

***Appendices to the Report on the  
Access to Recreation  
for Low-Income Families in Ontario***

# Every Child Plays

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Access to Recreation in Ontario Policy Planning Institute  
November 14, 2007 • Toronto

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## Appendix A: “Major Barriers” Breakout Session Notes

## Appendix A: “Major Barriers” Identified by the Groups

The following is a summary of the top barriers identified by the groups. Notes: Each dot point represents one of the top 5 barriers suggested by each group.

### 1. Lack of “One Voice” and Coordination (9 mentions)

- One voice
- Division of responsibilities/lack of coordination
  - Governments are “passing the buck” without “investing the buck”. There is no reinvestment of savings from youth engagement (i.e. from justice) in to recreation programs.
- Misalignment of priorities among governments – policies and interventions less focused on child and more on broader issues (e.g. obesity) which results in disconnect
- No national/provincial strategy or framework to establish a continuum of accessible and essential development opportunities for low-income children and youth – one that integrates funding mechanisms and doesn’t pit services against each other
- Coordinated efforts, collaborative efforts
  - Government
  - Regions
  - Private/public sector “community of interests”
- Lack of communication between various sectors
  - Lack of communication and representatives from varying sectors gives a sense that physical activity/recreation is not important
- Silos and overlap across departments and levels of government
- Lack of transparent, inclusive policy making framework which includes a broad range of community voices and adequate, long-term, sustainable, flexible funding informed by a national policy framework
- Accountability and power structure
  - Funders – how we are funding
  - Review how funds are distributed

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## 2. Lack of Funding, and Costs of Participation (9 mentions)

- Insufficient funding
  - One time grants – unsustainable
  - Native communities do not receive funds for recreation
- Core and long-term funding
  - Necessary for coordination of systems
  - Needs to be holistic (and core)
- Insufficient funding/support for recreation programs and access strategies – direct impact on rising user fees
- Lack of sustainable funding, break engagement of youth
- Access to subsidies and delivery of subsidies for low-income children and families
- Financial barriers:
  - Insufficient funding/support for subsidy programs
  - This includes both funding for programs and equipment
  - No sustainable funding, no multi-year funding
- User fees
- User fees – makes recreation inaccessible for low-income families, not a priority
- Cost – fees, transportation, equipment

## 3. Stigma and Lack of Awareness (8 mentions)

- Awareness
- Lack of awareness/trust and comfort (stigma) with subsidy processes and policies
- Lack of awareness of recreation programs and the importance of physical activity
  - Not reaching out into the community with easily understandable materials to inform low-income families about program and with culturally appropriate materials
- Stigma of being active – kids will not be active if they feel that they are judged for lack of skills
- Stigma/discomfort associated with asking for financial assistance, and complexity of registration

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- Lack of political awareness of the importance of athletics, recreation and skill development for all kids and communities as a whole
- Lack of awareness of the benefit of play/recreation
- Lack of community and family awareness of: a) the importance of athletics, recreation and skill development and b) what is available

## 4. Lack of Outreach (4 mentions)

- Lack of “accompaniment” piece attached to outreach
  - Not enough “warm hand-offs”
  - Need to go further than just telling people about recreation and their access options
  - Lack of trained talented outreach staff
- Lack of outreach to low-income families
  - Important to reach target groups. Opportunities may be available, but unused by target groups.
- Depth of poverty – not good at reaching very poor
- Parents without mental and physical competencies to see these opportunities
  - System doesn’t address their needs
  - They need a systems navigator as they have a multitude of diverse needs

## 5. Lack of Access (5 mentions)

- Lack of accessible services at the grass-root community level – decreases access to low-income families that is within their reach
- Ability to get to the activity – adult supervision, accompaniment
- Lack of access to community facilities (schools, municipal permit fees)
- Lack of access to community facilities
  - Competition for space
  - Location distant from low-income families
- Inflexible, uninviting program schedules (connect better to schools)

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## 6. Insufficient Community Engagement (4 mentions)

- Lack of parental and other key informant input in community structure – lack of involvement, lack of cohesiveness, lack of ownership/value
- Lack of process to engage low-income youth in program design/development
- Lack of youth engagement in planning and development of programs
- Need to work with family/youth to understand needs to be successful

## 7. Insufficient Service Coordination and Collaboration (6 mentions)

- Lack of systems (coordinated planning)
  - Need green spaces for “informal” recreation activities – get municipal planners on board
  - Lack of funding
- Lack of coordinated approach to service delivery, i.e. single site for multiple services, coordinated access to subsidy, coordinated delivery, flexible site at community centres
- Lack of hubbed approach which brings together recreation services with social services, early years, health, childcare, etc., focused on the “needs” of the neighbourhoods
- How we provide our services
  - Lack of collaboration and process integration
  - How we deliver services
  - Different mandates
  - Lack of awareness
  - Same approach as part not forward-thinking
- Complicated procedures for accessing subsidy
- Process needs to be simple and respectful and should follow good guidelines for financial assistance

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## 8. Lack of Understanding of/Specific Programming for Diversity of Needs (7 mentions)

- Cultural barrier, diversity/culture
- Screen culture
  - What does it take to get kids away from computers?
  - How do we use this computer culture?
- Lack of a holistic concept of recreation to include the arts/culture
- Lack of ability within the system to respond to diversity of needs. Lack of awareness/understanding of diversity
  - Social services are not coming together
  - Lack of communication between public health and recreation providers
- Cultural
  - Diversity
  - Awareness
  - Stigma
  - Dominant thinking – everyone plays hockey
- Lack of awareness/understanding of diversity of needs
  - Training needed
  - Registration too complex
  - Immigrant needs
  - Inclusion
- Mix gender programs
  - Base programs on unique needs of girls
  - More boy programs

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## 9. Other (3 mentions)

- Shortage of coaches, mentors and volunteers
  - No training in principles of healthy child development
  - No support for volunteers
- Lack of knowledge of important indicators and outcomes and lack of measurement of current services
- Willingness to look at things differently

## Appendix B: “Best Solutions”: Breakout Session Notes

## Appendix B: “Best Solutions” Identified by the Groups

The following is a summary of the top solutions identified by the groups. Each dot point represents one of the top 5 solutions suggested by each group.

