



Mom's Got Game

Communications Toolkit

Campaign Background

Research shows when mom is physically active, coaching or playing sports, everyone wins. Children are more likely to be active; girls are less likely to drop out of sports; while moms cope better with the increasing demands of motherhood and are more likely to feel better about themselves.

Canada's Sport Information Resource Centre (SIRC) first launched the Mom's Got Game initiative in the spring of 2021. The campaign is back this spring, starting March 8, 2022, leading up to Mother's Day (May 9th) and into the summer!

Join us in celebrating, encouraging and supporting all moms to play sport and be physically active.

Acknowledgement

SIRC would like to acknowledge and warmly thank all contributors to the Mom's Got Game campaign, including Bell Media and all sport partners. The Mom's Got Game campaign is funded in part by the Government of Canada.

Foundation

This toolkit – and the Mom's Got Game campaign as a whole – is informed by SIRC's comprehensive review of the latest literature and research. Download [SIRC's full literature review](#) now.

Campaign & Toolkit Objectives

This toolkit was created to support the promotion of this campaign, and equipping partner organizations to:

- Celebrate the efforts made by moms towards participation in sport and physical activity;
- Raise awareness on the importance of mom's participation in sport & PA, as well as their role in supporting moms in their community;
- Create new opportunities, ideas and programs for engaging moms in sport & PA programming;

Key Messages

- **When moms are active, everyone benefits. Moms, children, and the rest of society.**
 - *See all of the "did you know" examples at the bottom of this document...*
- **New moms can experience unique benefits, but unique challenges.**



- *Research shows, women who exercise – and get support – are less likely to experience mental health challenges postpartum.*
- *Pregnant women should meet 150 hours of moderate exercise per week (e.g., brisk walk).*
- *There are very few risks associated with exercise during pregnancy, but it is important to consult a doctor (especially true for women who may have had complicated pregnancies in the past).*
- *Exercise can help reduce gestational diabetes, weight gain, fetal weight (i.e., ensure healthy weight), c-sections and increase vaginal deliveries.*
- **For many moms, mental health and physical health go hand in hand.**
 - *Research shows that women who are active experience a wide range of benefits, including a lower risk of disease and better mental health.*
 - *Research shows that when working moms take time to be active, they feel better, sleep better, are more productive at work and find it easier to unwind from work, which can benefit their families too!*
 - *Research shows that women who exercise through their pregnancy have a lower risk of experiencing mental health challenges, like postpartum depression.*
 - *Exercising can give moms the chance to focus on themselves, which can help them cope with the challenges of motherhood.*
 - *Moms who are active report feeling healthier and happier, which makes them feel like better parents!*

Potential Posts

- When Moms are active – Kids are active.
Physically active parents have a positive influence on their children’s physical activity levels, study shows. (Stats Can 2017).
#MomsGotGame
<https://sirc.ca/momsgotgame/>
- When Moms are active – the whole Family is active
Research shows that the more active a mother is, the more active her children are. Moms can make physical activity a priority for whole family.
#MomsGotGame #MothersDay
Get active with your Mom today.
<https://sirc.ca/momsgotgame/>
- When Moms play sports – Girls play sports
School-aged girls (6-18 years) with a mother who plays sports were 3x more likely to play sports than school-aged girls with a mother who did not. (Rally Report).
#MomsGotGame
<https://sirc.ca/momsgotgame/>
- When Moms play sports – Girls play sports.
School-aged girls with a mother who plays sports are 3x more likely to play sports than girls with a mother who does not play. (Rally Report).
Sport helps girls develop confidence & resilience.



#MomsGotGame

<http://sirc.ca/momsgotgame>

- When Moms are Coaches – Children have powerful female role models
When a mother is the coach it sends a different message to children about power, gender, & leadership in sport, where 80% of youth sport coaches are male.
#MomsGotGame
<http://sirc.ca/momsgotgame>

Calls to Action

- **Share your story.**
How does the mom in your life stay active and inspire you to do the same? Is it trying a sport for the first time; having fun throughout the years; or training hard and celebrating with family and friends? Share your story with SIRC for the chance to win Mom's Got Game swag! Learn more.
- **Get active.**
This spring, there are countless ways to exercise safely and in accordance with public health measures. Check out and sign up for some of the programs available in your region. Better yet, register with mom!
- **Support the mom in your life.**
Mom is there for you, and you're there for her too. An easy place to start is helping mom with some of her daily tasks and help free up some time for her to get active.

