

Case Study:

Prioritizing Equity Within Instructor Recruitment & Training

Description: Equity-seeking groups are disproportionately excluded from the health and social benefits of walking and wheeling due to issues like gender-based street harassment, profiling, and poverty. Despite the significance of these barriers, these and other socio-spatial challenges have rarely been acknowledged or prioritized as part of walking & wheeling advocacy or skills training programs. Although equity-based training has not been widely incorporated into the instructor recruitment and training process, several of the organizations we surveyed indicated that they had developed units related to equitable engagement, anti-racism, and cultural awareness as part of their instructor training curriculum, and organizations indicated a strong interest in collaborating to further this work.



Photo: "I Can Bike" Project Report (CultureLink)

Key Takeaway:

There is a need and opportunity to increase program access and equity through the instructor training and recruitment process.

Example(s):

When recruiting instructors in Toronto, CultureLink and Cycle Toronto include the ability to speak a diversity of languages as a job qualification. This is an effort to increase the reach of their programming and hire a more diverse pool of cycling instructors. Instructors are also provided with anti-racism training.

In early 2022, EcoSuperior hired Superior Strategies to host a one-day Indigenous Cultural Awareness Training workshop for Safe Cycling Thunder Bay instructors. The workshop included a historical overview, a focus on understanding the impact of cultural differences, and practical tools to reduce cross-cultural misunderstandings. Participants in the session also discussed the rebranding of a local "roundabout rodeo" event and the cultural appropriateness of the term "bike rodeo".

Learn More:

<https://www.cbc.ca/news/canada/thunder-bay/tbay-roundabout-apology-1.6143050>,
https://drive.google.com/file/d/1-BQMLfu6HfcRf5_7gfGd62Q3DN3HQZW2/view?usp=sharing and <https://www.superior-strategies.ca/cultural-awareness>