### 1. Access Policies and Subsidy Solutions (10 mentions)

- Overall policy for clubs and parks and recreation centres to set aside a proportional amount of spots for kids in need
  - Provides access to kids in need and new immigrants. To ensure the kids participate in sports and recreation
- Increased funds and reduction in the expertise required to complete funding requests by simplifying the application process for both organizations and families
- Eliminate or substantially reduce user fees overall or for target populations/areas
- Eliminate user fees for participation, develop strategy proposal to municipality showing benefits, payback on investment – economic benefits, safer city
- Access card concept and funding to reduce user fees, offering universal services
- Concession card
  - Eliminates stigma
  - Easy to administer
  - Could be combined with health card
  - Transportation is integrated
- All 440 municipalities should have effective access policies and plans
- Increase outreach services to low-income families/groups to promote recruitment and maintain participation
  - Personal approach
  - Provides understanding of needs and helps create other resources
  - Engages community
- Eliminate fitness tax credit but instead provide more tax incentives for corporations to support access to recreation programs/infrastructure
  - Re-invest fitness tax credit money into direct subsidies

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- More opportunities for participation of the private sector
- Involve local businesses – we do not always have to rely on the government
  - Buy-in, resources, support in areas where people live, work, play.
  - Notion of social enterprise, engaging services, less expensive for the whole community

## 2. Community Hub Centres (2 mentions)

- Community hub centres
  - Locally planned and designed
  - Provincially/federally funded – before planning begins
  - Meet local needs
  - Community led and driven
  - Not prescribed but meet guiding principles of inclusiveness, engagement, health and wellness (e.g. park enhancement, recreation, school)
  - Safety, cultural competence
- Introduce more community-based recreation programs in a “hub” appropriate location based on community need
  - Meets needs of the youth and children in that community and is easily accessible

## 3. Best Practices (Portal) (6 mentions)

- System for sharing best practices and what works well – get systems to share it so people aren’t reinventing the wheel
- Develop an implementation plan based on collection of best practices across the country
  - Not re-inventing the wheel, proven pilots, executable
- Environmental scan (where we are – where we are going) – combined with the development of a community of practice approach to recreation services delivery
- Solution: Inter-agency organizations to share information and best practices and collaborating on solutions
  - A portal for all to access the information and networking
- Resource available to have visibility to all levels of government and be able to measure effectiveness of programs
  - Reduces duplication of efforts and better use of funds

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- Consult with organizations outside province/international, etc., re: best/emerging/effective practices

## 4. Sustainable Funding (4 mentions)

- Core multi-year funding vs. project funding for both staff and programs
  - Dedicated funding and more funding allowing us to create a holistic/multi-service plan
  - Changing the mandates of current programs
  - Often dueling funding priorities, e.g. play groups but can't feed kids
  - Long-term funding
  - Business case for chasing \$
  - Need core outcomes to achieve
- Provincial/national framework – policy development initiative – funding strategies in place
- Provide sustainable monies to subsidize provider organization costs or participants directly
  - Provides community leverage
  - Sustainability must be addressed
  - Community organizations can respond best to specific needs
- National recreation policy framework that is supported by long-term, transparent sustainable, flexible funding
  - Recommendation – advocacy – inter-ministerial link to poverty reduction strategy for Ontario (Health Promotion/C&Y Services)
  - Who: Federal but engagement from all orders of government (multiple ministries)

## 5. Infrastructure Investment (4 mentions)

- Infrastructure – ensure existing infrastructure maintained and reinvested in:
  - Increase capacity of sites to be programming hubs
  - Political will to support/repurpose/invest in new, etc.
  - Federal/provincial funding
  - Municipal ... local decision-making, community partners, funders

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- Access to federal/provincial infrastructure funding to local municipalities that have council-approved affordable access policies
  - Will require municipalities to develop and implement appropriate policies – requirement should ensure the policy is appropriate/robust and implemented – will have impact on entire service, not just one facility
- Be creative with the built infrastructure to attract community members/youth
  - Attract people, address emotional/cultural components
- Ensure adequate sustainable, long-term recreation infrastructure funding from federal and provincial government
  - More facilities = more recreation spaces
  - Alleviate budget strain for municipalities so they can use their resources to engage the community
  - Raises awareness of the importance of sports and recreation infrastructure
  - Puts it on par with other municipal infrastructure priorities
  - Prevention is cheaper (health is an essential service)
  - Will show the municipality it's better to invest in fee elimination than having to fund cost of not providing children with access (crime, etc.)

## 6. Green Spaces (3 mentions)

- Use of green spaces for physical activity – sports and recreation
  - Help with barrier of infrastructure
  - Children not connecting with nature and are becoming nature deficient (disorder)
- Community green space – planning
  - Safe, accessible space for informal recreation
  - Holistic language planning/process with planners, economic development
  - Walk to shops
  - Recreation must be at the table
  - Get a long-term vision for community
  - Neighbourhood planning, sharing of success
  - Get to “community minded” developers
- Ensure adequate recreation (for passive and active recreation) in low-income communities

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## 7. Public Education and Awareness (4 mentions)

- Build the case – public education and awareness – find the story
- Coordinate inclusive publicity campaign to promote and build awareness of the benefits of play/recreation
- Media campaigns – focus message on the value of play – must be coordinated
  - Engage media about the issue of recreation and low-income families
- Develop awareness campaign on importance of investing in communities and benefits of recreation to general public
  - Allows access to facilities for those who didn't have it in their communities

