

Anti-Racism Strategy

2022 – 2024





ANTI-RACISM STRATEGY COMES FROM THE SPORT FOR LIFE STRATEGIC PLAN 2021–2024 >

Sport for Life took simultaneous internal and external action to centre external stakeholder conversations that explored the need for anti-racist work in the sport and physical activity sectors starting May 2020 to present. Dr. Lisa Gunderson¹ was the inspiration to centre conversations within our major events, conducted in French and English. Dr. Gunderson was among the first to reach both our audience and our team regarding anti-racism work. Choosing to hire her for her expertise sparked an internal culture shift in our organization. Internally Sport for Life has created an anti-racism statement that guides our decision-making in this area. Our Sport for Life employee team has actively engaged in learning and unlearning about anti-racism throughout this process; however, we know our aspirations to effect lasting system change will be an ongoing process.

¹ www.oneloveconsulting.com



PART OF SPORT FOR LIFE'S CORE VALUES >

PURSUE EQUITY, DIVERSITY, INCLUSION
AND ACCESSIBILITY.

We celebrate different viewpoints and experiences to the benefit of our projects, products and services, thus contributing to breaking down the barriers preventing access to quality sport and physical literacy opportunities.

A photograph of three diverse adults running outdoors in a park. On the left is an older Black man with a grey beard, wearing a grey jacket over a white shirt. In the center is a woman with blonde hair, wearing a white visor and a light blue t-shirt, holding a water bottle. On the right is an older Asian man with a mustache, wearing a black t-shirt and a white towel draped over his shoulders. They are all smiling and running on a paved path with trees in the background.

SPORT FOR LIFE MISSION >

To CREATE, SHARE and MOBILIZE knowledge to support sport, recreation, health and education and government agencies through effective project management and quality sport and physical literacy resources while breaking down barriers towards pursuing equity, diversity, inclusion and accessibility.



VISION >

Sport for Life's anti-racism vision is that each of our representatives and affiliates are treated with racial equity and feel empowered to contribute to the advancement of quality sport and physical literacy experiences. For example, it is important that all participants' unique backgrounds and experiences are recognized.



ACTION >

- ✓ Anti-racism work occurs at the leadership and Board of Directors level.
- ✓ Equip the leadership team to train and support the team in anti-racist work.
- ✓ Review of all policies as it relates to anti-racist work.
- ✓ Create a report on racist ideas and policies that do not align with anti-racist work.
- ✓ Create a project management work plan for internal and external initiatives/programs/products/services/strategies.
- ✓ Identify assessment tools for programs and services in anti-racist work.
- ✓ Create a database of contacts for networking purposes.
- ✓ Create a training database for Sport for Life employees, representatives and stakeholders to access for their own professional development.
- ✓ Create a training and awareness plan for 2022-2024.

INFORMED BY >

- **Truth and Reconciliation Commission of Canada's Calls to Action Truth & Reconciliation Commission⁴**
 - Call to Action #90: ensure that national sports policies, programs, and initiatives are inclusive of Aboriginal peoples, including, but not limited to, establishing: with emphasis on community sports programs that reflect the diverse cultures and traditional sporting activities of Indigenous peoples and anti-racism awareness and training programs.
- **2015-2024 International Decade for People of African Descent** (IDPAD), recognizing that people of African descent represent a distinct group whose human rights must be promoted and protected everywhere.
- **Black Lives Matter in Canada**, as a beacon of change in awakening a nation of anti-black racism.
 - Canadian Sport Policy (CSP). As stated in the [CSP Renewal](#) under the race section, "The Black Lives Matter movement has had a significant impact on sport" Page 8⁵.
- Dr. X Kendi's book **How to Be an Antiracist**⁶
- **Statistics Canada**: by the numbers
- **United Nations Sustainable Development Goals**, namely #10 Reduce inequality within and among countries, #16 Promote just, peaceful and inclusive societies.
- **Global Action Plan of Physical Activity Action 3.5**: Strengthen the development and implementation of programmes and services, in the least active groups, as identified by each country, such as girls, women, older adults, rural and indigenous communities, and vulnerable or marginalized populations, embracing positive contributions by all people.

⁴ www2.gov.bc.ca/assets/gov/british-columbians-our-governments/indigenous-people/aboriginal-peoples-documents/calls_to_action_english2.pdf

⁵ sirc.ca/wp-content/uploads/2021/09/CSP-Renewal_Env-Scan_Final-Feb-16-2021.pdf

⁶ library.fandm.edu/c.php?g=1045768&p=7588278



Sport for Life

CREATE. SHARE. MOBILIZE.