

Winnipeg Community Sport Policy
Coordinating Committee

Working Together: The Partners' Perspective on CS4L and the Winnipeg Community Sport Policy

January 29, 2015



Winnipeg Community Sport Policy Coordinating Committee

Who are we:

Community Services, City of Winnipeg: Gary Swanson

General Council of Winnipeg Community Centres: Daria Jorquera-Palmer and Steve Bemrose (via video)

Sport Manitoba: Amanda Daurie

Winnipeg Community Sport Alliance: Phil Hepner

Manitoba Physical Education Supervisors Association: Luc Therrien

Winnipeg Regional Health Authority: Kristine Hayward

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Agenda

- A quick history of how we have gotten to this point.
- We play our Active Start video.
- Why does each partner continue to support the WCSP?
- Each partner will to speak to the changes happening within the organization using the CS4L?
- As partners where do we are fit in the delivery of sport, recreation and active living?
- What we have learned.
- Questions?

Why did the Partners come together (consensus)?

- In Winnipeg, there is recognition of inequities in access to organized sport.
- The Winnipeg sport delivery system is complex with a multitude of organizations involved in programs.
- Roles in sport delivery for different organizations are blurred.

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Fall 2008

- The status of existing City of Winnipeg Sport Policy established in 1983 was determined to no longer reflected current reality of sport delivery in Winnipeg.
- It was concluded that a new Winnipeg Community Sport Policy should be created.

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After months of initial dialogue:

- Winnipeg sport partners and stakeholder organizations agreed to a **framework** for a focused but broad consultation process to guide the development and writing of a policy for the future direction of sport delivery in Winnipeg.
- We agreed to a four stage process.

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Stage One

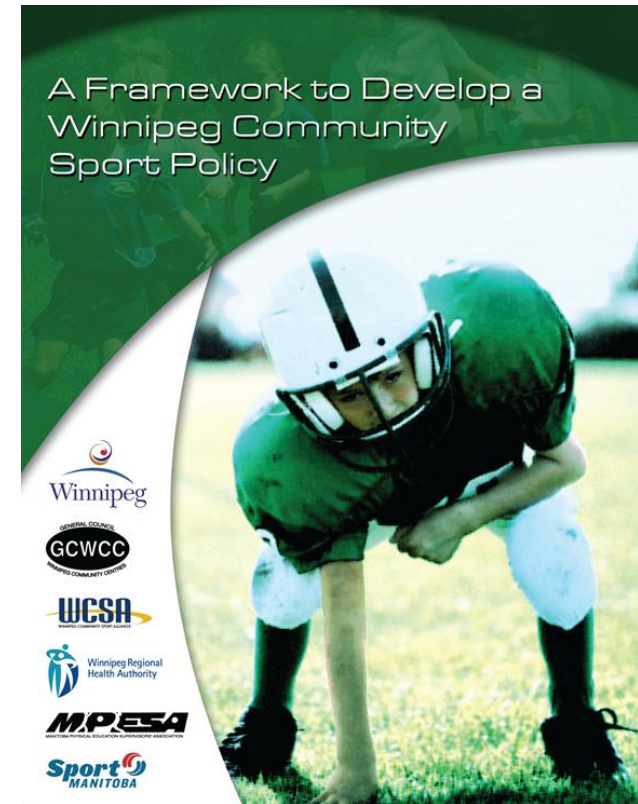
The partners committed to the time to extensively dialogue about Sport in Winnipeg.



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Through the discussions, we then came to agreement on a definition for sport, eight guiding principles, six areas of emphasis!

At this point, it was very apparent we were also talking about recreation, active living and the wellness of our citizens.



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Stage Two

We held a wide ranging community consultation process which engaged the members, partner organizations and other constituents of the sport partners and stakeholders in twenty-six facilitated meetings!



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Stage Three

Was the writing of the policy represented and endorsed by the partners.



Winnipeg City Council passed the Policy unanimously on November 14, 2012.

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Stage Four

Is the
implementation of
the Winnipeg
Community Sport
Policy!



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The development of the policy was unique in Winnipeg. The six partners drafted the policy in its entirety. Not one word was changed and it was accepted unanimously by our City Council.

The accountability for the policy outcomes has been built upon our partnership!



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Community Connections Active Start Video



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1. Why has each partner supported this sport and active living initiative, then and now.



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City of Winnipeg:

Starts with a 2003 study done in one of our downtown neighbourhoods (Spence) on recreation and leisure opportunities. An outcome was the total lack of organized sport opportunities in this neighbourhood for children and youth!

