



Canadian Cycling Association National Introduction to Cycling Program

Implementation Guide



Draft: August 1st, 2005



Content

INTRODUCTION	5
GETTING STARTED WITH SPROCKIDS	7
THE PROGRAM	7
THE LEADERS	8
PROMOTION	10
ONGOING ASSISTANCE	10
PROGRAM MANAGEMENT	11
PROGRAM ADMINISTRATOR	11
THE HEAD INSTRUCTOR AND INSTRUCTORS	12
GENERAL IMPLEMENTATION CHECKLIST	13
STARTING YOUR PROGRAM	13
RUNNING YOUR PROGRAM	15
SUMMARY	17
Appendix A Sprockids Leaders Salary Guidelines	18
Appendix B Specific Implementation	19

Introduction

Sprockids is all about teaching young people basic riding skills, and developing a positive attitude to enjoy cycling in a fun and safe manner. Through Sprockids young people have the opportunity to develop their self-esteem and confidence, while learning many of the life skills necessary to succeed in school and in life. The program, which specifically targets 9-12 year olds, is designed to provide an opportunity for participants to become contributing members of a group, experience a sense of personal achievement, and above all, have fun while meeting new friends and improving their cycling abilities.

Just as the future of Canadian society lies with our youth, so does the future of cycling. Therefore the CCA Sprockids program is part of the CCA Long Term Athlete Development System, which provides the pathway athletes follow from their initiation to the sport of cycling to their retirement. The CCA understands the important role it could play in developing future cyclists, whether to foster cycling as a healthy, lifelong recreational activity or to provide a starting point for the development of tomorrow's Canadian Olympic Cycling Team.

Getting started with Sprockids

Sprockids is the nationally recognized youth program responsible for setting the standards for the various skills within the sport. The Sprockids Program does this in a fun, safe, and inspirational atmosphere. Sprockids recognizes that the strength and success of any program relies on the individual who is running the program in their specific area. These are the individuals that best know their community and are therefore better positioned to make the program succeed. Sprockids provides the training, material, and support to allow the Leader to have the confidence to put their own stamp on their program. This flexibility is crucial for any program to succeed at a national level.

The program

Sprockids is a very comprehensive program that breaks down the activity of cycling into its many components and groups them into four specific colored quadrants.

- Bike (mechanic) – Green color
- Riding 1st Gear - Red color
- Riding 2nd Gear – Orange color
- Safety rules and etiquette – Purple color
- Rainbow Skills (Bonus: advanced skill sessions taught as an extension to the regular program)

Skills are taught in a sequential pattern where each lesson builds upon the previous one. The program has the flexibility to be offered in different formats as follows:

- 20 week program (perhaps best suited for schools)
- 10 week seasonal program (ideal for club programs)
- 6 week programs (good for summer camps)

The cost related to Sprockids

The base line per participant cost for Sprockids is \$35 (which includes a \$10 registration fee and a \$25 participant kit). In return for this, each delivery group receives a complete kit for each participant. Included are all programming materials, a participant t-shirt, 3 decals, 4 award level water bottles, a personal program passport to track achievements, a certificate and a program award from the CCA upon successfully completing the program. With training costs absorbed by the CCA, this \$35 fee represents tremendous value. Depending on the delivery mechanism used, there could be additional insurance costs.

Pricing the program:

Based on the suggested ratio of 8 children per instructor, the price per participant could range from \$35 (out of pocket cost recovery) to \$100 or more.

For volunteers or small groups not involved with offering similar programs at the present time, in addition to the \$35 participant cost, pricing the program should take into consideration financial obligations and operating costs such as rent, the hourly fee paid to instructors (Appendix A Sprockids Leaders Salary Guidelines), permits (if required), insurance, publicity/promotion any professional costs (accounting, lawyer), taxes and equipment costs. The CCA would be pleased to assist any group or organizations looking for consultation with regards to the pricing decision.

In the end, the most important consideration is to price the program competitively with other sport and recreational programs offering a similar degree of instruction and, most importantly, so parents can afford it!

