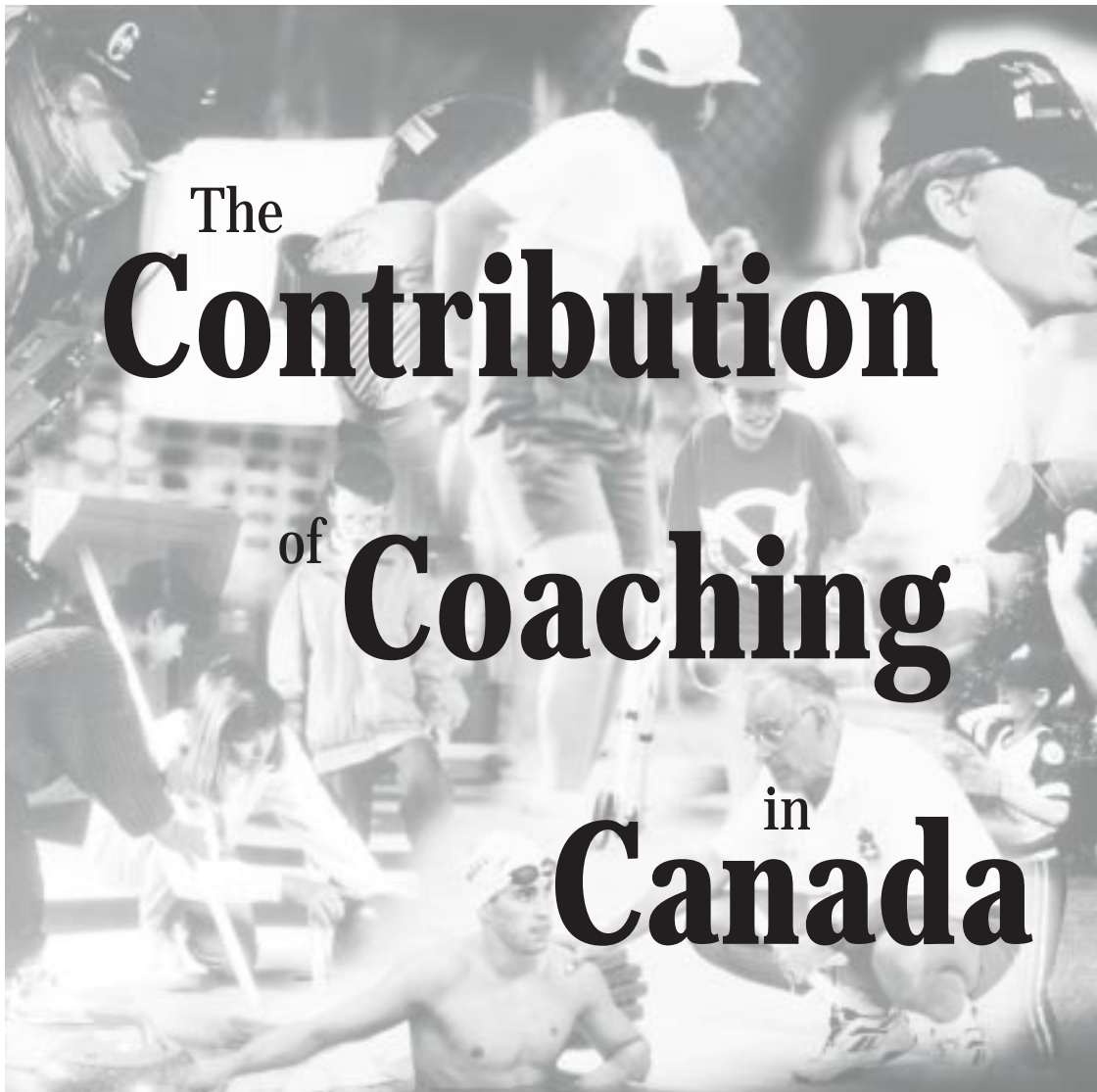




Coaching
Association of
Canada



The
Contribution
of
Coaching
in
Canada

The programs of this organization
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Canadian
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The Coaching Association of Canada is a not-for-profit amateur sport organization with the mandate to improve the effectiveness of coaching across all sports and at all levels of the sport system. We recognize and promote sport as an extremely valuable tool for the holistic development of people of all ages, but particularly for our youth.

We work with a wide variety of clients and partners in the development of sport and coaching leaders, including such activities as

- developing written, audio-visual, and computer-based materials for coaches and athletes
- designing and delivering coaching courses and conferences, including distance education options
- establishing certification, ethical, and professional standards for coaches
- educating parents, officials, and volunteer administrators on healthy approaches to the organization of youth sport programs
- fostering and maintaining corporate partnerships.

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THE CONTRIBUTION OF COACHING IN CANADA

Why is it important that we as Canadians encourage sport participation and support the training and education of our coaches? What benefits can effective sport programs, led by competent coaches, provide?

This publication provides a research foundation to answer these questions. It documents the key research findings and references the studies that show the benefits that result from strong sport and coaching systems. “The Contribution of Coaching in Canada” has been researched and written by Cora Lynn Craig. Cora is president of the Canadian Fitness and Lifestyle Research Institute and brings a wealth of expertise and experience to this task.

Appreciation is extended to Judy Kent for her assistance with the conceptual design, to members of the National Coaching Certification Council for their input and feedback and to Joan Salton and Tressa Sorochan for production of the report.

John Bales
President, Coaching Association of Canada
May 1998

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The Contribution of Coaching in Canada

Canada has been ranked the number one country in the world in which to live for the past four years. The rating reflects Canadians' belief in longevity, prosperity, and good health. Sport is a key ingredient in Canadian life.

- 90% of Canadians agree that sport is just as important an element of our culture as music, films or literature.¹
- 78% of Canadians are involved in sport as participants, coaches, spectators or other capacity.²
- 50% of Canadians watch sport on television and four in ten attend sporting events.¹
- 90% of Canadians feel that it is important to be represented at international amateur competitions.¹

Constant change is the current reality and results in issues that threaten the high quality of life in Canada.

- Canadians are living longer. Women outlive men, but spend more of their later years experiencing disability.
- The Canadian health care system is the envy of the world, but governments are having increasing difficulty sustaining it. Decreasing institutional care is moving the burden to the community.
- Economic concerns are driving many policy decisions at the federal, provincial, territorial and local levels.
- Canadians do not share equally in the benefits of Canadian life. Violent crimes are increasing. Suicide ranks second as the cause of death among youth; the rate is highest among Aboriginal peoples.

Positive sport experiences benefit individuals and society. Excellence in coaching ensures that the sport experience is positive, maximizing benefits and minimizing risks.