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City of Winnipeg:

2004 – with several partners we try a pilot program to provide soccer in the downtown and North End areas of Winnipeg to attempt to address the lack of sport.



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City of Winnipeg:

Spring of 2008 (déjà vu); we try again but with long term resourcing implementing a program called “SPIN” or Sport Programs in Inner-City Neighbourhoods.



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City of Winnipeg:

- Our partners challenge us for a more far reaching dialogue on Sport.
- We agree and we meet with individual partners.
- We put a draft policy together which is rejected but we all agree to start meeting about sport!

General Council of Winnipeg Community Centres:

- Video

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Sport Manitoba:

- The primary focus is the development of athletes, coaches, officials and volunteers.
- Implements the policy directives of the Province of Manitoba in concert with the [Canadian Sport Policy](#) and [Manitoba Action Plan for Sport](#) (MAPS).

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Sport Manitoba:

- Recognize the importance of collaborating to establish a shared strategy for developing, promoting and delivering sport.
- The WCSP supports the goals and vision of Sport Manitoba and the policies that we endorse.

Winnipeg Community Sport Alliance:

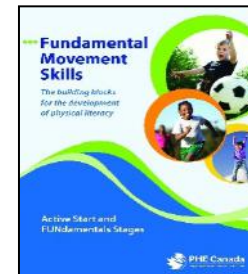
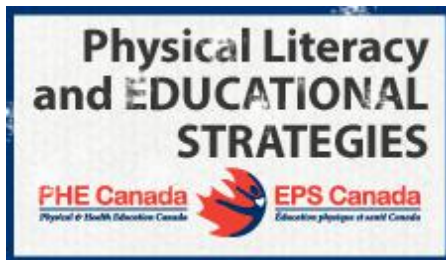
- Since we recognize the importance of collaborating to establish a shared strategy for sport in Winnipeg it was a natural fit for us to provide input of the challenges and concerns from all Sport Organizations in the developing of the Sport Policy.

Manitoba Physical Education Supervisors' Association:

- Manitoba school physical education programs focus on Physical Literacy.
 - Aligns well with the CS4L concept.
 - Manitoba curriculum is based on the development of the fundamental movement skills.

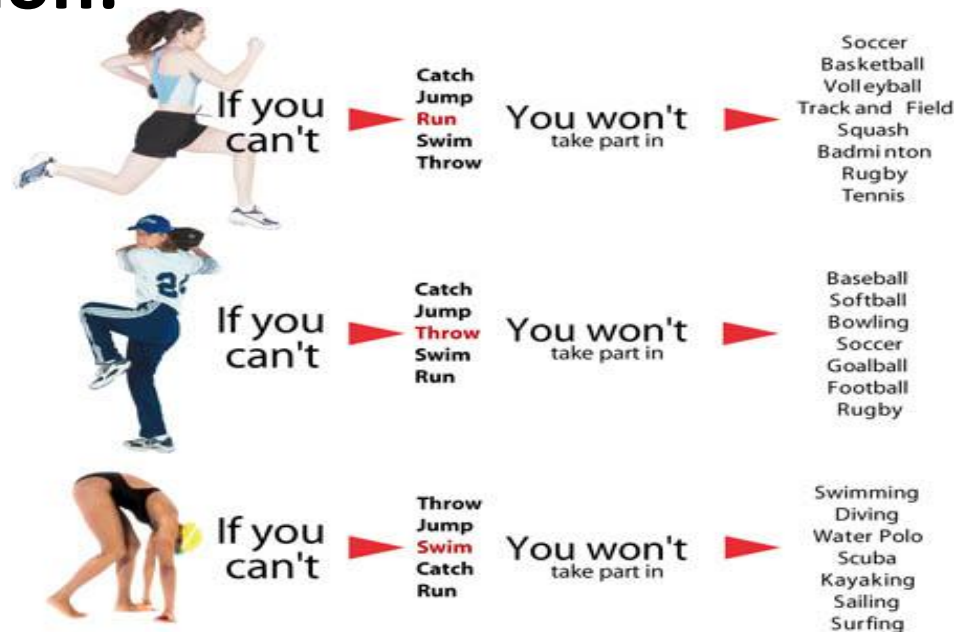
Manitoba Physical Education Supervisors' Association:

“Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person.”



