

Welcome to the 2021 KSR Case Competition!

This year we have partnered with the Indigenous Sport Council of Alberta (ISCA), the provincial sporting body for Indigenous peoples of Alberta, and have the opportunity to use data they have collected from Indigenous communities related to health and wellness through sport, physical activity and recreation.

**Your challenge is to develop a strategy and actionable plan within the field of kinesiology that can remove barriers and provide more inclusive and better access to services and/or initiatives that improve health and holistic wellness among Indigenous individuals, families, and communities.**

In order to support the creation of meaningful solutions, you will have access to the ISCA data that can be used to inform and guide your thinking. **As you begin working through the solution creation process, consider using the following prompts to further define an area of focus:**

**To support and empower Indigenous individuals, families, and healing process from the intergenerational, and widespread trauma and disenfranchisement suffered as a result of Canada's past residential 'school' system, sixties scoop, and systemic racism, how might we develop or remove barriers to programs and activities that enable Indigenous people to:**

- become more active in sport, physical activity, and recreation
- remove barriers and access support to improve overall health and wellness
- gain access to tools for physical, mental, emotional, and spiritual regulation, self-care, and resilience
- prevent or manage musculoskeletal injuries

When you're moving into the solution creation process use your understanding of motivational interviewing and leading questions to engage with the Indigenous mentors. You can connect with them during the weekly office hours - please come prepared and make the most of this opportunity! Here is an article you may want to reference:

<https://positivepsychology.com/motivational-interviewing/>

In addition, be sure to think about the bio-pyscho-social-spiritual approach and Medicine Wheel models(a presentation on Medicine Wheel teachings will be given by Elder Martha Campiou to give you an Indigenous perspective to your approach) that consider more than physical health when looking at the wellness of the whole person. Give thought to all dimensions of wellness and how they work together.

**You should also consider whether there is a specific group that you want to support such as:**

- individuals, could be a specific subset within this such as children, young adults, those with disabilities, single parents or Elders
- families (including families of all types, including single parent families), could include people of different life stages engaging in activities together
- communities, could include club, group, Native Friendship Centres, or school-based initiatives in either of the 46 First Nation Communities, 8 Métis Settlements, and/or urban/rural areas
- a specific Treaty area (e.g. Treaty 6, Treaty 7, Treaty 8) and/or Metis Nation of Alberta

**As you are working through solution development there are two critical aspects that you need to consider:**

1. Meaningful solutions: Create based on need (i.e. Leverage ISCA data) and validate with Indigenous mentors (i.e. share your solution and get feedback!). Remember - it's critical to ensure the solution is co-created with Indigenous

communities. Be sure to leverage your understanding of motivational interviewing and leading questions to help fully understand the need before creating the solution.

2. Actionable solutions: Your goal is to go further than just an idea - it's to develop something that can be put into action! You may even be able to take some initial steps to bring it to life! That would include thinking about who might fund the project, and what partners may need to be involved. Here are a few approaches you might consider:
  - a. Enhancing existing solutions - could be by providing better access, changing the way it's organized or anything else that makes it work better
  - b. Create a solution that the ISCA could run as one of its own programs
  - c. Create a solution that could be run as an independent program in partnership with ISCA

\*Bonus points will be awarded to teams who take the initiative to reach out and communicate directly with potential partners and funders for their project ideas (could include Indigenous communities, Government of Alberta, Government of Canada, municipalities, businesses, private corporations, and other organizations who could be stakeholders in launching your idea)

### **A word on working with the Indigenous Sports Council of Alberta Data:**

Before working with the ISCA data, it is critical for us to consider how we interact responsibly with First Nations data. OCAP® asserts that First Nations alone have control over data collection processes in their communities and that they own and control how this information can be stored, interpreted, used, or shared. Essentially that means that while you have been given access to use it for the purpose of this competition, you must respect and adhere to these principles. It's very important that you watch the video in order to [learn more here](#).

