

Athlete, Coach & Club support during COVID-19

Ryan Blair

Technical Director, Canoe Kayak Ontario (CKO) Sprint

April 1, 2020

Major Influences

- Immediate impact on our programming
- Opportunity to implement strategic objectives
- UK doctor(?) – ‘Act fast, it doesn’t have to be perfect’

From Athlete Support to System Development

Athlete Driven Approach

#CKOFitnessChallenge
Weekly live 'work-ins' w/NT athletes
CKO Sprint @ Home

Focus on Fitness & Wellness

Task oriented programming
Mental health and wellness for Athletes & Coaches

Supporting the System

Regular (and varied) communication with all stakeholders

- use what you know BUT look at what's available

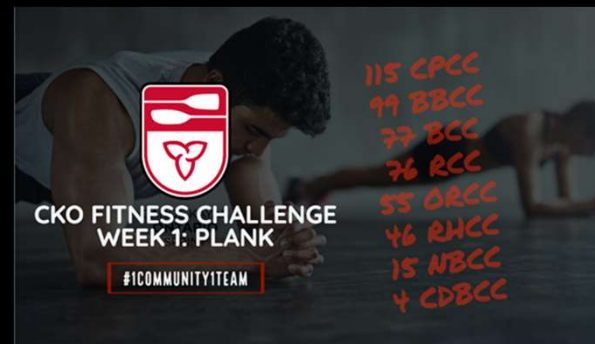
Support to Coaches & Clubs

- Economic impact, resources and tools

March
16



March
24



March
27



March
30



Obstacles

- Comfort level with 'new' forms of communication
- Building a communication strategy with consistent messaging
- Professional & personal stress



Now What?

- Beg, Borrow, Steal & Share
- Engage the Community
- Post COVID-19
 - Communication strategy that reaches target audience
 - Virtual and in-person programming
 - Strategic review & implementation
 - Sharing of Best Practices