



Healthy Communities Partnership Recreation Summit

Diane English
Parks and Recreation Ontario



About PRO

- 2,000 members
- 20,000 stakeholders
 - Diversity
 - Reach
- Core Business
 - Influencing Decision Makers
 - Building Capacity through training, research and resources
 - Quality Assurance



Benefits of Membership

- Advance Recreation and Parks
- Expand your Skills: discounts on training
 - Webinars to conferences
- Awards, Job Mart, e-bulletin
 - Receive news first on funding, training, research & trends
- Research and Reports
- Networking – virtual and in person



Advancing Recreation and Parks

Influencing Decision Makers

- Election Platforms
 - 2010 Municipal & 2011 Provincial
- Positioning on HST
 - Led to the implementation of a provincial activity tax credit
- Affordable Access Framework
- Infrastructure funding



Ontario Recreation Framework

- Framework for recreation in its broadest sense
- Updating of 1987 Policy Framework
- 25 Years later – Time to Update!



Components of the Framework

All Ontarians benefit from accessible, quality recreation experiences in their community

- Goals
 - Access
 - Quality
 - Sustainability





Charter for Recreation and Parks in Ontario

Everyone in Ontario has a right to quality, accessible and inclusive recreation and parks services in their communities – services that are essential for the health of Ontarians, the quality of life in our communities, and the sustainability of our environment.

Recreation and Parks Rights of Ontarians

Every citizen in Ontario has the right and freedom to:

- **Participation**
Participate in safe, affordable and quality recreation programs that are in harmony with the diversity of the community.
- **Active Living**
Be physically active through participation in both organized and informal sport and recreation activities.
- **Access to Nature and the Outdoors**
Experience nature and access open spaces within their communities.
- **Enriching Experiences**
Experience the arts, cultural, heritage, sport and recreation activities in their communities.
- **A Welcoming and Inclusive Community**
Be included in activities that build strong communities, engaged citizens and a healthy family life.
- **Engagement**
Be engaged in the planning of recreation and parks in their communities and to participate in volunteer activities.

Recreation and parks can help us to overcome the significant challenges facing our communities today, including physical inactivity and the rising cost of health care, a rise in youth violence and the protection of our environment.

Recreation Summit 2011

Charter for Recreation and Parks in Ontario

- Based on citizens' rights
- Foundation for community master plans
- Inclusive

Building Capacity

- **Through Education**
 - Connecting with more than 10,000 individuals
 - Annual Forum, aquatics conference
 - Workshops, webinars, HIGH FIVE®
- **Through Research & Resources**
 - Public's Perception of the Benefits of Recreation
 - Municipal Performance Measures
 - Customer Service Satisfaction






Recreation Summit 2011

Mobilization

- June is Recreation and Parks Month
 - Collaboration with Seniors Month
 - Opportunity for HCP



PLAY WORKS

The Ontario Partnership for Active Youth.

Play Works ...

is a group of organizations that are concerned about the future of our youth and have joined forces to bring back the power of play to young people

4-H Ontario
Arts Network for Children and Youth
Boys and Girls Clubs of Ontario
Laidlaw Foundation
Ontario Physical and Health Education Association
Parks and Recreation Ontario
Sport Alliance of Ontario
YMCA Ontario
Educational Research



Youth Friendly Community Recognition Program

Play Works believes there are communities taking steps to get youth engaged by reinvesting in youth play

A Youth Friendly Community:

Actively supports/provides opportunities for youth ages 13-19 to grow and develop through play



39 Youth Friendly Communities

CANADIAN FORCES BASES

Petawawa

CITIES

Barrie, Brampton, Burlington, Cambridge,
Greater Sudbury, Hamilton, London,
Peterborough, Pickering, Thunder Bay,
Sarnia, Sault Ste. Marie, Vaughan,
Welland, Windsor

COMMUNITIES

Lawrence Heights, Toronto

COUNTIES

Brant, Norfolk

FIRST NATIONS

Wikwemikong Unceded
Indian Reserve No. 26

MUNICIPALITIES

Chatham-Kent, Port Hope, South Huron

TOWNS

Ajax, Aurora, Blind River, Caledon, Halton
Hills, Hanover, Ingersoll, Markham, Milton,
Newmarket, Oakville, Richmond Hill, Whitby,
Whitchurch-Stouffville

TOWNSHIPS

Brooke-Alvinston, Rideau Lakes



How are they Youth Friendly?

