



**POLISHING THE
GOOD APPLES**

Co-Founders

Sheldon Kennedy



- World Junior Gold, Memorial Cup, NHL 8 years
- Disclosed abuse in 1996
- Cross-Canada Skate 1998 - \$ 1.2M Foundation proceeds to Canadian Red Cross
- 5 Years experience with Speak Out (Hockey Canada)
- International Olympic Committee Advisory
- Board Member – Sheldon Kennedy Child Advocacy Centre
- Internationally recognized Child Advocate
- Numerous Awards including Order of Canada

Co-Founders



Wayne McNeil

- Volunteer Chairman - Alberta Gymnastics Federation
- Vice Chairman and Trustee – Rocky View School Division
- 1997-99 -Volunteer President – Sheldon Kennedy Foundation
- 25 Years IT Sales and Client/Project Management
 - Computer Science Corporation
 - 3Com Corporation
 - Bell Canada
- Board Member – Sheldon Kennedy Child Advocacy Centre

Respect Group Background



Founded 2004

Curriculum Partners - CDN Red Cross & Sheldon Kennedy Child Advocacy Centre

Research Advisors – PREVNet and Independent Universities

Vision: To be the Canadian leader in on-line certification to prevent.....



BULLYING



ABUSE



HARASSMENT



DISCRIMINATION

.....BAHD



Over 965,000 Canadians  **in.....**

Respect in Sport *for Activity Leaders*

Respect in Sport *for Parents*

Respect in School *for School Leaders*

Respect in the Workplace *for any organization, ALL employees*

Leading Sport Organizations



NSOs

Hockey	Synchro Swim	Rugby
Gymnastics	Speed Skating	Luge
Ski Jumping	Water Polo	Skate
Ringette	Rowing	Golf
Alpine	Racquetball	Curling
Snowboard	Ten Pin Bowl	Tennis

Large PSOs

Sport MB	Ontario Soccer	Sask Sport
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Other

COC	OTP	CPC	CAC	Jumpstart	Scouts
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Why Respect in Sport?

- To help keep sport Fun and Safe for Kids
- Provide critical education to coaches and parents on the key areas of bullying, abuse, harassment and discrimination
- To help prepare coaches to be that “to go” person in a child’s life
- To empower by bystander
- To demonstrate an “athlete centred” focus
- To provide risk and liability mitigation for your organization, and all connected to it.
- To help keep kids, and adults engaged in sport

Why.....



Positive Culture

- Create safe and welcoming sport environments
 - Deliver on your organization's commitment and stated vision
 - Set the standard for participation/inclusion of all stakeholders
 - Recruitment and retention
 - Build confidence and empower the bystander
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Risk Management

- Child protection
- Legal "Duty of Care"
- Organizational, personal and vicarious liability
- Courts now ask "*have you done all that is considered **reasonable?***"



Keeping Kids Engaged in Sports

- Many sports are experiencing a decline in participation
- Kids are walking away from sports because it's no longer fun, and often because of their parents
- 7 out of 10 adolescents leave youth sport
- For every adolescent boy who leaves sports, 6 girls leave
- The benefits of keeping kids engaged in sports are well documented
- Better mental health, better self esteem, better physical shape, happier, more connected, more success later in life
- We owe it to our kids to create an environment in youth sports where they thrive, have fun, and can flourish
- Ultimate goal: “sport for life”

Our approach.....



- 100% audio to ensure “safety of the learner” and ESL comprehension
- Animated Vignettes/Case Studies
- Q/A’s to ensure full understanding and mitigate liability
- Expert Clips and Impact Statements to engage the learner
- FULLY bilingual
- 4 year committed cycles for full program revision
- Device agnostic with free “app” download
- Standard, universal content that allows for organizational branding
- Recertification, cross-organization porting and full DB/Admin capabilities
- 24X7 bilingual “live answer” technical support

Alpine Canada Alpin – RESPECT Programming



Program	Audience	Cost	Duration
Respect in Sport Activity Leader Program	All adults working with youth; Coaches, officials, parent volunteers	\$30	150 min.
Respect in Sport Parent Program	One adult per athlete's (under 18) family	\$12	90 min.
Respect in the Workplace	All employees, volunteers, contractors	\$40	90 min.