The cost of \$35 per participant provides a starting point for each delivery group to determine how much to charge for the program, considerations should include;

- The time invested in training
- The delivery of 20 lessons of 1h30 each – 30 hours of training
- A suggested ratio of 1:8 (instructors to participants)
- The nature of operations (cost recovery, profit center, subsidized operation, mandate of organization); and
- The local marketplace (supply and demand, rates for similar programs)

The CCA is confident that the relatively low cost of the program (i.e. free training and \$35 per participant) will provide all prospective delivery groups with the flexibility required to establish a reasonable price for the program.

The Leaders:

The delivery network for Sprockids is supported by a partnership between the CCA and Provincial/Territorial Cycling Associations. This partnership is working behind the scenes to involve cycling clubs, community associations, service clubs, community centres, YMCA's, YWCA's, cycling retail stores, private sport clubs, summer camps, and other recognized organizations.

Recruiting

After reviewing complete program details (see www.Sprockids.ca), the first step for those groups interested in delivering the program is to identify and recruit instructors. These may be volunteers or, for those groups that are already delivering youth programs, the first step may be to simply add Sprockids to their mix.

It is important to recruit instructors that have strong leadership qualities. In addition to developing participants cycling skills and promoting physical fitness, instructors are responsible for encouraging initiative, stimulating interest in the sport and instilling a

desire for continued success. In short, a successful Sprockids program is dependent on strong, energetic instructors. Ideally, they love cycling and working with this challenging 9-12 year old age group.

Those interested in learning more about learning how to become an instructor with the Canadian Cycling Association's Sprockids Program are invited to contact admin@canadian-cycling.com.

Training

The Sprockids Leader Training Course defines many of the attributes necessary to conduct the program successfully. While it is not necessary for potential instructors to have previous experience in teaching cycling skills, it would certainly be advantageous. The program is set up to train those starting at square one, from employees to parents, to become seasoned instructors. In short, anyone having passed police and child reference checks will benefit by taking the training.

Once instructors have been recruited, they can be registered with the Provincial Associations or the CCA for instructor training. This CCA Sprockids Leader Training Course is a **complimentary** on-line service that the CCA has developed to ensure that instructors receive sophisticated base level training. This training is offered free of charge by the CCA as its commitment to building and supporting the future growth of the program. All prospective instructors have to successfully complete character references. Police background and/or child welfare reference checks will also be needed, and are to be completed before they enter the program as an instructor.

Potential Sprockids Leaders have the option of On-Line Training, followed up by a session with a Master Course Conductor, or taking a one-day on-site course from a Sprockids Master Course Conductor. The Sprockids Leaders Training provides the participants with:

- instructional material (Sprockids Instructional Manuals)
- riding skills (nationally recognized standards set by the Sprockids)
- teaching techniques (proven methods and tips for teaching young people)
- implementation resources (Promotional Material and Implementation Guide)
- knowledge of the passport system (The Sprockids Passport provides parents and participants with a clear record of the participants progression through specific skills presented in the program. Upon completion each participant receives a certificate and medal, and is registered with the CCA)
- methods for utilize existing community resources
- continued support from the CCA (Canadian Cycling Association), Provincial Cycling Associations and National Cycling Centres
- confidence to begin a program in their area.

Promoting

Once training is complete, delivery groups, often led by the instructors themselves, reach out to families with children aged 9-12 to let them know that the program is available and to advertise its features and benefits. While most clubs, groups and organizations have their own strategies and tactics to promote their youth programs, the CCA has produced the **Sprockids Promotional Guide** to help “get started”. In addition, the CCA is only a phone call or e-mail away should assistance be required.

On going assistance

The key to any successful program is the individual who delivers that program. To ensure Sprockids Leaders are qualified and motivated the CCA has invested significantly in the development of training and instructional materials. Some of these key materials include:

- On-site and on-line instructor training course.
- CCA Sprockids Instructional Leader Manual.
- CCA Sprockids Promotional Guide.
- Online program management.

All around support is also available by email or phone call to the CCA

PROGRAM MANAGEMENT

The basic framework or structure of the personnel required to implement the program is quite simple, requiring two main roles as follows:

- Program Administrator
- Instructor (and Head Instructor if you have a big group of instructors)

For small groups, a single individual may be able to fill both roles.

The program administrator

The Sprockids administrator is directly responsible for overseeing the implementation and delivery for the program. The administrator plans, organizes, and manages the operations of the program.

