

THE CANADIAN PARKS AND RECREATION ASSOCIATION

Gender Equity and Recreational Sport

“Community Engagement - Stronger Together”

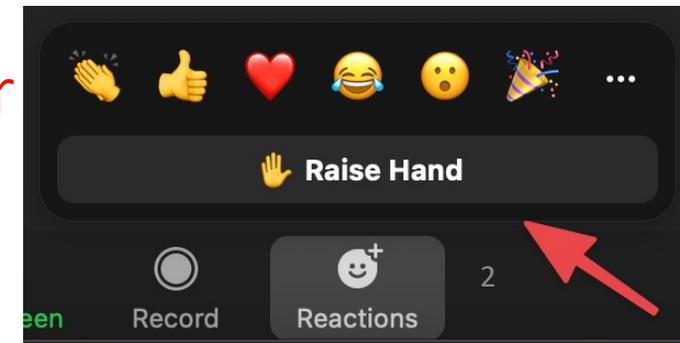
Facilitators:

Claire Tucker-Reid & Nancy Dubois





- Sound – Mute when not speaking
- **Video** – on please unless bandwidth precludes this
- Name on Photo (pronouns if you like)
- Gallery View vs. Speaker View
- Move middle bar between slides & participants to the left/right to enlarge one aspect
- Chat Box – no URL's please
- “Participants” – icons (Raise / Lower Hand)
- **We will be recording this – for use in the Toolkit:
housed on the CPRA website and used by the sector for
gender equity work**



Welcome from CPRA





4

Any questions from the
Introductory Webinar
(raise hand in 'Reactions'
OR in "Chat")

The Framework for Recreation in Canada

Five Goals

1. Active Living

2. Access and Inclusion

3. Access to the Outdoors

4. Supportive Environments

5. Recreation Capacity

Workshop Overview

1. Gather Data & Develop Key Messages

2. Start Where You Are

3. Community Engagement

4. Collective Impact

5. Some Promising Practices



The Issue Is....

- **28% of girls, women and gender diverse people participate in sport** however 62% do not. In 1992, just over half of girls and women over 15 were participating – participation in sport has declined over the last three decades (www.tsn.ca/canada-participation-rates-of-girls-in-sport-still-lag-behind-boys-1.1485068#)
- Canadian Women in Sport in partnership with Jumpstart found in a recent study called the Rally Report that adolescent girls drop out of recreation and sport at a rate of **10 times that of adolescent boys**. ([The Rally Report: Encouraging Action to Improve Sport for Women and Girls | Canadian Women & Sport \(womenandsport.ca\)](#))
- Currently **1 in 4 females are not committed to returning to sport** after COVID-19 – this is coupled with the fact that participation levels are lower than males to begin with. ([ReImagine RREC - Canadian Parks and Recreation Association \(cpra.ca\)](#))
- **Approximately 500,000 Canadian women left the workforce in 2020-21 due to COVID-19**, this should be prompting practitioners to provide welcoming spaces and more universal free and low-cost opportunities (www.cbc.ca/news/business/longterm-female-unemployment-1.5935882)



Our Collective Call To Action

Now more than ever we need to strengthen our efforts to increase female participation in sport and recreation.

Our collective goal could be aligned with Sport Canada's goal:

“To achieve gender equity in sport and recreation by 2035.”

Gaining Momentum

1

Gather Data

2

Develop Key
Messages

3

Start Where You Are
At



Knowing Your Community – Gather Data

- Any supporting policies/ initiatives already in place?
- Geography and physical assets – possible placed based opportunities?
- Population demographics, health, education and growth – how many girls, women and gender diverse people are there in each age cohort?
- Diversity and neighbourhood makeup
- History and traditions
- Community leaders (formal and informal)
- What opportunities exist for females vs males?
- Existing supportive or related groups institutions
- Demographics (% persons at the Lower Income Measure - LIM)
- Attitudes and values – What do people care about and current issues

Knowing Your Organization, and Developing Observations

Is there a mandate to intentionally increase female participation?

What are your participant numbers and fill rates?