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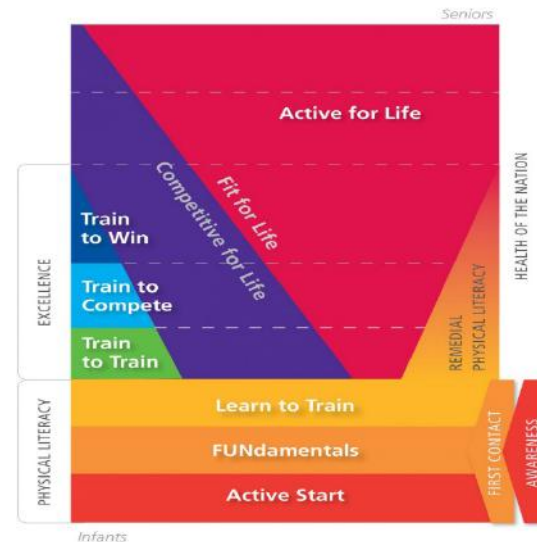
Manitoba Physical Education Supervisors' Association:



From PHE Canada

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Manitoba Physical Education Supervisors' Association:



Winnipeg Regional Health Authority:

- Vision: “Healthy People, Vibrant Communities, Care for All”.
- Population and Public Health.
- Goal: Improve the health of the population within the Winnipeg Health Region and promote health equity.

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2. How CS4L is changing our organizations and our program delivery.



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Winnipeg Regional Health Authority:

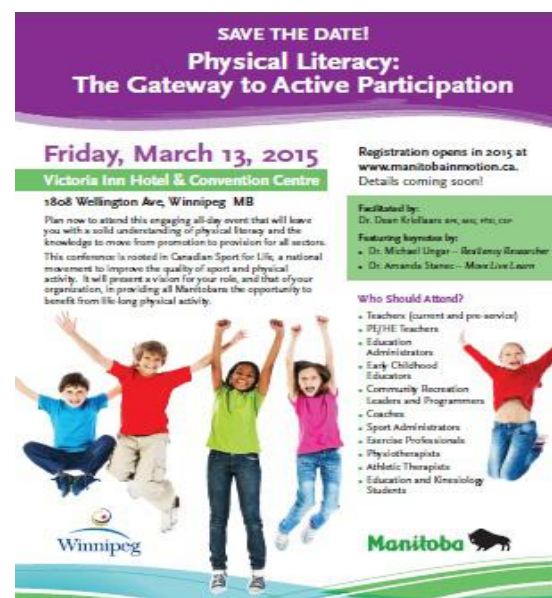


Manitoba Physical Education Supervisors' Association:

- Physical Literacy has become a prime focus of school based programming.
 - Professional development opportunities focus on physical literacy.
 - Sound pedagogy is being used to teach physical literacy.

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Manitoba Physical Education Supervisors' Association:



Winnipeg Community Sport Alliance:

We want to help start the dialogue to assist sports in
Winnipeg to imbed the LTAD and CS4L model.

Sport Manitoba:

- Evaluating programs services to align them with CS4L.
- Starting Point = New Provincial Sport Organization (PSO) Funding Model.

Sport Manitoba:

- The Integrated Funding Framework (IFF) focuses on a four year program plan that encourages and supports the CS4L-LTAD principles and alignment.
- The IFF incorporates the CS4L principles and stages to help define where athlete development programs fit along the Performance Pathway.

Performance Pathway & Canadian Sport For life



Canadian Sport For Life Stages *Playground to Podium*

Active Start

FUNDamentals

Learn to Train

Train to Train

Train to Compete

Active for Life

Train to Win



General Council of Winnipeg Community Centres:

- Video

City of Winnipeg:

Operationalizing the WCSP?

Outlining the steps needed to fully implement the Sport Policy into City of Winnipeg programs and Services.

City of Winnipeg:

We are planning to deliver a “How does everything fit together” workshop to all our senior programmers this spring.

We have linked the Community Development and Recreation Services strategic plans and the Winnipeg Community Sport Policy (WCSP).

Note the WCSP is the only political mandate we have to provide programming.



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City of Winnipeg:

Implementing the CS4L Seven Stages of development into our Leisure Guide programming.



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City of Winnipeg:

Internal = High Five Training, Active Start Physical Literacy Training, Leisure Guide alignment, Sport Club at Norquay, SPIN Sport Clubs at BNC, Burton Cummings CC ...



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3. Where do we see ourselves fitting in
Winnipeg's sport and active living program
delivery?



City of Winnipeg:

Short term future for City of Winnipeg in implementing the WCSP.