The administrator has a number of responsibilities to fulfill. Some of these duties include budgeting, ordering the participant program material, reporting the program's results and financial status, recruiting and providing references for instructors, registering them for training, coordinating the evaluation of the program, promoting the program and working closely with the instructors to ensure smooth delivery.

Responsibilities

A typical job description for the program administrator may contain these responsibilities:

Pre cycling season:

- To prepare a preliminary operating budget. This budget may contain estimates for expenditures and revenues for:
 - instructors salaries and administrative staff
 - space rental (yard, parc space, etc...)
 - equipment (ramps, pylons, whistles, etc.)
 - order participant Sprockids kits
 - supplies (paper, pens, envelopes, lesson manuals, etc.)
 - training fees (instructor training)
 - room rentals (to conduct meetings and/or a registration night)
 - promotion supplies (posters, photocopying, pamphlets)
 - advertising (in local media vehicles)
 - first aid supplies and kits
 - sponsorship
- Prepare a preliminary schedule for lessons and/or mini-games
- Prepare and implement recruitment procedures for participants, instructors and head instructors
- Promote and advertise the program
- Conduct a PARENT ORIENTATION MEETING to introduce the program
- Co-ordinate participation registration
- Assist in the selection, recommendation and training of instructors

- Register participants and order the participant kits through the CCA Sprockids website

Cycling season:

- Assign instructors to participant group
- Confirm facilities / schedules and notify all parties
- Organize and co-ordinate with Head Instructors, group of instructors, parents
- Coordinate special events (photo sessions, mini-games, etc.)
- Assist with participant evaluations (see CCA Sprockids website for details)

Post cycling season

- Review and evaluate program and plan for the next season

The head instructor and instructors

Depending on the nature of the program deliverer, instructors may be existing personnel, cycling enthusiasts, students, moms and dads or volunteers. For groups offering Sprockids on a large scale, the CCA recommends the appointment of a Head Instructor who could manage the group of instructors while also assisting with administration.

Suggested qualifications for a Head Instructor include;

- Minimum 16 years of age (a pre-requisite to be Sprockids instructor)
- Experienced rider
- Coaching and/or cycling background OR a strong desire to begin to learn instructional techniques in the delivery of fundamental cycling skills
- Enthusiastic attitude and desire to work with children aged 9-12
- Strong communication skills
- Committed to the goals and philosophy of the Sprockids Program

Responsibilities

A typical job description for the program instructor may contain these responsibilities:

Pre cycling season:

- Successfully complete the Sprockids Leader training course

Cycling season:

- Arrive at the area approximately 30 minutes prior to the course session
- Exemplify fair play and co-operation
- Provide instruction in a manner that motivates and challenges the participants while respecting each individual
- Demonstrate effective leadership on and off the bike

- Provide effective feedback to the participants
- Provide feedback to parents of the participants
- Assist in the skills evaluation of the participants and the program in general
- Effectively explain and demonstrate skills to the participants
- Utilize the appropriate equipment for the lesson plan; pick-up all equipment prior to leaving the area
- Assist in having the participant and parents evaluating the program by answering the Sprockids website surveys

Post cycling season:

- Provide feedback to program administrator
- Prepare for the next season

General Implementation Checklist

Sprockids was designed to provide Leaders with the necessary training, resources, confidence, and continued support to run a successful program. For the participants and Leaders, Sprockids is all about discovering the fun and excitement of cycling. The following checklist will assist new Leaders and organizations in getting their programs up and running.

Starting your program

- Write down your goals and objectives for starting a program
- Write down contacts, organizations, companies, and businesses in your area you believe would be interested in supporting your program (do not limit your contacts to individuals or business associated with cycling) There are a lot of resource out there. Do not feel you have to do
- everything!

Suggested Contacts

- parents
- teachers
- schools (great contact to young people)
- high school students (great mentors for the younger riders)
- PAC (Parent Advisory Committee)
- coaches of other sports such as; soccer, basketball, football, volleyball, etc. (cycling is great cross-training)
- bicycle shops (great source of potential leaders, mechanics, products etc.)
- sporting goods store
- community centres

- cycling clubs
- service groups (Rotary, Lions Club, Boys & Girls Clubs, etc.)
- financial organizations (Banks, Credit Unions, etc.)
- food outlets (Safeway, Supervalu, IGA, etc.)
- large industries
 - fitness gyms
- regional district recreational departments
- local governments
- municipal, provincial, federal, grants
- business and industry grants
- be creative!!

