

A Culture Shift in Sport

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Outline

- Why do we need a cultural shift in sport?
- What would a cultural shift look like?
- How to facilitate a cultural shift?



I. Why do we Need a Cultural Shift in Sport?

SAFE SPORT

- Prompted by numerous high-profile cases of maltreatment in Canada and internationally



- **Former Federal Minister of Science and Sport, Kirsty Duncan (2019):** “a systemic culture shift is required to eliminate maltreatment, including sexual, emotional, and physical abuse, neglect, harassment, bullying, exploitation and discrimination.”

Sport has Always Changed Over Time

Inclusion of women



Threats of criminal prosecution for physical assault



Inclusion of Para Athletes



Trans Inclusion??

A Cultural Shift in Sport: Why Now?

- Societal norms have changed. What was okay in homes, schools, workplaces and relationships in the past are not necessarily okay now.
- Sport must be held to the same standards.
- Sport must align its practices to be consistent with other domains in which people, including young people, live, work, learn and develop.

Societal Influences on Sport: Changing Views of Children and Adolescents

- Shift from parent or teacher-centred to child or student-centred
 - Increased attention to diverse ways of learning
 - Shift from use of punishment to disciplinary strategies
 - Decisions are based upon the developmental needs of the child



Societal Influences on Sport:

#MeToo Movement

- Affecting Cultural Change:
 - About how power should and should not be used
 - Providing venues for people to speak up
 - Developed communities of support for victims
 - Provided clarity about and raised the bar for expected behaviours

Societal Influences on Sport:

Increased Attention on Equity, Diversity and Inclusion

Some examples:

- Black Lives Matter Movement
- Indigeneity (Truth and Reconciliation Commission)
- Gender Diversity
- Gender Equity
- Assisting New Immigrants
- Accommodating of Physical Differences
- Growing Awareness of Mental Health Challenges
- Etc.

The background features three large, overlapping circles. The largest circle is a vibrant orange-red, positioned centrally. To its left, a smaller circle in a deep red color overlaps its edge. To its right, another circle in a rich purple hue overlaps its edge. The text is centered within the orange-red circle.

II. What Does a Cultural Shift Look Like?



Building a Safe Sport culture that moves beyond the prevention of harms to one that contributes to positive growth, inclusion and achievement for everyone.