Excellence in coaching is part of the solution. By focusing on citizen development, trained coaches can instill values, habits and skills to help Canadians reach their full potential—to live healthy productive lives, acquire self-discipline and self-confidence, learn leadership skills and tolerance of others—benefiting themselves and society.

**Positive sport experiences
benefit individuals and society.**

**Trained coaches contribute
to positive sport experiences.**

OPTIMAL GROWTH AND DEVELOPMENT^{3, 4}

Children's participation in physical activity and sport contributes to their growth and development; 82% of parents strongly agree with this⁵ statement.

A positive sport experience contributes to optimal growth and development by building muscle strength and motor fitness. Sport helps to improve aerobic capacity (especially after age 10) and to build maximum aerobic power, which increases markedly during adolescence.

Biological maturation correlates with strength and physical skills in both boys and girls. The rate of increase in strength slows for girls at age 14 and may decrease for sedentary girls.⁶

Sport contributes by including key elements of optimal growth and development: using large-muscle groups, covering good range of motion, and emphasizing dynamic, weight-bearing and moderate-to-high intensity activities, performed regularly.⁷

Trained coaches ensure a balanced approach to developing muscular strength, muscular endurance, aerobic capacity and physical skills. They create positive experiences that keep teenagers in sport longer, thus promoting lifelong participation.

Success in sports is particularly important to young males. An important relationship exists between early biological maturation and physical performance and participation in sport. Trained coaches understand these relationships and can adapt training and competition to meet the needs of both early and late maturing youth.

Strength and physical performance are not related to maturing early among girls. Early maturation in girls tends to decrease participation in sport. Trained coaches recognize the unique pressures facing girls around puberty and develop strategies to build self-esteem, discipline and teamwork.

Good coaching nurtures optimal growth and development of children and youth, recognizing differences in genetic make-up and maturation rates, matching challenge with ability and fostering the joy of sport.

Almost all (96%) coaches have a greater influence on a child's behaviour than their parents, teachers and peers.⁸ Good coaches have realistic expectations of athletes, and are concerned first and foremost with the individual's well-being. They encourage and nurture athletes and discourage them from trying harmful and unhealthy practices to perform better.

Ninety-six percent of coaches have a greater influence on a child's behaviour than their parents, teachers or peers.⁹

CONTRIBUTING TO LIFELONG HEALTH

Moderate levels of activity are the most advantageous to lifelong health, with risk increasing for those who were very highly active and those who were inactive.^{10, 11, 12}

**Sport, with moderate to vigorous physical activity,
can extend life spans of men by as much as two years.¹²**

All-cause death rates decrease as fitness levels increase for both men and women (after adjustment for other risk factors, i.e., age, smoking, systolic blood pressure, blood cholesterol level, fasting blood glucose level, and parental history of coronary heart disease).¹³

Risk of premature death increases dramatically between lowest and highest fitness levels with the optimal fitness level for men being 10 mets and for women, 9 mets. These levels can be reached through regular participation in sport and moderate to vigorous physical activities.^{14, 15} Having a high fitness level also offers protection to men with high blood pressure.¹³

Coronary Heart Disease

Atherosclerosis and risk factors for coronary heart disease (CHD) begin in childhood and persist into adulthood.^{16, 17, 18} The risk of CHD is double that among least active individuals compared to the most active, and eight times as great among the least fit compared to most fit.¹⁹ Low levels of physical activity or fitness precede the development of (CHD) in healthy individuals.^{19, 20, 21}

Physical inactivity is recognized by the American Heart Association and the Canadian Heart and Stroke Foundation as a “primary modifiable risk factor” for developing CHD. Others are high blood pressure, smoking, obesity, plasma lipoprotein levels, diabetes, and a family history of cardiovascular disease.^{22, 23, 24}

**Good coaching fosters lifelong participation in sport and
physical activity, reducing the risk of chronic disease.**

Diabetes

The risk of non-insulin dependent—Type II—diabetes increases with age and is higher among certain obese persons^{19, 25, 26, 27} and women.²⁸ Having Type II diabetes increases the risk of heart disease.^{29, 30} The risk of developing Type II diabetes is much lower for those who exercise regularly, even when other risk factors are present.^{31, 32} The benefits of regular participation in sport and physical activity are greatest among persons having high body-mass index, a history of arterial hypertension, or a family history of diabetes.

Cancer

Physical activity lowers the risk of some cancers, but not others.³³ The evidence is clear for colon cancer. Sedentary individuals have 1.2 to 3.6 times the risk of developing colon cancer than those most active.^{33, 34}

Although studies have shown that female college athletes have lower risk of subsequent breast cancer than non-athletes,^{35, 36} the evidence is so far inconclusive.^{37, 38} High levels of physical activity may reduce the risk of breast cancer through changes in the production of estrogen and other sex hormones.^{33, 34}

Early findings suggest potential benefits for highly active individuals, controlling for known cancer risk factors. This finding has been confirmed in a small number of other studies.³⁴

Osteoporosis

Being active between the ages of 15 and 45 years is critical in the prevention of osteoporosis, and significantly decreases the risk of osteoporotic fractures in later life.³⁹ Women face higher risk of osteoporosis than men, with the disease beginning earlier and developing faster.⁴⁰ Participation in organized sports as children significantly increases bone density level of women.⁴¹

Weight-bearing physical activity is essential to bone health,^{19, 40, 42} with younger athletes and active individuals having higher bone mineral density than sedentary individuals.⁴³ However, young amenorrheic female athletes have lower vertebral bone mineral density than their active peers with normal hormonal profiles.⁴⁴

Physical activities like weight-lifting,⁴⁵ aerobics, calisthenics, stair climbing, and dancing⁴² can increase bone density over time among both men and women.¹⁹

Hypertension

High blood pressure is a primary risk factor for heart disease and stroke.^{46, 47} Risk increases with age, genetic predisposition, body mass, excessive salt intake, excessive alcohol consumption, physical inactivity,⁴⁸ and stress.⁴⁹ Significant reductions in blood pressure readings can be achieved with appropriate aerobic training.

Asthma

Among children 5 to 14, long-term regular participation in swimming and gymnastics reduces asthmatic symptoms, hospitalizations and medication.⁵⁰

Obesity

Being overweight increases heart problems and diabetes in men⁵¹ and diabetes, hypertension and gall bladder disease in women.⁵² Physical inactivity goes hand-in-hand with higher rates of excess fat, higher risk due to fat distribution⁴⁷ and excess weight.^{47, 53} Physical activity helps to maintain long-term weight reduction¹⁹ and is effective in weight control programs for teenage girls,⁵⁴ and in treating eating disorders.⁵⁵

Moderately intense exercise reduces weight among overweight individuals, and low intensity effectively treats obesity and severe obesity. A permanent lifestyle change is required—the exercise must be of prolonged duration and continued over years.