Work with the Internal Recreation Leadership Committee to strengthen the foundation for frontline leaders in the area of movement development (Physical Literacy) to provide more opportunities for Physical Literacy, Play Tools, LTAD training and including Circle of Courage. These would be added to the training calendar!

City of Winnipeg:

Short term future for City of Winnipeg staff in implementing the WCSP.

Ensure opportunities for staff to attend PL and CS4L workshops, conferences such as:

- March 13, 2015 Gateway to Active Participation.
- “Recreation Connections 2015” Dean Kriellaars session on Physical Literacy.
- October 21 and 22, 2015 Physical Literacy Summit.

City of Winnipeg:

Long term future for Community Development and Recreation Services in implementing the WCSP.

- Program Leadership in Physical Literacy, sport and active living. What qualifications/certifications do we want our leaders to have?

City of Winnipeg:

Long term future for CDRS in implementing the WCSP.

- What are the trends happening across Canada in CS4L and PL?
- Ensuring our staff have access to what other municipalities are programming.

General Council of Winnipeg Community Centres:

- Video

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Sport Manitoba:

- FUNdamentals → Train to Compete stages of CS4L.
- Continue to provide funding that supports CS4L initiatives.
- Continue to create partnerships in delivering and providing access to quality athlete, coach and official development.

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Sport Manitoba:

Current Programs:

- New funding model based on LTAD and CS4L.
- Canada-Manitoba Sport Development Agreement/The Bilateral Program.
- Fit Kids Healthy Kids.
- Fundamental Movement Skills training and resources.

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Sport Manitoba:

Current programs cont'd:

- Coach Certification and non-certification training.
- Impact Regional Coach Academies.
- KidSport: Sport Registration Fee Subsidies and equipment assistance.
- Manitoba Games and Team Toba.

Manitoba Physical Education Supervisors' Association:

- School divisions will continue to work in concert with groups wanting to access their facilities.
- Physical education programs will continue to provide exposure to:
 - Schools sports programming.

Manitoba Physical Education Supervisors' Association:



Winnipeg Community Sport Alliance:

As the Sport Policy evolves we want to work closely with the City/Schools and be that single Communication Point for all Sport Organizations.

The biggest conversation we have is access to Facilities.

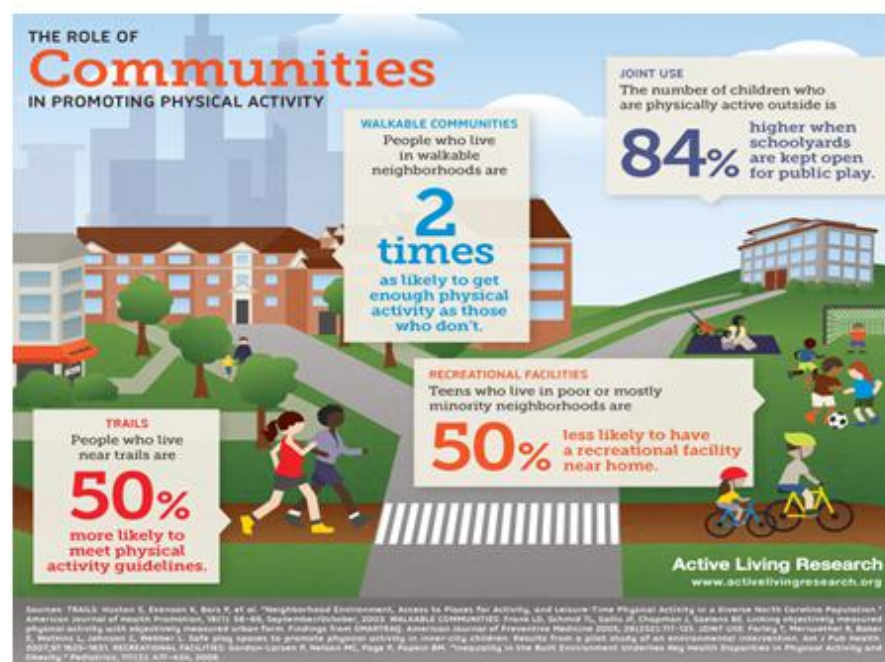
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Winnipeg Regional Health Authority:

