



Leading Change: The Alberta CFL Project

Playing to Win is a program designed to give coaches, educators and mentors of all ages the training, tools and skills to educate their players, students and peers on gender-based violence. The program focuses on real-life scenarios that help youth recognize abusive behavior, and develop the confidence and skills to interrupt behaviors that feed a culture of violence towards women. ACWS is proud to be partnering with both professional football clubs in Alberta: the Edmonton Eskimos and the Calgary Stampeders, to participate in training and deliver this curriculum across Alberta, including Northern Alberta and in on-reserve communities, when invited.

Leveraging the work ACWS has been doing with community hockey and Dr. Jackson Katz, this phase of *Playing to Win* adapts elements from B.C.'s "Be More Than a Bystander" campaign. The ACWS initiative will leverage the popular culture status of the Football Clubs and their players, to elevate the public profile of the message via public service advertising and in-stadium exposure. CFL Players will be going into schools and hosting coaching clinics to educate coaches, students and student athletes about the *Playing to Win* messaging. The unique *Playing to Win* presentations and toolkits have been developed in partnership with ACWS and Dr. Jackson Katz of MVP Strategies; renowned gender activist and educator, and employ the MVP bystander model of engaging youth in sport.

What is unique about this proposal? It brings together both mentoring and the bystander approach through a model of engagement now being developed by ACWS in our project, *Working Together*. It is based on evidence that tells us that community change is best leveraged through a wide spread public marketing that is reinforced through community programming. We have the support of the professional sports teams for the wide spread awareness backed up by community programming with strong interest from university teams, deans, sexual assault centres and women's shelters.

The scope of the project contains, but is not limited to, these components:

1. Select CFL players and select mentors (university coaches) attended a 3-day intensive training session with Dr. Katz and members of MVP Strategies (March 16 – 18, 2014). Representatives from community based organizations spent the following two days with similar training - all sponsored by ACWS.
2. The CFL players will perform a series of 50 school and on-reserve community presentations per year about gender-based violence. The program focus will be the promotion of respectful relationships and how to recognize and interrupt inappropriate and abusive behavior. Motivating teens to "lead from where they stand" to make change.
3. Both CFL teams will host training sessions for adult football coaches during their annual amateur coaching clinics, as it is imperative coaches have the tools and skills necessary to deal with situations that arise in relation to violence against women and respectful relationships.

4. An aggressive public marketing campaign involving in-season public service announcements featuring players from both the Edmonton Eskimos and the Calgary Stampeders. On University Campus, CIS football athletes will deliver the messaging. These PSA's will be expressed on TV, online, on radio broadcasts and in-game presentations. Signage and a visual identity of the project will be seen throughout the Stadium, and both CFL will have 'Title' games where the project and sponsor/s will have maximum exposure.
5. This will also be augmented by our current Working Together project, funded by Status of Women Canada, where we are developing a model for engaging men and boys, women and girls in ending violence against women. Two communities will test the model, using the Playing to Win materials

About us

The Alberta Council of Women's Shelters is a province-wide, voluntary organization supporting women's sheltering organizations and their partners through education, research, and services for the benefit of abused seniors, women and their children. ACWS also conducts public awareness to end domestic violence. ACWS:

- Focuses on issues of violence towards women and breaking intergenerational cycles of violence;
- Serves as the collective unified voice of member organizations;
- Fosters networking and information sharing;
- Conducts action-based research and knowledge dissemination;
- Assists in acquiring adequate resources for member organizations and ACWS;
- Influences public policy and systems;
- Increases public awareness of issues related to domestic violence
- Fosters professional development within Alberta's sheltering movement

Project Partners:

Financial

- Province of Alberta \$200,000
- CFL teams in kind contribution \$600,000 (\$300,000 per team; confirmed)
- Potential corporate support \$1,096,000 (funding requests pending)
- Status of Women (\$810,000 to be confirmed; in process)

Other

- Association Of Alberta Sexual Assault Services
- MVP Strategies
- Potential synergies with White Ribbon and EVA BC

