

PROMOTING INCLUSIVE RECREATION

THURSDAY OCTOBER 1, 2009
10:00 AM – 11:30 AM

PRESENTERS:

Barbara Anthony,
Family Support Specialist,
Bloorview Kids Rehab, Toronto
and

Lorene Bodiam,
Advocate for People
With Disabilities,
City of Toronto
Parks, Forestry & Recreation



DON'T GET COLD FEET- Winter Fun Is For Everyone!



Bloorview
KIDS REHAB

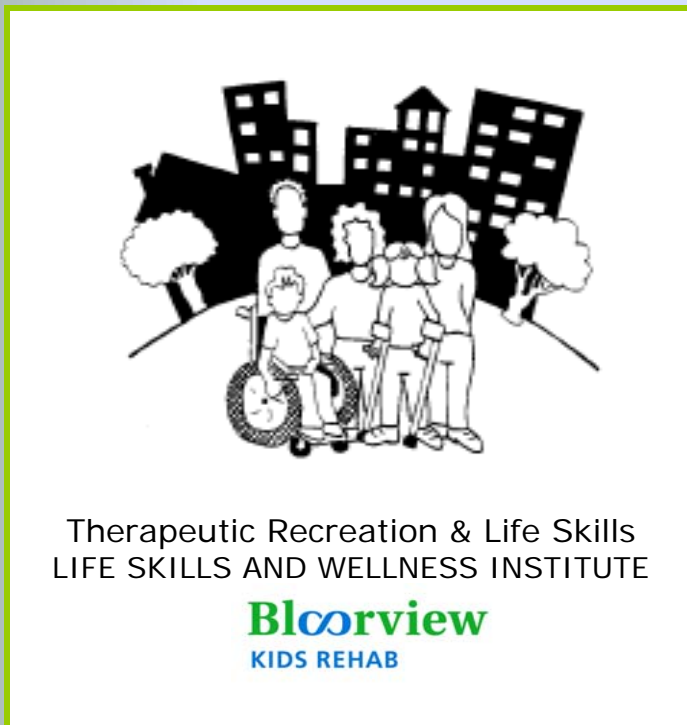
Bloorview

KIDS REHAB

- Serves about 7,000 young people in Ontario
- Canada's largest children's rehabilitation hospital
- The first teaching children's hospital fully affiliated with the University of Toronto
- Our vision is to create a world of possibility for kids with a disability.
- In partnership with families and communities, we create unique programs that help give children and youth with disabilities the tools to participate fully in life.

OPPORTUNITIES FOR PARTICIPATION

Under Bloorview's Life Skills and Wellness Institute, our Therapeutic Recreation & Life Skills program provides opportunities for participation through:



- Therapeutic Recreation
- Life Skills
- Community Development
- Community Outreach

in response to the needs identified by children, youth and families at Bloorview Kids Rehab.

ACTIVE LIVING CENTRE

The Active Living Centre provides recreation outreach for:

- Clients with disabilities
- Families
- Caregivers
- Staff
- Recreation service providers
- Healthcare professionals
- Educators
- Students
- Volunteers
- Community members





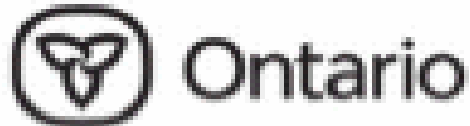
TYPES OF RESOURCES

- Disability-focused magazines
- Bloorview and community recreation booklets, brochures and flyers
- Recreation tip sheets
- Adapted recreation equipment display
- Recreation videos/DVD's



RECREATION VIDEO PROJECT

- Due to the success of “Try-Umph!” (which encouraged children with disabilities to participate in mainly summer and indoor activities) and based on client/family feedback, we undertook the development of a similar film in 2004 with a focus on winter activities.
- Bloorview’s Therapeutic Recreation & Life Skills staff and a senior researcher initiated the project with the help of a grant from The Ontario Ministry of Health Promotion.



ACTIVE2010

FIRST STEPS

- In 2004 and 2005 we worked on research, planning and shooting footage at WindReach, a wheelchair accessible farm in Ashburn, Ontario.
- To determine which activities and equipment should be featured, our team used a combination of interviews, surveys, and focus groups to gather information.
- For example, we published an article in Family Net, the Ontario Association of Children's Rehab Services (OACRS) newsletter, entitled "Bloorview Seeks Parent Input for Recreation Video" to invite family input.



EQUIPMENT USAGE

Project staff tallied the frequency/type of equipment lent by the Recreation Equipment Loan service over a two-year period.



We learned that winter equipment, such as sledges, were borrowed most frequently.



