

Coaches Adoption and Implementation of Sport Canada's LTAD Model



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Context



- Integration of Balyi and Way's LTAD in the Canadian Sport Policy in 2005
- More than 70 Canadian sport federations adapted LTAD to the reality of their sport and their athletes
- LTAD can be considered as a social innovation:
 - «A social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions.»
 - Center for Social Innovation, Stanford University

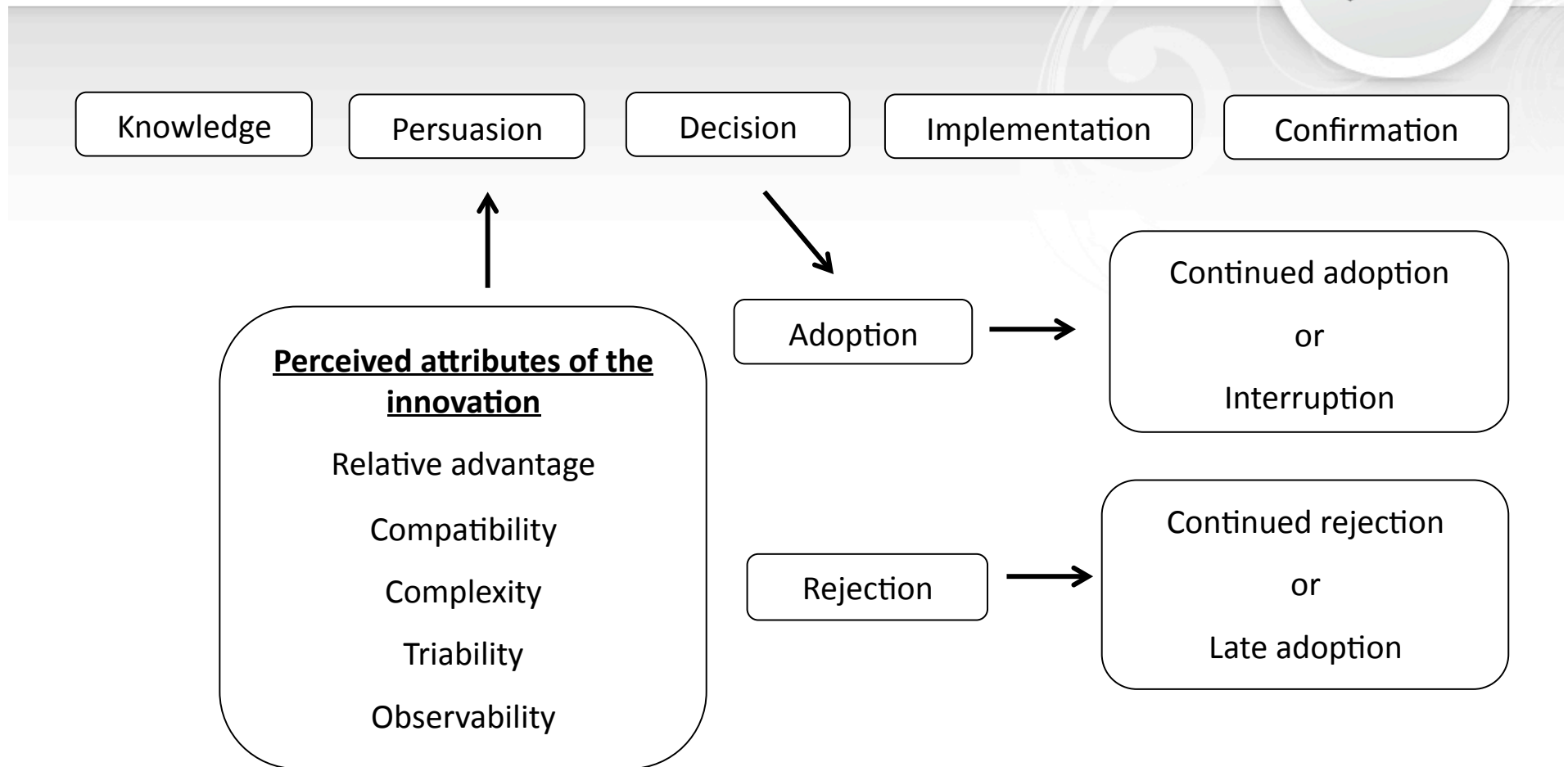
Coaches and LTAD



- Coaches can be considered as the principal stakeholder in the implementation of LTAD.
- How do they adopt it (do they?)
- How coaches implement LTAD in their coaching practice (do they?)