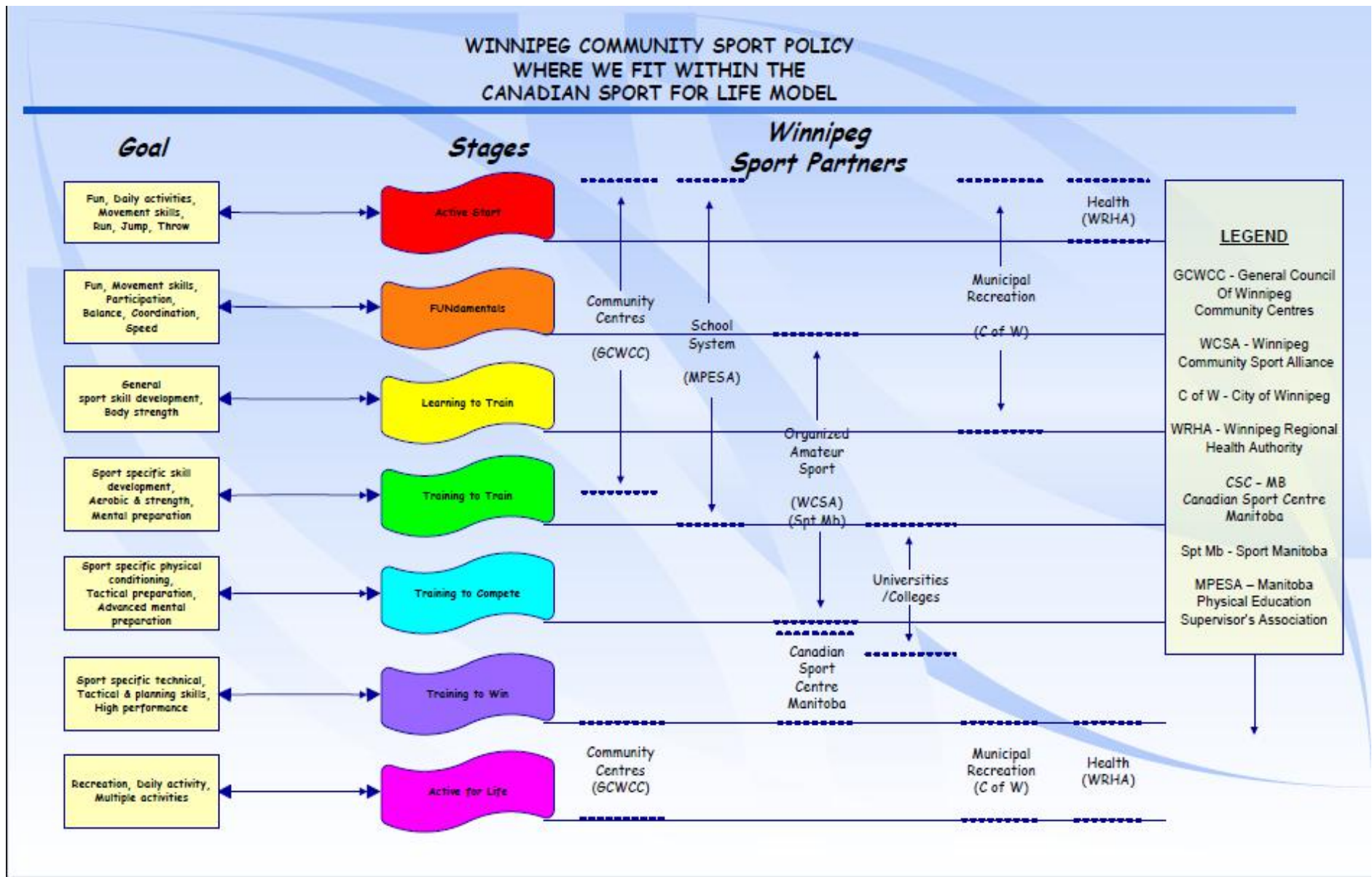


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Winnipeg Regional Health Authority:



Where do we all fit?



Logic Model Planning Lifetime Outcomes:

- Accessible pathways exist for all people to participate, grow and develop at an appropriate pace according to their stage of development.
- The benefits of physical activity and physical literacy are recognized and supported by public and private organizations across sectors.

