

THE CANADIAN PARKS AND RECREATION ASSOCIATION

Gender Equity and Recreational Sport

Creating a Strong Culture and Shared Commitment



Workshop 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 CPRA website and used by sector re: gender equity work



Who is here today?



Go to www.menti.com and use the code 6810 4550

Introduction to the Gender Equity Project



**THE CANADIAN PARKS AND
RECREATION ASSOCIATION**

Workshops

**Gender Equity in Recreational Sport:
Optimizing Facility Use
Workshop Series – Fall 2021**

Dates

**Monday, Oct. 4
Thursday, Oct. 14
Monday, Nov. 1
Wednesday, Dec. 8**

All workshops will take place from
12-3 p.m. ET



CPRA ACPL

Any Questions from 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. Connecting People with Nature
4. Supportive Environment
5. Recreation Capacity

Relevant Readings & Resource

1. https://youtu.be/58jK7fZCc4U?list=TLPQMTMwMTIwMjIwOjU3e_bjgwg – Why Work Culture is Important
2. www.cbc.ca/news/canada/toronto/brown-girl-outdoor-world-1.5731136
3. Planning Worksheet for the Workshop
4. CWS Temperature Check

Workshop Overview

1. Context - Why are there fewer females in sport and recreation?
2. Start where you are at - What is your starting point?
3. Building a Supportive Culture & Welcoming Environments
4. Understanding Intersectionality and its impacts on policy and service
5. Strengthening Commitment - Social Hubs and Disrupting Social Norms

Lisa O'Keefe – Sport England



Barriers to women participating could be traced to something truly universal, fresh and emotionally powerful:

Overall Fear of Judgement

* Fear of being judged on their ability, whether they were a beginner or “too good”

* Worried about being judged on their appearance during and after exercise

* Fear of being judged for spending time exercising instead of prioritizing their children, family or work.

(Source: This Girl Can Summary Report by Sport England)

Discussion Points

1. How do you or do you currently address these fears around female participation (fear of judgement, appearance, ability, and spending time) in the delivery of sport and recreation?
2. How do you think that we could be more intentional as service providers?

Personal & Systems Readiness

- Our current policies and practices exclude females. We are serving more males than females.
- The Human Rights legislation requires action to reduce barriers to increase female participation.
- Aligned with a Corporate Priority
- Underrepresented girls, women and gender diverse people identify differently, and we haven't been proactive to discover and address gaps.
- We need to learn more about this. I don't know what is being done as a community.
- This issue has been around a long time, and I would like to contribute to continued change.
- We need to make a difference as a community or as a collective of interested people and organizations.
- I want a better future for girls, women and gender diverse people.

What is an Organizational or Group Culture?

- A practiced culture is the major determinant of the success or failure of an organization's/community's endeavors.
- A culture is often defined as an organization's competitive advantage or the heartbeat of the group or organization – what makes this organization/community unique and sets us apart from others?
- The culture of a group defines both the values and beliefs that are typically aligned with the goals of the organization.
- Culture includes articulation of the desired and unacceptable behaviours.



Netflix Culture “Allyship”

Allyship
@Netflix

Canadian Women in Sport Temperature Check - Demonstration of a Strong Culture ⁽¹⁾

- We recognize the contributions, skills and expertise of women athletes, coaches, officials and leaders through awards and recognition programs.
- We offer access to professional development and mentorship opportunities for all women staff, coaches, officials, educators, and volunteers to increase their skills, confidence and networks.
- Men in our organization are engaged in supporting the active engagement of women and girls as participants and leaders in our sport and our organization.
- We consult with women and girls to ensure we develop programs that meet their needs, interests and experiences
- We plan for and create transition opportunities for women athletes to advance to other roles within the sport (e.g., as coaches or officials), between sports (e.g., from weightlifting to athletics, or to Active for Life).

Canadian Women in Sport Temperature Check Demonstration of a Strong Culture ⁽²⁾

- We accommodate the unique and intersecting needs of women and girls, such as cultural and religious beliefs (e.g., offering halal or vegetarian food options, providing girl- or women-only programs with women instructors, allowing girls to wear hijabs, etc.).
- We use inclusive language and images in all our communications and promotional materials which reflects the diversity of women and girls, and which avoids reinforcing negative stereotypes.
- We profile women athletes, coaches, officials, board members, etc. as role models for our entire membership, and focus on their skills, achievements and contributions.
- We train program leaders/coaches on how to engage and coach women athletes, and ensure they understand the variations in motivation, social dynamics, skill level, maturation, and demands in their personal lives.