## 8. Collaborative Multi-Sectoral Partnerships (6 mentions)

- Systems thinking
  - Understanding how we work well together – pool resources and fill service gaps
  - Gets “us” speaking with one voice
  - Lets us take more control and have more impact at the local level
  - Schools – could systems thinking get them involved?
- Applying for funding through a partnership approach
  - Provides for more efficiencies, pooling of resources, reduce competition between partners, ability to provide diverse services, increase communication, nurture leadership, increase mentorship
- Creation of collaborative partnerships in developing and supporting resilient children and youth
- Research and evaluate innovative collaborative delivery models
  - e.g. take the program to the user (Australian model)
  - Jump Start
  - Increased outreach to low-income families
- Multi-sectoral engagement in the issue, i.e. business/government/volunteer sector/low-income families/arts/culture/education/research, etc.
  - Potential for coalition/coordinated approach

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- Introducing integrated “system coordination” program
- Brings health, recreation and social services together
- Potential to dramatically lower dependence on other social services
- More community engagement potential
- National Children’s Infrastructure Fund
- Introduce “one-stop” programs like the family first ... for Ontario Works/Working Poor families, etc.
  - Eliminate or substantially reduce user fees overall or for target populations/areas
  - Who: Municipal/organization at community, federal/provincial for funding

## 9. Community and Youth Engagement (7 mentions)

- Youth mentorship and engagement
  - Formal programs and planning tables to support youth who are disadvantaged and at risk. Encourage them to be future mentors, recreation staff and community leaders
- Community development/engage the community with a focus on youth engagement – with adult/youth partnerships (community activators)
  - Give voice and power to residents
  - Who: municipal/community organizations community
- Networking – linking children with their interests through existing community programs, leverage retail sectors and communities to fund and support
  - Expand offering to enable and to interest more children to participate
- Promotion and support for “local” solutions
- Provide alternative settings that are youth run and culturally driven (i.e. Aboriginal) – they set their boundaries
  - Why it’s good:
    - Offer basic needs
    - Safe, comfortable, trusting place
    - Understand specific needs
- Local planning strategies that incorporate the needs and priorities of those it will benefit
  - True and meaningful engagement
  - Focus groups

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- Deliverables, likely to succeed – access, local facilities, hubs, universal services
- Youth engagement, youth led initiatives

## 10. School Partnerships (4 mentions)

- Strengthen partnerships with school boards to develop new “community schools” in key areas
  - Increase local infrastructure
  - Supports school as “hub”
  - Provides more school-based recreation program
  - Reduce no-cut policies
- Schools and education – we must engage them
  - Need accountability at schools re: how are access \$ used
  - Need policies and enforcement
  - Partner with schools locally which can promote the “accompaniment” issue
- Increase the capacity of recreation programs to meet the unique needs of new Canadians, ethno-racial minorities, aboriginals
- Promotion of the “Seamless Day” – breakfast program, attend school, after school program – homework, nutrition, activity

## 11. Other (2 mentions)

- Communication process and expand 211 system to assist rural communities (211 – find out what is out there)
- Expand existing services programs to extend beyond geographic barriers – outreach across communities that don’t have the facilities
  - Offer day care
  - Extended services using existing facilities

## Appendix C: “Who Should Do What?”: Breakout Session Notes

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Access card/funding to reduce user fees</li> </ul>	<ul style="list-style-type: none"> <li>• Take and spend the money</li> <li>• Program design and implementation</li> <li>• Identify areas of need and ensure the funds are distributed fairly</li> <li>• Use funds to provide universal services and programs</li> </ul>		<ul style="list-style-type: none"> <li>• Provide the funds necessary, ensure funds come with guiding principles and high level outcomes but don't prescribe it – approach to be customized to each community's needs</li> </ul>
<ul style="list-style-type: none"> <li>• Community hub centre – focus not just on early learning but opportunities for active living, recreation-tailored to local needs vs. prescribed as to what they look like</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure planning is coordinated, inclusive</li> <li>• Ensure they meet local need</li> <li>• Identify local facility assets – could be outdoor, parks, recreation centre, school, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Design the hub model to allow for communities to design a meaningful hub and then the budget is made available if it meets the guiding principles</li> </ul>	
<ul style="list-style-type: none"> <li>• Youth mentorship and engagement – formal programs and planning tables</li> </ul>	<ul style="list-style-type: none"> <li>• Mentorship programs tailored to the needs of community, cultural, settlement, mental health, homelessness</li> <li>• Facilitation and coordination role</li> <li>• Funding role</li> <li>• Employment and leadership training</li> <li>• Youth mentor</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that strategies that are planned support youth who are low income but also at risk</li> <li>• Social supports to be involved in the community to refer, train, and support mentors and staff</li> </ul>	

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>Local planning strategies that incorporate the needs and priorities of those they intend to serve</li> </ul>	<ul style="list-style-type: none"> <li>Youth focus</li> <li>Outreach to at risk families</li> <li>Staff trained to do this</li> <li>Provide resource</li> </ul>		
<ul style="list-style-type: none"> <li>Provincial/national framework</li> </ul>	<ul style="list-style-type: none"> <li>Municipalities, organizations and associations are engaged in the process, at policy development table</li> </ul>		<ul style="list-style-type: none"> <li>Inter-ministerial table – develop policy, programs or streamlined coordinated, sustainable funding</li> <li>Horizontal across ministries</li> <li>Allows for customization at the community level</li> <li>Premised in research, principles and outcomes</li> </ul>
<ul style="list-style-type: none"> <li>Eliminate fitness tax credit, provide corporate tax incentives to invest in recreation</li> </ul>	<ul style="list-style-type: none"> <li>Advocate</li> </ul>	<ul style="list-style-type: none"> <li>Advocate/research</li> </ul>	<ul style="list-style-type: none"> <li>Provide incentives that reach low-income families</li> </ul>
<ul style="list-style-type: none"> <li>Ensure sustainable long-term recreation infrastructure funding</li> </ul>	<ul style="list-style-type: none"> <li>Place recreation facilities as a priority</li> <li>Mobilize the community</li> <li>Tie to public safety</li> </ul>	<ul style="list-style-type: none"> <li>Advocate/research</li> <li>Public awareness</li> </ul>	<ul style="list-style-type: none"> <li>Coordinated approach to infrastructure funding with a dedicated sport and recreation fund</li> </ul>