Suggested Resources

- Check out www.sprockids.ca to learn more about Canada’s Sprockids “National Introduction to Cycling Program”
- Check out www.sprockids.com to learn about the original Sprockids Program and some program happening here in Canada and around the world
- Contact your Provincial Cycling Association and/or Canadian Cycling Association regarding the Sprockids Leaders Training (On-Line or a One Day On-Site Training Session)
- Take the Sprockids Leaders Training
- Contained within the Instructional Leaders Manual is everything you will need to implement and run a successful Sprockids Program. There is a section entitled “Promotional Guide” to help you get started and to grow your program.
- Form a “Steering Committee” for your program. This committee may start with just yourself, but your goal is to bring in a few key individuals who share your enthusiasm for the project. The committee should begin by developing a “Flow Chart” for the program. This doesn’t have to be a complicated document, but it is a very useful activity to layout the direction you want to take your program.

Focus on:

- Target groups (which are the specific groups of young people your program is targeting? Is your program going to be co-ed, or are
 - you going to run separate programs for boys and girls? The Sprockids Manual addresses this issue and has some suggestions for dealing with this issue.)
- How are you going to deliver your program? Are you going to run it as an after school program, in association with a school, through a cycling shop, cycling club, community centre, etc.?
- What numbers are you hoping to enroll in your program? Many individuals believe numbers always reflect a successful program. It is best to start with a small manageable number of participants and deliver a quality program. You will succeed with the delivery of Sprockids, and as the word spreads about your great

- program the numbers will increase on their own. Delivering a quality program your first time out is very important!
- What are you going to charge for your program? This will be determined by a number of factors. Are you going to pay your Leaders, or are they going to be volunteers? Does the organization you have partnered up with have expenses that need to be covered? Insurance?
 - What format are you going to deliver your program? Is it going to be a delivered on a weekly, bi-weekly, over a multi day session, cycling camp, or a combination?
 - Who will deliver specific components of the program? (administration & record keeping, mountain biking riding skills, road component, bike maintenance, first aid, etc.)
 - How will you reach your target audience to tell them about your program? (see “Promotion Guide” contained within the Instructional Manual)
 - Where will you conduct your program?
 - When and where will you hold your Informational and Registration meeting?
 - When and where will your first session take place?
 - Rally the troops and make it happen!!

Running your program

- Once the various roles and responsibilities have been allocated it is time to advertise and promote your program. The Promotion Guide, posters, and brochures will help you get the word out about your first informational and registration meeting. Post and distribute the posters and brochures at bike shops, sporting stores, schools, community centers, malls, region district recreation offices, and any other places you might reach your target audience. If you are able to present your program at a school assembly or take out a newspaper ad you will be able to reach a lot of young people very quickly.
- Host an informational and registration meeting. Encourage young people and their parents to attend. This is a very important meeting because you want to clearly layout your goals for the program, along with the type of behavior you expect from the leaders and the participants. (see leader’s and participant’s “Code of Ethics”) I would suggest you present, on a series of charts, all the skills and material covered in the program. This is a good time to explain how the Passport works. Parents and participants are very impressed when they understand all the material their children are going to learn through Sprockids. For many parents they are not aware of all the skills require to successfully participate in the sport of mountain biking. This meeting sets the tone for your program!
- This meeting is the time to take care of the registration and other administration requirements to get your program started. (the registration package, which you have put together previously, should contain all the forms, medical, insurance, and personal information required by the CCA. If you hold this meeting a few weeks before you host your first session you will have the “Participant Kits” ready to hand out.
- Send the appropriate signed forms and \$35.00 registration fee into the CCA.

