

respectinsport

Respect in Sport: ??

- **Co-founded in 2004 by Sheldon Kennedy, former NHL player and victim of his coach**
 - **Partner of the Red Cross**
 - **Partner of True Sport**
 - **Partner of PREVNet for harmony and violence prevention**
- **Supported by:**
 - **Sport personalities**
 - **Experts from universities and sport psychology**
 - **Olympic level athletes**



respectinsport

Our Belief:

Recreation and Sport should offer a safe haven for children and young adults to...

Build self-esteem

Learn the value of fitness

Experience the thrill of participation

Have fun !



respectinsport

Our Goal:

Provide a powerful, engaging, internet-based training tool for community and sport organizations to ensure....

- ❖ ***Easy, global access***
- ❖ ***100% certification of stakeholders***

Coaches

Activity leaders

Officials

Parents



Respect in Sport Programs

- **Coaches – 3 hours**
- **Activity Leaders – 2.5 hours**
- **Parents – 1 hour**
- **Officials: - 2.5**



Barriers to deployment...

1- «Not another training program... »

Most coaches are volunteer doing their best...

2- Organizations « turf » prerogatives

Most have programs, booklets, session, policies..

Many have no follow-up, no resources for updates

3- Upfront costs that take \$\$ for other programs

4- Fear of the issue



Successes of deployment...

1. **Available to all, quickly**
2. **Technology = opportunities for updates**
3. **Cheaper than hard medias**
4. **Clear, consistent message**
5. **Paperless... but documents are available: policies, codes, forms...**

6. **Level of message**

Flash media, vignettes, testimonials, impact statements



respectinsport

Results so far...

20,000 Coaches

1,300 Activity Leaders

1,000 parents