For those overweight, regular physical activity also reduces the risk of Type II diabetes, coronary heart disease and stroke, and the risk of premature death.⁵⁶

REDUCING INJURIES AND RISKS

The U.S. Surgeon General's Report on Physical Activity and Health summarizes the adverse effects of physical activity as⁵⁷

- minor injuries such as strains and major injuries such as bone fractures or trauma leading to chronic disability.
- anemia, hyperthermia, dehydration, infections and, among female athletes, amenorrhea, increasing the risk of osteoporosis.
- special risk of permanent physical damage among children and youth if injury occurs to the growth plates of long bones or other connective tissue.
- increased risk of cardiac events during physical activity, but less risk among those exercising regularly than among people who suddenly begin to exercise vigorously.

Trained coaches reduce the risks and injuries associated with participation in sport and physical activity.

Trained coaches match the training regime to the individual's current abilities; they watch for symptoms of stress or overtraining and educate athletes to pay attention to their own bodies and their messages.

Many injuries and risks are preventable. Trained coaches help by teaching people to work within their limits, gradually working up to goals, avoiding excessive physical activity or high intensity.⁵⁷

Most Canadian parents feel that injuries are not a significant concern. That is, they do not agree that participation leads to too many injuries.⁵

IMPROVING MENTAL HEALTH

Coping with Anxiety and Stress

Stress and anxiety are connected. Stress arises in response to disturbing environmental conditions.⁵⁸ Anxiety is one response, characterized by worry, self-doubt and apprehension.⁵⁹ Low self-worth, poor self-confidence and lack of control over situations may increase stress.⁸ Positive sport experiences can help build confidence and feelings of self-worth necessary to cope with anxiety and stress.

Both regular and single bouts of exercise may reduce anxiety⁵⁹ and regular participation may help prevent the development of chronic anxiety.⁶⁰

Sport can help individuals cope with stress by increasing relaxation,⁶¹ acting as a time out,⁶² providing a psychological distraction⁶³ and changing mood.⁶⁴ Groups activities that strengthen social support can help to reduce some negative aspects of stress.⁶⁵

While not better than traditional psychological interventions in reducing stress and anxiety, regular sport and exercise can be more effective than a tranquilizer drug.⁶¹

Trained coaches watch for signs of stress and difficulty in coping with pressure in sport and life. They put winning and losing in context and educate parents on how their reactions to their child's abilities affect feelings of self-worth. They provide opportunities to help participants reduce anxiety and stress through sport.

Trained coaches nurture self-confidence and self-worth, resources for coping with stress and anxiety.

Depression

People who are active regularly are less depressed.^{66, 67, 68, 69, 70, 71, 72} The International Society of Sport Psychology recognizes that “aerobic activity can reduce anxiety, depression, tension and stress, and increase vigor and clearmindedness.”⁷³

Exercise can be beneficial for moderately depressed individuals of all ages and of both sexes, including those hospitalized, manic-depressed patients, and non-hospitalized college students.^{74, 75} A positive sport experience may reduce symptoms of mild to moderate depression and anxiety neuroses by improving self-image, social skills, mental health.⁶⁹

Trained coaches foster improved self-image and social skills, which help to reduce symptoms of mild to moderate depression.

Depression is very wide-spread,⁷¹ and neither drug therapy nor psychotherapy are desired solutions. Prevention is the best solution, and exercise has been shown repeatedly to be an effective strategy for reducing mild to moderate depression. Evidence indicates that exercise can provide comparable psychological benefits to those found in standard forms of psychotherapy.⁷⁶

Severe depression requires professional treatment, which may include sport and other exercise.

Psychological Well-Being

A positive sport experience contributes to psychological well-being.

- The 1988 Campbell Survey on the Well-Being of Canadians reported a positive relationship between emotional well-being and participation in physical activity and sport.⁷⁷ A positive relationship was also found between physical *fitness* and well-being, in women.⁷⁷
- Physical activity is associated with feelings of contentment, happiness, and satisfaction.⁷⁸
- Lonely children may be less active and inactivity may contribute to loneliness.⁷⁹ Either way, children may benefit from the interaction with others typically offered by sport.
- Exercise groups have reported a significantly higher quality of life (including general health) than non-exercise control groups.⁸⁰ However, other studies have not found a relationship between physical activity and subjective well-being,⁸¹ happiness, contentment and life satisfaction.⁸² One factor suggested to account for the difference is motivation to exercise.^{83, 84} Life satisfaction and personal incentives to exercise are related to perceived physical competence⁸⁵—a perception that can be improved through positive sport experiences.

Trained coaches can contribute to psychological well-being by building personal satisfaction with physical competence and encouraging positive social interaction with others.

Self-Esteem

Positive sport experiences help to build self-esteem.^{86, 87, 88, 89, 90, 91} Self-esteem is related to better adjustment,⁹² general well-being,⁹³ less defensive⁹⁴ and deviant behavior,⁹⁵ less depression and fewer thoughts of suicide.⁹⁶ Positive self-concept (self-esteem) is associated with regular participation in sport and physical activity,^{97, 98, 99} lower incidence of smoking,¹⁰⁰ and better dietary practices.^{101, 102}

Parents believe that physical activity is beneficial to their children. Three quarters strongly agree that participation builds self-esteem and self-image.⁵

Trained coaches nurture development of positive self-image and self-esteem.

Good sport improves self-concept by building physical competencies.⁵ Young children with high levels of physical competence appear to achieve greater social success and status, leadership, peer acceptance and social competence. Teachers tend to rate these children as popular, calm, resourceful, attentive and cooperative.

Trained coaches develop skills and reinforce behaviours using a positive approach that focuses on strengths rather than weaknesses and helps build confidence and self-esteem.

For older children, one quarter of areas used to define self-concept relate to physical activity. Youth involved in sports have higher perceptions of their competency. Among adolescents, physical appearance, followed by social acceptance, has the greatest impact on feelings of self-worth. Among girls, physical self-perception discriminates between those active and less active.

Self-efficacy

Self-efficacy increases participation in sport and physical activity, and vice versa. Self-efficacy helps determine:

- the choice of activities in which people participate
- the amount of energy they are willing to expend and
- the degree of persistence they demonstrate in the face of failure or adversity.⁷⁸

Self-efficacy contributes to the development of physical-activity-related self-esteem and mediates levels of depression, stress and anxiety.^{78, 103, 104, 105}

Trained coaches foster development of self-efficacy, contributing to higher self-esteem and reduced stress and anxiety.

Trained coaches increase feelings of physical competency, thereby contributing to positive perceptions of physical capabilities. This lays the foundation for lifelong participation in sport and physical activity.

