

# Parks and Recreation Ontario



**OSPAPPH – June 2, 2009**  
**L. Ketcheson, CEO**

***Shared Philosophies***  
***Shared Goals***



# Parks and Recreation Ontario

- **Over 1,400 members**
  - Professionals
  - Educators and students
  - Elected officials
  - Commercial representatives
  - Interested citizens
- **Reaching over 15,000 professionals and volunteers**
- **Membership is open to related fields:** fitness, sport, facilities, therapeutic recreation, camping, culture and the arts
- **Communities of Practice** Accessible Recreation; Aquatics; Children and Youth; Environment and Open Space; Municipal Administration; Volunteerism.
- **Governed by a Board of Directors** – 12 members



Parks and  
Recreation  
Ontario  
Annual  
Report  
2008

# PRO Priorities

- Monitor and influence policy and legislation
- Provide education and training
- Networking among members
- Establish standards and quality assurance
- Create tools and resources
- Align with partners and coalitions for projects and initiatives



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# Goal #1: Influence Public Policy

- Affordable access to recreation and parks
- Public's perception of service
- Investment for infrastructure
- Re-connecting people to nature
- Government Relations



# Affordable Access to Recreation

## Task Group

- **Broad coalition:** provincial, municipal, non-profit, corporate, advocacy
- **Belief:** Innovative approaches should be taken to ensure that *Every One Plays*
- **Aspire:** A collaborative relationship with all government and stakeholders

