

FREE Workshop

Gender Equity in Recreational Sport



Thursday, January 19, 2023
9:00 am - 4:00 pm
Birch and Anchor, Bedford NS



Who should attend?

This workshop is for local sport and recreation practitioners and decision-makers who are interested in creating welcoming environments, through facility use policies and facility design ideas, for women, girls and gender-diverse people.

Topics

This three-module workshop includes background, examples and practical resources, and the opportunity to exchange ideas and practices with colleagues.

Topic 1: Walk a Mile in Their Shoes – An introduction to Gender Equity in Recreational Sport

- The need to address gender equity including the most up-to-date facts and stats
- Key concepts, including intersectionality and “fear” research, as well as “what works”
- Exploring organizational readiness to address gender equity via a checklist format
- Use of personas to understand those women and girls who don’t participate

Topic 2: Feeling Welcome – The physical design and social considerations of indoor and outdoor spaces that will increase the sense of belonging for girls and women and gender-diverse people

- Retrofitting buildings and spaces
- New buildings and spaces
- Building an organizational culture that supports the retention of girls and women in recreation and sport.

Topic 3: Sustainable Efforts - Assisting with retention through measurement and putting the pieces into action

- Policies related to allocation and leadership
- Focusing the evaluation and asking the right questions

**Provided by the Canadian Parks and Recreation Association with financial support
from Women and Gender Equality, Government of Canada**

Supporting You

Meals – Included in your free registration are a light breakfast and lunch and beverages. Breakfast begins at 8:30 a.m.

Location - The Birch and Anchor: 367 Bedford Highway, Halifax, NS.

Financial support – A small amount of funding support may be available to assist with travel for those participants outside of the Halifax area. Email Christa Costas-Bradstreet at christa.costas@outlook.com for more information.

Registration Deadline: January 10, 2023

To register, please contact Christa Costas-Bradstreet at christa.costas@outlook.com by **Friday, January 10, 2023**. We can accommodate only 75 people, so please register early! Please provide any dietary restrictions at time of registration.

About the Facilitators

Mary Chow is an Architect and Associate Vice President with HDR who has dedicated the last 15+ years of her career to designing recreation facilities. Firmly believing that community amenities must serve the stakeholders and demographics for which they are created for, she truly engages the users and thoughtfully implements the best solutions into her work. Mary's track record of Facility of Excellence awards is proof that she places client and community needs first.

Christa Costas-Bradstreet has expertise in the area of physical activity and health promotion built on thirty years of employed and volunteer experience and an academic foundation in health care (nursing), physical education and applied health science. Christa has operated CCB Consulting on a full-time basis since 2016, working with government and not-for profit organizations in the physical activity, recreation and sport sectors. Christa is also the Director of Partnerships and Policy for the Canadian Parks and Recreation Association (CPRA).

Nancy Dubois is a Health Promotion Consultant working in private practice for over 20 years, most often in the public and social profit sectors in the areas of planning and evaluation. She develops such things as Age-Friendly Plans, Community Safety and Well-being Plans, strategic plans, and facilitates many planning sessions and large group forums.

Questions?

Contact Christa Costas-Bradstreet at christa.costas@outlook.com.

Background

Gender Equity in Recreational Sport



CPRA recently implemented a project focused on the barriers to participation and retention of girls and women and gender diverse people in recreational sport, based on access to and the design of facilities. The project was financially supported by Sport Canada, as part of the Government of Canada's commitment to achieve gender equity in sport at every level by 2035.

Given the diverse needs of communities, we focused on capacity building related to: (1) organizational culture change; (2) community engagement; (3) facility design; and (4) outcome evaluation. At the conclusion of the project, CPRA developed an [online Toolkit](#) and delivered four, 3-hour online workshops.

CPRA has secured additional funding from Women and Gender Equality Canada (WAGE) to continue its efforts to address two specific systemic barriers that make it more difficult for women and girls to experience the benefits of physical activity, recreation and sport participation. Via this project, CPRA will work to:

1. Change facility use practices that traditionally favour boy's and men's participation; and;
2. Influence the design of recreation spaces and places that welcome girls and women, and gender diverse people through fostering their sense of belonging.

Building on the original project, CPRA will undertake the following initiatives and activities:

- Training workshops for community-based practitioners who want to learn more and improve their practices related to designing recreation facilities (physically and to increase a sense of belonging) and scheduling facility use to address gender equity.
- Develop a sustainable online Community of Practice where recreation professionals, community practitioners, facility owners/operators/designers, academics, researchers and government can find and share resources and best practices and engage in discussions to collectively remove the barriers for the participation of girls and women and gender diverse people in physical activity, recreation and sport.
- Enhance the [interactive toolkit](#) that will provide resources for recreation and sport professionals, community practitioners and facility owners/operators and designers of spaces and places.