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Introduce integrated system coordination program – includes community, private/public sector</li> </ul>	<ul style="list-style-type: none"> <li>• Bring right people to the table</li> <li>• Open lines of communications between all agencies/groups</li> <li>• Public health/recreation intervention</li> <li>• Develop partnerships with provincial government so that reinvestment comes</li> <li>• Engage youth</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate framework for collaboration</li> <li>• Advocacy needed to identify uploading</li> <li>• Support youth engagement strategies like Play Works</li> </ul>	<ul style="list-style-type: none"> <li>• Service uploading to provincial level so that when a community or municipality invests in recreation, the savings are passed on to the community not to provincial ministries</li> <li>• Invest in “one-stop” shopping programs</li> </ul>
<ul style="list-style-type: none"> <li>• Provide sustainable monies to subsidize provider organization costs or participants directly</li> </ul>	<ul style="list-style-type: none"> <li>• Public awareness to increase public demand</li> <li>• Increased municipal investment</li> </ul>	<ul style="list-style-type: none"> <li>• Advocating and coordinating public awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Upload services from municipalities</li> <li>• Invest in community-based programs that address access</li> </ul>
<ul style="list-style-type: none"> <li>• Concession card</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate services</li> <li>• Go with a system that works</li> <li>• Make sure the cross sector tables include recreation (applies to all of the above)</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate and research</li> </ul>	<ul style="list-style-type: none"> <li>• Provide direct funds</li> </ul>
<ul style="list-style-type: none"> <li>• Eliminate fees for participation</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy proposed to municipality showing benefits, payback on investment – economic benefits, safer city benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Fund services appropriately</li> </ul>	

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Provide alternative settings that are youth run, driven culturally (i.e. Aboriginal) – they police each other               <ul style="list-style-type: none"> <li>- Offer basic needs</li> <li>- Safe place</li> <li>- Free unstructured space</li> <li>- Allow uses to build trust in the place</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Public Health supported               <ul style="list-style-type: none"> <li>- Parks and recreation funding</li> <li>- Provide operating models</li> <li>- All levels of government support</li> <li>- Continue funding, must be available for years</li> <li>- Long term to help build trust</li> <li>- Must take action on the plan</li> <li>- Prince Albert – Sask – success model</li> <li>- Downtown East Vancouver</li> </ul> </li> </ul>		
<ul style="list-style-type: none"> <li>• Awareness campaign on investing in committees and benefits of recreation</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations</li> <li>• Local community supporters</li> </ul>		
<ul style="list-style-type: none"> <li>• Networking children with their interests through existing community programs</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage retail sectors to fund or support</li> </ul>		
<ul style="list-style-type: none"> <li>• Leverage existing facilities and programs to expand outreach to other communities               <ul style="list-style-type: none"> <li>- Overcome geographic barriers</li> <li>- Offer child car</li> <li>- After hours</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Have to experience success the first time to want to go again</li> </ul>	<ul style="list-style-type: none"> <li>• Local level support and involvement</li> </ul>	

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• How we deliver services – go to homes and build the relationships, i.e. investing in families pilot               <ul style="list-style-type: none"> <li>- Recreation is part of discussion or go to community centres and ask what the needs are</li> <li>- Eliminate having to tell their story more than once to get accessibility</li> <li>- Use Public Health Nurse to visit disadvantaged children. Work with the single moms/dads communicate recreation and all services a this time</li> <li>- Target 80% of poorest population. Prevent fetal alcohol syndrome, other childhood illnesses etc.</li> <li>- Show benefits – economic, health</li> </ul> </li> <li>• Develop an urban and rural and remote (northern) strategy – by Aboriginal community and define funding clearly</li> </ul>	<ul style="list-style-type: none"> <li>• Provincial Government</li> <li>• Culture</li> <li>• Attorney General Corrections</li> <li>• Ministry of Health</li> <li>• Ministry of Education</li> <li>• Children and Youth Services</li> </ul>		

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Remove silos across stakeholder groups</li> <li>• Call a summit across all levels of government to develop an action plan and hold government accountable for addressing access issues for the 80% of the poorest               <ul style="list-style-type: none"> <li>- Build public awareness around this issue</li> <li>- Attitude shift</li> </ul> </li> <li>• Advocacy – all – align with party messages and goals</li> <li>• Dedicated provincial funding for parks and recreation</li> <li>• Rural – urban and urban – rural exchanges. Idea to get kids familiar and competent in a variety of settings</li> </ul>	<ul style="list-style-type: none"> <li>• All levels of government</li> <li>• Other issues: what about pay scales for the not-for-profit – staff, fees subsidies – how does this impact the capacity of community groups to deal with increasing accessibility</li> <li>• Challenge the competitive culture</li> </ul>		

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Question: Impact of successful outreach on our programs, i.e. are our current programs going to work for all – i.e. diversity of programs</li> </ul>			
<ul style="list-style-type: none"> <li>• Core funding</li> </ul>		<ul style="list-style-type: none"> <li>• Study how much is used – build on TCSA</li> </ul>	<ul style="list-style-type: none"> <li>• Health promotions</li> <li>• Silo</li> <li>• Get \$</li> </ul>
<ul style="list-style-type: none"> <li>• School participation</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with schools locally in program development and implementation – go to all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Go all levels</li> </ul>	<ul style="list-style-type: none"> <li>• Policy and enforcement for access \$</li> </ul>
<ul style="list-style-type: none"> <li>• Green spaces planning</li> </ul>	<ul style="list-style-type: none"> <li>• Be held accountable for funding and planning</li> </ul>	<ul style="list-style-type: none"> <li>• Need to engage people in accountability factors as well</li> </ul>	
<ul style="list-style-type: none"> <li>• Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Look at our own barriers</li> </ul>		
<ul style="list-style-type: none"> <li>• Getting research evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Share will all players               <ul style="list-style-type: none"> <li>- Look at health impacts</li> <li>- Look at the studies, e.g. recreation vs. incarceration</li> <li>- Create a language for support</li> </ul> </li> </ul>		