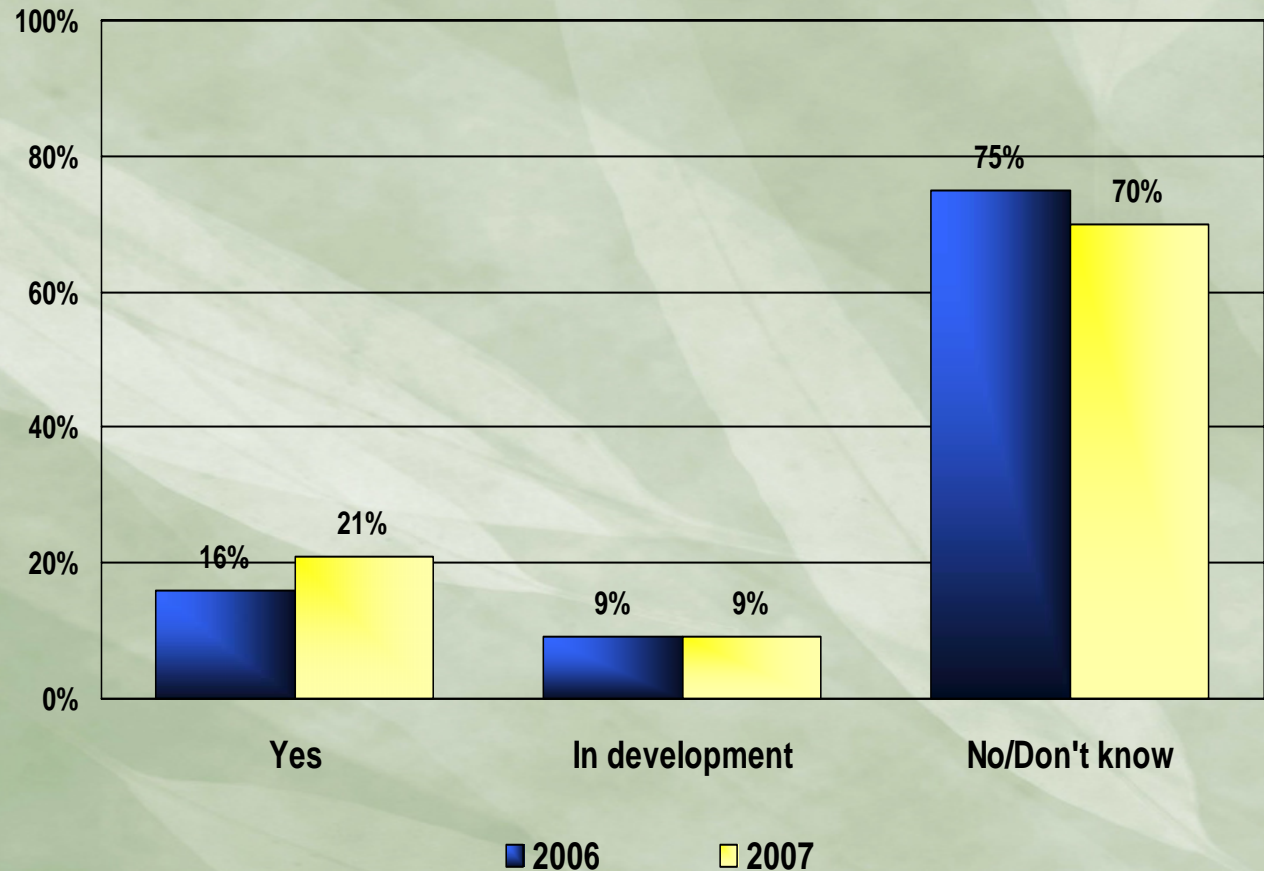


# A Strategy Grounded in Research

- 3 provincial surveys on access policies (municipal and non-profit)
- Research Summary Report
- Promising Practices Booklet
- Provincial Policy Planning Institute Nov/07
- Development of Policy Framework and Action/Implementation Plan



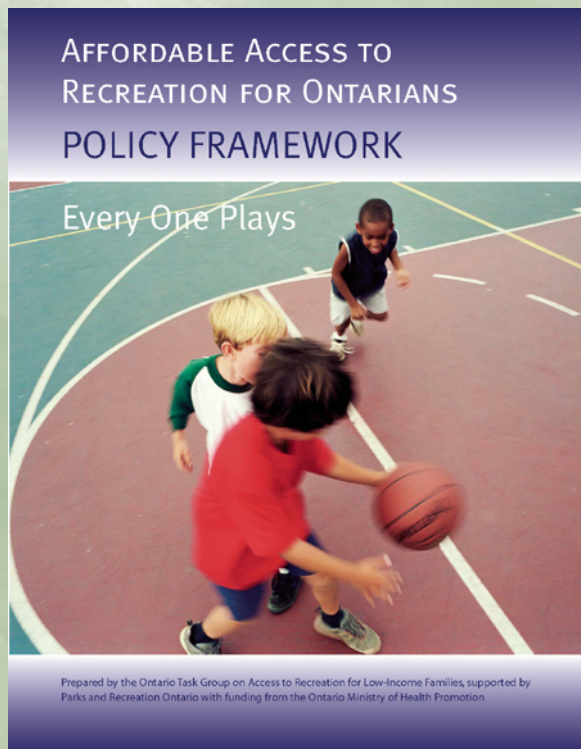
# Council-approved policies for equity of access to recreation



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# Key Policy Objectives



- Access Policies – developed at the municipal and community levels
- Core set of free, universal programs identified and delivered in communities

# Linking to Poverty Reduction

- Recreation should be a component of the Poverty Reduction Strategy
  - *Access to community life and civic engagement mitigates the effects of cyclical poverty*
- Participating in recreation leads to stronger, healthier children, families and communities
- Task Group has met with officials from the Poverty Reduction Task Force



# A Provincial Framework

- Eight policy and action themes identified in consultation:
  - Reducing user fees
  - Ensuring sustainable funding
  - Creating the necessary infrastructure – high risk communities
  - Outreach strategies to marginalized populations
  - Community and youth engagement approaches
  - Balance tax credits with targeted access funding programs
  - Creating community hubs – schools must partner in these approaches
  - Creating passive spaces for informal and free recreation



# Policy Strategies

- **Community Access to Community Spaces:** Maximize affordable access to community space
- **Partnerships and Collaboration:** Establish community-based partnerships that will determine how to make affordable access to recreation a reality in communities
- **Targeted Community Engagement and Outreach**
- **Champions for success:** funders, government, local recreation providers, education, community organization, participants