- YFC can provide evidence that their community meets a minimum of 10 of 16 criteria
- Provide an application for Play Works to review
- A 5-year recognition at Bronze, Silver, Gold and Platinum levels



Keys to Success

- Youth have options for play and feel welcome and included
- Youth are formally connected
- Dedicated youth facilities of all kinds
- Get the information they need through social media
- Public and financial support – removal of barriers
- Opportunities for Youth Leadership
- Effective Partnerships
- More than just the municipality!!!



How to get started

- Visit www.playworkpartnership.ca
- Participate in an orientation call
- Talk to other Youth Friendly Communities

PLAY WORKS
The Ontario Partnership for Active Youth.



HIGH FIVE®

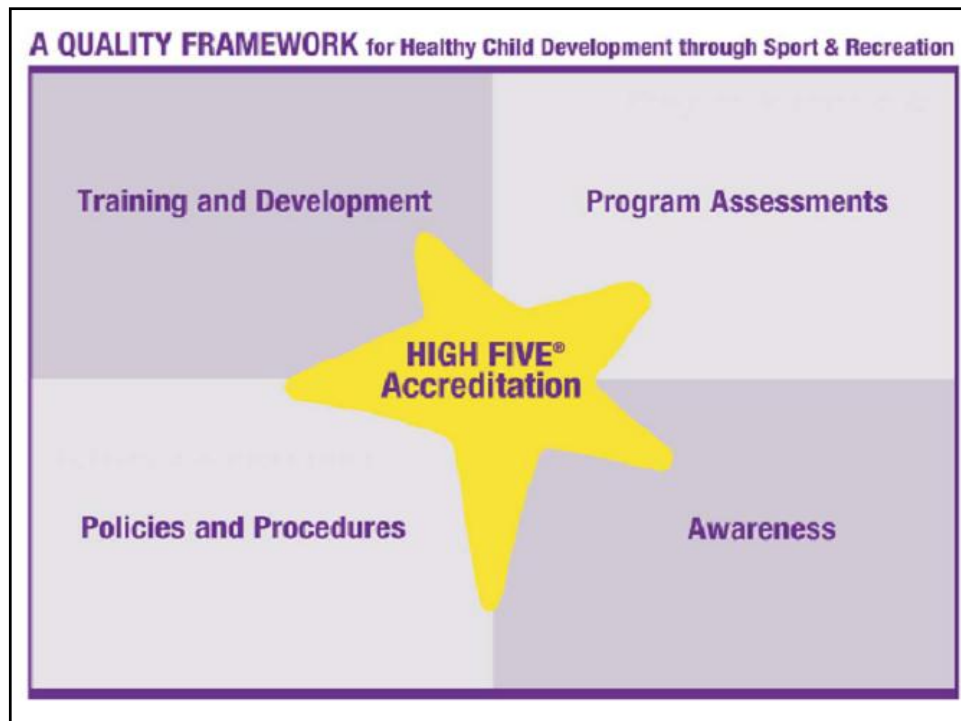


HIGH FIVE® is Canada's only quality assurance standard for organizations providing programs to children aged 6 to 12.

Vision

Through sustained involvement in quality activities, all children aged 6 to 12 years are experiencing healthy development.





HIGH FIVE® Registered Organizations Lanark-Leeds Area

Organization Name	Location
Algonquin College	Ottawa
Boys and Girls Club of Cornwall	Cornwall
Boys and Girls Club of Greater Kingston & Area Inc	Kingston
Boys and Girls Club of Ottawa	Ottawa
Canadian Forces	Ottawa
Carlington Community and Health Services	Ottawa
Centre de Ressources Familiales de l'Estrie	Cornwall
CFB Kingston	Kingston
CFB Ottawa	Ottawa
Children's Village of Ottawa-Carleton	Ottawa
City of Kingston	Kingston
City of Ottawa	Ottawa
Culture Shock Canada	Orleans
Dovercourt Recreation Association	Ottawa
Garderie Les Petits Coeurs	Embrun
Kingston Family YMCA	Kingston
Kingston Gymnastics Club	Kingston
La Cite collegiale	Ottawa
Lanark Community Programs	Carleton Place
Nepean- Corona School of Gymnastics	Nepean
Newburgh Community Resource	Napanee
Ottawa Gymnastics Centre	Ottawa
Pinecrest Queensway Health Centre	Ottawa
Public Health Agency of Canada - Ontario Region	Ottawa
Ray Friel Recreation Complex	Orleans
Town of Arnprior	Arnprior
Town of Carleton Place	Carleton Place
Town of Greater Napanee	Napanee
Tumblers Gymnastics Centre	Ottawa



