

#BIGGERTHANSPOURT

Join BGC & Blueprint to Inspire Boys to Become Better Men

THE CHALLENGE

Sport in Canada is facing a reckoning amidst rampant issues of abuse, bullying, sexual assault and rape. These issues are ongoing, recurrent and a symptom of a bigger problem in sports and society: **How we socialize our boys and young men using traditional concepts of what it means to be a man, which are limited and marked by stoicism, competitiveness, dominance and aggression as primary forms of expression.** Data shows that boys who are socialized in this way are 5x more likely to be violent and often also develop misogynistic attitudes towards women and girls. There is currently little concerted effort in Canada to address these issues by showing boys how they can be different and making positive changes in their lives and in our communities.

People across Canada are calling for a change and are seeking a solution. **We need to target this issue upstream by creating safe spaces for boys to develop new blueprints of masculinity and offer roadmaps to get there.**

WHAT WE'RE DOING ABOUT IT:

BGC South Coast BC is partnering with Blueprint, based at the University of British Columbia, to develop new blueprints of masculinity and well-being with boys and young men. We are driving change by targeting the socialization of self-identifying boys and young men, and those who influence them, to understand and apply a different model of masculinity.

Starting from Blueprint's evidence-based program developed for adult males (specifically first responders and high-performance athletes), we are building programs and toolkits targeting ages 8 through 17. These programs will offer safe spaces for boys to integrate skills for leadership and character development, create a culture of accountability and become role models for inclusion, safety and personal responsibility.

OUR ASK:

With your support we can help boys create deeper, longer-lasting impressions about becoming role models and leaders in the community.

The #BiggerThanSport campaign highlights that abuse in sport is widespread, pervasive and a symptom of how we socialize our boys to conform to restrictive ideas of what it means to be a man. **We invite you to recognize that the problem is #BiggerThanSport and that change needs all of us to support the journey towards new blueprints of masculinity.**

- **Start the conversation:** Read through our landing page to better understand the underlying causes of this situation and how it is #BiggerThanSport.
- **Share:** Share this campaign with your networks by using our social media graphics. Spread the word that will help influence the broader societal change needed!
- **Support:** Support BGC & Blueprint's work to build the program and toolkits to help self-identifying boys and young men (aged 8 – 17 years) be their best for themselves and for the world.

Everyone can play a role in #BiggerThanSport, and everyone will benefit.