Participation positively influences perception of one's physical capabilities or efficacy. This is true for males and females, persons of all ages, and for regular and short-term participation. The beneficial effects of participation on self-efficacy are long-lasting.^{106, 107, 108}

LEARNING

Sport enhances motor performance, and children who perform well on motor tasks also do well on academic tasks.^{109, 110, 111} Children “lacking in early motor experiences encounter difficulty in learning as measured by achievement and intelligence tests.”¹¹²

Physical education has been linked to improved academic performance,^{113, 114, 115} particularly in mathematics with elementary school children.¹¹⁶ These results can be extended to aerobic programs (e.g., daily running), which produced higher levels in reading, language and mathematics as well as higher cardiovascular fitness and respiratory efficiency compared to regular physical education programs.¹¹⁷ When time has been allotted to physical education, there has been no decrease in academic performance.¹¹⁸

Trained coaches teach motor skills through sport, which may help children learn cognitive skills more easily.

Trained coaches can contribute to academic performance by teaching motor skills and fostering participation in aerobic activities.

Three quarters of parents strongly agree that their child’s participation in activity builds concentration and helps learning, and one half believe it contributes to intellectual development.⁵

CULTURAL HARMONY

Based on several studies on recreation and sport, the Parks and Recreation Federation of Ontario concludes:¹¹⁹

- cross-cultural programming helps people appreciate each other, particularly when nurtured through play at young ages;
- strength of community is increased when people share cultural differences, play and grow together;
- social interaction decreases unfamiliarity and isolation—factors associated with racism—and promotes contact between different ethnic groups and the broader community.

Trained coaches teach people how to interact with others and cooperate to achieve a common goal. They model respect for differences and help sport participants move away from what separates them, toward what binds them.

Trained coaches foster cultural harmony by helping people to understand each other while striving toward a common goal.

MORALS AND ETHICS

Almost all Canadians (94%) feel that involvement in international high performance sport is an important aspect of national life.¹ Furthermore, they feel that athletes must behave ethically, with 87% saying that it is extremely important that athletes compete without cheating or bending the rules.¹

Development of tomorrow's citizens begins with moral and ethical development of children today. Structured sport programs can help youth develop personal integrity; a sense of duty; ideals of truth and justice; self-discipline; sportsmanship; and cooperation.¹²⁰

Trained coaches positively influence the ethical and moral development of Canada's children.

Trained coaches provide a positive role model, demonstrating ethical and moral conduct, and use sport to teach self-discipline, sportsmanship, cooperation, duty and personal responsibility.

Canadian parents believe that participation in sport and physical activity helps to build these traits in their children. About two thirds of parents strongly agree that participation in sport teaches sharing and cooperation, develops social skills, and builds their children's character, with virtually all other parents believing this to some extent.⁵

ECONOMIC BENEFITS

The Parks and Recreation Federation of Ontario summarized¹¹⁹ some of the economic benefits associated with sport and recreation:

- economic returns of amateur hockey tournaments hosted in Sarnia, Ontario, far outweigh the costs
- alpine skiing in Quebec generates more jobs than the manufacturing industry
- the creation of sport-related jobs can have a large multiplier effect elsewhere in the economy.

The Contribution of Coaching in Canada

Increasing activity levels of Canadians has a major impact on annual health care costs. The percentage of active Canadian adults increased from 21% in 1981 to 37% in 1995. Had this been the case in 1981, annual treatment cost of ischemic heart disease would have been \$185 million lower.¹²¹

Over 50% of Canadian businesses provide opportunities for sport and recreation (e.g., ski trips) through workplace programs.¹²² Physical activity can increase productivity through reduced absenteeism and turnover, at least in the short-term.^{123, 124, 125} One study of workplace fitness programs estimated that a company's potential savings could be about 1% of payroll.¹²⁶ Exercise programs can produce economic benefits that outweigh immediate program cost.¹²⁷

The foundation for these economic benefits is based on positive sport experiences and on lifelong participation in physically activity. Participation in organized sport at school increases the likelihood of participating in sport as an adult.¹²⁸ Lack of skills and fear of injury is an important barrier, deterring 30% of Canadians from being active.

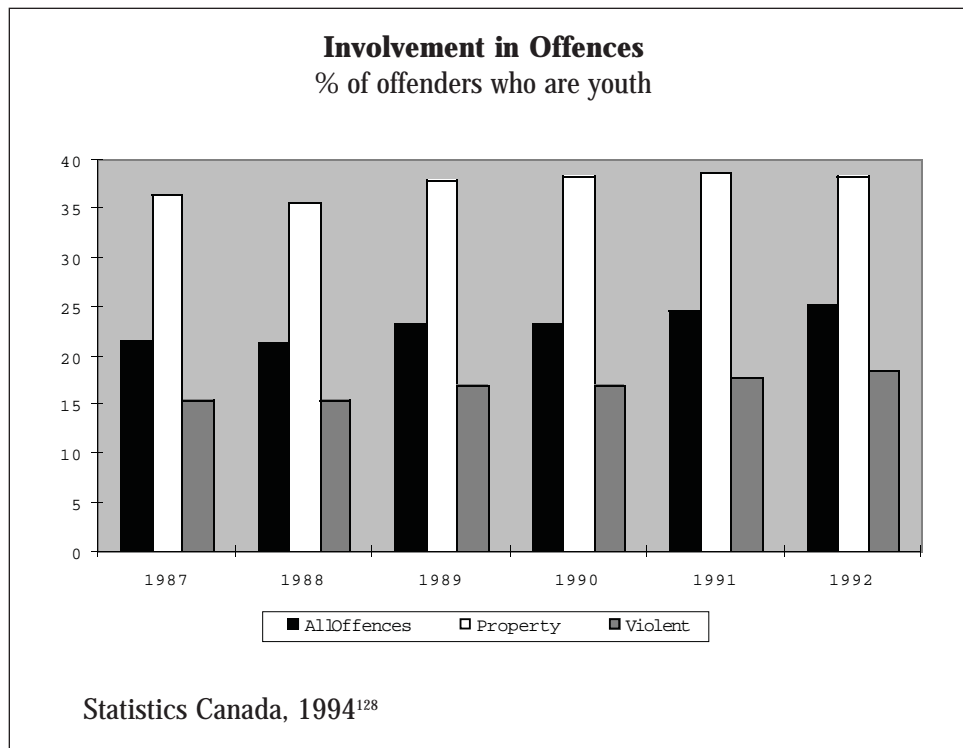
Trained coaches help Canadians engage in a lifetime of sport and physical activity. Good coaching ensures an enjoyable sport experience, teaching the joy of sport and activity, developing personal motivation, self-reliance and self-discipline. It helps to reduce the barriers to being active, by developing a variety of physical skills and confidence in one's abilities.

