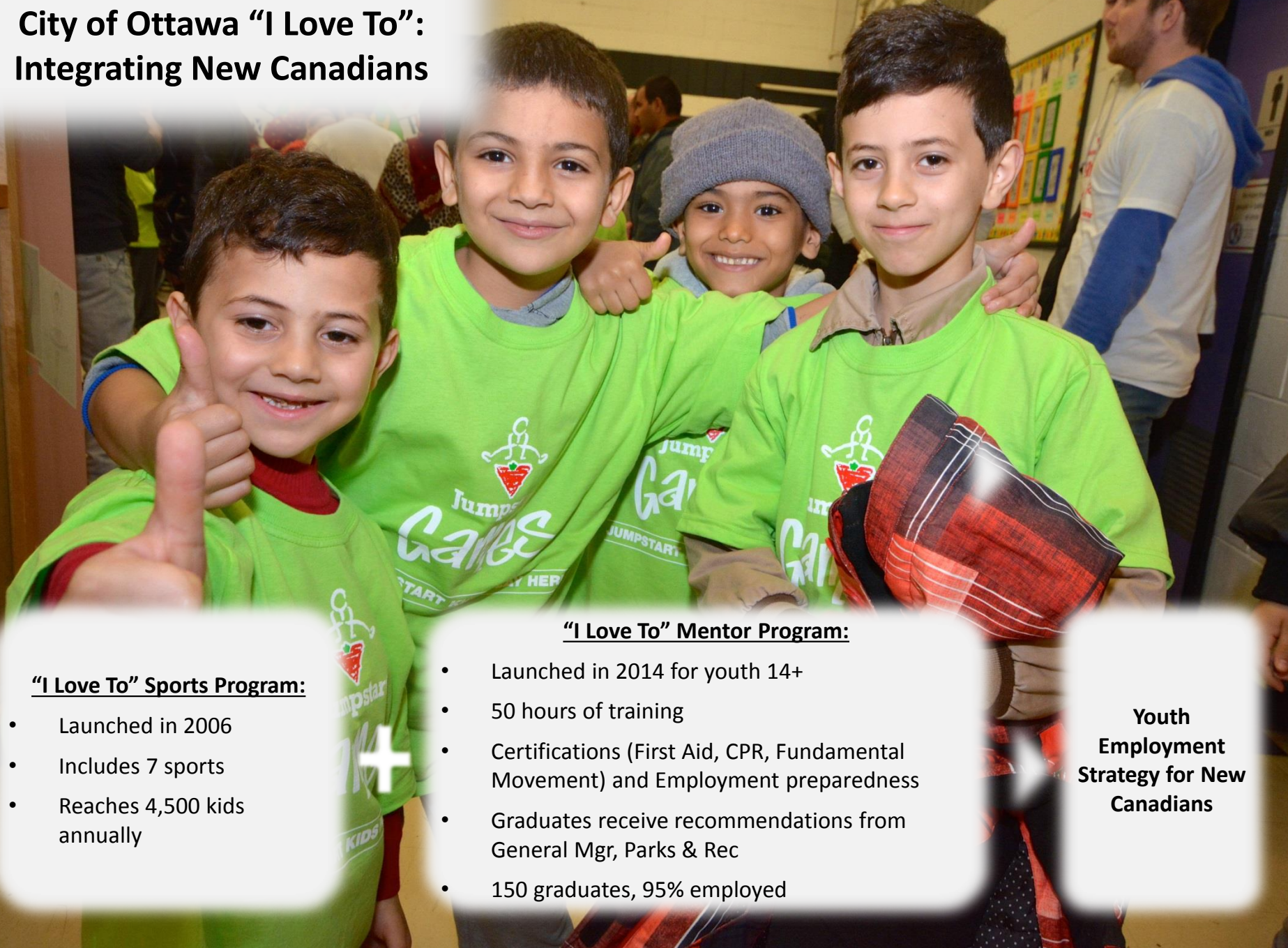
## Program Structure:

- Kickboxing program (high school)
  - Participation depends on school attendance and signed commitment to program
- Recreational soccer program (junior school)

## Results:

- Decreased gang participation
- Decrease in high risk anti-social behaviours
- Decrease in negative interactions with police

# City of Ottawa “I Love To”: Integrating New Canadians



## “I Love To” Sports Program:

- Launched in 2006
- Includes 7 sports
- Reaches 4,500 kids annually

## “I Love To” Mentor Program:

- Launched in 2014 for youth 14+
- 50 hours of training
- Certifications (First Aid, CPR, Fundamental Movement) and Employment preparedness
- Graduates receive recommendations from General Mgr, Parks & Rec
- 150 graduates, 95% employed

**Youth  
Employment  
Strategy for New  
Canadians**