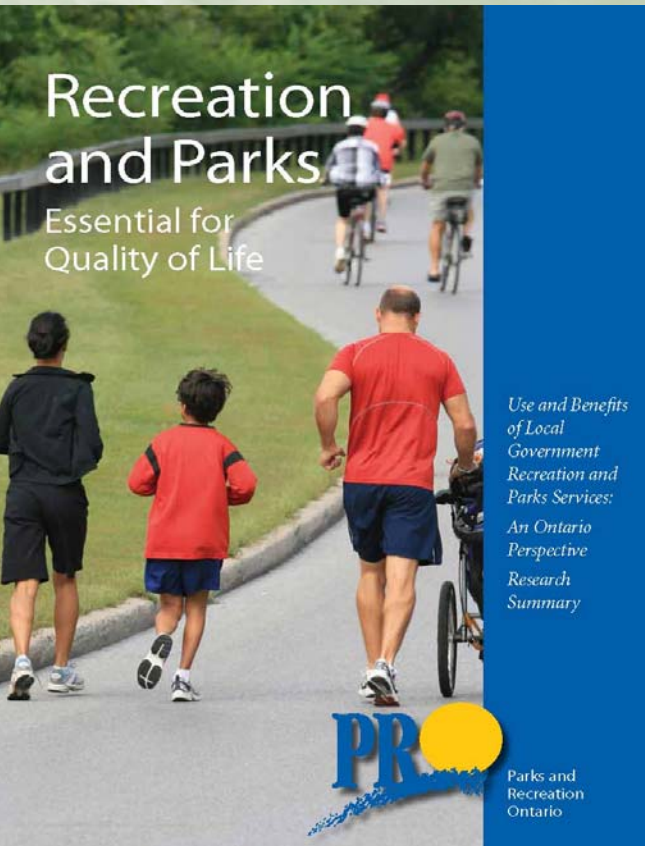


# Outcomes

- Improved collaboration and coordination of recreational opportunities at the community level with a focus on access
- Improved access supports poverty reduction by helping to end cyclical poverty
- Access to community services, spaces, early learning, nutrition, physical activity are key to healthy development and pro-social behavior
- Investment in recreation is a cost-effective alternative to some other interventions



# Benefits of Recreation



- Benefits movement began 1980s
- 1<sup>st</sup> benefits research leads to Benefits Catalogue
- Updating and repositioning the messaging for now

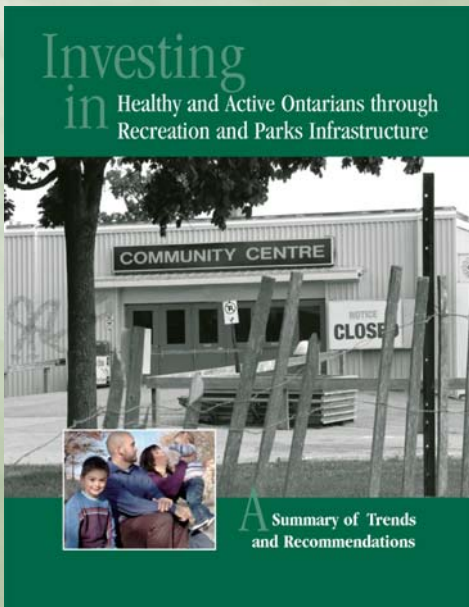
# Benefits – Key Findings

- Leisure important for work-life balance
- Leisure contributes to happiness
- People recognize the community benefits of recreation and parks
- Access to nature
- Ontarians willing to pay for services





# Infrastructure: \$ 5 B Deficit



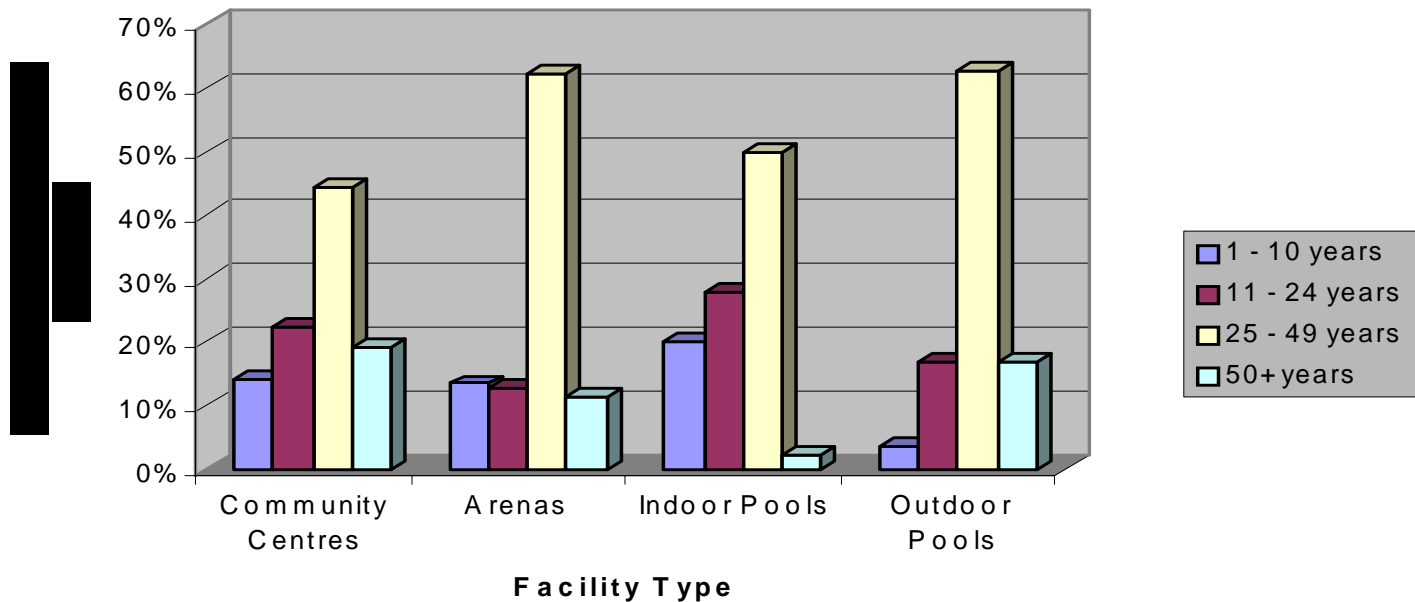
Building Canada Fund  
(BCF)