FOCUS GROUPS

We held focus groups for approximately 30 professionals such as:

- Bloorview therapists and recreation service providers from Toronto Parks, Forestry, and Recreation, Variety Village and WindReach Farm
- adapted recreation equipment suppliers like Freedex

Our team invited discussion from:

- 12 members of Bloorview's Youth Advisory
- 15 teen participants of The Independence Program hosted at Ryerson University

WHAT HAD OTHERS DONE?

We looked a variety of media that featured adapted recreation equipment and activities by reviewing:

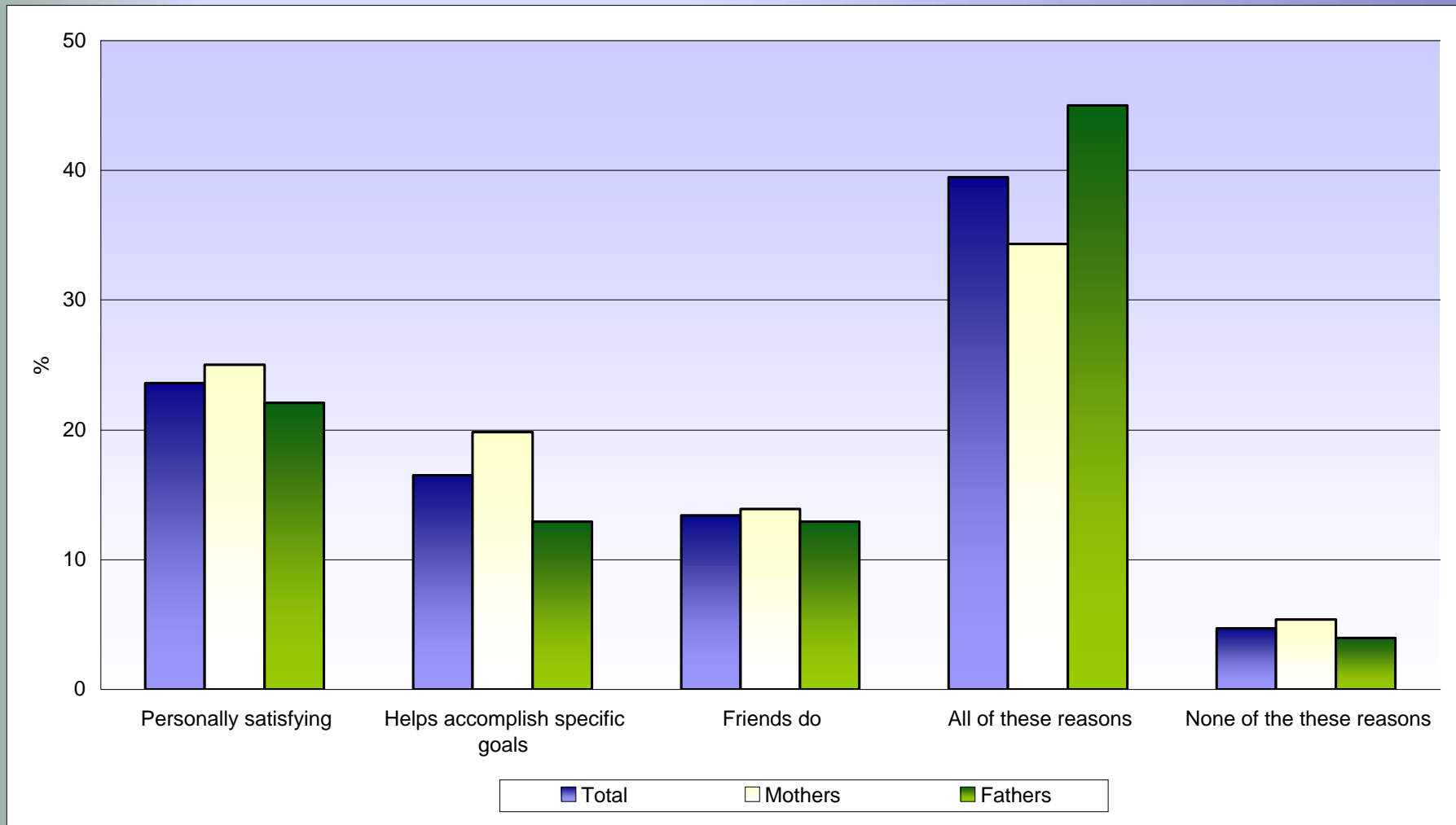
- Over 50 Internet links that included websites such as "Abledata" and "The Active Living Alliance for Canadians with a Disability"
- Six disability magazines such as *Active Living* and *Sports'n'Spokes*
- Fifteen disability films such as "Access To Recreation" and "How We Play"

CANADIAN FITNESS & LIFESTYLE INSTITUTE

- In 2005, the Institute reviewed data from its Physical Activity Monitors and national surveys such as Statistic Canada's Canadian Community Health Surveys and Population Health Surveys to help identify physical activity patterns in Ontario.
- Children and youth were a focus, in keeping with the Government of Ontario's ACTIVE 2010, a comprehensive strategy to increase participation in sport and physical activity in Ontario.