Trained coaches impact the economy directly through delivery of sport programs, and indirectly, by helping Canadians acquire the necessary skills for a lifetime of healthy, physical activity.

CRIME

The statistics are alarming.

- One in four Canadians experienced theft of personal property or violent crime in 1987.
- Victimization decreases with age — from almost four in ten among 15- to 24-year-olds to under one in ten among those 65 and older.
- The number of youth involved in criminal offences has increased from 1987 through 1992. By 1992, three in ten persons involved in crime were 17 years of age or younger.
- Not all criminal incidents result in charges. Of the 57,000 charges laid in 1992, 14% were brought against youth, mostly against males.



While sports participation does not in itself reduce delinquency,¹²⁹ sport programs that focus on teaching life skills can assist in helping to reduce crime.¹³⁰ This can be a cost-effective strategy in high-risk areas. The U.S. National Park Service estimates that it costs 100 times more to incarcerate a youth than to provide recreation and fitness programs.¹³¹

It has been found that:

- those exhibiting delinquency tend to have lower personal values and attachment to school¹³²
- involvement in sport can reduce leisure boredom, one of the root causes of delinquency¹³³
- through appropriate leadership and planning, programs can increase self-responsibility and improve daily life experience, providing opportunities for positive self-development.^{130, 133}

The majority of parents strongly agree that their child's participation in sport contributes to his or her positive self-development. About 70% also hold strong beliefs that it builds self-esteem and self-image, teaches sharing and cooperation, encourages positive friendships, and develops social skills. Two thirds agree, at least to some extent, that participation keeps their child from mixing with the wrong crowd. Generally parents do not hold negative beliefs about participation, although one in ten strongly agree that participation encourages aggressive behaviours and an overly competitive attitude.⁵

Trained coaches can assist in crime prevention, by teaching relevant life skills, positive self-development and reducing leisure boredom.

Trained coaches teach life skills and foster personal development through constructive sport experiences. They channel aggressive and overly competitive behaviours into positive actions. These coaches teach self-discipline and self-control to counteract aggression, and help develop personal responsibility, resistance to coercion, and coping with delayed gratification.

Trained coaches are an important resource for ensuring a positive sport experience.

The Contribution of Coaching in Canada

NCCP CERTIFICATION

Coaches have been certified in every province and territory.

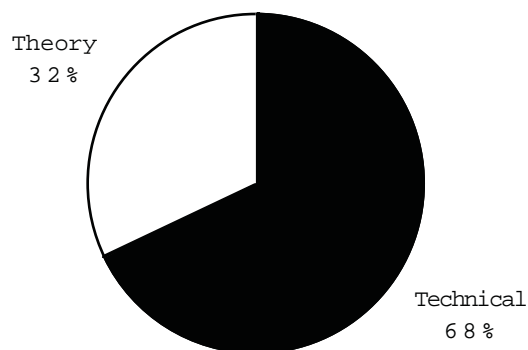
- 54 sport organizations have been involved in the certification program, offering sport-specific technical courses.
- Almost 20,000 theory and technical courses have been offered between 1994 and 1996. In 1996, 68% of these were technical courses.
- Over 150,000 coaches have been certified from 1994 to 1996.

Certification of Coaches, 1994–1996

	1994	1995	1996
Provinces/Territories	12	12	12
Sports	54	54	54
Courses	5,801	7,089	6,770
Coaches	72,999	92,969	86,170

NCCP Statistics, 1994–96

Theory vs. Technical Courses as a % of courses



FOSTERING EXCELLENCE

The National Coaching Certification Program (NCCP)¹³⁴ provides information and training to promote coaching excellence. The NCCP provides access to quality training programs and establishes minimum behavioral standards for active coaches. Development of the NCCP represents a commitment to excellence in coaching by its partners — federal, provincial and territorial governments, national sport organizations, and the Coaching Association of Canada.

Governments, national sport organizations and the Coaching Association of Canada are committed to fostering excellence in coaching.

The NCCP is designed to increase knowledge about general theory, provide technical information and transfer knowledge to practice through experiential learning.

- Levels 1 through 3 of the program teach the fundamentals, targeted to coaches at the community, regional and provincial sport levels.
- Levels 4 and 5 are aimed at coaches developing athletes for national and international competition.

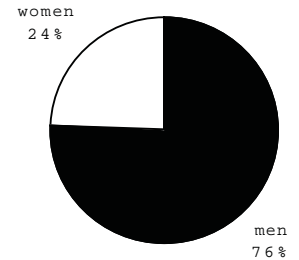
The Contribution of Coaching in Canada

CANADA'S COACHES

A Profile of Coaches

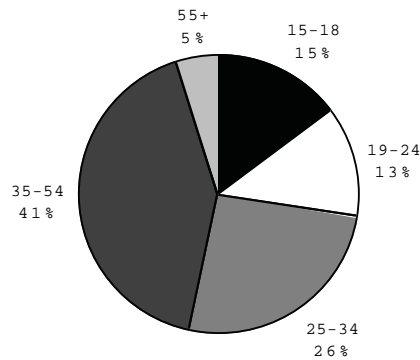
Sex

Roughly three times as many men as women are involved in coaching in Canada, either employed in this capacity or on a volunteer basis.



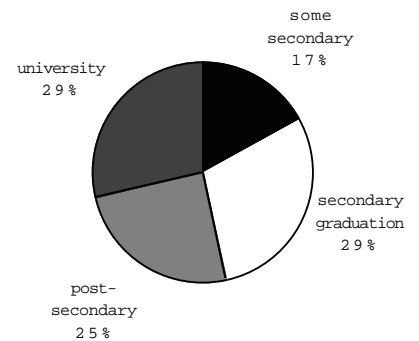
Age

Coaches are almost equally divided between those under and over 35 years of age. One quarter of coaches are 15 to 24 years old with another one quarter 25 to 34 years old. One in twenty coaches is 55 years or older.



Education

Over half of Canadians acting as coaches have post-secondary or university education. Over one quarter have completed secondary school.

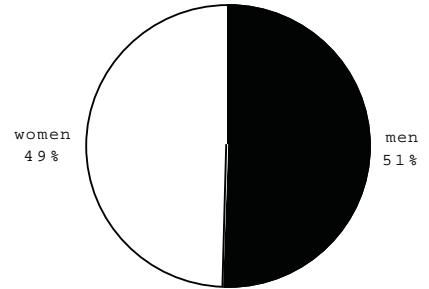


Statistics Canada, 1997¹²⁸

A Profile of Employed Coaches

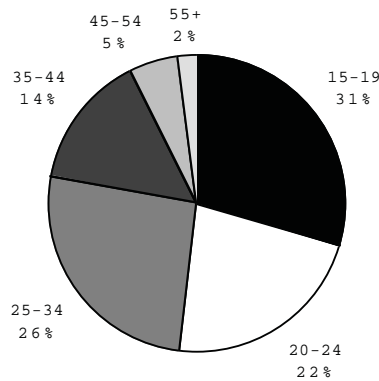
Sex

According to census data, there are about an equal number of men and women, 15 years old and up, coaching in Canada.



