

#15 SPORT4ALL ADVOCACY TOOLKIT

SPORT4ONTARIO

Toolkit, 2013

Topic for advocacy Advocacy / HEPA - Physical Activity and Health and Local Clubs

http://www.sport4ontario.ca/uploads/2/9/0/7/29071139/sport4all_advocacy_toolkit_final.pdf

Description of the good example

The toolkit has been designed to help Ontario sport and recreation providers to plan, implement, promote and advocate for policies and procedures in order to increase the engagement of culturally diverse groups in sport. Sport4All builds connections between sport organizations and diverse participant bases, provides and seeks out funding opportunities to facilitate increased outreach and participation, offers resources and training required to engage diverse populations in sport, continues to evaluate progress and build on collective success in this area.

Target - Who can best use this example or document?

Not-for-profit organisations, coaches and fitness leaders, recreation professionals, health promoters, provincial sport organisations, provincial multi-sport organisations, provincial recreation organisations, community sport clubs, community recreation, community sport councils, settlement agencies, citizens groups, social service providers.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

By trying to obtain diversity in sport, the project meets the objective of reaching social inclusion, equal opportunities and awareness of the importance of HEPA. It encourages knowledge-sharing and cross-cultural collaboration among organisations.

Learning points - What can we learn from it?

This toolkit provides information on how sport organisations can build capacity, and how to make sport more inclusive. It gives a short overview of governmental organisations in Canada, and maps policy-makers based on the ways to approach them. Examples for effective advocacy and guidelines for successful promotion and communication are given.

Further information

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