

## Initiative and Language Standards

### Key terms:

- Please use the full title – “*Indigenous Sport Heroes Education Experience*” or “Digital Book”.
- Please **do not** use the acronym ISHEE when referring to this initiative.
- Please use our proper name - **Canada's Sports Hall of Fame**. Please do not write "Canadian Sports Hall of Fame", "the Canada's Sports Hall of Fame", etc.
- This is an “initiative” (not a “project” or “pilot”).
- Canada’s Sports Hall of Fame’s *Indigenous Sport & Reconciliation* initiatives.
- A changemaker resource.
- Truths, teachings, and exceptional stories of Indigenous Hall of Famers.
- A digital multimedia exhibit designed like chapters in a book.
- Guided by a mission to:
  - influence social change;
  - educate & inspire Indigenous and non-Indigenous youth; and
  - honour the Truth & Reconciliation Commission of Canada: Calls to Action.
- A seven-year initiative serves as the next critical step in the 10-year vision for Canada’s Sports Hall of Fame’s *Indigenous Sport & Reconciliation* initiatives.

We have had meaningful consultation and engagement throughout the process from Indigenous Hall of Famers and wish to share our **learnings for you to be mindful of**:

- Indigenous People refer to communities as First Nations, Métis, or Inuit – be community and Nation specific, when possible, when referring to Indigenous Peoples. For example, saying “Sharon Anne is Gwich’in” is more respectful.
- Try not to say “them” when referencing Indigenous communities as it reinforces the “othering” of marginalized communities.
- Do not say “**the** Indigenous Community” or “**the** Indigenous Peoples” (implies monolithic group).
- “Being well” (instead of “well-being” which has a different connotation).

### Tagline

With the intention to educate and inspire the youth of our nation and contribute to a better understanding by the wider Canadian public, the *Indigenous Sport Heroes Education Experience*, a seven-year initiative, aims to prompt conversation about equity and inclusion, through the lens of sport, to ultimately foster a more informed, united, inclusive and stronger Canada.

### Initiative Overview

The *Indigenous Sport Heroes Education Experience* is the first of its kind educational exhibit that shares the stories of the 14 Indigenous Hall of Famers. This initiative will bring awareness to the truths and experiences of these incredible Indigenous heroes, which in turn, prompts conversation about equity and inclusion, through the lens of sport, to ultimately foster a more informed, united, inclusive and stronger Canada. The digital book also includes chapters on the creation of the Tom Longboat Award, Tom Longboat Award winners and Indigenous Games featuring the Arctic Winter Games, North American Indigenous Games and the World Indigenous Games.

## **Initiative and Language Standards (cont.)**

This multimedia exhibit is a national education initiative designed for Kindergarten to Grade 12 students and will be available at no cost to teachers. This content, regardless of provincial or territorial curriculum, provides educators with a credible and current resource that supports their ability to integrate Indigenous ways of knowing and being into their lesson plans following a nation-wide initiative for all provinces and territories to integrate into the curriculum over time – seeing the seven-year lifespan of the initiative impact millions of youth.