



INFORMATION BULLETIN

Bulletin No: 09/22

Date: March 1, 2010

To: Board of Directors All Minor Hockey Associations
Minor Council All Minor Hockey Teams
Female Council All Leagues
Hockey Development Council Hockey Alberta Staff

From: Rob Litwinski
General Manager

SUBJECT: Respect in Sport Parent Program Launch Information

As previously discussed at the January Zone meetings, Hockey Alberta, in partnership with Respect Group Inc., is launching the Respect in Sport Online Parent Program. The program will be available to the entire Hockey Alberta membership via www.hockeyalberta.ca as of March 10, 2010 for a cost of \$12.00 + GST per family.

Respect in Sport for Parents is an in-depth one hour program providing information on parents' natural influence over a child, the coach or leaders role in an activity, the role parents play in their child's enjoyment and of a sport or activity, and protecting your child when they are outside of your immediate control. The program also provides parents with tools to evaluate their own behaviour by highlighting 5 key 'behavioural traps' frequently exhibited by parents, particularly in competitive sports.

This multi-media program utilizes audio with synchronized visuals and animations that demonstrate negative behaviours and provide ideas of how a situation may be better handled. It includes valuable information from subject matter experts delivered in a clear and concise fashion. The program asks questions to parents based on the animated scenarios displayed.

The program is an effective tool for parents to improve their own experience and the experience of their children in the game. It also is an efficient method for us

to continue to communicate the importance of providing a safe and fun sporting environment to all our members.

The official launch of the program will take place at 12:00pm at Rexall Place on March 10, 2010 via a press conference. It is at that time members can begin promoting the program within each individual association.

To assist LMHA's in promoting this innovative program, Hockey Alberta has set up a digital toolbox online for our members to access the following promotional materials. LMHA's can promote the Respect in Sport Parent Program within your association by utilizing the resources we have made available to you through the digital tool box which includes:

Press Release – We have a sample press release you can customize by adding in your association logo, quote from your president, local contact information etc.

Web Banners/Buttons – You can choose one of the pre-made website banners or buttons to put on your website with a direct link to the Hockey Alberta Respect in Sport Parent Program page.

Posters – Hockey Alberta has created a promotional Respect in Sport Parent Program poster for your use. It comes in two different sizes (8.5" x 11" and 11" x 17") in PDF format. You can choose to place the poster in high traffic areas in your arena and community. If you would like your association's logo added to the poster please email a high resolution logo to Danielle Nystrom (dnystrom@hockeyalberta.ca) and advise which poster you would like altered.

Logos – The Hockey Alberta, Right Way and Respect in Sport logos can be downloaded for your use on letterhead, your website, local promotions etc.

Video – A Respect in Sport promotional video will be available shortly after the official launch. The video will include testimonials from our Respect in Sport Spokesperson Craig Simpson, hockey parents who have taken the program etc. The video will be available through the Digital Tool Box via YouTube for embedding on your website if you choose.

[CLICK HERE TO ACCESS THE RESPECT IN SPORT DIGITAL TOOL BOX](#)

Thank you in advance for your cooperation and support for the Respect in Sport Parent Program.

Rob Litwinski
General Manager