- Once you receive the “Participant Kits” for your program you can hand out the t-shirts and decals to the participants. I would suggest you hang on to the Passports because if you hand them out to the participants at this time chances are you will not see them again. You might want to photocopy the Passports and hand this out to the riders so that the riders and their parents can keep track of their progress.
- When you begin your program, if at all possible split your early sessions between a classroom and outside settings. Some of the material is best presented in a classroom session because it is easier to keep the participants’ attention in a closed environment. For the beginning outside sessions I would choose an area such as a school or park setting where there are large flat grassy areas along with some gentle slopes. (see Instructional Manual for guidance in this area) As the participants’ skill level develops you can move to a more challenging area for riding.
- Evaluation is a very important part of being a Sprockids Leaders. Keep it Positive and Immediate! Celebrate even the smallest successes!
- As a Sprockids Leader it is very important to your personal growth to keep a log of how your program is going. Keep a record of what works and what needs to be reevaluated. Don’t forget to celebrate your successes! (see Sprockids Instructional Manual)
- Promote your program by sending in some photos and article to the local newspaper.
- Upon completion of the program Contact CCA to obtain the certificate and medals for the participants.
- Host some sort of ride, BBQ, or other form of celebration to hand out the certificate and medals to the participants and bring closure to the program. Make this a media event while getting some very positive exposure for your program.

For more individualized help, take a look at Appendix B Specific Implementation.

Summary

In closing, for those of you who have recently signed on, we wish to take this opportunity to welcome you to the Sprockids family of instructors, now 200 strong and growing! As you move forward with plans to deliver this exciting program in your community, please keep in mind that we are only a phone call or e-mail away to provide assistance. The resources of the Canadian Cycling Association are behind you! We look forward to working with you and your fellow instructors to ensure that Sprockids is made available to all children across Canada.

For those of you representing organizations that offer children's programs or for those of you that may be interested in becoming Sprockids instructors in the future, we welcome the opportunity to share more information about the program with you. Please contact us (see below) to learn more about Sprockids and how we can help you get started!

Sprockids:

- The training is simple and free and offered on-line from the comforts of your own home!
- The program is turnkey, including an instructional manual, easy to teach lesson plans, teaching tips, promotional guide and participant kits!
- It's set up for you to deliver fun and adventure!

For more information:

www.Sprockids.ca

For specific questions or to find out more information about becoming a

Sprockids instructor contact:

2197 Riverside Drive, Suite 702

Ottawa, ON, K1H 7X3

admin@canadian-cycling.com

613-248-1353 ext. 2604

Fax: 613-248-9311 to send online Leader Training Course registration letter

Appendix A

Sprockids Leaders Salary Guideline:

For those groups looking to pay for professional instruction, we offer the following suggested hourly wages for consideration;

Experienced Instructors

		National Coaching Certification							
		No background in Phys. Ed.				With Phys. Ed. diploma			
Years of experience	none	I	II	III	none	I	II	III	
1-5	\$10	\$15	\$20	\$25	\$15	\$20	\$25	\$30	
5-10	\$15	\$20	\$25	\$30	\$20	\$30	\$35	\$40	
10-15	\$20	\$25	\$30		\$25	\$35	\$40		
+ 15	\$25	\$30			\$30	\$40			

Inexperienced Instructors

		National Coaching Certification							
		No background in Phys. Ed.				With Phys. Ed. diploma			
Years of experience	none	I	II	III	None	I	II	III	
0-2	\$8	\$10	\$15	\$18+	\$10	\$15	\$20	\$30+	
3-5	\$10	\$15	\$18	\$20+	\$15	\$18	\$25	\$35+	
5-10	\$15	\$18	\$20	\$25+	\$18	\$20	\$30	\$40+	
10-15	\$20	\$20	\$25+		\$20	\$25	\$35+		
+ 15	\$20	\$25+			\$25	\$30+			

Appendix B

Specific implementation

For Parents:

For any community based program parents play a major role in the implementation, coaching, and running of programs for their children. These same parents represent a huge resource of potential Sprockids Leaders and advocates for the program. Parents are looking for activities to get their children off the couch and away from the computer screen. Traditional sports are not connecting with a huge segment of the student population, and mountain biking can supply the solution. Sprockids appeals to this large segment of today's youth who never thought of themselves as "athletic." In our sport "No One Sits On The Bench." Sprockids is all-inclusive and provides all participants the opportunity to immediately experience success! Cycling is also one of the few activities parents can do with their children. Parents are no longer simply spectators, driving their children to the game, but rather they are riding right along side their children. They are experiencing the same thrills, excitement, and successes their children are. In our society there are very few activities where this very special situation occurs.

The Sprockids program was designed to assist and guide parents who want to run a community based cycling program in their community. They may be a cyclist themselves, but this is not a prerequisite to running a successful program. What is important is the desire to help teach young people the necessary skills and positive attitude, in a fun rewarding environment, resulting in participants enjoying a long career of safe and fun cycling.

