

Sport Physiotherapy Canada

Strategic Plan 2020 - 2023

2020 - 2023

**Sport Division of the
Canadian Physiotherapy Association**

PHYSIOTHÉRAPIE
sportive
DU CANADA

sport
PHYSIOTHERAPY
CANADA

Table of Contents

| | |
|--|----------|
| Message from SPC's Chair | 3 |
| Mission and Values | 2 |
| Mission | 2 |
| Vision | 2 |
| Members | 2 |
| Active Individuals | 2 |
| Values | 2 |
| Governance | 3 |
| Division Structure Overview | 3 |
| Strategic Priorities | 4 |
| Key Priorities and Objectives | 4 |
| Education | 4 |
| High Performance Sport..... | 4 |
| Financial Security..... | 5 |
| Communication | 5 |

Message from SPC's Chair

As your Executive Committee came together in early 2020 to develop a three-year Strategic Plan, we were confronted by a year that has been scary and challenging mentally, physically, emotionally and economically. As Sport Physiotherapists we are accustomed to being active in the clinic or classroom, in the lab or on the sideline with our athletes. In this time of COVID-19, all of our lives changed very quickly. Many of us had to transition to working online and learning what Telehealth is and how it works. Some of you have been working on the frontlines and putting yourselves at risk to help protect our communities and keep people away from urgent care facilities. Many of you have had to transition to becoming at home educators for your kids while trying to keep in touch with your patients and athletes. Some of you have and still are trying to keep your business alive and your staff and patients safe and healthy. It has been tough!

Some people have asked if I had any time to relax and take time for myself while my clinic was closed during the Spring lockdown. No. This did not happen at all. I was busy learning how to schedule telehealth appointments, what the best platform was for communicating with patients, stealing my kids gaming headsets to ensure privacy during these sessions and trying to figure out how to assess people without placing my hands on them! I was busy pouring through the literature, reading consensus reports and creating exercise programs for people. I was watching YouTube videos on jailhouse workouts that did not need any special equipment so I could transfer this knowledge to my patients. I spent portions of each day trying to find personal protective equipment (PPE) and finding the local dealers of hand sanitizer. I was phoning patients and athletes to check how they were doing. Some of the most interesting conversations happened on these phone calls. People were telling me about their experiences, their families, challenges with work and family life and what they missed the most from their pre COVID lives. It has been an intimate look into the lives of people that we see in the clinic. I am sure many of you out there can relate to some if not all of the above! While we might feel isolated from each other, we've all been going through this together.

Since our clinic is open, people have been so happy to see our clinic staff. It feels good! It is good to see them as well. It shows that we have chosen the right profession. Whether we are connecting with our patients via telephone, online or in person, physiotherapy is so much more than what we physically do with our hands but how our actions, our advice and what we say makes what we do with our hands convey more meaning.

Although this isn't the way I'd imagined starting my tenure as Sport Physiotherapy Canada's (SPC) Chair, we have persevered and continued working for our members. The SPC Executive has been meeting and working on key initiatives via Zoom. We are extremely grateful to have Samantha Lee as our SPC point person. It is wonderful to have someone that is so passionate

about sport working with our Division. Through our efforts and thorough consultation, we are excited to present this Strategic Plan to our members, stakeholders and the broader sport community.

I am looking forward to working with you for the next two years as the Chair of SPC. We have received your feedback and will work hard to complete the Key Priorities you have outlined below to make SPC better for all our members. The Sport Division has always been blessed with a passionate group of volunteers. In the next few months SPC will be reaching out to you for help with many of these plans. Thank you to those that have already contacted our National and Provincial executive committees to volunteer. Stay safe and healthy.



Paul Hunter
SPC Chair (2020-2022)

Mission and Values

Mission

To facilitate the involvement of Canadian Physiotherapy Association (CPA) members, and provide leadership towards the advancement of Sport Physiotherapy by fostering excellence in practice, education and research for the benefit of active Canadians.

