

**CPISTRA AGA Portugal 2006**  
**CPISTRA COMMUNICATION AND DEVELOPMENT PLAN**  
Small group discussion - Delegate Ideas/comments

**Questions:** What does CPISTRA need to do to achieve these goals?  
What factors should be taken into consideration?

**Goal:** To develop educational material for current and prospective members.

1. Know what educational material is obtainable from CPISTRA network.
2. Set up networks within all regions.
3. Language barrier
4. Database in English and template to translate to different languages.
5. Become coach or more involved need more intensive material and sports specific material. Who should do this? Sports Committee find relative person. Bicycle – how to adapt to different level.
6. Material cover: physical appearance of athletes, needs, physio work together with sport committee for greater understanding of disability and exactly how much athlete can achieve.
7. Suggestions: For access – parent groups/schools/voluntary agencies to access sports programs
8. Promotional awareness days – National groups T.V. broadcasting, transmitting all over country. Educate other IPC members of CP Groups.

**Goal:** Develop a marketing/fundraising plan for CPISTRA.

1. Sponsor big events
2. Solicit ideas from PR firms – where to start?
3. Organize more tournaments / Charge more capitation fee
4. Seminars for NPC's, universities – use the CPISTRA web to announce.
5. To get money needed, you have to show where you will use

**Goal:** **Develop increased opportunities for people with CP to access sports.**

1. Accessibility
2. Education – Schools – sports for youngsters, co-education
3. Train staff
4. Educate parents
5. Centres of rehabilitation promote sports
6. Sports clubs
7. Organize a small committee of professionals and volunteers
8. Organize a presentation, include website, printed material, educative promoting kits
9. Organize support at sport events in countries, in regions
10. No competitions for youngsters
11. Deal with the costs
12. Provide scholarships for staff and volunteers
13. Cooperation with fundraising – with other committees
14. Cooperation with National Committees – communication, visits.

**Goal:** **Ensure the continuing participation of people with severe disabilities at the Paralympic Games and at every other disability sports opportunity.**

1. Identify the sports: Boccia, Cycling, Swimming, Athletics
2. To develop and recruit within member nations
3. Goal is based on a false premise. The word participation should be replaced with competition.
4. National and Regional competition
5. A realization of social factors within which sports take place.
6. Identify funding resources needed
7. Approve disabled sports within countries by lobbying ie: Gov't support and funding.
8. Establish an effective structure that are transparent so that athletes can see a pathway.
9. Level of support from CPISRA: Do they have the means and expertise to support Nations?
10. Ensure representation of people with severe disabilities in the organizational decision making process.

**Goal:** **To solidify constructive relationships with members and IOSD's and other strategic partners.**

1. To focus on the athletes, thoroughly.
2. Sport events to promote integrated youth games
3. To have a good calendar of events, regional ect.
4. To be strong in IPC
5. Research = Knowledge

**Goal:** **To increase the number of women and girls participating in CPISRA as athletes, coaches, officials and administrators.**

**AND**

**Identify and communicate benefits of CPISRA membership**

1. Access to sport for all, including paraplegics.
2. Participation in sport at the correct level – create a level playing field.
3. Experience of other countries – network of information resources/education.
4. International classification
5. Wider range of competitions than offered by IPC.
6. Ultimate pathway to elite sports for some, not represented by IPC events.
7. Access to sport – contact IOSD's and work together.
8. CPISRA need to market themselves to members and potential new members. What can you do for me?  
Communication, education, practical examples, resources.