



# **CANADIAN SPORT FOR LIFE**

**Bringing CS4L to Toronto's  
East Scarborough Neighbourhoods**

# The Background

## Multi-Sport Initiative

- Club Concept & Focus Groups 2010/11
- East Scarborough Catalyst Group 2012
- The Partnership Approach 2013

## CS4L Community Connections Project

- Toronto 2011 (Lawrence Heights)
- Toronto 2012/13 (East Scarborough)
- One of Ten Canadian Communities

The East Scarborough  
Multi-Sport Collaborative

*City of Toronto Wards  
42, 43, 44*

# City of Toronto Wards 42, 43, 44

***Population 193,045***

***41% live in Apartment Buildings  
of 5 or more storeys***

***Statistics Canada, Census 2011***

The East Scarborough  
Multi-Sport Collaborative

*is where diversity lives...*

# **The East Scarborough Multi-Sport Collaborative**

*The Aim (common agenda):*

*To provide all children and youth in the East Scarborough Community with the opportunity to:*

- *become more physically literate through quality multi-sport experiences*
- *develop personal resiliency, learning and life skills*
- *reach their personal athletic potential*

# The East Scarborough Multi-Sport Collaborative

## *Catalyst Group Organizations*

- East Scarborough Boys & Girls Club
- Toronto Community Housing
- City of Toronto Parks, Forestry & Recreation
- East Scarborough Storefront Multi-Service Agency
- University of Toronto Scarborough
- Toronto Sports Council

# The East Scarborough Multi-Sport Collaborative

## *Working Assumptions*

- All organizations and individuals are equally valuable
- This is a totally inclusive initiative
- Everyone will be heard and will hear others
- There are no wrong answers
- Everyone has wisdom
- We need everyone's wisdom to get the wisest result
- The whole is greater than the sum of its parts
- The purpose is for each organization to strengthen their mandate, **not** change their mandate unless they choose to
- Finding solutions to service gaps will be a collective exercise



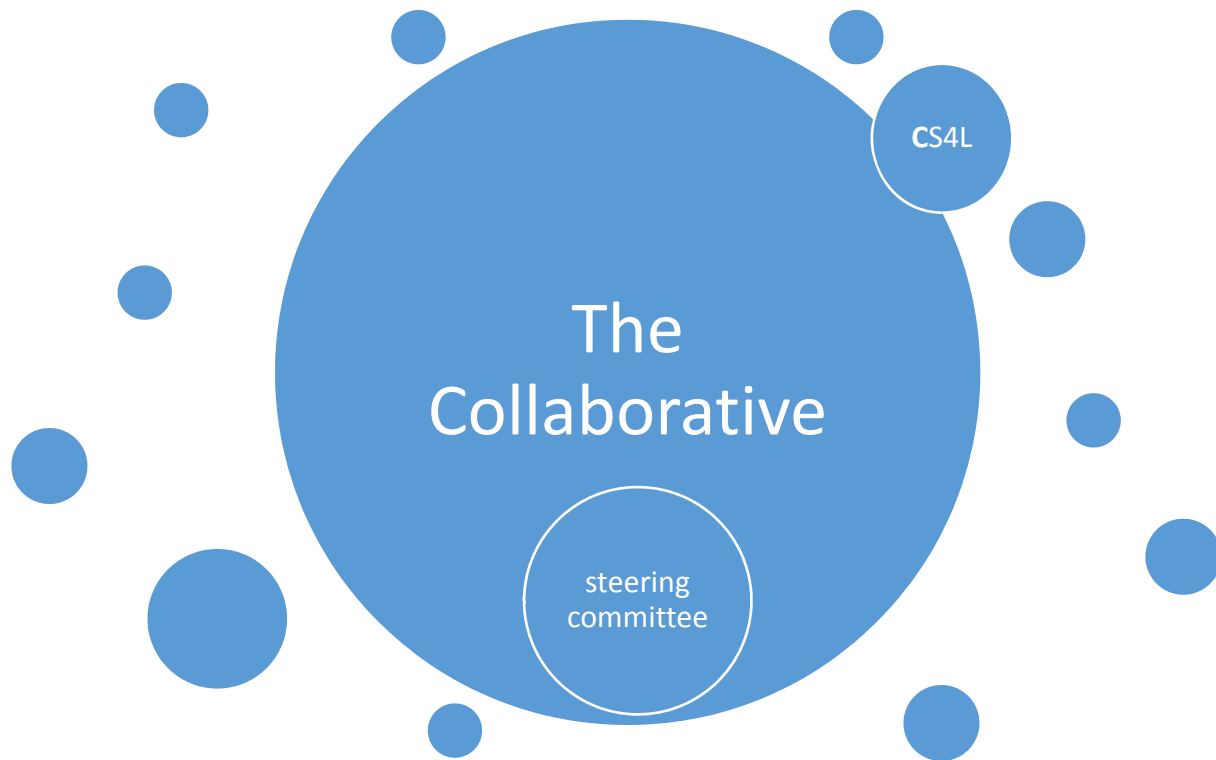
# Taking a Collaborative Approach for a Collective Impact