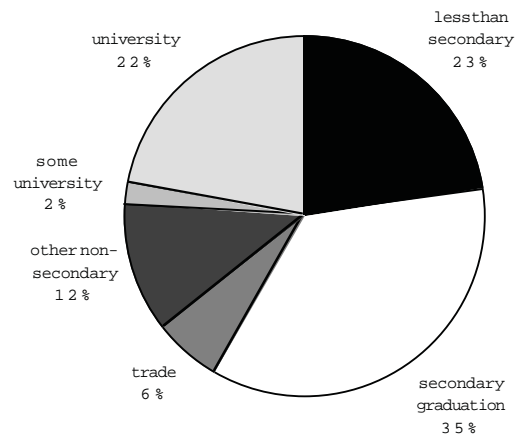
Age

Almost half of coaches are 15 to 24 years old. About one quarter are between 25 and 34 years old. Most of the remaining coaches are 35 to 44 years old.



Education

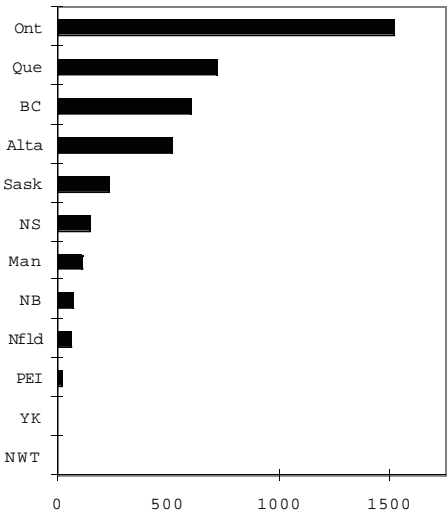
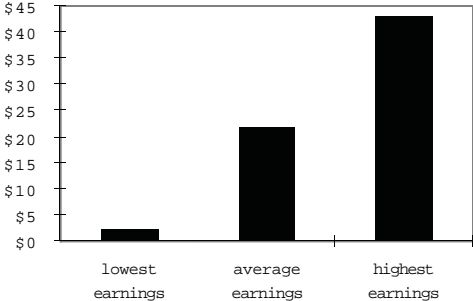
The majority of coaches have completed secondary school graduation or less. This is consistent with the relatively young age of coaches. About one quarter of coaches completed one or more university degrees.



A Profile of Employed Coaches

Annual Earnings

According to census data, 10% of coaches earned an annual income from coaching of \$2,000 or less. The highest paid coaches (10% of coaches) earned over \$40,000 annually. The average annual income of coaches is about \$22,000.



Location

Ontario has the highest number of employed coaches, followed by Quebec, British Columbia and Alberta. Saskatchewan and Nova Scotia have 225 and 150 employed coaches respectively. New Brunswick and Newfoundland employ between 60 and 70 coaches. In the Northwest Territories and Yukon, no one reported being employed as a coach.

Statistics Canada, 1997 ¹³⁵

Sport permeates Canadian life.

The Contribution of Coaching in Canada

Three quarters of Canadians are involved in sport.

- 78% of Canadians are involved in sport as participants, coaches, spectators or other capacity.¹²⁸

Sport is a regular pastime of almost half of Canadians.

- 9,600,000 Canadians aged 15 and older participate regularly in sports.
- 4,400,000 of these participate through sports clubs or organizations.¹²⁸

The sport system supports 3,000,000 registered athletes.

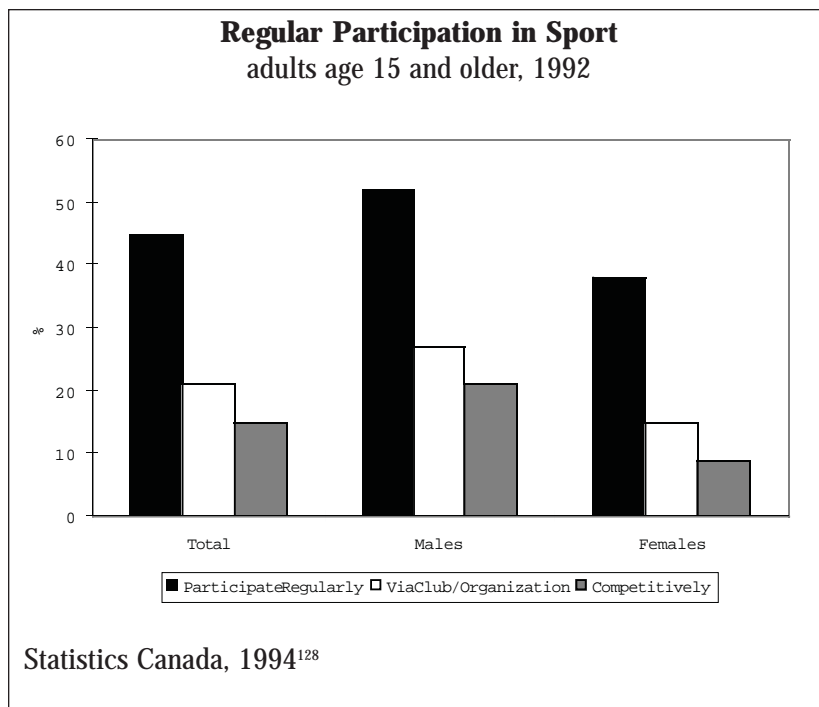
- 3,000,000 registered athletes of national and provincial sport organizing bodies
- 850 carded high performance athletes
- 400,000 coaches
- 1,000,000 volunteers.¹³⁶

SPORT PARTICIPATION AMONG ADULTS

In 1992, Statistics Canada found that:¹²⁸

- 9.6 million Canadians aged 15 and older participate regularly in a sport
- 4.4 million participated through clubs, community recreation programs, leagues, or provincial sport organizations
- 3.1 million Canadians had participated in a competition or tournament in the previous 12 months.

The Contribution of Coaching in Canada



Men were more likely than women to report regular participation in a sport.

- one third more men participated regularly (5.5 million men versus 4.1 million women)
- almost twice as many men participated through clubs, leagues, recreation programs, and provincial sport organizations (2.8 million men versus 1.6 million women)
- twice as many men participated in competitions and tournaments (2.1 million men versus 1 million women).