HIGH FIVE® A quality standard for children's sport and recreation
Founded by Parks and Recreation Ontario



www.HIGHFIVE.org

HOME | SITE MAP | PRIVACY | This Site

Discover the HIGH FIVE® Difference

A quality standard for children's sport and recreation

★ Info Centre ★ Organizations ★ Parents ★ Resources ★ Contact

Login:
Password:
[Forgot your password?](#)

Login ★

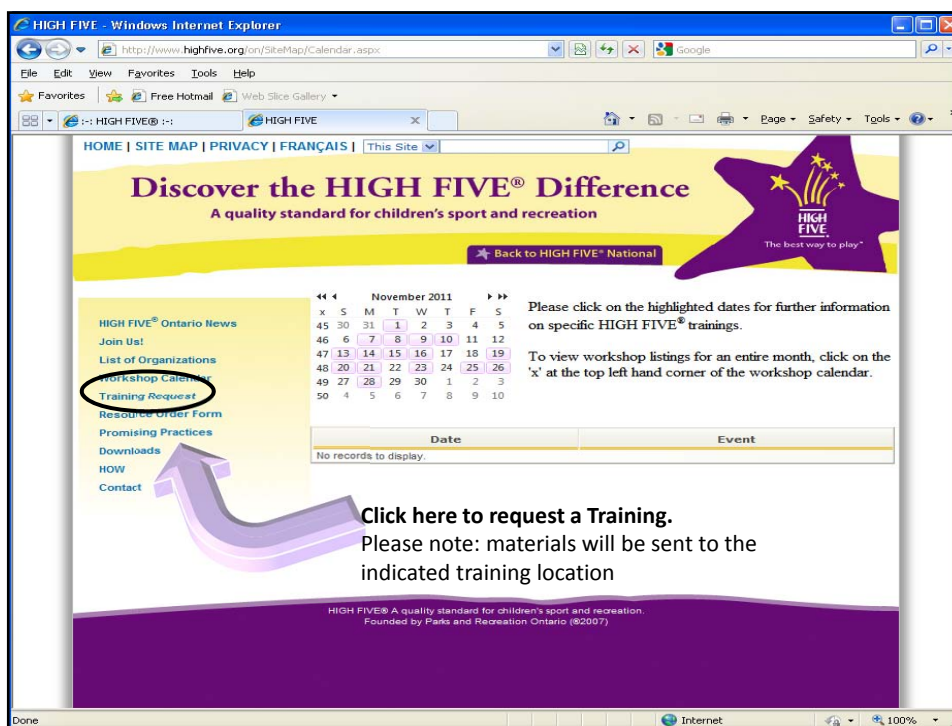
Authorized Providers

- Alberta
- British Columbia
- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Ontario**

Welcome!

HIGH FIVE® is Canada's only comprehensive quality standard for organizations providing recreation and sport programs to children aged 6 to 12.

Internet 100% 3:50 PM



Contact Information

HIGH FIVE® Ontario
Parks and Recreation Ontario
 1 Concorde Gate, Suite 302
 Toronto, ON M3C 3N6
 416.426.7286
 1.888.222.9838
HIGHFIVE@prontario.org
www.HIGHFIVE.org


HIGH FIVE® A quality standard for children's sport and recreation
 Founded by Parks and Recreation Ontario


Working in Collaborative Communities

- Working in silos no longer an option
- Shared goals
- Collaborative Action
- Research and leading thinkers support this approach.....



