



GOALS and OBJECTIVES
National Kids of Steel® Program

January 15, 2003

Kids of Steel® Mission Statement

"To guide youth development in triathlon and related multi-sport events through delivery of a standardized program across Canada. **The Kids of Steel®** program will focus on the encouragement of healthy active living, lifelong participation, safety, fun, the building of skills and involvement of Canada's youth."

Goals and Strategies

1. Lifelong Participation

Strategies

- streamline a developmental program, allowing athletes to pursue competitive or non-competitive participation avenues from childhood to adulthood
- education / media (e.g. video / posters / programs) outlining the positive effects of multisport participation on physical fitness, health, and wellness in young peoples' lives
- development of a safe, enjoyable program that maximizes positive experience in sport by increasing the likelihood of lifelong participation.

2. Safety

Strategies

- development of an Event Organizer & Sanctioning Manual; including safety information, a sanctioning agreement; rules and regulations, and related information.
- enforcement of guidelines associated with a) distances, b) ages, and c) equipment in all **Kids of Steel®** races to ensure developmentally appropriate practices.

3. Fun

Strategies

- Awards for all finishers, regardless of place.
- Development of resources to educate coaches, race directors, and other sport leaders in a) the philosophy of Triathlon / multisport, and b) methods of practicing the philosophy
- Ensuring races are safe, and embrace the philosophy of **Kids of Steel®** therefore maximizing the positive experience of every participant.
- Focus media / advertising around the concept of "fun".

4. Building of Skills

Strategies

- Development of resources for coaches, teachers, and other instructors, outlining basic skills, programs, and developmentally-appropriate activities, skills, and progressions.
- Streamlining the competitive process to facilitate gradual development of skills appropriate to maturation, ability, and variation therein.

5. Foster Youth Involvement

Strategies

- Maximize the accessibility of Kids of Steel® events including, but not limited to, camps, clinics, presentations, expositions, community / school programs and races.
- Media / advertising that appeals to the youth community, including Website information, poster and pamphlet distribution, booklet / information packages.
- Develop an inclusive program including streams for recreational and competitive athletes (e.g. Kids of Steel® Provincials; Kids of Steel® Regional Championships; Kids of Steel® Junior Nationals)
- To develop a recognized name associated with events that reflect the following qualities: inclusiveness, safety, family orientation, friendliness, and fun.