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Build the case – public awareness, education, lobbying, advocate and educate provincial MPPs and federal MPs               <ul style="list-style-type: none"> <li>- Physical health, mental health, social well being, economic well being</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Clear policy statement approved by Council</li> <li>• Create best practices tool kit to advocate locally</li> </ul>	<ul style="list-style-type: none"> <li>• Cooperative effort</li> <li>• Coalition – one-voice</li> <li>• Broaden the table – education</li> <li>• Key messages</li> <li>• PRO</li> <li>• Create the advocacy platform               <ul style="list-style-type: none"> <li>- Tool kit</li> <li>- Business case</li> <li>- Viral advocacy</li> </ul> </li> <li>• Economic model</li> <li>• Champions and successes</li> <li>• Early adaptors</li> <li>• Report card</li> </ul>	<ul style="list-style-type: none"> <li>• Provide funding</li> <li>• Recreation cost savings</li> <li>• Coordinate silos – right people at the table</li> </ul>
<ul style="list-style-type: none"> <li>• Eliminate or substantially reduce user fees</li> </ul>	<ul style="list-style-type: none"> <li>• Initially select target programs and activities for free (open to every kid)</li> <li>• Local businesses sponsor free swims, skates, etc. as part of a larger plan</li> </ul>	<ul style="list-style-type: none"> <li>• Centralize sharing of promising practices</li> <li>• Business case for play and recreation</li> <li>• Ministry policy statement on recreation being an essential service</li> <li>• Clear definition of how funds are used by sports organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Federal government need to designate funding for specific services (recreation and sport) and accountability for its use</li> <li>• Coordination of ministries to create health</li> <li>• 5-year plan includes advocacy</li> <li>• More funds a part of the social transfer</li> <li>• Making recreation an essential service</li> <li>• Gap – Aboriginal funding</li> </ul>

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Increase capacity of recreation to meet needs of users</li>   <li>• Ensure adequate recreation infrastructure</li>   <li>• Access to grant monies               <ul style="list-style-type: none"> <li>- Simplify eligibility process</li> <li>- Simple to apply</li> </ul> </li>   <li>• Build awareness benefits of play through coordinated publicity campaign</li> </ul>	<ul style="list-style-type: none"> <li>• User councils</li> <li>• Adequate representation and empowering for participants</li> <li>• Steering committees</li> <li>• Engage local users in a meaningful way</li> </ul>	<ul style="list-style-type: none"> <li>• Training for recreation and youth workers to deal with the social issues they are facing – increase awareness</li> <li>• Province makes it a requirement that funding groups must have a steering committee</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize these programs may have additional costs – increase investment to make services sustainable and responsive</li> <li>• Encourage flexibility: innovation</li> <li>• Encourage outreach – taking the program to the user – using alternate space</li> <li>• Determine best practices</li>   <li>• Provincial and federal government should use methods (sin tax, user fees) to discourage unhealthy activities (i.e. SUV tax/levy) and apply those funds to reduce user fees for recreation (reward for good behaviour)</li> </ul>

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>Research and evaluate innovative collaborative delivery models               <ul style="list-style-type: none"> <li>- Take the program to user (mobile units)</li> <li>- Increase outreach</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>City of Toronto could coordinate sites</li> <li>Provides job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Connect organizations across Ontario to other programs – advertise models</li> <li>Fund training, equipment and adaptation of models</li> </ul>	<ul style="list-style-type: none"> <li>Increase focus on municipalities</li> <li>Fund initiatives</li> <li>Share best practices</li> </ul>
<ul style="list-style-type: none"> <li>Apply for funding through a partnership approach</li> </ul>	<ul style="list-style-type: none"> <li>Provide training to City Councillors</li> <li>Get universities and other municipalities to share services</li> </ul>	<ul style="list-style-type: none"> <li>Value</li> <li>Share best practices</li> </ul>	<ul style="list-style-type: none"> <li>Value local/neighbourhood work</li> <li>Think globally, act locally</li> <li>Share best practices</li> </ul>
<ul style="list-style-type: none"> <li>Involving local businesses – great resource and support</li> </ul>	<ul style="list-style-type: none"> <li>Develop direct media partnership</li> <li>Make the issue relevant and localize – local influences</li> </ul>	<ul style="list-style-type: none"> <li>Create awareness of what services, organizations, municipalities provide</li> <li>Explain the issues from a multicultural point of view</li> <li>Don't create – recreate</li> </ul>	
<ul style="list-style-type: none"> <li>Coordinated media campaigns – using creative media/marketing approach</li> </ul>			

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Be creative with built infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Stable/sustainable funding for infrastructure</li> <li>• Focus on capital reserves – to prevent user fees</li> <li>• Creating a ten-year plan</li> </ul>		<ul style="list-style-type: none"> <li>• Funding</li> </ul>
<ul style="list-style-type: none"> <li>• Inter agency collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Bring information forward</li> <li>• Facilitate/host roundtables with all these agencies at a grass roots level</li> <li>• Incorporate in policies and planning</li> <li>• Make this a staff person's responsibility</li> <li>• Develop joint actions where they each contribute (initiatives)</li> </ul>	<ul style="list-style-type: none"> <li>• Advocating for investment by government, corporations and foundations</li> <li>• Leadership</li> <li>• Maintain a portal environment for all to access</li> </ul>	<ul style="list-style-type: none"> <li>• Providing government grant opportunities</li> <li>• Develop a national information centre. Support consistent approaches across province and territories</li> <li>• \$\$\$ - commit funding</li> </ul>
<ul style="list-style-type: none"> <li>• Set aside a proportionate amount of spots for children based on poverty rate</li> </ul>			
<ul style="list-style-type: none"> <li>• Having a resource who has visibility to all sources of government and have the ability to measure effectiveness</li> </ul>			

