

AC West Hub Community Engagement Report

May / June 2019



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INTRODUCTION

Below is a list of the community engagement initiatives that Athletics Canada's West Hub athletes have participated in May and June of 2019. Since the team's arrival back from their altitude training camp in Flagstaff, Arizona, the group has made a shift to be more active in the Capital Regional District by supporting athletics activities and creating excitement for the sport within Victoria's community.

The group has done this in two main ways; supporting athletics events within Victoria, as well as engaging and educating groups in the community. Existing events that the group has supported in May and June include the KidsRun Victoria and multiple local elementary and middle school track meets at UVic. The group has been able to engage and educate the Sole Sisters Group by attending two practices, one at their home base at Pearkes Recreation Centre, and another at the Pacific Institute of Sport Excellence. The Vic City Elite Instagram and Twitter accounts have also been active with spreading awareness of our group, as well as promoting local events we've supported.

Breakdown

To help measure impact, we listed three metrics in the *Engagement Output* column: number of athletes attending the event, number of hours at event on average by each athlete, and the number of people at the event from the community.

| Event Name | Activities Engaged | Engagement Output |
|--------------------|---|---|
| KidsRun Victoria | Cheered on competing athletes, engaged with multiple community organizations, rabbited and marshalled youth race | 5 athletes attended, 3 hours per athlete at event, 150 community members at event |
| Youth Track Meets | Cheered on competing athletes, engaged with parents about athletics and sharing our story, handed out ribbons, Q+A at lunch break | 15 athletes appearances over 4 meets, 2 hours average per meet, 250 community members on average per meet |
| Sole Sisters Group | Demonstrated warm up drills, ran with the team, lead them through a track workout, Q + A on what we do as a team | 6 athletes over 2 practices, 2 hours per practice, 40 people on average / practice |

These raw metrics can be used to formulate outputs that can better track and measure our impact over the course of a month, quarter, or year.

Photos from Event

KidsRun Victoria:

“I want to thank you for saying, “yes, I can”! Your contribution to KidsRun Victoria is truly appreciated by everyone who is a part of this event and to those children and families that are the beneficiaries of our joint efforts. KidsRun Victoria could not be successfully without the efforts of many which includes YOU.” - Mena Westhaver, KidsRun Victoria Race Director



Elementary and Middle School Track Meets:

“ We would love to see you at our championship meet. What inspiration it would be to have you there. It would be super cool if we could do a Q and A over the PA system during lunch break to give the kidlets a sense of what it's like to be an athlete at your level and what it takes to get there... We are always happy to host athletes who can inspire our youth” - Shane Pask, French Immersion Teacher at Cedar Hill Middle School



Sole Sister Running Group Practices:

“We are simply excited to be coming to work with your team and inspired by each of your abilities. THANK YOU” - Mena Westhaver, Sole Sisters Founder



Going Forward

As the group continues into the summer racing season and begins longer stints of travelling to Montreal for the Canadian Track and Field Championships, and beyond to Europe, Ontario or across North America for further racing opportunities to pursue world championship standard , engagement opportunities will be limited until the fall. However, an engagement plan will focus on pursuing the following opportunities (in no particular order):

1. Hosting the Coffee Cup Track Classic; impacting the community through this event
2. Engagement with a Frontrunner's Fall Clinic
3. Elementary, Middle and High School Cross Country events and school visits
4. Creating our own community coaches social night to educate and engage coaches within the region
5. Create a youth cross country race at PISE