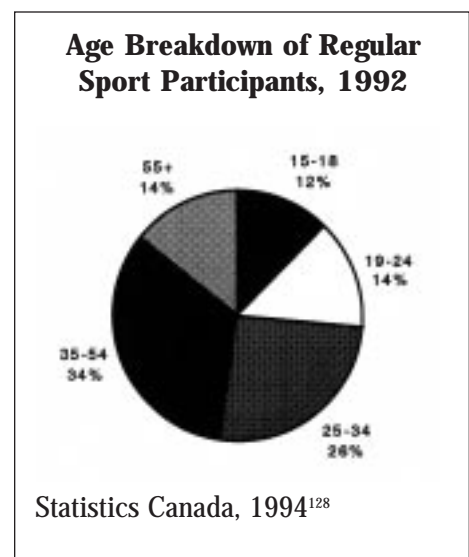
The likelihood that people participate regularly in a sport decreases across age groups, from 77% of 15- to 18-year-olds to 25% of those 55 years old and older. This pattern holds

- for participation in clubs, leagues, programs and sport organizations
- for participation in competitions and tournaments.

There is a broad diversity in the ages of regular sport participants:

- 40% are youth and young adults, aged 15 to 34
- 34% are in their middle years, aged 35 to 54
- 26% are in their retirement or pre-retirement years.

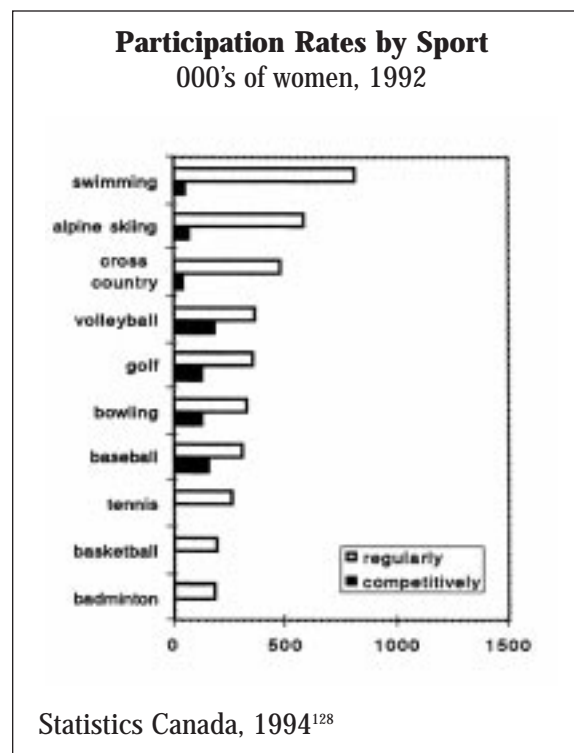
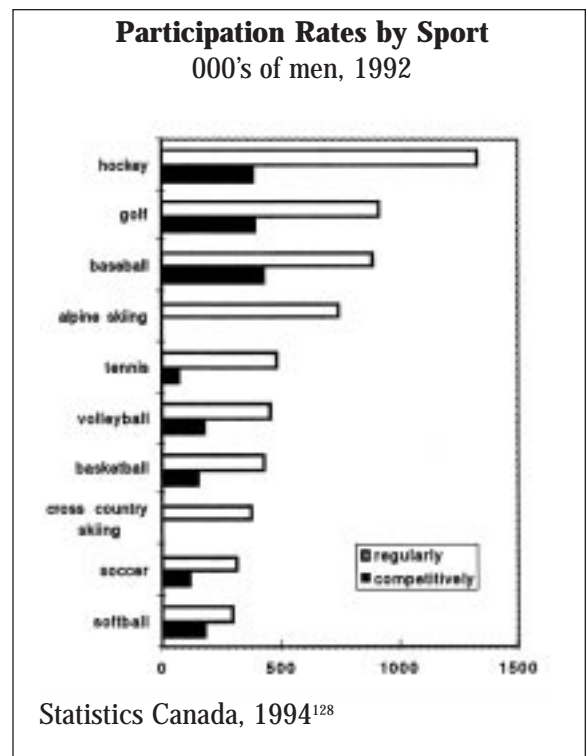
Similar patterns occur for the age distribution of participants in clubs, leagues, programs and sport organizations and for participants in competitions and tournaments.



The Contribution of Coaching in Canada

The ten most popular sports activities among men are hockey, golf, baseball, alpine skiing, tennis, volleyball, basketball, cross country skiing, soccer and softball.

The three most popular sports, hockey, golf and baseball, are also the ones in which men are most likely to participate competitively. Other popular competitive sports are softball, soccer and volleyball.



The ten most popular women's sports are swimming, alpine skiing, cross country skiing, volleyball, golf, bowling, baseball, tennis, basketball, and badminton.

Women are most likely to play volleyball and baseball competitively, followed by golf and bowling.

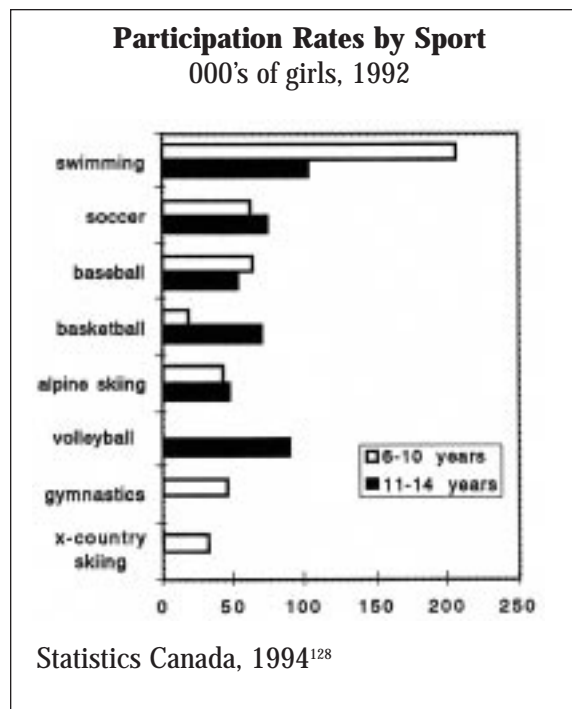
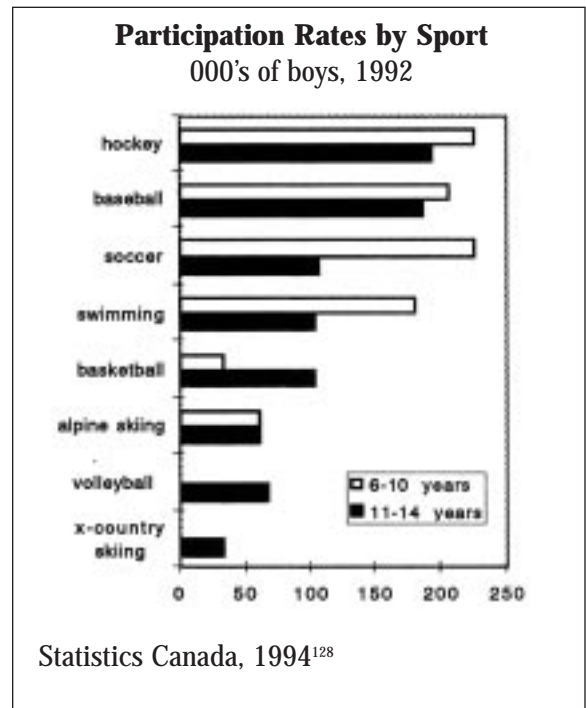
Fewer women than men participate regularly, and competitively, in popular sports.