Major Infrastructure  
Component  
\$2.7 Billion

Communities  
Component  
\$362 Million

# Life Cycle Status – All Major Facilities

**Chart 1**  
**Life Cycle Status of Major Facilities**



# Goal #2: Enhance the position of recreation and parks

- Mobilization campaigns for physical activity (SAWA)
- Celebrating “June as Recreation and Parks Month”
- Recognizing “Youth Friendly Communities”
- Launching a “Charter of Rights”
- Collaboration...Collaboration...



# June is Recreation and Parks Month



# What is JRPM?

(June is Recreation and Parks Month)

**“Recreation and parks are often the catalysts that build strong, self-sufficient communities.”**

***Benefits Catalogue***

- JRPM is part of a growing National Movement across the country.
- First proclaimed in Ontario in 2005 to celebrate the benefits of recreation and parks throughout the province.
- “Live it Everyday” is the theme, expressing the need to embrace and participate in recreation and parks programs, services and facilities – Everyday!

# JRPM Resources

- Community Toolkit
- Insert
- Calendar (online, electronic, and hard copy)
- Logos and Ads
- Proclamation Templates
- Media Release Templates
- Success Stories: samples from previous years

**“Open space, park and recreation areas are ideal mediums for encouraging and developing stronger stewardship of the land.”**

**[www.recandparksmonth.ca](http://www.recandparksmonth.ca)**

# ACTIVE COMMUNITIES CHARTER



Active communities encourage and facilitate active living and support community health, vitality and safety. They will increase walking and cycling, decrease car dependence and traffic congestion, lead to cleaner air and support tourism. Such environments improve the quality of life for all community members and contribute to vibrant, livable communities.



Created by: Physical Activity Team of the HKPR District Health Unit and Health for Life, January 2007

## 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:

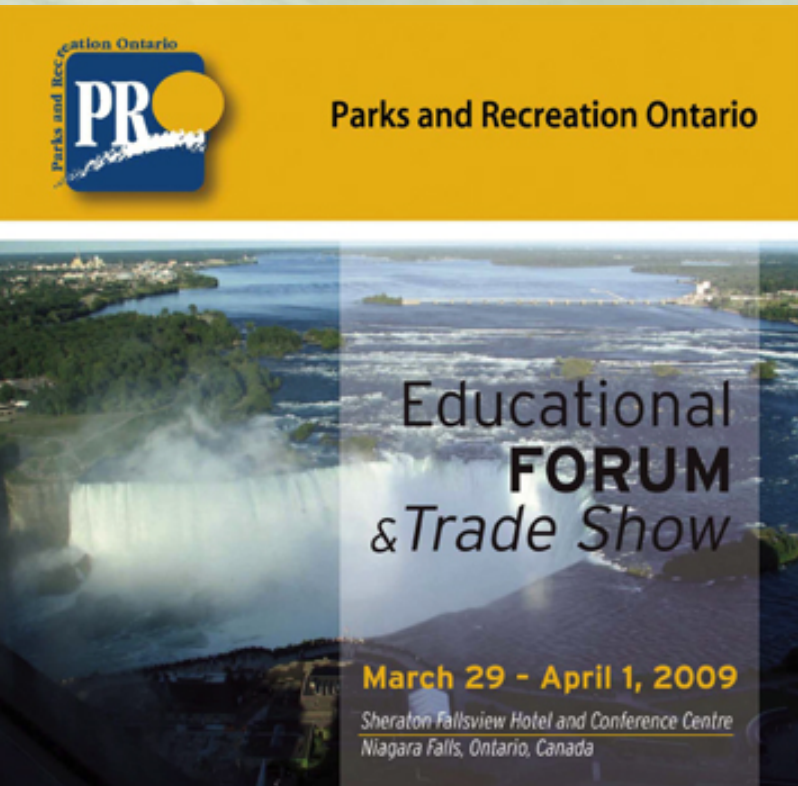
- **Participation**  
Participate in safe, affordable and quality recreation programs that are in harmony with the diversity of the community.
- **Active Living**  
Be physically active through participation in both organized and informal sport and recreation activities.
- **Access to Nature and the 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.**

## Charter for Recreation and Parks

- Rights of Ontario Citizens
- What communities can do
- What recreation providers can do

# Goal #3: Increasing Skills and Knowledge



- Over 6,000 individuals trained in 2008
- Proactive and responsive training
- Annual Educational Forum
- Annual Aquatics Conference
- Regional workshops and institutes
- Aligning policy development with training

# Goal #4: Assuring Quality and Standards



- HIGH FIVE®
  - Nationally recognized Accreditation standard
- Youth Friendly Community Recognition
- Performance measurement
- Policies on access and affordability



# HIGH FIVE® Accreditation Process

<i>Quality Framework MODULE</i>	Training and Development	Program Assessments	Policies and Procedures	Awareness (Internal/External)
<b>Achieve!</b> Level 5 Quality Assurance	<b>Accreditation</b> Recognition for your continuous delivery of quality programs for children.			
<b>Improve!</b> Level 4 Quality Accountability and Preparation for Verification	Train 85% of staff in PHCD*.	Achieve 70% in QUEST 2 in: <ul style="list-style-type: none"> <li>• 25% of general interest/camp programs and</li> <li>• 10% of aquatic programs.**</li> </ul>	Achieve 70% on QUEST 1.	Promote involvement in HIGH FIVE® to the community.
<b>Measure!</b> Level 3 Quality Improvement	Train 60% of staff in PHCD*.	Conduct QUEST 2 assessments on 5% of all programs.	Complete QUEST 1 and enter results into database.	Display HIGH FIVE® literature and signage in facilities.
<b>Learn!</b> Level 2 Quality Awareness	Train 30% of staff in PHCD*.	Train and certify staff in QUEST 2.	Attend QUEST 1 Workshop.	Promote HIGH FIVE® to staff and volunteers.
Participate in the Implementation Planning Workshop.				
<b>Join Us!</b> Level 1 – Become a Registered HIGH FIVE® Organization				

\* PHCD = Principles of Health Child Development

\*\* in accordance with Aquatic Specific Criteria

# HIGH FIVE® - the recognized quality framework for children's recreation programs

- 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. K. Kellie Leitch, Advisor on Healthy Children and Youth to the Federal Minister of Health*



# Quality Assurance for Parents



# HIGH FIVE® is embedded in the work of recreation service providers



- 8 Authorized Providers across the country



- 8 Accredited Ontario Sites

- Over 800 HF® Trainers



- More than 5600 QUEST Assessors



- More than 40,000 Leaders Trained in PHCD

June 2, 2009



# Quality assurance incorporated in public policy initiatives

- HIGH FIVE<sup>®</sup> standard recognized under the Ontario Regulation 262 as criteria for eligibility for fee subsidies to increase access to recreation for low-income families
- After school programs, such as ARC, use HIGH FIVE<sup>®</sup>'s QUEST 2 to measure quality for their internal reports and evaluations for Child Services



# Staying on the Leading Edge

- Updating PHCD to be more inclusive of underserved communities (MHP)
- HIGH FIVE<sup>®</sup> Sport will reflect new Offord Centre research on CS4L and healthy child development
- 4 year project (2005-2009) to create French HIGH FIVE<sup>®</sup> resources/products



# Play Works

- Enhancing investment in youth engagement in arts and recreation
- 9 provincial partners
- Grounded in research
- Youth Friendly Community Recognition Program
- 32 communities recognized
- [www.playworkspartnership.ca](http://www.playworkspartnership.ca)



YOUTH FRIENDLY  
COMMUNITY RECOGNITION  
PROGRAM 2009

Sarah is looking  
for a place to play.  
A place where  
she can –

Be physically active. Be creative.  
Be a leader. Feel accepted.  
Feel safe. Feel connected.



IS IT YOUR COMMUNITY?

Find out how being recognized as  
YOUTH FRIENDLY can help your community...

# Final Thoughts

- Recreation, sport & green spaces are integral to healthy communities
- Embracing innovation & “outside-the-silo” thinking creates better built environments
- Recreation and leisure are the “means” to “ends” or “outcomes”
- [www.prontario.org](http://www.prontario.org)
- 416 426-7142