## The Five Conditions of Collective Success

1. Common Agenda
2. Shared Measurement Systems
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organizations

“Large-scale social change requires broad cross-sector coordination, yet the social sector remains focused on the isolated intervention of individual organizations.”

# The East Scarborough Multi-Sport Collaborative Organizational Structure



# What is Physical Literacy?

**Physical Literacy can be defined as :**

The ability to move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person.



# PHYSICAL LITERACY IN A RANGE OF ENVIRONMENTS

*indoors*

	 <b>Ground</b>	 <b>Water</b>	 <b>Ice/ Snow</b>	 <b>Air</b>
 <b>Body</b>				
 <b>Locomotor</b>				
 <b>Object</b>				

*outdoors*

# Literacy Model

## Literacy

ABC

Words

Sentences

## Numeracy

123

Fractions

Equations

## Music

Do Re Mi

Scale

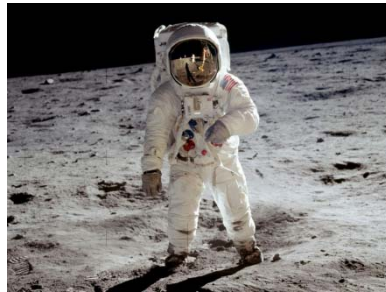
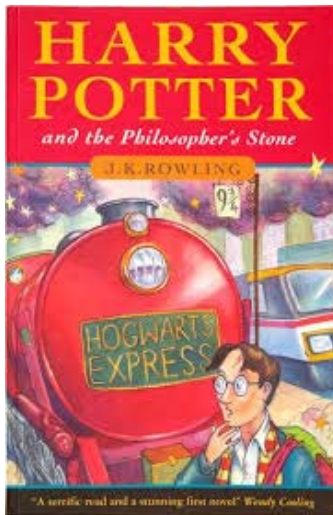
Scores

