

PRO



PARKS AND RECREATION ONTARIO

www.healthylg.org





Parks and Recreation Ontario: Healthy People Vibrant Communities Sustainable Environments

November 2012



About PRO

- 2,800 members
- 15,000 stakeholders
 - Diversity: public health, recreation, sport, education
 - Reach: across the province, Canada and US
- History dates back to 1940's
- Current association formed in 1995



PRO's Vision and Strategic Goals

VISION

Healthy People

Vibrant Communities

Sustainable Environments

STRATEGIC GOALS

- Advocacy: Influencing decision makers
- Education: Building capacity through training, research and resources
- Quality: Setting standards and benchmarking



Benefits of Membership

- Advance Recreation and Parks
- Expand your Skills: discounts on training
 - Webinars to conferences
- Awards, Job Mart, PROfile Ebulletin
 - Special Student Awards – Bob Secord College Award
 - Receive news first on funding, training, research & trends
- Research and Reports
- Networking – virtual and in person



Advocacy

- Public Policy: **Deliberate Decisions** that address identified objectives or concerns for the **Public Good**
- PRO's goals:
 - Positively influencing government policy and programs
 - Work collaboratively with stakeholders and government



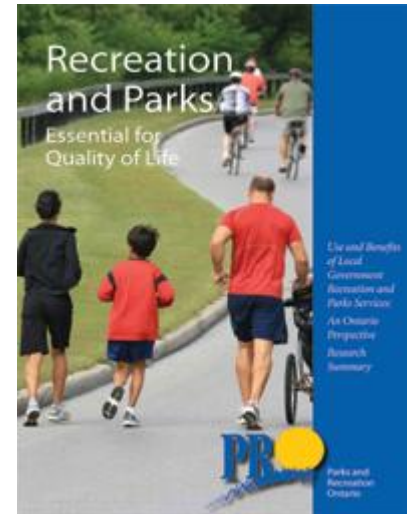
Advocacy Examples

- Provincial Election Platform
- Positioning on HST
 - Led to the implementation of a provincial activity tax credit
- Modernizing Child Care in Ontario
- Provincial Planning Statement
- Affordable Access Framework
- Infrastructure Research and Funding



PRO's Current Tools & Research

- 2009 PRO survey shows residents strongly support community parks and recreation
 - 98% believe recreation and parks are essential services that benefit their communities
 - 82% of Ontario households use local parks and recreation services
 - 85% of Ontarians live within walking distance of a park



–Parks and Recreation Ontario *Benefits Study*

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



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.

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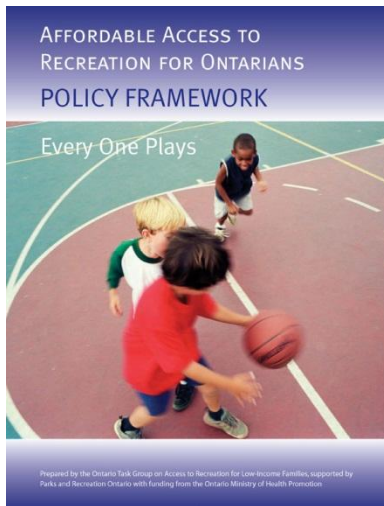
- Based on citizens' rights
- Foundation for community master plans
- Inclusive

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www.prontario.org/index.php/ci_id/3677.htm

Affordable Access Policy Framework

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



Community Action

- Online Community Implementation Guide
 - Step by step instructions for policy development
- Workshops and webinars
 - Northern workshops
- Framework available in French

www.prontario.org/index.php?ci_id=3354



Building Capacity: Training & Resources

- Reach and breadth of training
 - Connecting with more than 10,000 individuals
 - Workshops, webinars, HIGH FIVE®
- Annual Events
 - MBA for Youth Workers, November 22-23, Barrie
 - PRO Aquatics, November 7-9, Deerhurst
 - PRO Forum, April 16-19, 2013, Blue Mountain



Community Capacity

- Recreation and Parks Month
 - Hike it or Bike it!



- Play Works Youth Friendly Recognition Program
 - 39 communities



Parks and Recreation Ontario Marketplace

It's an easy to use, online buyer's guide of companies and non-profit organizations that provide solutions, products and services for the entire recreation and park industry.

www.parksreconlinemarketplace.com



2012 Mohawk College



Quality Assurance

Customer Service Survey Tool for Recreation and Parks

- Helps Municipal Staff and Council:
 - Better understand the needs of residents and users in order to provide a high level of customer satisfaction
 - Develop “client first” processes and services
 - Gather sufficient data to inform planning, budgeting and decision-making
 - Develop service standards that are defined and followed
 - Develop inclusive and accessible practices
 - Have a high level of employee satisfaction
 - Have a higher quality of life



HIGH FIVE®

- Recognized nationally as a standard of excellence
- Delivered in 10 provinces and territories
- Available in French and English
- HIGH FIVE® Sport
- NEW: Healthy Minds



The best way to play™



HIGH FIVE[®] Connections to Mental Health

- *“HIGH FIVE[®] has developed quality assurance standards designed to support the safety, well-being and healthy development of children in all recreation and sport programs. This doesn’t just apply to physical health but mental health as well.”*

Dr. Kellie Leitch

Advisor on Healthy Children and Youth

Health Canada



November 2012



HIGH FIVE[®] Connections to Mental Health

- A Caring Adult – Role Model > Key to RESILIENCY!!!
- Friends - help children build strong relationships and a social network
- Play - provide play experiences that reflect children's interests and promote success
- Mastery - provide opportunities for children to adapt and achieve
- Participation - encourage participation that enhances a sense of value, belonging and connectedness



Potential Funding Sources

- Trillium Foundation
- RBC After School
- GoodLife Kids Foundation
- Charity Village