For Community Centers, Sport and Service Clubs:

The Sprockids program fits perfectly into the structure and format with which Community Centers and Service Clubs deliver programs to the public. Parents, and administration need and want to have some form of accountability to show for their efforts. The Sprockids Passport provides a clear and sequential record of the participants' progression through the program. It is immediately apparent what skills have been taught and whether or not the participant have satisfied the "National Standards" for the specific skills. The structure and administrative format makes Sprockids an easy fit for any Community Center or Service Clubs:

For Cycling Clubs:

Cycling clubs represent a very unique and exciting arena for Sprockids, and the cultivation of a new generation of life long cyclists. The membership of the clubs are obviously cycling enthusiasts, and it would seem the clubs would be an easy sell for the program, however this is not always the case. It takes time and effort to get a Sprockids Program off the ground and many of the members of a club are still very focused on their own riding and racing endeavors. Growing the membership is always a concern of any club, and in the case of a mountain biking club trail advocacy is a huge concern. Young people are the greatest advocate for our sport and when young people are involved positive things happen! If a club wants to flourish they have to look to the future and this has to include bringing young people into the sport. Sprockids provides the solution and makes it easy for the clubs to not only grow their membership, but also establish a positive public image within their community. It may take a little persuasion to get the “hard core” racers to see the importance and benefits to their personal riding performances, but once these riders begin to work with young people they will quickly realize the positive effects, enthusiasm, and energy they will receive from mentoring young riders. By developing and incorporating a youth program into the club’s agenda, the club is expanding not only their immediate membership but they are establishing a format to continuously grow their numbers well into the future.

Even though the main focus of Sprockids is not on creating high performance athletes, many of the participants will want to try their hand at racing, and some of these will go on to compete at the national and international level. Racing is a very important component of a rider’s development, and teaches many of the life skills an individual needs to learn in order to succeed in life. Sprockids is recognized as the “base of the pyramid” and the initial stage in the CCA Long Term Athlete Development System. The cycling clubs can, and should play a very important and pivotal role in this model. The structure and administrative format makes Sprockids an easy fit for any Cycling Club:

For IBDs (Independent Bicycle Dealers)

The primary goal of any local bicycle dealer is to become an economic success. Having a sound and achievable business plan is essential in today’s complex retail market. Today’s consumers are very well informed and demand much more from their retailer than ever before. Selling quality bikes and accessories to the public is not enough if a shop wants to survive and flourish. The modern bike is a very technical and sophisticated machine, and a new rider has to learn a variety of riding and mechanical skills to utilize this technology. When parents purchase a new bike for their child many of them are looking for a program to teach these skills. Sprockids provides a comprehensive program the IBD can easily implement and run through their shop. By doing this the bike shop provides a service the parents want and the young riders need. The local shop is no longer seen as simply a retail outlet, but rather as providing an essential service for the community. For many IBDs the idea of having to add one more item to

their work load seem daunting, but by partnering up with other organizations within the community running a Sprockids Program is a win, win situation.

For Schools:

Sprockids was original designed by Doug Detwiller, a teacher living on the Sunshine Coast of British Columbia as a self-esteem and anger management program to help students function within the classroom. The program's mandate is to involve young people in the life long healthy sport of cycling while teaching them the skills, values, and strategies to succeed in school and in life. The program addresses many of the issues teachers are faced with on a daily basis. Sprockids will assist them in dealing with many of their behavior and reluctant learners. Sprockids incorporates mountain biking into every aspect of the curriculum including, Social Studies, Science, Language Arts, Math, Arts, Personal Planning, and Physical Education. The program provides the teacher with new and creative ideas on how to teach the concepts required by the curriculum in ways that can be both fun and productive.

The important trend in education must teach young people how to be active. Both provincial and federal governments are currently looking at ways to increase physical activity in both elementary and high schools. Tradition sports are not connecting with a huge segment of the student population, and mountain biking can supply the solution. Sprockids appeals to this large segment of today's youth who never thought of themselves as "athletic." In our sport "No One Sits On The Bench." Sprockids is all-inclusive and provides all participants the opportunity to immediately experience success! The structure and administrative format makes Sprockids an easy fit for any classroom teacher: