

Considerations for increasing sport participation among members of under-represented groups in Canada

Presentation to Sport Canada
Research Initiative (SCRI) Conference
2016



Sue Cragg Consulting 2016

Purpose

- provide the Sport, Physical Activity and Recreation Committee with a literature review to serve as a common evidence-base for collaborative policy and program development work aimed at increasing participation in sport, particularly among underrepresented groups, and promoting the health of Canadians through sport participation.

Sue Cragg Consulting 2016

Populations of Interest

- Woman and Girls
- Indigenous Peoples
- Individuals with Disabilities
- Recent Immigrants and New Canadians
- Socially and Economically Disadvantaged
- Rural, remote and isolated residents
- LGBTQ community members
- Older Adults

Sue Cragg Consulting 2016

Mastery and Challenge

- Competency, physical literacy, cultural capital
- Lack of opportunities in the early years
 - socio-economic disadvantage
 - physical or health challenges or limitations
 - past residency in other countries
 - sexual orientation, gender identity
- ➔ Inclusive ongoing recreation programs that can include players of all levels of skill and ability
- ➔ Ensure access

Sue Cragg Consulting 2016

Engagement and Meaning

- Co-creation of programming
- Holistic approaches
 - Many influences and supports
 - Sport for development and health promotion
- ➔ Involve target-community members
- ➔ Work with interdisciplinary, intersectoral and inter-jurisdictional partners

Sue Cragg Consulting 2016

Belongingness

- Human rights approaches
- Parallel systems and reverse integration
- Promotion
- Setting a welcoming tone
- ➔ Celebrate and promote diversity
- ➔ Educate staff, participants and the public
- ➔ Ensure representation

Sue Cragg Consulting 2016

Other

- Environmental Scan
 - Identify unpublished good practice
- Disseminate
- Monitor and Evaluate

Sue Cragg Consulting 2016