Theoretical framework

Rogers' (2003) Diffusion of Innovations



Rogers' (2003) innovation-decision process

Project in 2 parts:



1) Qualitative analysis of the adoption and implementation of LTAD.

2) Questionnaire survey (~450 Canadian coaches) to identify determinants of LTAD adoption by coaches.

Characteristics of Research Participants in Adoption and Implementation Studies.

	Adoption study	Implementation study
Sex	9 men; 5 women	8 men; 2 women
Age (years)	40.6 \pm 15.5; 19-65	46.8 \pm 4.9; 38-55
Sports	1 gymnastics and figure skating; 2 track & field, baseball & XC skiing; 3 soccer & triathlon	5 soccer; 4 XC skiing; 2 rugby; 1 gymnastics , trampoline, baseball, ice hockey & wrestling
Experience	16.1 \pm 8.7; 6-40	18.1 \pm 14.8; 3-40
NCCP level	N1 (2); N2 (2); N3 (9); N4 (1)	N1 (2); N2 (3); N3 (4); N5 (1)
Knowledge of LTAD	Low 3; Average 3; Very good 8	Average 2; Good 5; Very good 5

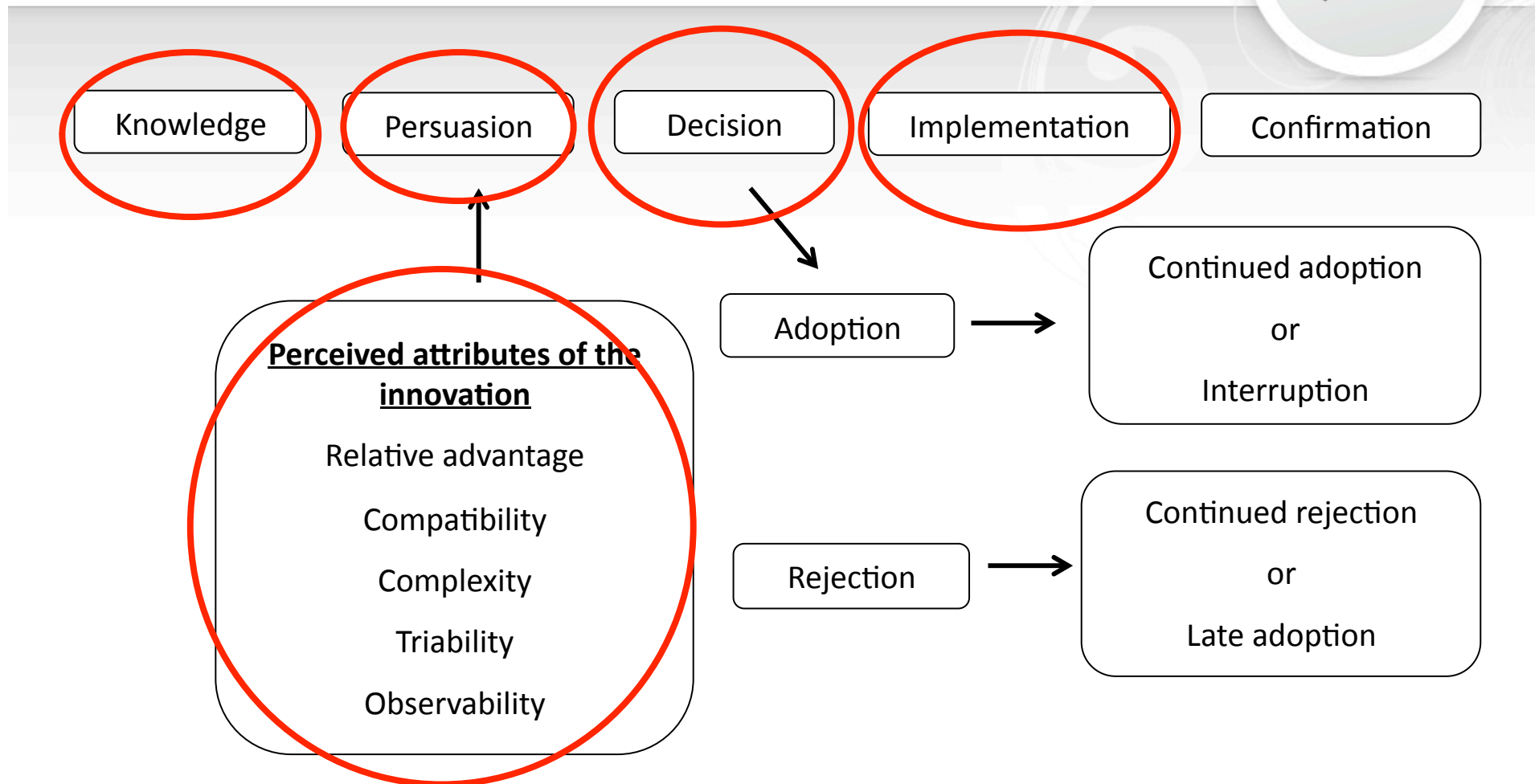
Key findings for adoption



- Coaches adhere to the vision and general principles of LTAD,
- The main barrier to adoption is the perception of a "lag between the LTAD (long-term vision) and the financing in the sport system (short-term view)."

Theoretical framework

Rogers' (2003) Diffusion of Innovations



Rogers' (2003) innovation-decision process

Decision-Making Process for LTAD Adoption:

Role of knowledge



Barriers to adoption	Decision process	Factors favoring adoption
<ul style="list-style-type: none">• Lack of LTAD knowledge and education• Importance of continuing to discuss it even after training	KNOWLEDGE	<ul style="list-style-type: none">• Knowing is necessary• Prior training is favorable• Perception of low complexity and of being easily accessible

Decision-Making Process for LTAD Adoption:

Role of perceived advantages and compatibility.



Barriers to adoption	Decision process	Factors favoring adoption