Activity	Expenses	Request for Funds GoA 2014-15	Deliverables (GoA Funding)
(a) Annual training of CFL players in gendered based violence	\$72,000		
(b) CFL Players from both the Edmonton Eskimos and the Calgary Stampeders go into schools to educate coaches, students and student athletes about gender based violence prevention (approximately 50 school and on-reserve community presentations per year). The program focus will be the promotion of respectful relationships and how to recognize and interrupt inappropriate and abusive behavior, motivating teens to "lead from where they stand" to make change.	\$244,800	\$12,000	Comprehensive Curriculum developed including but not limited to: <ul style="list-style-type: none"> • Scripts for Assembly &/or large scale presentations • Scripts & Agendas for 1 hour Leadership facilitation Sessions • PowerPoint Presentations & Sample Templates • Training Guide & Manuals • Well-Being Protocols & Safety Plans • Participant Handouts • Posters for Marketing
(c) Both CFL teams will host training sessions for <ul style="list-style-type: none"> • Football Alberta Adult Coaches: 6 sessions per year per CFL team through their annual amateur coaching clinics (open to all Alberta amateur coaches of junior and senior high school level football as well as the all-star team coaches). • Junior Football Clubs in Edmonton and in Calgary: 2 sessions for each of the 3 clubs • U of A Golden Bears and U of C Dinos: a total of 8 clinic sessions per year (4 per team) 	\$57,600		
(d) An aggressive public marketing campaign with in-season public service announcements featuring players from both the Edmonton Eskimos and the Calgary Stampeders. These PSA's will be expressed on TV, online, on radio broadcasts and in-game presentations. Signage and a visual identity of the project will be seen throughout the Stadiums, and both CFL teams will have 'Title' games where the project and sponsor/s will have maximum exposure. In addition, ACWS will initiate a media buy which could include a combination of television, radio and print. On University Campus, CIS ¹ football athletes support messaging through Campus Radio and print as well as online.	\$1,847,000	\$140,500	Development & Purchase of Assets and Public Relations & Marketing Tools for 2014-2015 season: <ul style="list-style-type: none"> • LED Advertisement within both Stadiums • Public Service Announcements (PSA) for in-Stadium Usage • In Stadium Signage • Game Day Sponsorship Pkgs within the 2014 CFL Season • Production of a 3 minute video celebrating the partnership ACWS has created with both CFL teams, while educating the video audience on important messaging of VAW
(e) A project evaluation framework will be developed and implemented as well as a foundational training curriculum developed. Both of these will support standardization, replicability and sustainability of community training beyond the project timelines.	\$41,400	\$7,500	<ul style="list-style-type: none"> • Development of an Evaluation Plan • Development of Evaluation Tools including pre & post session surveys
(f) ACWS Project Management expenses	\$443,360	\$40,000	<ul style="list-style-type: none"> • Project Management
TOTAL	\$2,706,000	\$200,000	

¹ CIS: Canadian Interuniversity Sport
HS 0126 (2013/06)

Funder Recognition:

- Participation in major announcement with other funders and the two teams
- Listing on ACWS website as a supporter
- Listing on future CFL Project Page as a 2014 season supporter
- Logo and listing on funder recognition page in the curriculum and the evaluation tools
- Invitation for Premier to attend & speak at the Breakfast with the Guys events in Edmonton (Nov 13th) and Calgary (Nov 17th). We will likely be including info about this project in the content of this year's Breakfasts, with recognition of provincial support for the Leading Change CFL project.
- Invitation to participate in select events related to the Alberta CFL Project
- Opportunity to have a GoA provided display in recognition of support in the concourse booths during host sponsored games in 2014 along with verbal acknowledgment
- Complementary lunch n' learn for your organization by ACWS staff around Domestic Violence & Your Workplace program &/or CFL Program
- Acknowledgement of GoA as a 2014 season sponsor in all press releases related to the Leading Change: CFL initiative this year