

Adaptive Sport Strategy

2022 – 2024

 Sport for Life



INTRODUCTION >

Equity, diversity, inclusion and accessibility (EDIA) are part of Sport for Life's core values, and align with our mission to develop physical literacy and improve the quality of sport. Our vision is for everyone to have the opportunity to participate in quality sport and physical literacy experiences. The Adaptive Sport Strategy demonstrates how we plan to create, share and mobilize adaptive sport work, and identifies Sport for Life's goals specific to inclusion and accessibility for adaptive sports and physical activities across five areas:

1. Values and Culture
2. Policies and Education
3. Governance and Leadership
4. Training and Retention
5. Equity and Diversity Across Organization Activities.

The Adaptive Sport Strategy outlines the actions that Sport for Life will pursue to achieve these goals, and the key performance indicators (KPIs) that will be used to evaluate progress and drive continuous improvement in this space.

As a national multisport organization with national and international partnerships, Sport for Life recognizes it has a pivotal role to play in positively impacting the entire population and contributing to systemic change by making quality sport and physical literacy more adaptive, inclusive and accessible.

SPORT FOR LIFE'S ADAPTIVE SPORT VISION >

Sport for Life's staff, representatives and affiliates are empowered to contribute to the advancement of adaptive quality sport and physical literacy experiences for every participant¹ with all abilities² in a fair, equitable, inclusive and accessible manner that embraces all ability classifications, such that all participants' abilities and experiences are celebrated.

Terminology Disclaimers

¹ Sport for Life may use the terms *persons* or *athletes* interchangeably.

² Sport for Life may use the terms *diverse abilities* or *disabilities* interchangeably.





SPORT FOR LIFE'S ADAPTIVE SPORT MISSION >

CREATE, SHARE and **MOBILIZE** knowledge to support sport, recreation, health, education and government agencies through effective project management, **adaptive** quality sport and **inclusive** physical literacy resources, while breaking down barriers towards pursuing equity, diversity, inclusion and accessibility **for long-term development in adaptive sport and physical activity, and inclusive physical literacy.**

SPORT FOR LIFE'S ADAPTIVE SPORT GOALS >

The goals for Sport for Life's Adaptive Sport Strategy align with its 2021-2024 Strategic Plan in the following ways:

Operations	
Goals	KPIs
Values and Culture <ol style="list-style-type: none">1. Ensure Sport for Life's organizational culture exudes inclusion and diversity, and encourages staff and representatives to develop their understanding of, openly discuss, and contribute to initiatives for adaptive sport.	<ul style="list-style-type: none">• # of staff and representatives present for the presentation of the EDIA Committee's Adaptive Sport Strategy• # of sessions/presentations hosted by and/or about organizations working with participants of all abilities• # of staff and representatives involved in related projects
Policies and Education <ol style="list-style-type: none">1. Have Sport for Life's governing policies reflect and outline the organization's commitment to inclusion and accessibility.2. Engage persons with disabilities in the planning, delivery and evaluation of Sport for Life's programs and services.	<ul style="list-style-type: none">• % of amended policies and procedures that outline Sport for Life's commitment to inclusion and accessibility (gathered from best practices of organizations working with participants with all abilities)• # of persons with disabilities involved with planning, delivery and evaluation of Sport for Life's programs and services for adaptive sport

Operations (continued)

Goals

Policies and Education (continued)

3. Ensure accessibility is a priority in all Sport for Life's workshops and presentations, including videos (e.g., closed captioning, American Sign Language interpreter, visual aids, etc.).
4. Adopt [viaSport's Accessibility Audit Tool](#)³ into Sport for Life's programs and educational opportunities.

Training and Retention

1. Create an equity and inclusion hiring guide to ensure equitable opportunities, accessibility and accommodations for Sport for Life staff of all abilities.
2. Offer professional development opportunities to Sport for Life staff to increase awareness, foster long-term engagement and build capacity that contribute to meaningful action.

KPIs

- % of Sport for Life workshops and presentations (including videos) that are accessible to people of all abilities
- % of Sport for Life projects and educational materials which have utilized the Accessibility Audit Tool
- # of hired staff and representatives that self-identify as a person with disabilities
- # of staff and representatives that completed various EDIA-specific workshops (e.g., *Inclusive Physical Literacy*)

³ [viaSport's Accessibility Audit Tool](#) is designed:

- to assist organizations in determining the overall accessibility of their programs and services,
- as a guide to support organizations in the development of quality accessible programs and services, and
- to ensure welcoming environments, inclusive and accessible for everyone.