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Best Potential Solutions	Municipalities & Community Organizations should...	Provincial & Sectoral Organizations should ...	Provincial and Federal Governments should ...
<ul style="list-style-type: none"> <li>• Access to federal/provincial infrastructure funding dependent on having access policies</li> </ul>	<ul style="list-style-type: none"> <li>• Implement access policies</li> </ul>	<ul style="list-style-type: none"> <li>• Create/provide policy templates/best practices – advocate to government</li> </ul>	<ul style="list-style-type: none"> <li>• Provide funding – monitor access implementation and evaluation</li> <li>• Tax breaks to private sector</li> <li>• Potential sponsorship to support access policy (tax break)</li> </ul>
<ul style="list-style-type: none"> <li>• Strengthen partnerships with school boards – community schools</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate for provincial/municipal cost sharing – investment in human resources</li> </ul>	<ul style="list-style-type: none"> <li>• Advocate – province</li> <li>• Advice on management agreement (consulting support)</li> </ul>	<ul style="list-style-type: none"> <li>• Cost share</li> <li>• Investment in human resources</li> <li>• Alter education to redefine community ownership of schools</li> </ul>
<ul style="list-style-type: none"> <li>• Increase outreach services to low-income families</li> </ul>	<ul style="list-style-type: none"> <li>• Local organizations to create outreach plan</li> <li>• Comprehensive modelling for all service organizations</li> <li>• Long range plan</li> <li>• Allocate resources</li> </ul>	<ul style="list-style-type: none"> <li>• Provider best practices</li> <li>• Research</li> <li>• Measurement trends</li> <li>• Advocate for funding for outreach</li> <li>• Training for capacity building</li> </ul>	<ul style="list-style-type: none"> <li>• Fund research and measurement tools</li> <li>• Marketing tools</li> <li>• Develop engagement campaign (e.g. ParticipACTION)</li> </ul>

## Appendix D: Making it Happen: Breakout Session Notes

## Appendix D: Making it Happen

### 1. What do we need to do to ensure the solutions are implemented?

- Summarize today's findings and use them to inform other levels of government – task group to recommend those achievable ideas and timelines
- Build the movement – figure out who else should be on the task group and have them share the report and findings with each other, today's participants and mobilize the movement to hit government and funders at the same time
- Create a policy platform that uses the “resilience” framework, incorporates components of the promising practices – those that support the solutions identified and align it with the policy issues front and centre on provincial and federal agendas – healthy living, poverty reduction, and obesity
- Identify and mobilize community leaders, elected officials to review this platform and commit to action – same messages, buy-in
- Public awareness – careful with “recreation” – message may not be clear
- Facilitate community fundraising (i.e. community foundation)
- Have a strong, unified voice to influence all orders of government through a provincial organization and the Access Task Group
- Have advocacy tools available to grass roots
- Involving the broadest possible coalition in the work
- Social marketing strategy for general public
- Improve our cultural competence by engaging marginalized populations (perhaps through settlement organizations)
- Develop front-line/outreach strategies (i.e. getting to meet people through non-traditional ways) – use animators
- Need to have a political role – example, “Recreation Matters”, could use PRO

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- Formal communication channel to manage and implement – need coordination at all levels, organizations to implement, i.e. on-line portal
- Power has to shift back to the community – mobilize community, developing community capacity
- Build awareness at schools in communities on importance of recreation and benefits
- Keeping schools open in low-income areas – all schools, better mix of incomes in schools
- Promote case management model, e.g. “wrap around” process, wrap services around a family, and remove barriers
- Sensitivity training at all levels to understand and relate to those the programs are built to support so they are successful
  
- Don't have empty spots in programs – fill with people who can't pay
- Speak with one voice – to Ministries and use consistent language – start these at home
- Advocacy – with like-minded organizations – who else is doing what and do we have the same messages – ensure all are at the table within our communities and with service providers and municipalities – know your audience
- Local program planning with schools due to lack of coordination between Boards and Ministries, and schools – look for other opportunities to work school boards and schools
- Talk to funders re: complexity of funding – not just about more \$
- Look at infrastructure – its outdated and often offer only traditional inappropriate services
- Look at “needs testing” as opposed to “income testing”
- Engage youth in planning – look at your meeting times – is this a way to plan with schools?
  
- Formalizing an action committee – review membership and include all relevant players
- PRO provide secretariat
- Develop Terms of Reference

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- Strategic plan – operationalize (think of recreation in broadest sense)
- Identify champions and potential champions, and early adaptors – voice of youth
- Use what resources exist, don't reinvent
- Recognize differences between rural and urban
- Sustainability using all community resources – synergies
  
- Task force would track initiatives that are currently working on recreation policies and identify any gaps
  - Coordinate efforts and strategy
  - Strategy needs to meet needs of both rural and urban centres (inclusive of all Ontarians)
- Draft a policy statement on user fees – and then have organizations sign on
- Draft a policy on user councils (youth engagement), etc.
- Partnership with sport – need to invite them to our table and conferences
- Work together towards some of the LTAD outcomes
  
- Start with the individual – take information discussed here and implement solutions in our own programs/organization
- Need to engineer collaboration between school boards – educate on the benefits so teachers know the value
- Support key individuals and institutions that are engaged in research and have evidence to support the benefits/value of recreation
- Communicate the solutions to the right audience
  