Prevention of Harm



Optimization of Experience

Psychological abuse

Neglect

Sexual abuse

Physical abuse

Bullying

Harassment

Discrimination

Physical Injuries

Enjoyment

Achievement

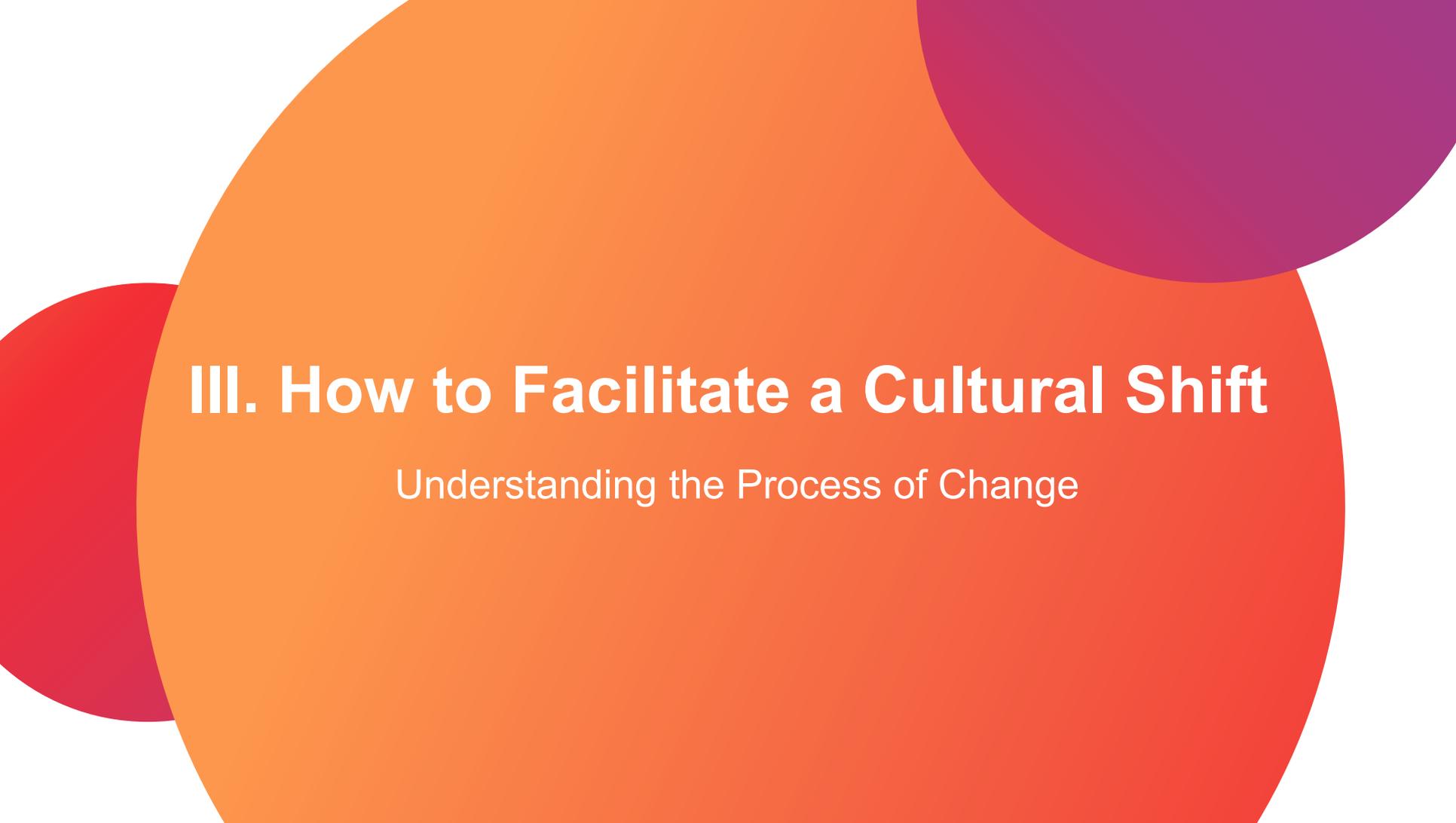
Sense of fulfillment

Establishment of positive relationships

Optimal physical health

Strong sense of self

Development of life skills



III. How to Facilitate a Cultural Shift

Understanding the Process of Change

1. Need for change, crisis,
Sense of urgency

2. Form a coalition,
Identify champions

3. Create a vision for change

4. Communicate the vision

5. Create quick wins

6. Reinforce/reward change

CREATING A CLIMATE
FOR CHANGE

ENGAGING AND
ENABLING

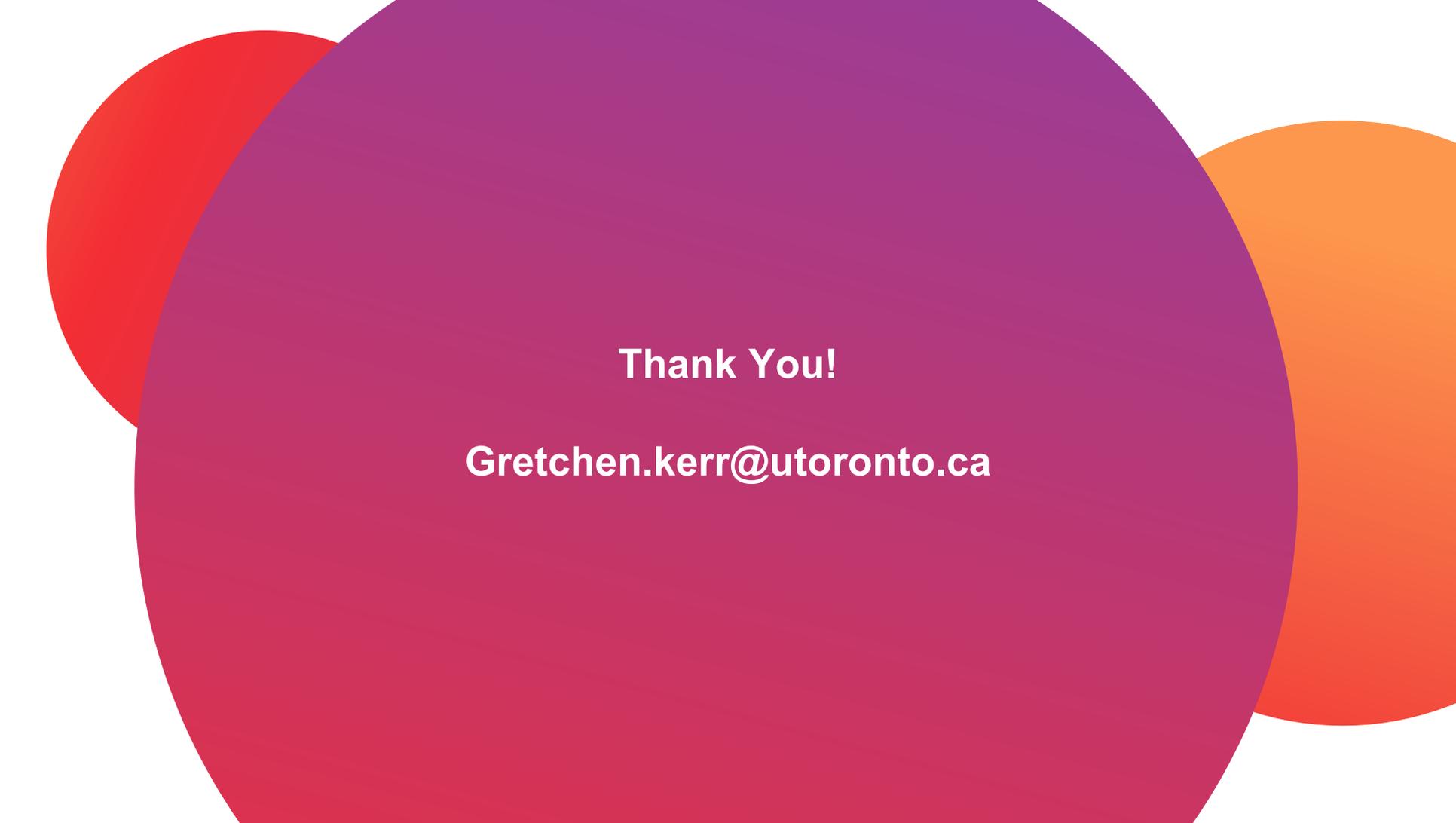
SUSTAINING
CHANGE

Stages of Change



Understanding & Addressing Resistance

Understanding Resistance	Addressing Resistance
<ul style="list-style-type: none">• “I won’t (the old way is better, I’m not going to be told what to do, I know best)• I can’t change• I don’t know how to change, I don’t understand• I’m anxious about what’s next• I feel targeted	<ul style="list-style-type: none">• Clear Vision and Strategies• Ongoing Communication (why change is need, support provided, etc.)• Training and Education• Co-opting Ambassadors/Champions• Supports• ... Plow ahead

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Thank You!

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