



Disability Awareness and Sport Tourism

Sports Tourism Learning Institute

Course Description

This 6-session course offers a deep dive into Disability Awareness and Sport Tourism, guided by instructor Dawna Callahan's personal experiences and expertise. Explore strategies for combating discrimination, gain insights into creating inclusive events, and discover how to be effective allies, contributing to social change for athletes with disabilities. With a focus on advancing the adapted sport movement, the course aims to create increased access and opportunities for individuals with disabilities to engage in and enjoy sports.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 6 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Expert Leading this Course

Throughout her life and professional career, Dawna Callahan has consistently been a trailblazer for people and athletes with disabilities. She is a wheelchair user as the result of incomplete paralysis at the age of three from transverse myelitis, a neurological disorder that causes inflammation of the spinal cord. Dawna has dedicated much of her professional career to advancing the adapted sport movement to create more access and opportunities for people with disabilities to experience sports.

She has been involved with adapted sports professionally for more than 20 years. In 2017, she founded All In Sport Consulting, a consulting firm that leads organizations in creating life-changing opportunities for people with disabilities through adapted



sport. She has worked with numerous nationally known clients, including the U.S. Center for SafeSport, The World Games, Lakeshore Foundation, Augusta Sports Council, and various national governing bodies including USA Boxing and USRowing. Her career also includes positions with the Challenged Athletes Foundation (CAF), the United States Olympic & Paralympic Committee, Disabled Sports USA, and Adaptive Sports USA.

As a competitive wheelchair racer, Dawna's ability to successfully balance sport, career, and community leadership was recognized when she was selected as one of 25 elite female athletes for the Women Athletes Business Network (WABN) Mentoring Program, a partnership between EY and the International Women's Forum.

Dawna Callahan, Founder, CEO at All In Sport Consulting, LLC



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Course Learning Outcomes

After completing this course, you will be able to:

- Identify the broad impact of disabilities on athletes, their families, spectators, and society.
- Build an awareness of correct language use related to disabilities and effective communication strategies to foster respect for individuals with disabilities.
- Explore strategies for inclusion along with the Americans with Disabilities Act (ADA) that can be used to create a more inclusive environment in the sports events and tourism industry.
- Learn how to prepare venues for individuals with disabilities, by identifying and addressing barriers, and implementing proactive strategies for creating universally accessible events.
- Develop strategic planning skills for inclusive sports events, encompassing teams with disabilities, effective communication, and community promotion.



- Gain a comprehensive understanding of the diverse world of adaptive sports, identifying paralympic and non-paralympic sports and organizations exemplifying inclusion and equity.

Course Content

This is a fully online, self-paced course consisting of six sessions. Each course session includes an informative video lecture and a printable PDF resource page. This course takes approximately four hours to complete.

Session 1

Disability Awareness - Laying the Groundwork, with *Dawna Callahan*

In this session, Dawna Callahan will give an introductory overview of disability on a broad scale but also in terms of sport. She will define it and use personal experiences to illustrate its impact and emphasize the importance of removing societal barriers for equality.

Session 2

Disability Awareness - Laying the Groundwork Part 2, with *Dawna Callahan*

This session emphasizes language sensitivity by avoiding outdated or offensive terms and highlighting the significance of person-first language. This knowledge enables you to communicate inclusively, fostering an environment that respects and celebrates athletes with disabilities within the adaptive sports community, ensuring a positive and respectful experience for all participants.

Session 3

Disability & Discrimination, with *Dawna Callahan*

This session focuses on the Americans with Disabilities Act (ADA). Emphasizing real-life examples, the instructor discusses ableism and explores inclusion strategies. This session directly connects ADA principles to the sports events and tourism industry, offering you practical approaches to prevent discrimination and foster inclusivity in adaptive sports creating welcoming environments for diverse participants.



Session 4

Creating Inclusion and Becoming an Ally, with *Dawna Callahan*

In Session 4, Dawna will explore the essentials of inclusive events for individuals with disabilities by discussing how to prepare venues, understand inclusion and exclusion, and overcome barriers while also learning about best practices for disability inclusion in sports and events.

Session 5

Creating Inclusion - Travel and Transportation, with *Dawna Callahan*

This session will unlock valuable tips for accommodating athletes with disabilities during their event travels, including effective communication with TSA, hospitality staff, and venue operations, along with strategies to promote community for a fulfilling visit.

Session 6

Adaptive Sport in the U.S. - Lay of the Land, with *Dawna Callahan*

The final session in this course will explore the dynamic landscape of adaptive and para-sports in the US, including their unique organizational structures, an overview of adaptive sports organizations, and examples of non-paralympic sports promoting inclusion.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.

