

March 20 2008

Making Connections and Broadening Horizons The Contribution of Sport and Physical Activity in Canada

UPDATE

Outcomes in Brief:

- Groups have been working separately on three pilot initiatives: Seine River/Gen7; Newcomers projects; and the Knowledge Framework project (s)
- Progress has been made on all three initiatives. (see details below)
- The Wabano Centre potential project is being explored and we will report on it at April 18th meeting.

Working together and moving forward – Next steps:

- Reconvene the full group of senior policy and sport and physical activity leaders to review progress April 18 @ PPF

UPDATE

Since the last full-group meeting of senior policy leaders on November 20, smaller working groups have been connecting to move forward on pilot initiatives identified at the meeting. The following provides a brief synopsis of progress made on each initiative.

Reminder: Criteria for selecting pilot initiatives were determined at the full-group meeting on October 23, 2008. An initiative should:

- Generate interest and commitment from several departments (in addition to PHAC, Sport Canada, CIC, and sport and physical activity leaders);
- Have the potential to test the contribution of sport and physical activity to several policy objectives (e.g. obesity, self esteem, youth leadership, social integration of newcomers, mental health promotion etc.); and
- Be able to make use of available resources and/or align with existing projects and resources.

Seine River/Gen 7 – Rural Aboriginal youth

This northern Ontario reserve was the site of a successful Gen7 aboriginal youth program. The program engaged both youth and elders, creating an intergenerational bridge. The current project aims to follow up on this success by restarting the Gen7 program. Due to demonstrated readiness and full community support, this initiative represents an ideal opportunity for immediate progress.

- Of the initiatives being considered by the group, Seine River/Gen 7 is the closest to being started.
- Motivate Canada, which was involved in the original Gen 7 program, has prepared an initial proposal and budget.
- Initial contact is being made with the community to determine the level of interest and explore next steps.
- Funding for the project is being discussed initially with INAC, FNIHB, PHAC and Sport Canada.
- Other potential partners (e.g. HRSDC, Crime Prevention Center, RCMP) will be approached shortly to explore their interest.

Newcomers Projects – Urban immigrant youth

- The Newcomers project aims to aid in the integration of immigrant youth through sport and physical activity. Three projects at CIC have been identified as potential pilots that this group could work on together. We are exploring interest with these organizations in the next couple of weeks. The aim is to commit to one of these projects by identifying where the greatest synergies with the contributions of this group are. The three projects are:
 1. Peel Brampton Neighbourhood – Athletic youth initiative
 2. Ottawa Chinese Community service centre – Fitness and language instruction
 3. Vietnamese association in Toronto in Parkdale Jane Finch Area – Using sport and recreation for peer relationships and to introduce youth to services available for youth
- CIC has funded these specific projects starting April 1, 2008.

Knowledge Framework Projects

There are a few different projects being explored all related to building our knowledge framework:

1. A broad project aimed at adding to the existing knowledge on the effects of sport and physical activity in an evolving Canada,
 2. To determine how best to service the knowledge needs of on-site projects,
 3. Capturing the learnings and innovation process as we learn to work together.
 4. Possibly building a compendium of success stories and cases
- Several connections and explorations are occurring around what and who is doing work in the knowledge framework domain and how might we build on this or collaborate.
 - Ian Bird of Sport Matters has been in conversation with several academic colleagues (e.g. U of T and U of O) who are doing research in the area and to further discuss the knowledge framework project. This is part of

exploration of the questions “what is an interesting, captivating project that will engage all of us?”

- Ian met with Jennifer Robson (who is replacing Catherine Demers) from PRI. She is enthusiastic about the work happening with PPF and wishes to contribute. She is thinking about this project as an important part of their youth initiative.
- True Sport Foundation is also doing some related work that could inform our group on how best to proceed on the knowledge project, i.e. give us a good sense of knowledge gaps and where the **Knowledge Framework** project and this group could best contribute. The True Sport work also could potentially frame the building of a compendium of case studies.

Wabano – Urban Aboriginal youth

- Wabano has been approached about engaging in a pilot initiative and the centre, located in Vanier, expressed interest in exploring opportunities.
- A meeting with the Wabano CEO March 25 is planned.

Next Steps

- The full group of senior policy leaders and Sport and physical activity leaders will meet on April 18, 2008 at the Public Policy Forum to update on progress and explore together next steps on this initiative .

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