Logic Model Planning Lifetime Outcomes:

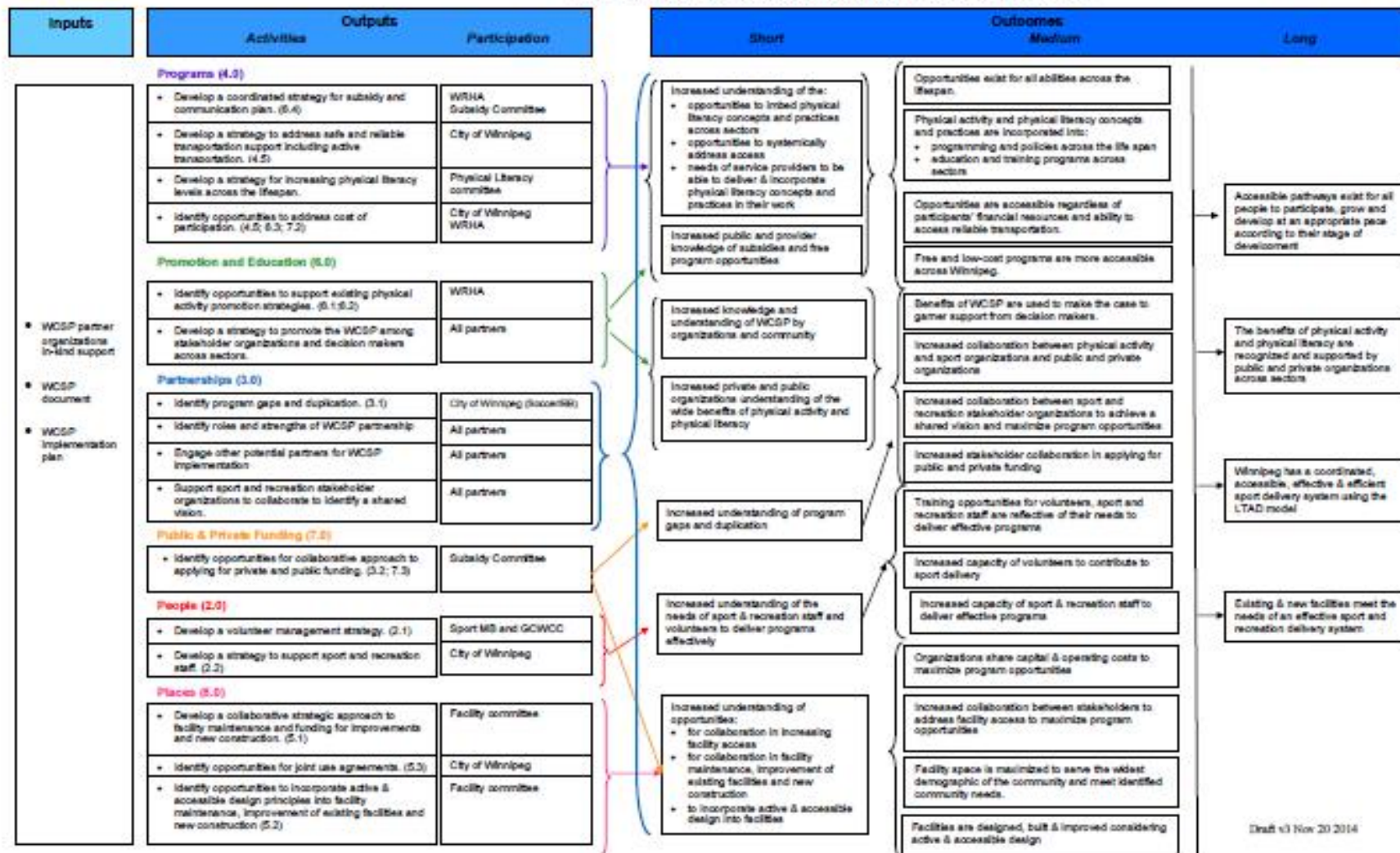
- Winnipeg has a coordinated, accessible, effective & efficient sport delivery system using the Long-term Athlete Development Model.
- Existing & new facilities meet the needs of an effective sport and recreation delivery system.

Implementation Plan

Winnipeg Community Sport Policy Implementation Logic Model

Vision: A city where all Winnipeggers participate in physical activity through recreation and sport for health, wellness and enjoyment.

Goal: Winnipeg has diverse and sustainable sport and recreation options from unstructured to structured, recreational to competitive that consists of a menu of choices, guided by the Canadian Sport 4 Life model.