Change in Approach: Importance of Prevention



- Recreation and parks solve community issues
 - Health, Environmental, Social
- Experts and Government agree
 - TD Bank, Canadian Index of Wellbeing, ICES



Recreation Summit 2011



Government Agrees

"More emphasis needs to be placed on the promotion of health and on preventing or delaying chronic diseases, disabilities, and injuries. Doing this will improve the quality of life for Canadians while reducing disparities in health and the impact these conditions have on individuals, families, communities, the health-care system and on society"

2010 Declaration on Prevention and Promotion
from Canada's Ministers of Health and
Health Promotion/Healthy Living



Affordable Access: Collaboration in Action

- Recreation and sport activities are increasingly out of reach for a broad cross section of people
- Already, 1 in 9 Ontario children live in poverty and some advocates believe the current recession could push up poverty by 4% in just a couple of years
- Recreation is an essential tool in alleviating social issues such as poverty



Why Recreation Matters

- Physical health benefits
 - Recreation that includes physical activity lowers the incidence of illness and obesity.
- Psycho-social benefits
 - Recreation fosters life skills; reduces risky behaviour; improves self-esteem; creates positive relationships.
- Breaking cycle of poverty
 - Regular involvement by children and youth in structured, skill building activities improves success in school and the labour market.
- Government savings
 - The above benefits result in savings (to health, social service and justice costs) and increase the tax base (when people avoid welfare and gain employment).



Research Base

- Benefits Catalogue – at your fingertips!
benefitshub.ca
- Dr. Gina Browne
- Ontario Task Group on Affordable Access to Recreation
www.prontario.org/index.php?ci_id=3354
 - Cross sector
 - Research based

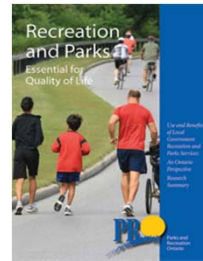


What the Public Thinks

- A 2009 Parks and Recreation Ontario survey shows residents strongly support community parks and recreation
 - 98% believe recreation and parks are essential services that benefit their communities
 - 97% of Ontario households use local parks

–PRO Benefits Study

www.prontario.org/index.php/ci_id/3674.htm



Recreation Summit 2011



Why Policy Matters

- Public Policy: Deliberate Decisions that address identified objectives or concerns for the Public Good
- Sets out the What and the How
 - Road map for the future
 - Influences decision makers and funding
- Has measurable outcomes that can justify expenditures



Recreation Summit 2011



Provincial Policy Framework

- A provincial framework is necessary to achieve systemic change
- Each level of government must play a part
- Allied organizations are identified and integral to mobilizing change
- Task Group member organizations and key influencers endorsement will build credibility



Vision & Objectives

Everyone has access to affordable recreation in their community in order to enjoy health and social benefits to improve their prospects for a better future

1. Affordable Access Policies will be established in every community
2. A Core Set of Free, Universal Programs will be identified and available to children, youth and families



Suggested Policy Components

1. Community Access to Community Space
2. Targeted Community Outreach & Engagement
3. Partnerships & Collaboration



Mobilizing Change at the Community Level

- Policy Development & Implementation Guide for Communities to Realize Policy Objective
 - Identifies the steps to creating a community action plan including:
 - Local research
 - Establish a local collaborative network
 - Develop an access policy
 - Evaluate effectiveness/establish measures of success
 - Develop an Affordable Access Plan



Barriers to Participation

Individual Barriers	Organizational Barriers
• User Fees • Transportation • Equipment Costs • Stigma when asked for assistance • Lack of awareness that assistance is available • Complex approval process • Available infrastructure	• Inability to increase subsidy (lack of funding) • Staff capacity, training and understanding • Lack of awareness of need • Insufficient funding for infrastructure renewal • Two-tiered systems – lack of streamlined referral process



Two Examples

- Mississauga Active Assist
 - No-cost or low cost – targets families
 - Utilizes unused space in program – minimal budget impact
- Town of Ajax Playground Program
 - 23 neighbourhood parks offer drop in programs
 - Universal
 - 24,000 visits each summer



Resources

- Task Group Promising Practices GUIDE
www.prontario.org/index.php/ci_id/3722.htm
- LIN.ca Program Success Stories
lin.ca/success



Policy Development

- Four phases for policy development
 - Research
 - Collaboration
 - Policy Development & Implementation
 - Evaluation
- Tools:
 - Access Policy Development & Implementation Guide
 - www.prontario.org/index.php/ci_id/3721.htm
 - OCDPA Toolkit to Healthier Communities
 - www.ocdpa.on.ca/OCDPA/docs/OCDPA_HCToolkit.pdf



Think Big!

- Get the members of your Dream Team together and ask:
 - What is our vision?
 - What does success look like?
- Define some short & long term goals



Thank you!

www.prontario.org
denglish@prontario.org
416-426-7306