Respect in Sport – Parent Program



+ **350,000** certified users to-date

*Surveys say - Will it make you an even more child-centered sport parent ? **94%***

Duration = 1 hour

Cost = \$ 12/User (PayPal or Org Pay)



UNIVERSITY OF
TORONTO

Athletes in leagues that had adopted the Parent Program in 2011 reported **significantly higher parental support** compared to athletes in leagues which did not have the program

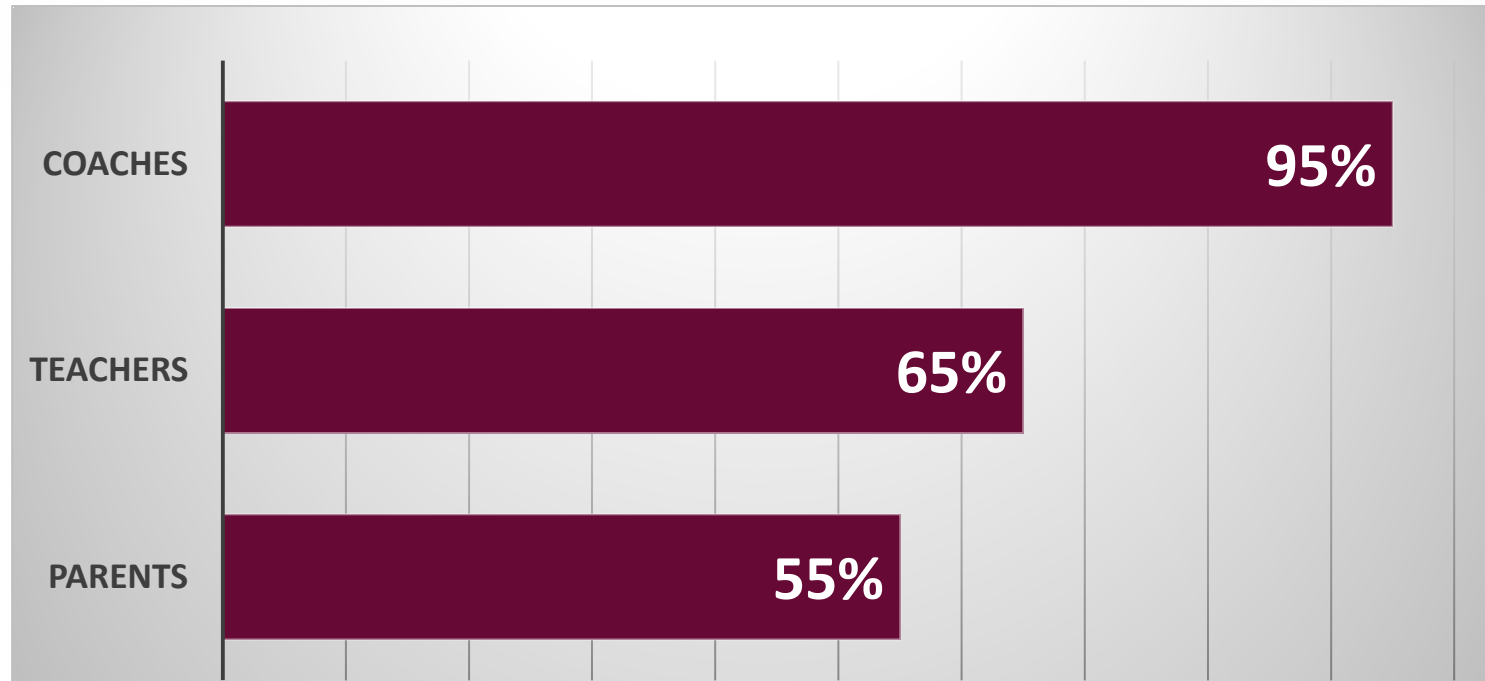


- 70% of parents favoured a minimum of **3 year recertification**
- Parents/caregivers wanted **ALL adults** involved certified

The Importance of a Coach



Who youngsters say influence their behaviour most;



Good coaches recognize the important role they play in influencing behaviour and boosting the confidence and self-esteem of their young charges.

Source - Straight Talk 1996 - Published by the Coaching Association of Canada

Respect in Sport – Activity Leader Program



+ 380,000 certified users to-date across youth serving organizations

*Surveys Say - Will it make you an even more child-centered leader ? **97%***

Duration = 2.5 hours

Cost = \$ 30/User (PayPal or Org Pay)

Endorsed/strongly promoted by Coaching Association of Canada (RCM)

- ✓ Seamless interface to the **Locker**
- ✓ **NCCP – PD Credits** for completion
- ✓ Cross-sport certification

Activity Leader Curriculum - 2016



- ✓ The “power perception” and building positive self-esteem
- ✓ A leader’s “duty of care” both moral and legal
- ✓ The physical, emotional, and cognitive needs of young people of all ages
- ✓ Recognizing/dealing with Bullying, Abuse, Harassment, and Discrimination (BAHD)
- ✓ Short/long-term mental health outcomes associated with BAHD
- ✓ Hazing
- ✓ Understanding the “behaviour dynamics” between all sport stakeholders (incl. peers)
- ✓ Concussion, Injury Management, LTPD and Physical Literacy awareness (high level)
- ✓ “Empowering the bystander” to create confidence/consistent stakeholder response
- ✓ Taking care of your own emotional well-being



Easy Access for Alpine Ontario



<https://alpine-canada-activityleader.respectgroupinc.com>

Select "*Alpine ON*" from Association Drop down

Select "your Division" from Drop Down

Select "*your Club*" from Drop Down

Create your profile and register

Questions

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