Governance and Leadership

Goals

Board of Directors

1. Ensure that the Board Competencies Matrix reflects a vested interested in knowledge, skills and experience working within adaptive sport organizations and/or working with participants of all abilities.
2. Include at least one member from the Board of Directors, Finance & Audit Committee and Governance Committee that self-identify as a person with disabilities.

Senior Leadership

1. Have champions of adaptive sport support decision making for the organization, to understand and address the unique needs of participants of all abilities.

KPIs

- # of Board Members who have knowledge/skills/ experience working with participants of all abilities
 - # of Board Members that have completed various EDIA-specific workshops (e.g., *Inclusive Physical Literacy*) and/or training courses
 - # of members from the Board of Directors, Finance & Audit Committee and Governance Committee that self-identify as a person with disabilities
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- # of actions addressed for unique needs compared to the # unaddressed

EDIA Across Organizational Activities

Goals

Programs and Services

1. Ensure programs and services are equitable, inclusive and accessible to those participants with all abilities – consider [Town of Aurora's Inclusion In Sport Manual](#) and [Active Living Alliance's Disability Tip Sheets](#).
2. Ensure all Sport for Life resources and tools are equitable and inclusive for participants of all abilities, and educate and increase awareness of adaptive sport (e.g., No Accidental Champions, PLAYBuilder, Long-Term Development Framework, *Inclusive Physical Literacy*).
3. Develop a *Long-Term Development in Adaptive Sport and Physical Activity* workshop.
4. Develop an eLearning course for adaptive sport.
5. Review and complete Sport for Life's *Long-Term Development Progress Tracker* for resources specific to adaptive sport (e.g., No Accidental Champions).
6. Create an infographic for the annual review of adaptive sport in PLAYBuilder and the Long-Term Development Progress Tracker.
7. Create a Sport for Life hub for inclusion and accessibility (e.g., [viaSport's Access Sport Hub](#)).

KPIs

- # of *Inclusive Physical Literacy* workshops delivered
- # of Long-Term Development advisors/experts with expertise in athlete development focused on athletes with a disability
- # of *Long-Term Development in Adaptive Sport and Physical Activity* workshops delivered
- # of adaptive sport eLearning courses purchased
- # of updated resources, workshops and eLearning courses for adaptive sport
- # of adaptive sport references in Sport for Life materials, compared to the # of able-bodied sport references
- # of PLAYBuilder lesson plans created specifically for adaptive sport



EDIA Across Organizational Activities (continued)

Goals

Marketing, Media and Communication

1. Use inclusive communications approaches including, but not limited to, captioning, American Sign Language and visual accessibility.
2. Complete work on making the Sport for Life and Physical Literacy for Life websites inclusive and accessible.
3. Complete quarterly analysis of the Sport for Life and Physical Literacy for Life websites.
4. Complete quarterly analysis of all other communications platforms including, but not limited to, social media and newsletters.
5. Include Days of Significance related to adaptive sport on all communication platforms.

KPIs

- # of Days of Significance published on social media, related to diverse abilities, in French and English
- # of social media promotions or knowledge-shares related to inclusive and adaptive sport



Partnerships and Engagement

Goals

External Relationships and Partnerships

1. Consider Sport for Life's Days of Significance related to adaptive sport when scheduling networking and outreach events, workshops and other programming.
2. Build on existing, and foster new, partnerships with organizations that work with participants of all abilities.
3. Consider new initiatives, awareness-building opportunities and resources that embed both quality sport and physical literacy into adaptive sport.
4. Consider partnering with the Coaching Association of Canada, Sport Canada and/or national/multisport organizations using the *Long-Term Development Progress Tracker* to improve inclusive resources, workshops, tools and overall awareness of adaptive sport, and use of the [Let's Play Toolkit](#).

KPIs

- # of existing/new adaptive sport partnerships
- # of projects created with partners
- # of projects in progress with partners
- # of funded projects for adaptive sport
- # of projects that explicitly identify adaptive sport in their deliverables
- # of Physical Literacy for Communities initiatives that have adaptive sport representatives at the partner table

MEASUREMENT & TRACKING >

To achieve the aforementioned strategies, Sport for Life will develop and implement an adaptive sport tracking system that will align with its measurement of program and service-specific organizational goals. Tracking will involve both quantitative and qualitative measures including questionnaires, evaluation surveys and focus groups associated with programs, services and internal strategic initiatives.

Quantitative and qualitative measures will be actively tracked, analyzed and re-evaluated on a quarterly basis through tracking and management software, to assess progress towards Sport for Life's Adaptive Sport Strategy. Results will be discussed among both Sport for Life's Leadership Team and the EDIA Committee, and used to inform additional strategies and actions in the spirit of continuous improvement.





Sport for Life

CREATE. SHARE. MOBILIZE.