<ul style="list-style-type: none">• Sports culture and organizational structure of some sports• Coaches and parents who want to win at all costs• Trends that goes against long-term vision	<p>PERSUASION</p> <p><i>Perceived advantages and compatibility</i></p>	<ul style="list-style-type: none">• Respect and pleasure for youth• Long-term vision• Helps to take a fresh look• Validation that what they do is appropriate• Gives structural and planning assistance• Common language and vision

Decision-Making Process for LTAD Adoption:

Role of trialability and observability.



Barriers to adoption	Decision process	Factors favoring adoption
<ul style="list-style-type: none">• Need for education of new coaches and parents• Need to better understand the general principles of LTAD, associated science and coaching	<p>DECISION</p> <p><i>Trialability and observability (expected)</i></p>	<ul style="list-style-type: none">• 12/14 already tried it and had a positive experience• Helps to take a fresh look• Saw a positive impact on youth and their participation in sport• Saw a positive impact on the development of coaches and their sport

Decision-Making Process for LTAD Adoption:

Role of complexity.



Barriers to adoption	Decision process	Factors favoring adoption
<ul style="list-style-type: none">• LTAD integration in daily practice• Need for additional education and tools• Raises several questions• Emphasis on results and competition works against LTAD	IMPLEMENTATION <i>Complexity</i>	<ul style="list-style-type: none">• Logical and easy to understand if prior education received

Main results for the implementation:

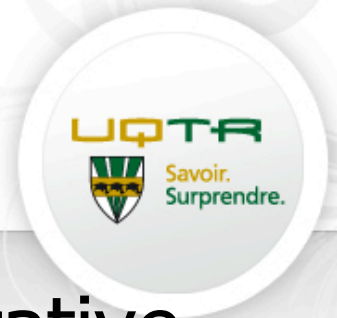


Two trends in the implementation:

1) Coaches who use only the information related to the stages of development of their athletes:

- Barriers:
 - lack of information about the other stages,
 - lack of understanding of the other stages,
 - and difficult to identify the stages of development