Use Appreciative Inquiry to Define Your Inclusive and Equity Seeking Culture

Defining and articulating a supportive culture is Job #1.

Through efforts to engage staff, volunteers and community stakeholders ask these four questions:

1. Thinking of the most impressive equity seeking organizations/collectives – what values are in play?
2. What behaviours would support each of these values?
3. What behaviours would not be acceptable in this work together?
4. Can we commit to these values and behaviours as a collective?



Values to Support Increasing Girls, Women & Gender Diverse People's Participation in Sport and Recreation

Sample Behaviours

We are intentional about our work

- We understand the current participation levels and set realistic goals
- We engage girls, women and gender diverse people in order to listen and model our initiatives around current barriers and needs
- We will create welcoming and safe spaces
- We employ evidenced-based approaches, and we measure our outcomes, satisfaction levels and our processes
- We will use people's proper pronouns

We are stronger together

- We have a strong desire to change the status quo as a collective and we are each value added
- Shared leadership will demonstrate alignment to the larger vision. We all play our part

Equity is not treating everyone the same

- We'll take different approaches to include girls, women and gender diverse people and address their varying needs
- We'll go to where they are to form and strengthen our relationship
- We will work on solutions together

Breakout Room Instructions

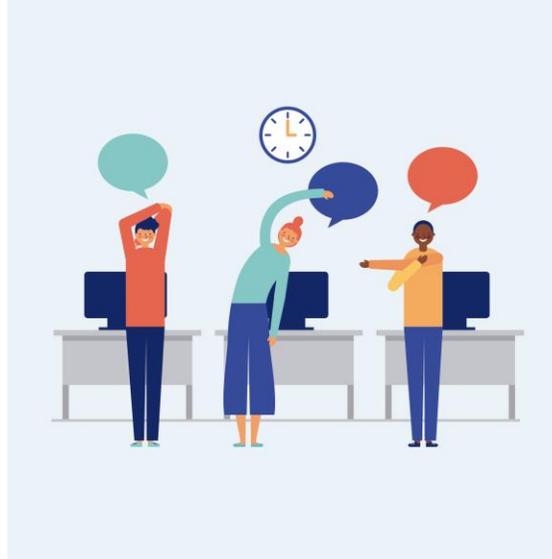
- You will be invited to move to a Breakout Room to discuss the questions on the following slide.
- The assigned facilitator of the group will take summary notes of the discussion to share with the large group.
- Watch for messages (at the top of your screen, in blue) regarding timing; 60 second warning when room will close.

Discussion Points

Use Appreciative Inquiry to develop a strong and supportive culture of female participation in sport and recreation (see slide 16 questions 1-3 for discussion)

What would the biggest barrier be in strengthening the culture and commitment within your organization?

Bio Break and a Stretch



Let's Talk about Intersectionality

Intersectionality respects the fact that girls, women and gender diverse people describe themselves differently and often in multiple ways. Therefore; service providers must consult and understand how best to provide welcoming environments.

“Intersectionality is not just the concept of intersecting identities.

*Intersectionality is specifically about *marginalized* identities and how intersecting systems of oppression further serve to marginalize and disempower”*

Dr. Oni Blackstock



Let's Talk about Intersectionality



www.womenandsport.ca/resources/tools/what-is-intersectionality

Canadians by the Numbers – See These People and Listen to These Voices (Source – Statistics Canada)

Canadians That Identify As	% of the Population
Female	50.4%
Black, Indigenous, People of Colour (BIPOC)	22.3%
LGBTQI2S (1 in 200 Canadians may be Trans – CCES)	13%
Persons with Disabilities (15 years and older)	22%
Persons with Disabilities (Over 75 years)	47%
Persons Experiencing Low Income and/ or Living at the Lower Income Measure (LIM)	12%
Indigenous (First Nations, Inuit, Metis)	5%



An Equity Lens

1. What underrepresented groups did you include as you developed this policy/program/initiative?
2. How did this input influence the design, content, training and implementation?
3. What feedback did you receive during and at the conclusion and how did this input influence any changes?
4. How did you measure the effectiveness of the initiative/program?