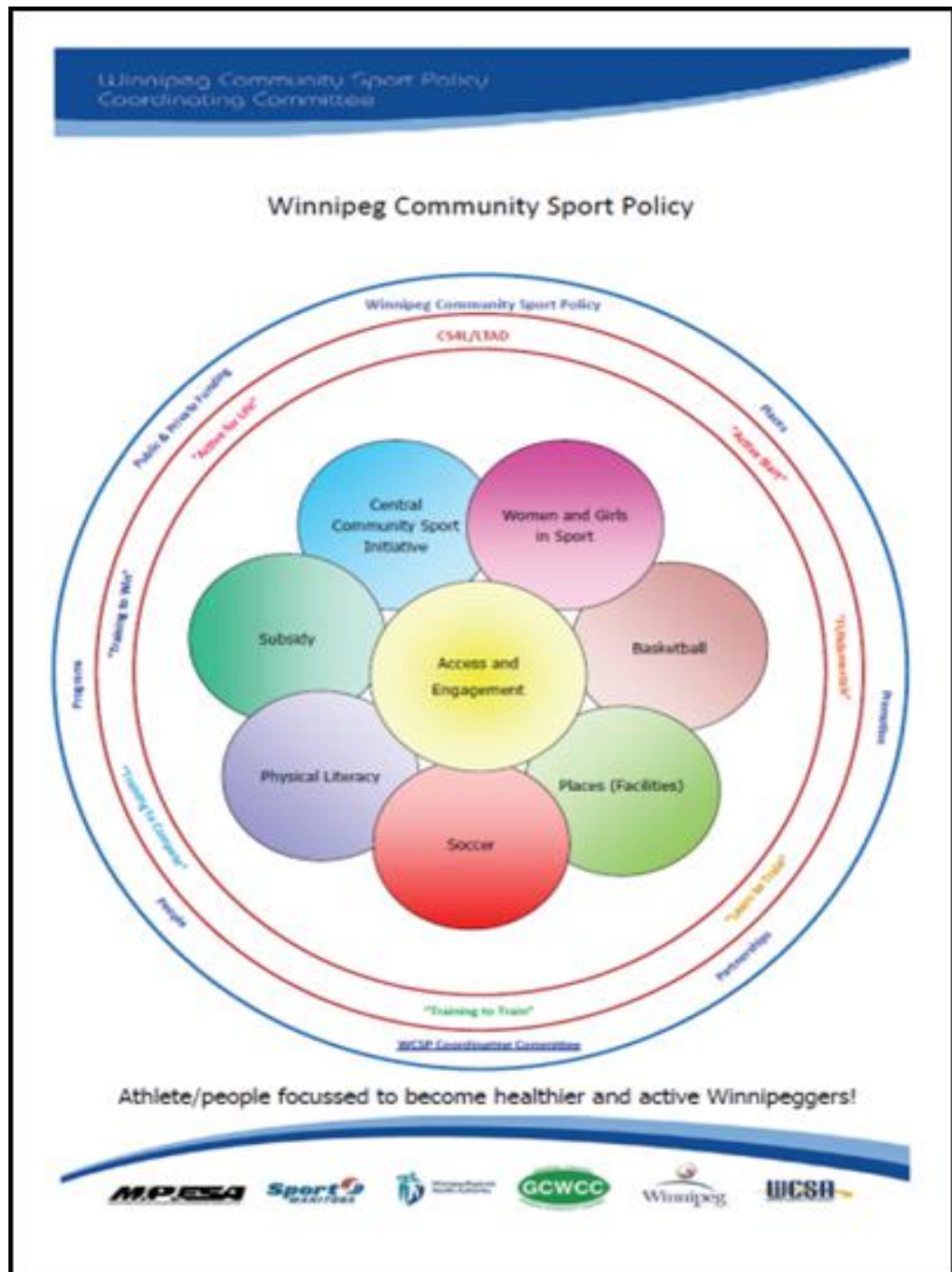


Draft v3 Nov 20 2014

What's happening externally?

Recruitment of numerous partners to work on eight working groups!

Each Working Group has been able to achieve a tangible result within their mandate.



Planning for four 2015 forums, another active start Physical Literacy course, a community based Active Start Growth and Development.

We as partners have done numerous presentations, workshops, created educational materials, ...

Winnipeg Community Sport Policy: Early Years, Physical Literacy and the Canadian Sport for Life Model

winipeg.com/sport - our vision, our strategy and our goals
Winnipeg Physical Literacy Network
The Physical Literacy Network is a partnership between the City of Winnipeg, the Manitoba Physical Education Supervisors Association, and the Winnipeg Community Sport Alliance.