How are spaces allocated?

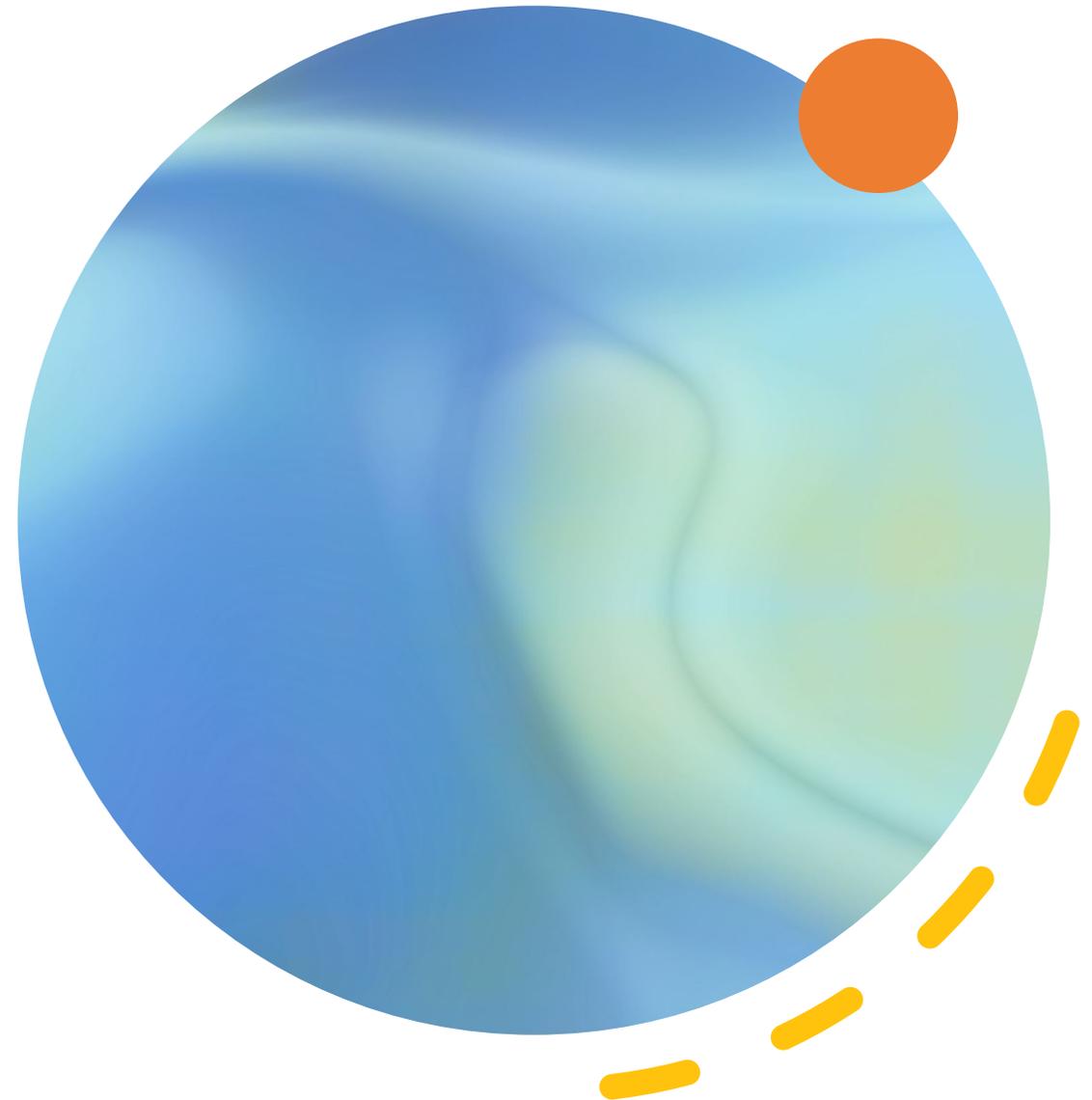
Are allocation, diversity and other policies fair-minded or inequitable? Do they need to be revised?