CHILDREN'S ACTIVITY PREFERENCES, 2005



2005 Ontario Data

Communities and service providers can help develop parent's and children's activity levels by:

- Providing programming that supports family activities
- Recruiting parents to be role models for their children
- Offering balanced programming that is gender, age, and skill-appropriate



FAMILY FEEDBACK

- Families said they like the idea of a video they can easily take home or watch here at Bloorview while waiting for appointments.
- Those who speak English as a second language said it would be easier to understand because of the visual component.
- Participants felt captioning was important, especially for people who have difficulty hearing or processing information.

GENERAL FEEDBACK

- Have video online so it would be available to a broader audience and more convenient to access.
- Audio-visual information is more appealing to variety of ages and abilities
- Many respondents told us they thought a video would be a useful tool for awareness training in schools and for service providers, such as personal support workers.

WINTER ACTIVITIES - BARRIERS



There are health and safety risks due to cold and/or windy weather.



Wheelchair users, or those who use other mobility devices, such as a walker, have difficulty with balance and navigating the snow and ice.



There are more costs, such as extra/special clothes, 1:1 support workers and specialized equipment.



There are fewer recreation activities and equipment available, especially for those with higher needs.

WHAT DID PEOPLE WANT?

Overall, people wanted audio-visual material about a variety of adapted recreation equipment and activities, especially in the winter, as this seemed to be the most difficult time for children and families to participate.



HOW DID WE RESPOND?

We listened. Based on the feedback, we planned and designed our production to be:

- Informative, by showing a variety of recreation equipment, activities and ideas
- Engaging, by choosing an interesting location like a wheelchair-accessible farm
- Realistic, by showing real people doing real things
- Suitable for families and a variety of ages and abilities

PLANNING & DESIGN

We planned and designed the film to be:

- Brief - less than 15 minutes so it could be watched while waiting for an appointment
- Suitable for “streaming” online
- Available for viewers to borrow free of charge from our library
- A good tool for health promotion and education
- Easy to understand for people who speak English as a second language
- Captioned for people who are deaf or who have difficulty processing audio information

WHAT RISKS/CONCERNS DID WE CONSIDER?

- While we prepared a plan and a schedule for the shooting, we wanted to capture realistic action, so we didn't use a formal script or narration.
- This open-ended approach meant we had to make sure we had enough footage to capture a variety of interesting and relevant activities and provide accurate information.
- We felt the outcome would be worth the risk of having to possibly re-shoot, which could increase the time and cost.

WHO HELPED US?

Over a three-year period, many types of people and groups were involved at different stages. For example:

- At the beginning, Bloorview staff, families, caregivers, students and volunteers provided feedback and the Ontario Ministry of Health Promotion offered consultation and support.
- Later, we researched three different video production companies to determine the best filmmaker we could hire within our budget.

PARTNERSHIPS

- The businesses we worked with, such as Symmetree media and Broadcast Captioning and Consulting Services provided discounts, services-in-kind and/or donations.
- We received help from many volunteers in the preparation, shooting, production and premiere of the video, such as Bloorview staff, WindReach Farm staff, City of Toronto Parks, Forestry and Recreation staff, Centennial College students and the Oshawa-Durham Region Kiwanis Club.

WHAT DID WE ACHIEVE?

[To watch video click here](#)



As a result, we produced a new, 12-minute, open-captioned film:

- about adapted recreation activities and equipment
- that promotes active living for children and youth with disabilities
- to help increase their participation in outside winter activities.

WHERE DO WE SHOW THE VIDEO?



The film is shown daily on a big screen TV in the Active Living Centre display window at the entrance to our Library, with about 60 visitors per day. It is also on our website, making it available to viewers all over the world.

WHERE ELSE DO WE SHOW IT?

- IN THE COMMUNITY

We promoted the video at a variety of information sessions, workshops and conferences, such as the Active Living Conference at Variety Village attended by approximately 200 students from community colleges; at a premiere at WindReach Farm in January 2007, attended by approximately 350 people – mostly families.