Recommended resources & key assets

- **[Mom's Got Game hub](#)**
The central landing page for the Mom's Got Game campaign, including all research, resources and opportunities
- **[Moms' stories](#)**
Real stories from people across Canada, sharing how the moms in their lives have shaped their own experiences in sport and physical activity.
- **Literature review (in progress)**
- **Promotional video**
 - [Spring/Summer Video](#)
 - [Winter Video](#)
- **Educational video (in progress)**
- **SIRC articles**
 - [Why youth sport isn't just for kids: it benefits mom too!](#)



- [*“Playing for team motherhood”: Returning to team sport after childbirth*](#)
- [*Mom’s Got Game! Stories of world-class athletes and gold-medal moms*](#)

Social media assets:

- **Campaign hashtags:**
#MomsGotGame (English) | #VasyMaman (French)
- **Tag SIRC on these channels:**
[Twitter \(English\)](#) | [Twitter \(French\)](#)
[Facebook](#)
[LinkedIn](#)
- **Campaign Imagery:** [\[See folder\]](#)

Did you know...

...When Moms are active, Kids are active. Studies show that physically active parents have a positive influence on their children’s physical activity levels. For example, school-aged girls (6-18 years) with a mother who plays sports were three times more likely to play sports than those with a mother who did not play sports. Only 35% of 5-to 17-year-olds are reaching their recommended physical activity levels as outlined in the Canadian 24-Hour Movement Guidelines for Children and Youth, and moms can help close the gap!

...When Moms are active, girls don’t drop out of sport. If a mother plays sports, it is statistically less likely for her daughters to drop out of sport during adolescence. Boys and girls start out participating in sport in similar numbers, however during adolescence girls drop out of sport at 3 times the rate of boys. As a result, they miss out on the many benefits that would set them up for long-term health, well-being, academic and career successes. The retention of girls in sport is a critical concern in Canada, and moms are part of the solution.

...When Moms are active, they cope better with the challenges of motherhood. The benefits mothers can experience from being physically active are many. Not only is physical activity associated with a decreased risk for physical health problems such as cardiovascular disease, cancer, and diabetes, it helps mothers rise to the challenges of motherhood and restores some important focus on the self. Mothers who are active report less psychological stress related to being a mother.

...When Moms are active, they feel better about themselves. Women who play sports have higher levels of confidence and self-esteem and lower levels of depression. Women who play sports have a more positive body image and experience higher states of psychological well-being than women who do not play sports.

...When Moms are coaches, children have active and powerful female role models. Children have a much higher rate of participation (85%) if their parents take on duties as coaches, team managers, and umpires in youth sport. When the mother is the coach it sends a different



message to children about power, gender, and leadership. 80% of volunteer youth sport coaches are male and this reinforces the notion that sport is male-dominated, male-run, and male-centred. For children, who are impressionable, seeing mostly men in positions of power in a context that matters a great deal to them, does little to challenge and change the status quo. When mothers are coaches it provides active female role models, therefore making it possible that girls will view coaching as a viable and available career pathway.

...When Moms are Coaches, they gain quality time with their children. Mothers say that being a coach, though there was some stress generated by having an additional role, was tempered by the positive experiences they had as a coach. For all the mother-coaches in the research, coaching overwhelmingly enriched their lives as it facilitated positive family interactions and relationship building and quality time with their children, enhanced their ability to know their child's friends, and provided a place to teach life skills and lessons. When organizations understand mothers' experiences, they can assist in creating a youth sport environment that is more inclusive and welcoming of women, particularly mothers, and potentially move them into leadership and coaching roles.