Vision

Members

A dynamic division, national in scope, which can effectively facilitate research, communication, education and service delivery while providing leadership and recognition in Sport Physiotherapy.

Active Individuals

A division which coordinates, promotes and provides programs and services for the health, safety and optimal performance of all athletes and active Canadians involved in Sport and Sport Physiotherapy, throughout their lifespan.

Values

Sport Physiotherapy Canada is committed to act with integrity, to honour the rights and dignity of all individuals, to recognize their responsibility to society, and to pursue a quest for excellence in professional activities by:

- Recognizing and uniting the members of the CPA interested in all aspects of Sport Physiotherapy;
- Providing leadership in the advancement of health promotion, injury prevention, education and service to active individuals;
- Openly sharing knowledge and information with our partners in the Sports Medicine and Science Community;
- Maintaining high standards of the delivery of Sport Physiotherapy.

Governance

- SPC is a Division of the Canadian Physiotherapy Association (CPA) and is subject to the Bylaws and Rules and Regulations of the CPA, including Appendix F of the CPA's Rules and Regulations.
- A six-person Executive Committee, led by a Chairperson, is responsible for managing the activities of the Division.
- SPC has 8 provincial sections under the Executive Committee. Sections are also governed by Appendix F, as above.
- SPC has various committees that report to the Executive Committee and the full-time Operations Manager.

Division Structure Overview



Strategic Priorities

Key Priorities and Objectives

Education

- Improve access to standardized mentorship.
- Promote and implement an evidence-based, standardized Credential Program.
- Meet increased demand with greater exam and course opportunities.
- Develop and train instructors, mentors, and examiners across various regions in Canada.
- Bridge the gap with other Advanced Sport Physiotherapy and Sports Science programs, facilitating a greater number of credentialed SPC Diploma holders.
- Support best practice through successful delivery of regular, evidence-informed, education initiatives, including Congress, Concussion symposiums, The Review, etc.
- Assist with educating Physiotherapists on the latest Concussion research and advocate for their key role along the rehabilitation spectrum.
- Develop relationships with educational stakeholders (e.g. the International Olympic Committee, the International Federation of Sports Physical Therapy, academic institutions, scholarly journals, etc.) in Canada and abroad.

High Performance Sport

- Delineate the pathway to High Performance Certification.
- Improve opportunities to work and mentor within High Performance Sport.
- Provide transparency in the selection process for Major, Para and Developmental Games.
- Strive to have greater representation of Sport Physiotherapists acting in leadership roles within High Performance Sport.
- Provide guidance and direction for the role of Chief Therapist with teams, in multi-sport games environments and in leading roles for Integrated Support Teams.
- Develop relationships with other practitioners (e.g. Canadian Athletic Therapy Association, Canadian Sport Massage Therapy Association, Royal College of Chiropractic Sports Sciences (Canada), and the Canadian Academy of Sport and Exercise Medicine) and key stakeholders involved in sport (e.g. national sport organizations, sport institutes, Sports Science Canada, etc.).

Financial Security

- Improve value in membership to increase registration and membership retention.
- Increase revenue by introducing and mandating new education initiatives.
- Increase revenue by expanding frequency of existing education initiatives.
- Sustain stringent and consistent Maintenance of Credentials renewal.
- Host a successful biennial Congress.
- Negotiate effective deals and partnerships with like-minded organizations and sponsors.

Communication

- Simplify website navigation.
- Provide regular reminders for members to maintain credentials and qualifications.
- Improve membership recordkeeping.
- Deliver the majority of website and credential components in both French and English.
- Provide further mentorship guidance and support.
- Simplify access to research and peer-reviewed literature.
- Improve awareness and disseminate information through greater social media presence.
- Offer marketing to our credentialed members through a “Find a Sport Physio” tool on the website, and to promote this to SPC members and the general public.