**Ownership** refers to the relationship of First Nations to their cultural knowledge, data, and information. This principle states that a community or group owns information collectively in the same way that an individual owns his or her personal information.

**Control** affirms that First Nations, their communities, and representative bodies are within their rights in seeking to control over all aspects of research and information management processes that impact them. First Nations control of research can include all stages of a particular research project-from start to finish. The principle extends to the control of resources and review processes, the planning process, management of the information and so on.

**Access** refers to the fact that First Nations must have access to information and data about themselves and their communities regardless of where it is held. The principle of access also refers to the right of First Nations' communities and organizations to manage and make decisions regarding access to their collective information. This may be achieved, in practice, through standardized, formal protocols.

**Possession** identifies the relationship between a people and their information in principle, possession or stewardship is more concrete: it refers to the physical control of data. Possession is the mechanism by which ownership can be asserted and protected.

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## **Solution Development & Submission Requirements:**

### **Criteria for Project Pitch Submission**

You will be required to follow the PIE (Project Leadership, Innovation and Entrepreneurship) framework as you develop and submit your project. Visit the resource section to learn more

about each of the steps by watching a series of short videos. At the end of the project you should have developed a solution that's communicated through the following outputs:

1. Completed the PIE Canvases
2. Created 3-5 social media posts that quickly communicate the value proposition of your program or solution. These can be written for the same audience or different audiences (e.g. participants and/ or program partners and/or funders such as the government)
3. Created a presentation - your final "pitch story" - that addresses the pitch prompts highlighted below. This can take on different forms, feel free to get creative! Your presentation should answer the following:
  - a. Identify The Problem/Opportunity (Innovation) - Be specific - be sure to highlight who you are supporting, what the need is and why it matters!
  - b. Show the Solution (Innovation) - Help the audience understand what your solution is and what makes it unique
  - c. Demonstrate Solution-Market Fit (Entrepreneurship) - What data do you have to demonstrate that this is a needed and valued solution? Did you get feedback from Indigenous mentors? What did they have to say about your solution?
  - d. Chart Competitive Landscape (Entrepreneurship) - What other programs exist? What alternative solutions exist today?
  - e. Key Metrics and Traction (Entrepreneurship) - What have you done already to put this into action? What would success look like? How do we know our solution is working?
  - f. Introduce The Team (Project Leadership) - Who is part of your team? Are there any partners or organizations you need to bring your project to life?
  - g. Show Road Map (Project Leadership) - Where do you go from here? What would it take to bring this project to life?
  - h. Additional Information (Optional)

Review the Kin Case Competition Challenge Statement

Read and understand the OCAP data guidelines and watch the video

Get familiar with PIE - Project Leadership, Innovation and Entrepreneurship - the framework you will use to develop your solution

Using the Project Leadership canvas complete P1 (Think Agile) and P2 (Build Team)

Complete the Innovation Canvas to create your solution (Engage, Synthesize, Ideate, Create and Evaluate)

Complete the Entrepreneurship canvas to understand how to position the value of your solution

Complete the last three steps of the Project Leadership Canvas to create your actionable plan (P3: Define Needs, P4: Know Limits, and P5: Reflect and Grow)

Put it all together in a final presentation!

Create at least three social media posts showcasing how you would pitch the program to partners, funders and/or participants

Upload your canvases as images in the project gallery

Upload your presentation and sample social media posts under files to your project

Add your summary notes in the pitch section below!

**Projects will be evaluated based on the following criteria:**

- **Alignment** - Does the project address the challenge outlined above?
- **Potential for Impact** - How will this project help address the needs of the communities?
- **Feasibility** - Can the proposed solution be implemented? Are there any critical barriers?
- **Innovative approach** - How does the project differ from existing solutions?
- **Scalability** - Can this solution be scaled to other regions or communities?
- **Action Taken** - What have you done to bring the project to life?