- Focus on including recreation in discourse at Cabinet Committee on Poverty Reduction (Ontario)
- Political awareness/will – national policy framework
- Constituent engagement to drive political awareness
- PRO position papers at Ontario level
- Engage multi-sectoral partners including business in this dialogue

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- Personally to take something from today and do something!
- Develop mechanism to maintain contact with all groups – share ideas, break down silos (e-mails)
- PRO to connect with provinces/territories about partnering on a shared “portal”
- Consolidate evidence for business case to invest in recreation (build tool kit for advocacy)
- Develop provincial policy statement on recreation for low income
- Create template for recreation access policy (sub groups of Task Force – expand)
- Reach out to other ministries – keep dialogue open
- Immediate meetings (follow-up) with MHP, Education, Crime Prevention
- Connecting the dots between orders of government
  
- New government is going to be working on Anti-Poverty strategies. A visit to Debra Matthews, Minister of Children and Youth Services, is necessary to move our ideas forward. Framing it in a key way to get it on the agenda
- Minister of Health chairs inter-ministerial committee – we need to get our message on this agenda to spread the word to other areas, i.e. there will be more movement on obesity, using that as a framework will help move the issue forward.
- Next step – build on the PRO task force – build a movement, we all need to be saying the same thing. Finding our champions to carry and position this, i.e. Best, Matthews, Watson, Wynne, to carry this at the Cabinet table (Roy McMurtry is another champion – chairs provincial panel on making communities safer)
- Having consistent and key messages – John Furlong
- A provincial framework that leads to strategies, policies, funding decisions – framework is time consuming but ensures consistency
- Have some short-term immediate implementations

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## 2. What further research is required?

- Lots of research exists, but is largely unknown – engage the community to test the messages with them
- We've made the case – how do we mobilize the case by developing a community plan – mobilize local funding, local champions, and local data
- Develop the guiding principles and framework for working together early
  
- Social marketing (culturally appropriate) – tools
- Concession cards
- Research on long-term benefits to government, especially around what services benefit from investment in access, i.e. what is the fiscal impact on provincial service budgets when municipalities invest in access. Also applicable to general public.
- Cure to prevention – how to move the health care system to support this
- Shared vision
  
- No further research required we need action
  
- Cost of constant funding seeking? How could these resources be better used? What's not getting done?
- Issue: always needing new participant research to show the impact of sustained service, i.e. keeping kids in program (long-term outcomes)
- Community-based participatory research to include people who actually use the system
- Best practices – what's working in a variety of jurisdictions (also for service providers and municipalities)
  
- Business case – economic impacts, sharing research summary results
- Test assumptions from today's policy discussion
- Inventory of ministries and respective funding in the mix – leveraging opportunities?
- Short-term outcomes as a result intervention (crime, etc.)
- Summary of research in other and related jurisdictions

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- Develop standards based on a high performing, accessible community
- There is a lot of research now – the gap is how to utilize and communicate the research to develop policy
- Practice-based evidence
- Need to support research champions
- Further research needed in Aboriginal communities – but need participation and buy-in from these communities first
- Further work to connect with the research done in other sectors
  
- What it takes for communities to reinvent themselves
- Evidence-based research on the outcome of collaboration between sectors around recreation for families
- How do we engage families in getting involved in planning and accessing services
- More research on the benefits – make the benefits practical to low-income families
- Research on communication strategy – to communicate the message of the benefits of recreation
- More research focusing on the perspective of the kids on the benefits of recreation
  
- Alternatives to fee subsidy/family tax credit systems
- Measuring – keeping score on how we are doing
- Integration re: arts/culture recreation
- Engagement research
- Bring together documentation/best practices/advocacy tools, etc., reverse feed
  
- Effective outreach processes
- Impact of volunteerism on provision of programs and how we can capitalize on this
- How to access existing researchers (access CPRA research agenda)
- Long-term study on impact of recreation on children

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- Institute Report – “Talking with Stakeholders” a report to government – identify steps/wins
- What are models that have been shown to have a positive impact on children and communities and are reaching children who are at risk due to low income
- Promote the findings that are already available, i.e. Dr. Gina Browne
- We need to know and share the degree of disparity. This knowledge needs to be transferred across front-line service providers, funders and policy makers as well as media
- Benefits and the difference between formal and informal participation (structured and unstructured programs)

### 3. What kind of performance measurement is necessary to monitor our progress and support the case for action?

- Stats that demonstrate the increase in children and youth now engaged in recreation
- Identifying the spin-off benefits and studying those longer term
- Schools/hub facilities open longer hours providing safe, quality supervision after school in all communities. Funding formula is sustainable and supports increased access for weekend and evening use.
- Recreation has broadened its message to arts, culture and this has resonated with a broader audience – “The Champion”, e.g. John Furlong
- An increase in the level of volunteerism, youth mentors and leaders in place
  
- More integration at all levels
- More children engaged
- Lower obesity rate
- Lower dropout rate
- Number of communities with access policies and/or subsidy programs has increased. Percentage of budgets allocated for access has increased.

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- Increased participation in recreation and services (social, child care, parenting, and housing) of low-income families. They will know what is available where and how to access it.
- Not just about numbers – measure positive outcomes – healthy self-esteem, increased physical activity
- Look who's using the services – visibly see diversity
- Less funding formulas, forms and applications
- Increased local collaboration
- Staff and volunteers who reflect the community
- Baseline data
- Set participation targets
- Outcomes – awards – attainable goals, i.e., LSS, Learn to Swim, Swim to Survive
- Outcomes – crime reduction, etc.
- Measure number of at-risk kids in a community who are participating
- PM tool kit to the local service provider/community
- Numbers of sustainable programs – capacity and usage as it relates to the percentage of at-risk children
- Recreation related milestones or indicators are included in the Provincial Anti-Poverty targets
- Highlight survey by David Redmond and Associates – could be used as indicators on our Provincial Report Card as targets to improve both from access providers and who is using the services
- Add to the report card number of providers that have user advisory groups
- Expand PRO youth-friendly communities to an audit of communities, not just a nomination of successful communities
- Survey to measure how many municipalities have access cards and how many implement some of the solutions