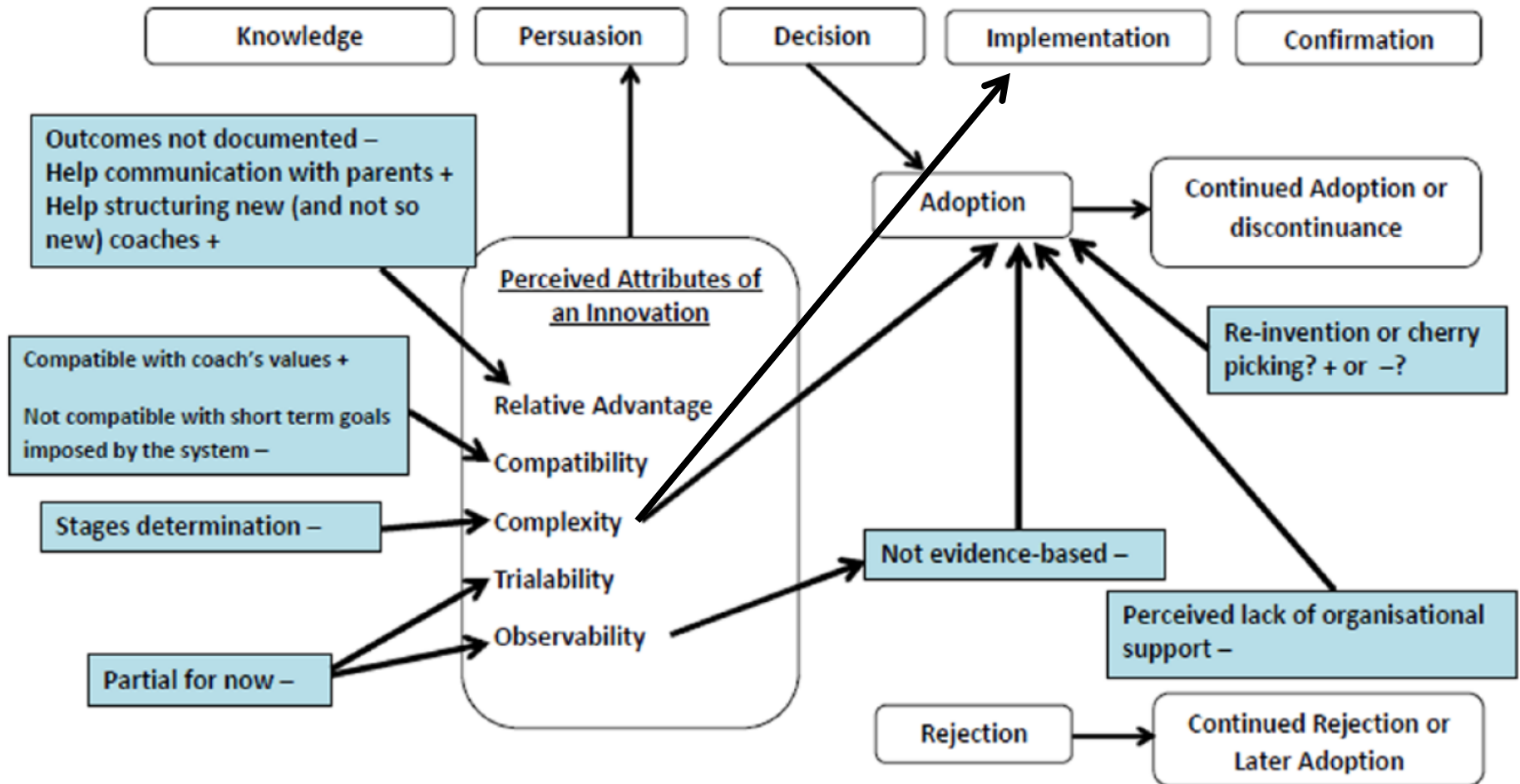
Implementation (suite)



2) Coaches who use LTAD as an integrative view of the development of their athletes:

- Barriers:
 - lack of support for implementation
 - lack of evidence-based research;
 - LTAD complexity when viewed as a whole;
 - difficulty of involving other sport's stakeholders.

Finding integrated in the Rogers' model



Potential solutions?



Thanks for your attention.