What are you doing well?

What are the gaps?

Define the issue – quantify where possible – male vs female allocation of space, participant numbers/members by gender.

Visually audit your spaces on different days and times – what are you observing – who is missing?



Collecting Data about Your Community/ Organization

Discussion Points - Break Out Groups

1. What are the key questions you have about gender equity in recreation and sport within your community/organization?
2. What data sources and organizations would you use to answer these questions?
3. What are your current Key Messages?
4. At what point are you starting – beginning the process, at mid-point or in a mature state?
(poll)

A 3D rendering of a red puzzle piece standing upright in the center of a field of white puzzle pieces. The red piece is the focal point, standing on its base. The white pieces are arranged in a grid-like pattern around it, with some pieces slightly offset or missing, creating a sense of depth and perspective. The lighting is soft, highlighting the glossy surfaces of the pieces.

Community Engagement

Community Engagement

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead



Focus on Change & Community Engagement Efforts



Best Practices in Community Engagement

Go to where girls, women and gender diverse people are.

Gain mutual understanding, respect and trust between and amongst people and organizations.

Reflect the diversity of the community – who should be represented?

Gain opinions early in the developmental process and at strategic points.

Coordination to work toward a common vision

One Vision – Everyone plays their part

Who can commit to what?

Promote transparency and accountability.

Be Clear About Your Engagement Intentions

Consult to gather information

Involve to discuss the issues and options

Collaborate to work together

Empower each other to partner – sharing
resources, space, communication vehicles

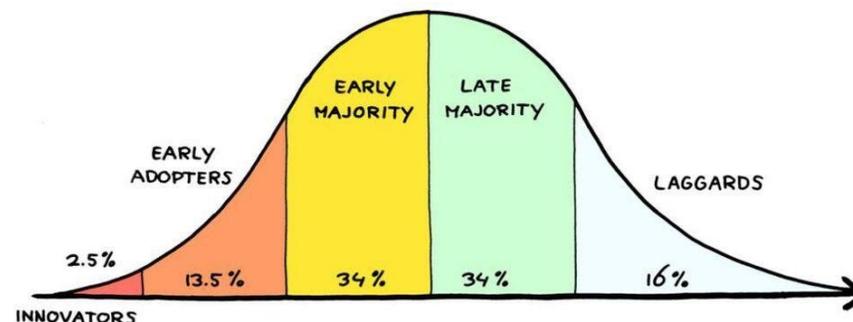
Source: Spectrum of Engagement –
International Association for Public Participation

Engagement – Meet One on One with Early Adopters and Champions



These are the people that:

- Have influence
- Are enthusiastic about the subject matter
- Are readily engaged
- Are connected
- Have resources
- Are innovative



Three Levels of Commitment

Who Should Care? - Cast a wide net
– offer a survey to a broad number of groups and people.

Who Does Care? – Who responded to the survey and will come to an interview or meeting/s?

Who Cares Enough? Who volunteers to spend time and develop a plan and pilot initiatives?



Engagement - The Casual Observer

Observe public spaces and places at varying points to observe who is using public spaces and most importantly, who is not.

Focus on who is not using active spaces and why. What would make them feel more welcome?