The Operationalizing Intersectionality Framework

(Source: [The Operationalizing Intersectionality Framework: A Tool for Sport Administrators | Blog | SIRC](#))



Discussion Points

1. Where is your organization along the Intersectionality Framework (Learning, Harm Reduction, Accountability/ Transparency, Transformation)?
2. What are the internal barriers related to intersectionality?
3. How would you or have you addressed intersectionality in service provision?

Discussion Points

Go to www.menti.com and use the code 6810 4550

Where is your organization along the Intersectionality Framework (Learning, Harm Reduction, Accountability / Transparency, Transformation)?

 Mentimeter

Press ENTER to pause scroll



Strengthening Community Commitment and Momentum - Social Hubs and Disrupting Social Norms



lisaokeefe

Building Commitment and Momentum through Online and Physical Social Hubs

- A Social Hub is a connector between networks of many individuals and groups and is commonly an online opportunity (especially during the Pandemic). Hubs offer information and interactive opportunities to share experiences, feel part of a collective, and seek advice. One good example is CPRA's "The Bench"
- Many groups use existing social media to impart messaging and expand on local movements

Typically include:

- ✓ Pictures and quick videos to engage (2-3 times more engagement)
- ✓ Ask people to share stories and related information/events/programs,
- ✓ Often ask participants to answer survey questions

Examples of Online Social Hubs

See What She can Do (SWSCD)

www.seewhatshecando.com



ParAmazing Circle

Bond with fellow parasport-lovers, try your hand at new adaptive sports, test your wits at trivia night, enjoy virtual coffee and more during our virtual experiences.

EXPLORE



Women & Dogs Circle

Bring your dog and connect during fun virtual experiences. Get at-home grooming tips, have fun creating at-home agility courses, learn dog tricks and more.

EXPLORE



Women Coaches Circle

Meet women who share your passion for coaching. Grow, learn and lift one another up as you pool ideas, solve problems, hear from sport experts, and have fun.

EXPLORE

<https://www.seewhatshecando.com/circles>

Disrupting Social Norms

- Social norms are beliefs that often influence behaviour
- “Girls can’t throw” “male dominant sports are more exciting”
“sweating is not a feminine quality”
- We see resultant behaviours and practices such as males getting more prime time, better maintained facilities and media coverage.

Interventions:

- ✓ Collect data – identify the gaps through quantifying them
- ✓ Policy reviews regarding equitable allocation and practices
- ✓ Continually work to change the narrative
- ✓ Providing grants to aligned groups who will address access for females



Best Practice - Brown Girl Outdoor World

“Changing the Narrative Through Adventure”

Demiesha Dennis who is originally from Jamaica and now living in Toronto initiated a group that encourages BIPOC women to get outdoors and enjoy activities such as hiking, paddle boarding, ice fishing, camping, flat water surfing, and snowshoeing etc. The group focusses on women 24 to 40 years.

She is quoted as saying *“Some of these women’s parents didn’t have the knowledge about the sport or they didn’t feel that they had a place in sport”*.

She is breaking social norms by building a community of outdoor adventurers and making opportunities affordable. Demiesha has a Social Hub on Instagram.

Brown Girls Outdoor World Activities

(www.browngirloutdoorworld.com/)