- AT BLOORVIEW

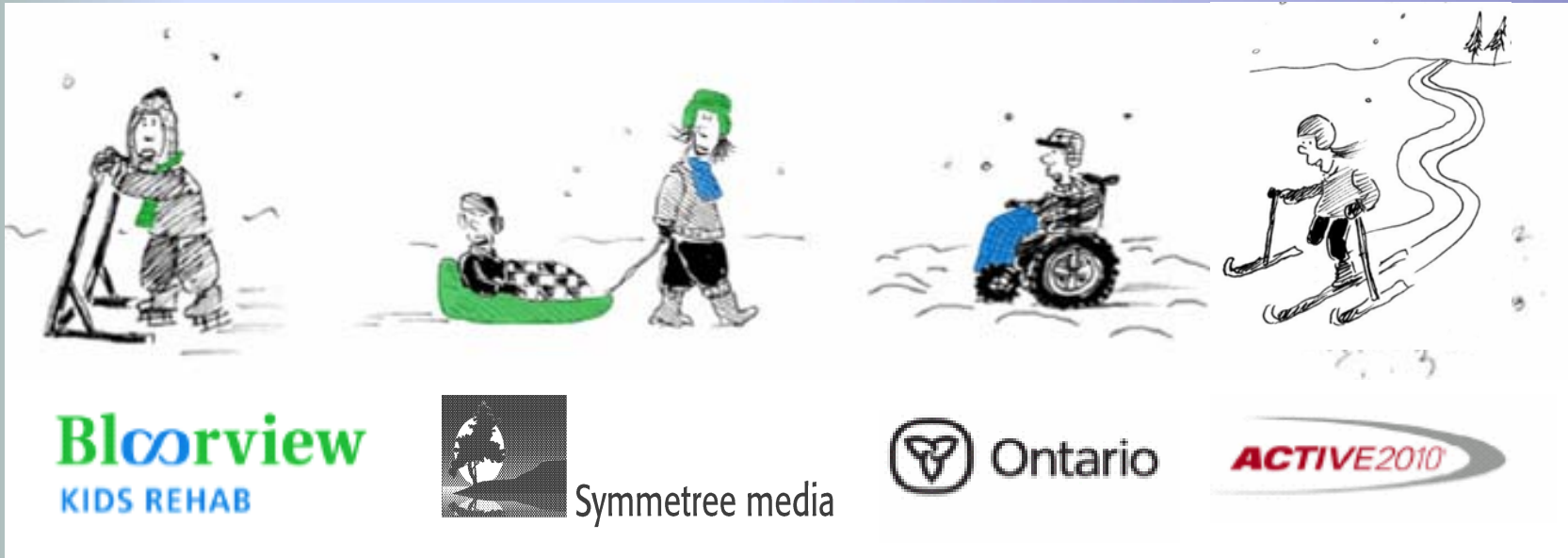
We present the video to students such as medical and nursing interns from the University of Toronto or Therapeutic Recreation students from Niagara College visiting our centre for an orientation.

OUTCOMES

We anticipate “Don’t Get Cold Feet” will be useful over the next five to 10 years, similar to the “Try-Umph” video, and hope it will influence thousands of children with disabilities and their families, health care providers, recreation professionals, teachers, volunteers, students and community members to become more active.

DON'T GET COLD FEET- Winter Fun Is For Everyone!

Available free of charge at www.bloorview.ca, or to borrow by contacting library@bloorview.ca, or to purchase from www.parentbooks.ca



An aerial photograph of a large body of water, possibly a lake or a wide river. In the upper left, a bright light source, likely the sun, creates a shimmering path across the water's surface. The water is a deep blue-grey color. In the lower right foreground, a boat's wake is visible, showing concentric ripples and white foam. The overall scene is serene and expansive.

Thank You

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Adapted Programs and Integrated Services for People with Disabilities

A recreation resource for individuals, families, staff, agencies and organizations



Etobicoke York District

ADAPTED PROGRAMS AND INTEGRATED SERVICES RECREATION RESOURCE GUIDES

- We are pleased to present our Adapted Programs and Integrated Services Recreation Resource Guides on the City of Toronto's web site:

www.toronto.ca/parks

- We invite you to learn more about our unique set of inclusive, easy to use, accessible recreation resource guides, available in alternate formats such as regular print, large print, electronic and Braille.

RECREATION RESOURCE GUIDES

VALUE-ADDED FEATURES:

- Recognized need
- Inclusive process of citizens, agencies, volunteers, staff
- Use of clear language and easy to follow
- Invitational
- Long shelf-life
- Available in alternate formats – large print, electronic and Braille
- Available in all formats free of charge

RECREATION RESOURCE GUIDES

VALUE-ADDED FEATURES:

- Verdana 12/14 point typeface
- Tagged pictures with descriptive text
- Added value – more than just PF&R services
- Responsive
- Educational
- Functional (print material spiral-bound)
- On-going public feedback process

AWARDS

- *All Abilities Welcome* – National Award, Ottawa, Ontario – 2009
- *City of Toronto Recognition Launch* - Mayor David Miller – 2008, Toronto, Ontario
- *“Picture This...”* International Film Festival, Calgary, Alberta – Honourable Mention award – 2008
- *AACPDM* (American Academy of Cerebral Palsy and Developmental Medicine) – Fred P. Sage award, Scottsdale, Arizona – 2009

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Thank you



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PRESENTED BY

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