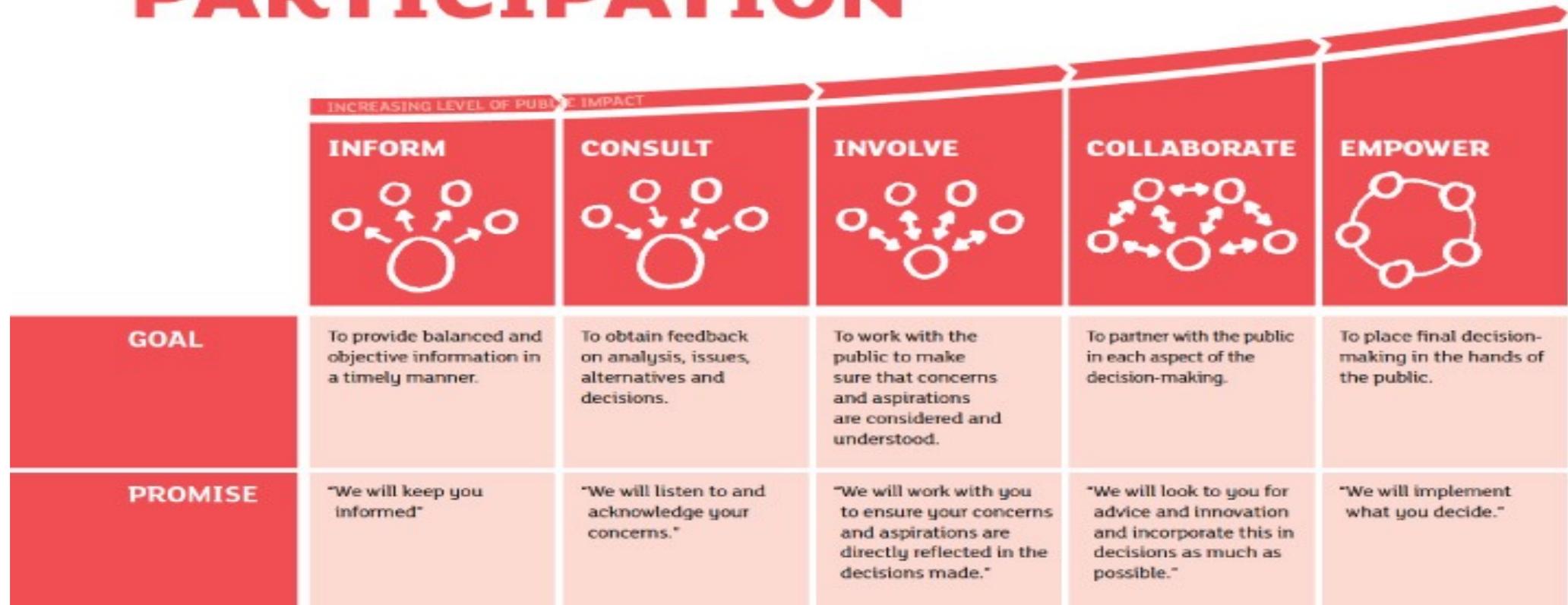
How do people use public spaces?

- E.g., in Collingwood, Ontario many students ride their bikes to one of the waterfront parks to jump off the pier after school – a good place for a casual conversation with youth.

Record your observations and impressions – how could these places, activities and people help to increase gender equity in sport and recreation?



IAP2 SPECTRUM OF PUBLIC PARTICIPATION



Making In- Person & On-Line Engagement Successful

Adequate notice and address barriers to participation

Diverse participants and opinions

Ask for and address any limitations

Accessible facility

Provide childminding

Plain language

Municipal Freedom of Information and Protection of Privacy

Time of day

Accessible transportation

Go to where the participants are

Engagement Methodologies

Seeking out opinions from those who are not typically participating – under-represented and marginalized groups

Focus Groups of Existing Stakeholders

Workshops with current and potential stakeholders

Key Opinion Leaders Interviews

“Bang The Table”*
online opinion gathering mechanisms

Casual discussions to test the importance of gender equity in sport and recreation – where people are

Information gathering from community stakeholder groups re: current participation, barriers, the importance of their activities and satisfaction levels

By a show of hands, who has used each of these methodologies and please share what you have learned.

* www.bangthetable.com/engagementhq-4-minute-demo-watch/?utm_campaign=buttonpopup&utm_content=4min-demo-button-popup&submissionGuid=41478b10-b86a-49c5-ae3c-90e8ff7e423b



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Lisa O'Keefe – Executive Director of Insight, Sport England on Community Engagement



Discussion Points in Break Out Rooms

1. What would you consider appropriate organizational actions within your workplace to further females in recreation and sport?
2. Who are the early adopters or champions in your community and what do they do?
3. How have you or would you reach out to under-represented females – females with disabilities, Indigenous females, females experiencing low income, LGBTQI2S community, BIPOC females etc. in your community?
4. Who are the more **unlikely** organizations that you might reach out to?