SPORT AMONG CHILDREN AND YOUTH

Overall, hockey, baseball, soccer and swimming are the most popular activities among boys. Younger boys are more likely than older boys to participate in these sports. The age difference is particularly pronounced in soccer and swimming.

Younger and older boys participate in alpine skiing in equal numbers.

Basketball, volleyball and cross-country skiing are favored by boys 11 to 14 years old.

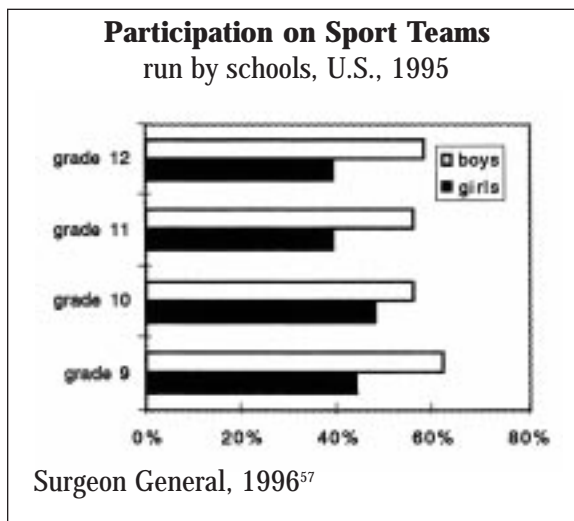
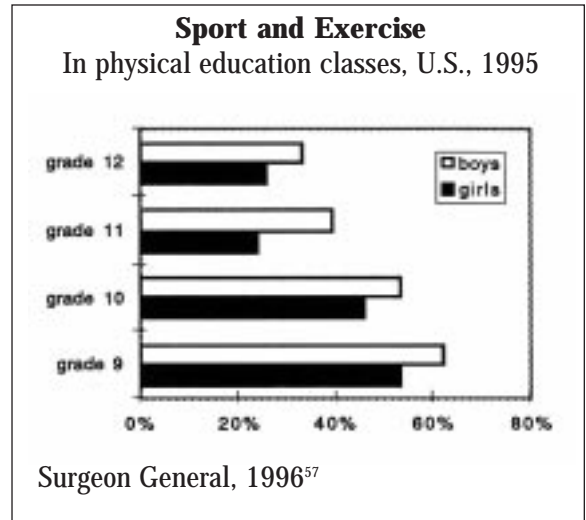


Swimming has the highest participation rate among girls. For younger girls, baseball, soccer, gymnastics and alpine skiing are other popular choices. Among older girls, volleyball, soccer, basketball, baseball and alpine skiing are frequent choices.

With the exceptions of swimming and gymnastics, fewer girls than boys participate in these sports.

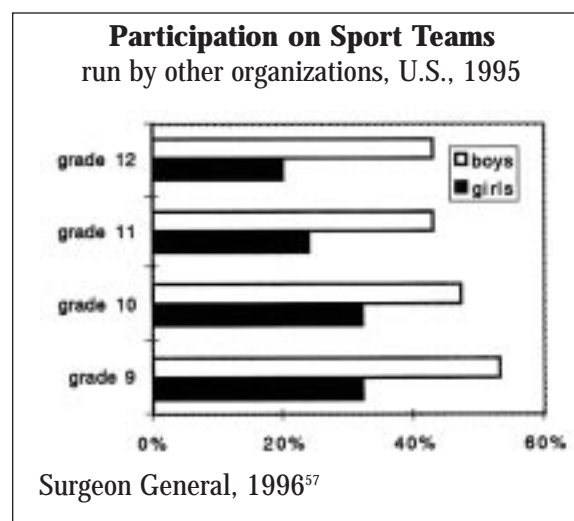
The Contribution of Coaching in Canada

Participation in physical education classes decreases from Grade 9 through 12 for boys and girls. At each grade level, boys are more likely than girls to exercise or play sports for at least 20 minutes per class (about 75% of boys and 66% of girls).



Half of U.S. teenagers in Grades 9 through 12 participate on a school sports team.

Teenage boys are more likely than teenage girls to participate on a sports team.



Over one third of teenagers participate on a non-school-based team, and boys are more likely than girls to do so.

Grade 12 students are less likely than Grade 9 students to participate in sport teams run by other organizations.

FACTORS INFLUENCING PARTICIPATION

Children

Children participate in sport for:^{137, 138}

- fun and enjoyment
- learning and improving skills
- being with friends
- success and winning
- physical fitness and health.

While their relative importance may differ, these factors appear regularly among a broad range of groups and settings.

Children drop out of sport due to:

- competitive stress
- parental pressure
- lack of fun
- lack of playing time
- limited opportunity for improvement
- dislike of the coach.^{138, 139}

Youth

Among youth, important incentives include:

- strength
- mastery
- appearance
- flexibility
- competition (males)
- weight management (females).

In community sport and recreation, external constraints (e.g., money, other personal and social commitments), negative memories of physical education, boredom, lack of choice, feelings of incompetence and negative evaluation by peers contribute to non-involvement among youth (no longer in school).¹⁴⁰

Adults

Fitness, weight loss, having more free time and maintaining health are key incentives for beginning to participate in sport¹⁴¹ and in encouraging physical activity more generally.^{77, 142}

The most frequently cited reasons for adults' ceasing sport participation are^{141, 143} loss of interest, lack of facilities, physical problems or limitations, moving away from the area and too little spare time. Among older adults, reasons such as old age, lack of fitness and disability are increasingly important.

Overcoming the high drop-out rates demonstrated for youth sport¹³⁸ is a key concern. Trained coaches can help solve this problem by making sport experiences positive and by teaching a variety of physical skills and abilities. Developing a variety of physical skills and a sense of competency decrease drop-out.¹³⁸ Positive experiences influence lifelong participation.

Trained coaches foster lifelong participation by positively influencing the factors supporting participation in sport and reducing the influence of factors related to drop-out.

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