



**ACTIVE  
LIVING  
ALLIANCE**

FOR CANADIANS  
WITH A DISABILITY

**ALLIANCE  
DE VIE  
ACTIVE**

POUR LES CANADIENS/  
CANADIENNES AYANT  
UN HANDICAP

**STRATEGIC PLAN**

2019-2022



**“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*



## THE FACTS

**T**he 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 who were dedicated to the wellness of those with a disability by increasing physical activity, sport, and recreation. At its inception, 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.

According to the Canadian Survey on Disability<sup>1</sup>:

- 22% of Canadians over the age of 15 years had one or more disabilities, representing 6.2 million people, or one in five Canadians.
- 13% of youth, aged 15 to 24 had one or more disabilities.
- The prevalence of disabilities increases with age. 20% (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.
- 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 benefits. Yet, the majority of Canadians consistently fall short of meeting Canadian physical activity guidelines.<sup>2,3</sup> 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.

The Active Living Alliance for Canadians with a Disability is committed to the important role that physical activity 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, physical activity improves self-esteem and self-worth, contributes to a sense of belonging, nurtures growth, and promotes the acquisition of employment, and independent living skills.

1 Statistics Canada. Canadian Survey on Disability, 2017. Released Nov. 28, 2018. <https://www150.statcan.gc.ca/n1/daily-quotidien/181128/dq181128a-eng.htm>

2 Statistics Canada. Canadian Health Measures Survey (CHMS). Tracking physical activity levels of Canadians, 2016 and 2017. <https://www150.statcan.gc.ca/n1/daily-quotidien/190417/dq190417g-eng.htm>

3 Canadian physical activity guidelines, visit the CSEP website at: <https://csepguidelines.ca/>



# VISION AND MISSION

Vision: A society where every person in Canada, regardless of background or ability, has the opportunity to be active and healthy across their lifespan.

Mission: The Active Living Alliance for Canadians with a Disability (ALACD) leads and supports a diverse network of organizations to be more inclusive in their physical activity\* programming, policies, and social and physical environments. We share best practices, connect stakeholders, and shape attitudes, values and philosophies about inclusion in communities across the country.

\*Physical activity is used in its broadest definition to include recreation and sport.



## GUIDING PRINCIPLES

- Participation in physical activity is a fundamental right that contributes to quality-of-life (UN Convention on the Rights of Persons with Disabilities).
- Self-empowered individuals and organizations are change-makers, aiming for interdependence, collaboration and respect.
- Partnerships are an effective and efficient means of collective action.
- All ALACD supported initiatives are person-centred and community focused.
- Individuals have the opportunity to choose quality activities that are appropriately challenging, safe, meaningful, inclusive, and provide a sense of belonging.



# PRIORITIES AND GOALS

## Strategic Priorities

The Active Living Alliance for Canadians with a Disability has identified three Strategic Priorities – **Leadership**, **Capacity Building** and **Influence**. Each Strategic Priority represents a key area of focus and is clearly defined by one goal and a number of objectives and actions.

## Process Priorities

The Plan also identifies two Process priorities – **Partnerships** and **Communications**. The process priorities, with accompanying objectives and actions, are foundational to ALACD's success in achieving the goal and objectives in each of the Strategic Priorities.

### LEADERSHIP

**Our goal:** To increase the awareness of ALACD, and its value as a recognized leader in the physical activity sector, by stakeholders and policy-makers.

### CAPACITY BUILDING

**Our goal:** To increase the capacity of stakeholders to effectively address inclusion in their practices.

### INFLUENCE

**Our goal:** To increase the number of decisions made, and policies established, that support inclusive physical activity for all.

### PARTNERSHIPS

**Process Priority #1:** A robust network of organizations will help ALACD, and its stakeholders, to achieve their individual and collective goals of inclusive physical activity for all.

### COMMUNICATIONS

**Process Priority #2:** A Communications Plan will support all aspects of the ALACD Strategic Plan.



# MOVING FORWARD

**T**he Active Living Alliance for Canadians with a Disability is committed to moving its Strategic Priorities forward through some of the following objectives and activities:

## Strategic Priority: Leadership

ALACD will:

- Continue to build and support its national network;
- Conduct a critical analysis of *A Common Vision for Increasing Physical Activity and Reducing Sedentary Living*, *The Framework for Recreation in Canada* and the *Canadian Sport Policy* that will result in the development of resources to assist organizations address inclusion in a way that is relevant to each of the policy documents;
- Provide ongoing support to member organizations including offering webinars, sharing model programs, resources, services and sample inclusion policies;
- Work with partners to create and advocate for both common language terms and definitions as well as an expanded definition of quality sport based on the work of the Canadian Disability Participation Project (CDPP);
- Develop a community inclusion audit;
- Develop a communications plan for increased knowledge;
- Update ALACD resources.

## Strategic Priority: Capacity Building

ALACD will:

- Increase, serve and engage its membership base through a variety of initiatives;
- Work closely with the Canadian Parks and Recreation Association (CPRA), and its provincial and territorial partners, to provide resources and tools and training for front line recreation professionals across the country;
- Establish a Community of Practice, including practitioners, government partners and researchers;
- Increase the skill set on the ALACD Board (evaluation, bilingualism, lived experience);
- Provide opportunities for post-secondary students to gain experience with inclusion and access;
- Establish and nurture additional strategic partnerships.

## Strategic Priority: Influence

ALACD will:

- Analyse the Accessible Canada Act to determine its implications for the physical activity, sport and recreation sector;
- Develop inclusion policy templates that can be tailored by ALACD members;
- Expand the number of government and non-government organizations with whom it partners, with the purpose of educating decision-makers on the value of inclusion;
- Work with stakeholders (public, private and non-profit) to change the attitudes of parents of children and youth with disabilities about the value of participating in physical activity, recreation and sport.



**“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.*



**ACTIVE  
LIVING  
ALLIANCE**

FOR CANADIANS  
WITH A DISABILITY

**ALLIANCE  
DE VIE  
ACTIVE**

POUR LES CANADIENS/  
CANADIENNES AYANT  
UN HANDICAP

President: Doug Nutting  
Executive Director: Jane Arkell  
info@ala.ca  
<https://ala.ca>