Bio Break and a Stretch



Collective Impact – Stronger Together



Collective Impact

An approach to addressing significant and complex social issues within a community or amongst communities and organizations.

The approach involves a clear definition of the issue, the development of a vision and a plan where all parties do what they do best and play their part.



Tackling Complex Social Problems through Collective Impact





5 Conditions of Collective Impact



The Five Conditions of Collective Impact

Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.

Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action.

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.

Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies.**

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Some Promising Examples – Black People Will Swim

Black People Will Swim – Paulana Lamonier – NY

Developed a business to teach black people how to swim in safe spaces, and smash the stereotypes (as she puts it). Opportunities include;

- ❖ Go Best Friend!
- ❖ Family and Friends Package
- ❖ A Breath of Fresh Hair (protection & free products)
- ❖ Employment

From Fearful to Fearless – www.blackpeoplewillswim.com



Collective Impact Success Story

- The Region of Durham, 9 local municipalities, the Y, Girls Inc, the Community Development Council, and the Boards of Education worked as a collective to increase participation and advance access to affordable recreation for persons experiencing low income.
- Collective Actions –
 - ✓ Commissioned a report “Advancing Affordable Access to Recreation In Durham”
 - ✓ Engaged Dr. Gina Browne to share research and discuss an approach
 - ✓ A Charter of Engagement was signed by all politicians
 - ✓ Developed a “Common Access Policy” and measured
 - ✓ Set and over-achieved a goal of 15% of all residents experiencing low income engaged in recreation and sport
 - ✓ Received \$550K from Poverty Reduction funding to test inclusion approaches.



Best Practice – Rec on Wheels

Hockey Helps the Homeless is an organization that works with municipalities and many NHL players to organize hockey tournaments that raise funds for various charitable organizations that support the homeless.

They have recently introduced Rec on Wheels which is a van that takes physical activities to youth shelters.

During COVID-19, they delivered activity kits to youth shelters.

This is a true collaboration between a national sports organization, municipalities and a variety of not-for-profit / social profit organization working toward the community good.

[Rec On Wheels | Mysite](#)



Best Practice – STOMP! Urban Dance Competition



- Started by asking youth how they would like to be active – through Community Youth Workers
- Annual dance competition with 28-30 teams from across Toronto’s dance classes (public and private)
- Started in 1999, now enjoys 30 teams with 425 dancers from ages 6 – 24 (pre-Covid)
- Judged by a panel of specialists - Marked on choreography, music, costume, use of stage, rhythm, interaction with the audience, and musicality.
- Step, Break, Hip Hop, Dance Hall, Bollywood, Jazz and Contemporary

www.youtube.com/watch?v=nvoX1LpZTrY

Best Practice – STOMP! Urban Dance Competition



Canadian Tire JumpStart – Play from Home

- Introducing the Play From Home – Girls in Sport Initiative – a virtual opportunity for girls and women to learn 8 sports from the comfort of their home or in a safe group, as COVID-19 restrictions would allow.
[Girls in Sport Initiative | Programs | Jumpstart \(canadiantire.ca\)](https://www.canadiantire.ca/Girls-in-Sport-Initiative-Programs-Jumpstart)
- This program is free, and 8 sessions and will most likely be repeated after an evaluation.



Summary Points



Start where you are at



Look broadly at the full
community – what
exists?



Reach out and engage
likely and unlikely
partners



Set some achievable
targets



Work together for
richer results



Recognize that it takes
many interventions at
many levels – it is not a
straight path



Requires long term
commitment



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What are your next steps?

What could your next steps be within your community/organization to increase female participation in recreation and sport?

Please share with the group.