## Physical Literacy

Movements

Tasks

Sequences





## BECOMING A CANADIAN SPORT FOR LIFE COMMUNITY 2.0

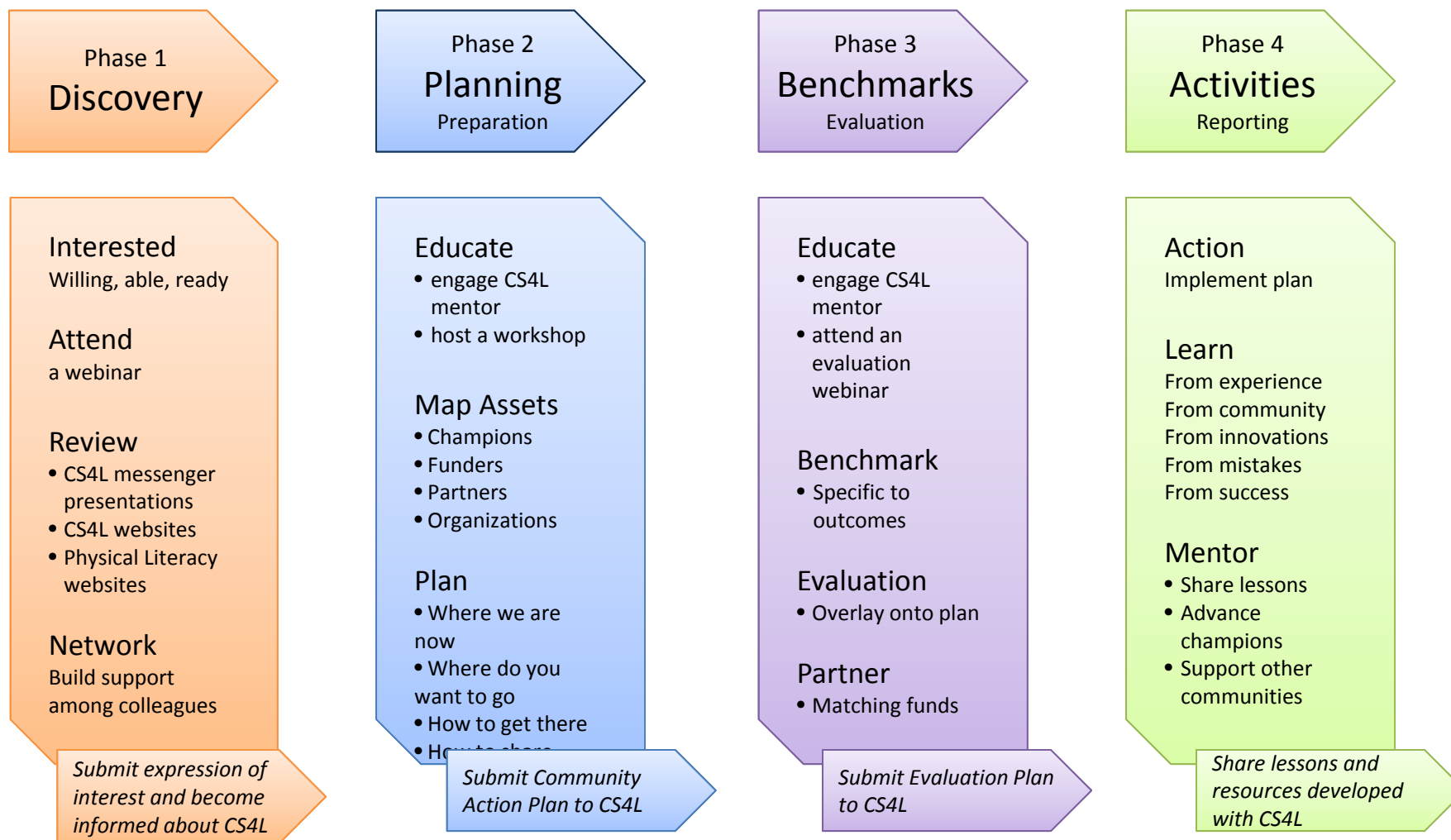


**CANADIAN  
SPORT FOR LIFE**

*quality sport & physical activity*

# Becoming a Canadian Sport for Life Community

## Developing Physical Literacy Locally



# CS4L Community Connections Project Participating Communities

Victoria

Vancouver

Abbotsford

Cochrane

Red Deer

Edmonton

Winnipeg

Toronto

Hamilton



# East Scarborough Multi-Sport Collaborative CS4L Community Connections Project

- **Phase One:** Baseline Research
  - Service (programming) GAP Analysis
  - Evaluation Framework
  - Data Collection
- **Phase Two:** Program Development and Implementation
  - Share current inventory of programming
  - Expand multi-sport programming opportunities in GAP identified areas
  - Develop a Physical Literacy ‘personal journey record’
- **Phase Three:** Data Collection/Analysis
  - Replicate baseline research and compare

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FAMILLE J.W. McCONNELL**



**RBC  
Learn to Play  
Project**



**HEART &™  
STROKE  
FOUNDATION**

# The Pathway for the East Scarborough Multi-Sport Collaborative