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- Built relationships in diverse communities – a starting point to build collaboration in communities
- Parents articulating an increased awareness of the understanding of recreation for kids
- Advocacy on various levels/sectors for recreation for low-income children
- Increased mentorship around recreation – every kid needs at least one adult who is absolutely crazy about him or her – this person can be the mentor for recreation
- Decrease in child poverty rates
- Increase in community cohesion
- Increase in participation
- Reduction in crime
- Increase in federal and provincial dollars
- Access questions on Census
- FCM – measures re: recreation/quality of life
- Funding allocations to recreation – current state/gaps
- Local impacts of recreation – cost/benefit analysis
- Centres of Excellence – bring alignment
- Increase in number of low-income children, youth involved in recreation and sport (base line information)
- All municipalities have access policies
- Increased awareness of opportunities (increase in applications for funding)
- Coordinated/seamless process
- Increase in dedicated resources (closing the gap)
- “We’ve seen progress on this”
- The Offord Centre has an evaluation tool kit “free of charge” online and it measures a variety of pertinent outcomes for children and communities: [www.offordcentre.com](http://www.offordcentre.com)

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- Measure the attendance of low-income participants – measure if they are improving
- There are levels of outcomes – within levels of outcome is there uptake? Is it immediate such as increased skill? Increased attendance at school? Reduction in youth crime/violence (long term)?
- The indicators need to be age or developmentally specific
- Are the programs cost effective for the community
- Is there any harm involved – needs to be measured

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## Appendix E: Evaluation Summary

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## Evaluation Summary

1. Did the Institute achieve the outcomes you expected?

Yes 85%       No       Not Sure 15%

If no, please explain how the outcomes could have been achieved?

The comments included:

- The outcomes expected are longer term so it will take time to determine whether they are successfully achieved
- Broad discussions were excellent but some focused discussion around new municipal subsidy policies would have been beneficial
- Could have benefited from an even wider range of participants (e.g. low-income groups, other government ministries, education, youth etc.)

2a. How effective were each of the following components of the day where 1 = Highly Effective and 5 = Not At All Effective

2.1	Rating
Keynote Speaker	1 2 3 4 5

1 = 73%      2 = 17%      3 = 2%      4 = 6%      5 = 2%      N/A = 0%

2.2	Rating
Breakout Session # 1: Pinpointing the Barriers	1 2 3 4 5

1 = 34%      2 = 52%      3 = 7%      4 = 7%      5 = 0%      N/A = 0%

2.3	Rating
Breakout Session # 2: Identifying the Best Solutions	1 2 3 4 5

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1 = 39%    2 = 41%    3 = 10%    4 = 10%    5 = 0%    N/A = 0%

2.4	Rating
Breakout Session # 3: Making it Happen	1 2 3 4 5

1 = 46%    2 = 32%    3 = 13%    4 = 5%    5 = 2%    N/A = 2%

2.5	Rating
Lunch Time Panel	1 2 3 4 5

1 = 46%    2 = 32%    3 = 16%    4 = 2%    5 = 2%    N/A = 2%

2b. Please indicate which component was of most value to you. Why?

The most frequent responses were:

- Keynote Speaker – set the context, provided key insights, was culturally sensitive and was an excellent speaker
- Networking with a diverse, multi-sectoral group of people engaged in similar work
- Break-out group discussions were excellent for generating ideas, sharing information, gaining different perspectives and generating solutions
- Session 2 was of tremendous value as the solutions generated reflected multiple sectors and approaches
- Session 3 – Making it Happen as it was great to see the outcomes of the day
- Panel discussion, especially Mark Totten's presentation
- Pre-event delegate package and the promising practices

2c. Please indicate which component was of least value to you. Why?

The most frequent responses were:

- Would have been great to include an opportunity for everyone to get to know one another, physical activities throughout the day and the use of arts to vary the facilitation
- Pinpointing the barriers as people are familiar with the barriers
- Panel discussion as it wasn't long enough
- A little too many group discussions
- Not having more Ministry and Board of Education representation

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- 3a. What do you feel are the three most critical actions required to move this important social policy issue forward and increase access to recreation for low-income families?

The Top 10 responses (in no particular order) were:

1. Provide communities with policy templates, toolkit for policy development
2. Build partnerships with public and private sectors
3. Youth engagement at all levels of initiative e.g. Task Group, discussions etc.
4. Involve all levels of government in a collaborative approach
5. Create a public education campaign and communicate a clear, concise message re: benefits of recreation, access to recreation etc.
6. Solicit more promising practices and share promising practices
7. Recruit key champions to advocate for access to recreation, benefits of recreation etc.
8. Involve school boards in discussions, action plans, next steps
9. Engage whole community (low-income families, youth, social workers, recreation, nurses etc.) in discussions, action plans, next steps
10. Seek out additional funding, sponsorship to expand scope of work

4. Additional comments related to the ongoing work of the Ontario Task Group on Access to Recreation in Ontario:

Most of the comments provided are represented in Question 3 responses.

Additional comments included:

- Great job – excellent diverse representation in attendance
- Great job – great to see this at the forefront of PRO's agenda
- Create recreation matters group like sport matters group
- Need a steering committee of core people to lobby on behalf of all involved
- Need to find consistent, sustainable funding for years to avoid cost of submitting, reporting and evaluating grants
- Keep the momentum of this initiative going
- Advocacy by PRO, OMSSA, AMO, Ministry of Children and Youth Services, Ministry of Education to the Ministry of Health
- Look forward to reading the summary report
- Require more advocacy - access the resources of social workers, recreation, nurses, youth mentors, teachers, etc.
- Seek fellowship to have a research champion like Mark or Gina work with Task Group full-time to do a speaking tour across the province – need to raise public awareness