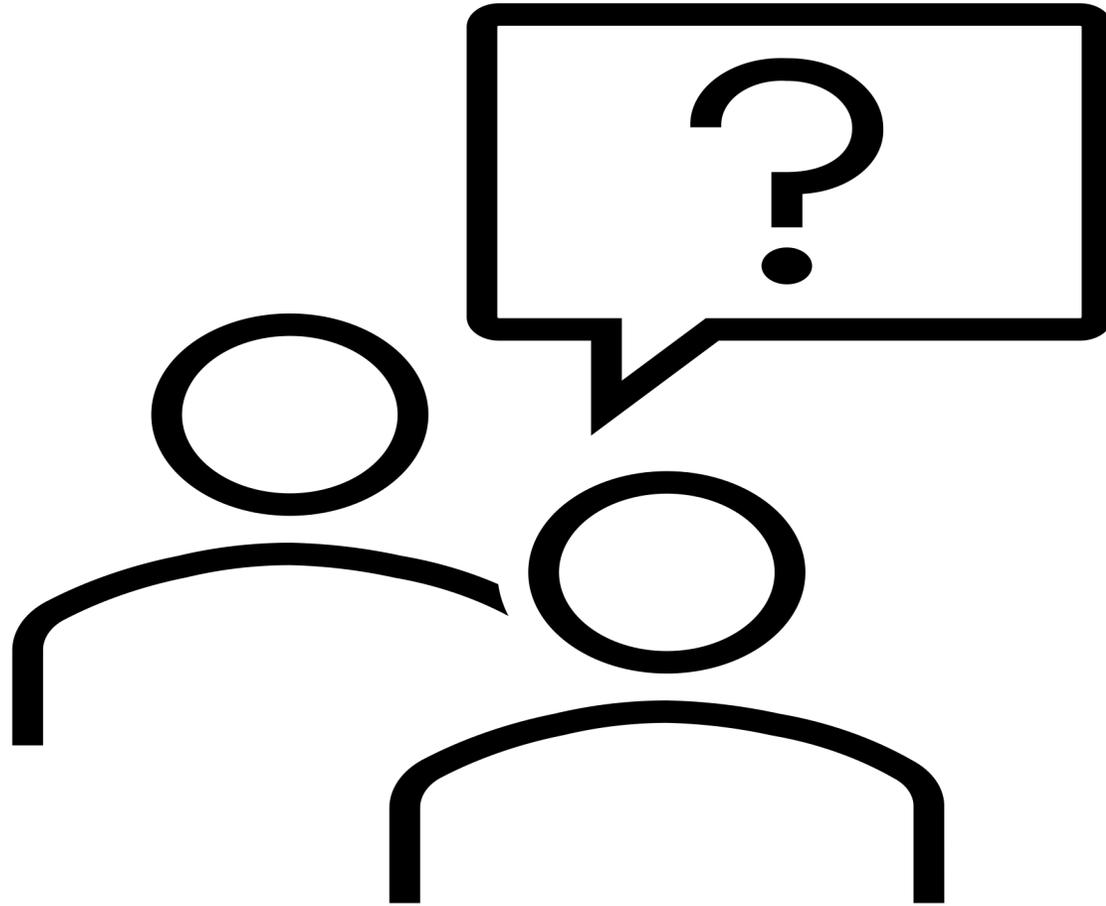


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Questions of Each Other



Any questions about the session content?



Wrap Up and Next Steps

- Evaluation
- Toolkit & the Bench
 - Send us your stories; check out the Success Stories already posted
 - Join the Gender Equity group on The Bench
 - Webinar series on Web site
 - Parks and Recreation Ontario – High Five training released with updated Sport module to be inclusive of all genders – 4 new free training sessions available
 - Ideas for additional resources and supports?



Evaluation

Please take a moment to complete our post-workshop evaluation using the link below/in the chat or by scanning the QR code

<https://www.surveymonkey.com/r/XGP63HG>



Gender Equity Toolkit



Gender Equity in Recreational Sport

Optimizing Facility Use: An Overview
A Focus on Capacity Building

Optimizing Facility Use: An Overview

The recreation sector plays a very important role in the sport system. It is the main provider of facilities for recreational and competitive sport participation. As well, it offers, on its own or with

<https://cpra.ca/initiatives/gender-equity-in-recreational-sport/facility-use-toolkit/>

Merci
Thank You
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