



ACTIVE LIVING ALLIANCE
FOR CANADIANS WITH A DISABILITY

Strategic Plan

2022-25



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WITH A DISABILITY

"Sometimes equality means treating people the same, despite their differences, and sometimes it means treating people as equals by accommodating their differences."

**Hon. Rosalie Silberman Abella,
Justice of the
Supreme Court of Canada**

We are

The Active Living Alliance for Canadians with a Disability (ALACD) was created in 1989 following the Jasper Talks, a landmark think tank of organizations and individuals dedicated to the well-being of those with a disability through physical activity, sport, and recreation. At its inception, the ALACD was, and remains, committed to supporting communities and organizations to be inclusive and welcoming to individuals, of all ages, with disabilities (mental health, mobility, sensory, intellectual, and learning disabilities) to be more active through physical activity, sport, and recreation for the purposes of health, enjoyment, and community inclusion.

The Active Living Alliance for Canadians with a Disability is committed to the important role that active living plays in the quality of life of all Canadians. Beyond the physical benefits, it also increases intellectual, social and spiritual wellbeing. For people with disabilities, active living improves self-esteem and self-worth, contributes to a sense of belonging, nurtures growth, and promotes the acquisition of employment, and independent living skills.

Disability in Canada

According to the 2017 Canadian Survey on Disability:

- 22% of Canadians over the age of 15 years had one or more disabilities, representing 6.2 million people, or one in five Canadians. This number does not include children 0 to 14 years.
- Most Canadians with a disability had more than one type of disability. 29% had one type of disability, 38% had two or three disabilities, and 33% had four or more disabilities.
- More than 540,000, or 13% of youth, aged 15 to 24 had one or more disabilities.
- The prevalence of disabilities increases with age. Twenty percent (3.7 million) of working adults (25-64) had one or more disabilities and 38% (2 million) of seniors aged 65 and over had one or more disabilities.
- The four most common disability types are pain-related (15%), flexibility (10%), mobility (10%) and mental-health related. The other disabilities reported, in descending order, were seeing, hearing, dexterity, learning, memory, and developmental.
- Mental health-related disabilities represented just over 2 million Canadians and were the most common type of disability in youth, followed by learning disabilities.
- Women (24%) were more likely to have a disability than men (20%) across all age groups.

Research consistently shows that participating in physical activity, for people of all ages and abilities, provides a myriad of physical, social, and mental health benefits. Forty-nine percent of adults, 18 to 79 years living in Canada, achieve the national guidelines of at least 150 minutes of moderate-to-vigorous activity per week. Though no data was collected through the 2017 Canadian Survey on Disability regarding physical activity participation, we know that Canadians with a disability are even less active than their peers without a disability.

Vision and Mission

Vision

A Canadian society where people with disabilities regularly participate in meaningful physical activity.

Mission

The ALACD encourages people with disabilities to make physical activity a regular part of their lives and helps build the capacity of communities and organizations to make this possible.



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The ALACD believes...

- ... participation in physical activity is a fundamental right that contributes to quality-of-life
(UN Convention on the Rights of Persons with Disabilities)
- ... the stories and experiences of people with disabilities must inform and influence all aspects of ALACD's work
- ... people with disabilities must have opportunities to choose and participate in quality activities that are appropriately challenging, safe, meaningful, inclusive, and also provide dignity of risk and a sense of belonging
- ... in the importance of establishing and building purposeful partnerships to increase our effectiveness and foster collective action
- ... policies and programs are developed from a combination of the evidence-based research, input from persons with disabilities, expert opinion, and community assets
- ... physical activities can be a means to gain independence in daily life and as an important source of recreational activity throughout the lifespan

"Equality focuses on creating the same starting line for everyone. Equity has the goal of providing everyone with the full range of opportunities and benefits - the same finish line! "

Bruce Kidd OC Ph.D.



Priorities & Goals

ALACD has identified three Strategic Priorities – Influence, Capacity Building and Governance. Each Strategic Priority represents a key area of focus and is clearly defined by goals, objectives and actions.

Strategic Priorities

✓ Influence

- Programs, policies, and practices that are created and delivered by communities, organizations and governments ensure people with disabilities can participate in meaningful physical activity.

Capacity Building

- ✓ Increased capacity of people with disabilities to be physically active.
- Increased capacity of community and organization leaders to provide meaningful physical activity experiences for people with disabilities.

Governance

- ✓ ALACD is an effective, accountable, and trusted organization.

Moving Forward

The ALACD is committed to moving its Strategic Priorities forward through some of the following objectives and activities:

Strategic Priority: Influence

The ALACD will:

- Encourage the writers of the Common Vision, Canadian Sport Policy, and Framework for Recreation in Canada to include concrete and measurable actions that address physical activity, sport, and recreation for people with disabilities.
- Create and respond to opportunities to advance the physical activity, sport and recreation goals of people with disabilities.
- Advocate for including physical activity/recreation and sport in federal and provincial/territorial accessibility acts.
- Continue to build and nurture our network of organizations in the physical activity/sport/recreation sector and the disability sector, and seek to influence each sector's agendas in a way that brings them together to support persons with disabilities to be more active.
- Identify and respond to societal priorities that affect persons with disabilities and their ability to participate in physical activity.



Strategic Priority: Capacity Building

The ALACD will:

- Increase the awareness and knowledge of people with disabilities, their parents and caregivers about the benefits of participation in physical activity and ways to be more active.
- Provide or promote leadership development (training and education) opportunities to community and local/PT organization leaders.
- Work closely with the Canadian Parks and Recreation Association (CPRA) and its provincial and territorial counterparts to provide resources and tools and training for front line recreation professionals across the country.
- Implement a youth summit.
- Develop a peer mentorship program.
- Promote our toolkits (A guide to Working with Decision-makers, Talking to Parents, In Her Words).
- Conduct regular communications updates and networking opportunities.



Strategic Priority: Governance

The ALACD will:

- Create a positive culture and environment for staff, volunteers and board members.
- Strive for appropriate resources to carry out its role and achieve its goals and objectives through creating and implementing a revenue generation plan.
- Create a succession plan.