Winnipeg Community Sport Policy

Background

The importance of a collaborative strategy to increase the physical activity levels of people in Winnipeg was recognized by sport, recreation and physical activity leaders in 2005. The leaders acknowledged that a new policy was needed, capitalizing on existing partnerships and connections, to create an active for life community. Six organizations committed to establishing the Winnipeg Community Sport Policy (WCSP) to develop, promote, and deliver physical activity opportunities. The WCSP was approved by the City of Winnipeg in the fall of 2012.

Policy Key Stakeholders

Winnipeg Community Sport Policy - Six signed Partner Organizations:

1. City of Winnipeg
2. General Council of Winnipeg Community Centres
3. Manitoba Physical Education Supervisors Association
4. Sport Manitoba
5. Winnipeg Community Sport Alliance
6. Winnipeg Regional Health Authority

Policy Development Process

The policy was developed in four stages:

1. Collaboration: Six partners and stakeholders signed a letter of intent, agreeing to collaborate. The Physical Literacy for All concept guided the policy development.
2. Engagement: Stakeholder organizations and community were engaged in the process through facilitated meetings.
3. Development and Approval: The policy was developed by the six partners and stakeholders and adopted by City of Winnipeg council in the fall of 2012.
4. Implementation: Committees and working groups were formed for ongoing policy implementation.

Early Years Priority and Physical Literacy

Implementation

The Winnipeg Community Sport Policy was developed to be consistent with the Canadian Sport for Life (CSL) philosophy and the Long Term Athlete Development (LTAD) model.

The policy aims to create a sport and physical activity system and structure that supports Winnipeggers to be active throughout their lifespan. As depicted in Figure 1, each of these partners play a key role in the delivery of programs, organizational structure or provision of opportunities for the different stages within the LTAD.

The early years are considered a priority focus to reach the WCSP outcomes. The policy aims to ensure that physical activity and sport opportunities are "accessible, welcoming and socially inclusive for all citizens of all ages, all abilities and all socio-economic backgrounds," increasing the accessibility of physical activity and sport opportunities cannot occur without increasing the physical literacy levels of Winnipeggers.

Outcomes

The Winnipeg Community Sport Policy has acted as a catalyst using a collective impact approach to further the discussion on creating physically literate children. Going forward, this will contribute to closing the health equity gap in Winnipeg, ensuring all people reach their full health potential.

- Importance of Early Years Active Start discussion included in the update on the first year of implementation of the Winnipeg Community Sport Policy (November 2013).
- Hosted an Early Years stakeholder engagement day using a collective impact approach (February 2014).
- Received a grant from Canadian Sport for Life Community Connections.
- J.N. McConnell Family Foundation to train community leaders and program in Active Start stage of the Canadian Sport for Life model and to engrain appropriate active play into every child's life in Winnipeg.
- Opportunities for knowledge translation activities such as presentations to staff and community groups on the CSL and LTAD, article on CSL in the City of Winnipeg Future Guide (Spring/Summer 2014).
- City of Winnipeg categorized Leisure Guide activities as they relate to the LTAD model to raise awareness among parents and caregivers and assist them to choose appropriate programming for their child's stage of development.

Early Years Key Stakeholders

In addition to the Winnipeg Community Sport Policy signed partner organizations, the following groups are considered Early Years stakeholders in our pursuit to increase physical literacy among Winnipeg children:

- Parents and caregivers
- Early Childhood Education
- Early Years Specialists
- Manitoba Government
- Parent-Child Coalitions
- Public health staff, nurses, Family First home visitors

Next Steps

- Early stages of planning a Physical Literacy Training Day for multi-sector stakeholders.
- Developing a strategy to design and implement physical literacy training opportunities to increase community and sport organizations, health care providers and early childhood education's capacity to promote physical literacy.
- Identifying opportunities to create system change to increase physical literacy skills among early years providers, i.e. embedding physical literacy training into job training and professional development.

References/Citations

1. Winnipeg Community Sport Policy: from a common goal... through community consultation... to the development of a shared policy.
2. Winnipeg Community Sport Policy: Executive Summary
3. Long Term Athlete Development (LTAD) model
4. Canadian Sport for Life - Long Term Athlete Development 2.0

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What have we learned:



1. Relationship building is essential. To do this, you need time and a willingness to dialogue.
2. Communicate constantly.
3. Patience!
4. Succession strategies.
5. Constantly learn and be prepared to change when needed.
6. Build the human infrastructures.

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ULTIMATELY



We want to change people in Winnipeg from
doing  that to doing this 
(They should be wearing helmets!!!)

Thank-you for the opportunity to speak to you!
Questions?