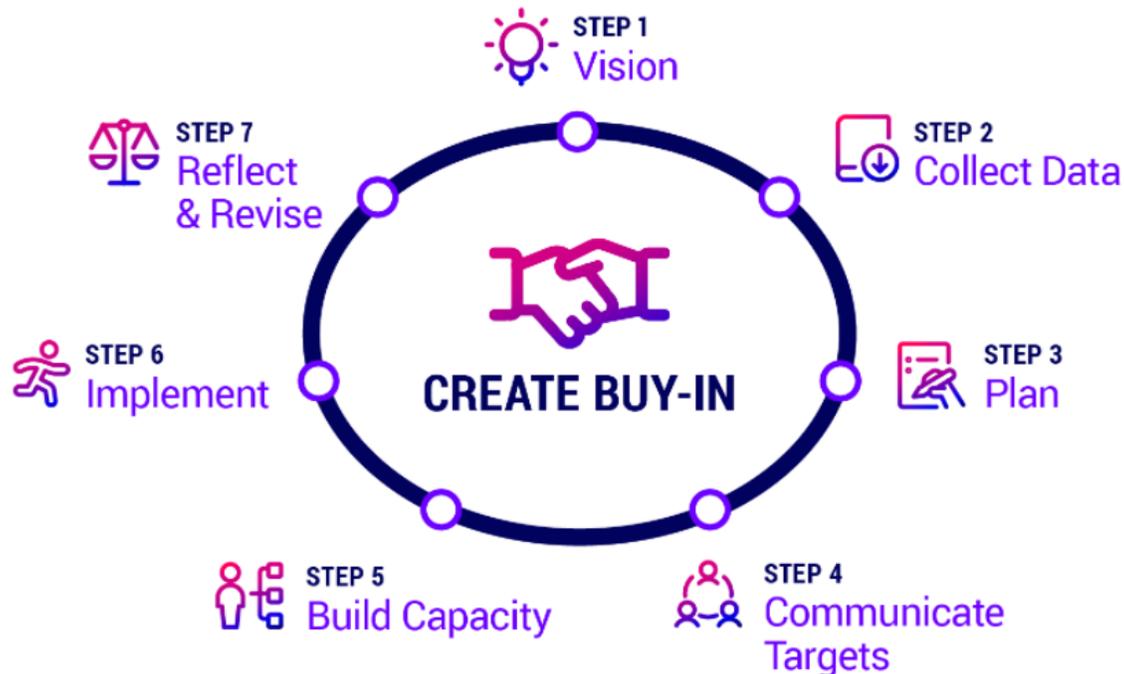


Best Practice – “Same Game” Tool Kit (CWS)



SAME GAME

A step-by-step toolkit to bring your gender equity vision to life



- Canadian Women in Sport have developed a Tool Kit to assist organization’s ability to increase girls, women and diverse people’s participation in sport and recreation.

- The Tool Kit is called “Same Game” and provides practitioners and community stakeholders with an online training program and aligned resources.

- Using the tool with all community stakeholders will build a common language, implement needed approaches and align efforts to increase participation in sport and recreation.



Best Practice – Recommendations in Recreation and Sport Plans

Port Hope

*Complete an analysis of the number of females and those identifying as females participating in recreation, parks, sports and cultural pursuits by age group. Engage in discussions with key groups and individuals to collectively identify strategies to **minimize barriers for females and those identifying as females.***

*Work with other organizations supporting female participation with a goal of **increasing lifelong participation** in sport and physical activity.*



Where Do I Go From Here?

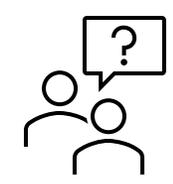
You will be sorted into break out rooms to discuss the Planning Worksheet about your next steps in supporting girls, women and gender diverse people in sport and recreation.

A facilitator to lead the group through the worksheet and report out your group's findings in the larger group.

15 minutes discussion time.

Planning Worksheet

- Circulated in the pre-workshop package
- Components
 - **Current state** of Gender Equity in your organization (link to Temperature Check Assessment)
 - **Gaps** identified
 - **What is the idea** you are planning (e.g., establish a GE/EDI policy for the organization)?
 - **Why** is the idea important? (i.e., “make the case”)
 - **Who** needs to be involved?
 - **Where** will the idea take place (e.g., one facility, whole organization, 3rd party users)
 - **What resources** are needed? (i.e., your capacity – funds, skills)
 - **Who** might resist?
 - Potential **barriers**?
 - **Activities** by month



Any questions about the session content?

Gender Equity Toolkit

CPRA ACPL

About Framework Funding Initiatives Policy **The Bench** Français

TOOLKIT

Gender Equity in Recreational Sport: Optimizing Facility Use

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://cp.ra.ca/initiatives/gender-equity-in-recreational-sport/facility-use-toolkit/>

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/ZJWLNKF>



Merci

Thank You

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