

The Benefits of Sport in the Northwest Territories

- An Assessment -

**Prepared for the
Sport North Federation**

**by
Nunavut 1999 Consulting**
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**Iqaluit and Yellowknife, NT
1995**

*Sport has social and health implications.
Sport is an investment in community
wellness. It produces more dividends than
social services, the schools and corrections.
It is part of individual and community
wellness. Member of the Legislative
Assembly*

This Report is dedicated
to
all Members of Territorial Sport Organizations
and to
the People of the Northwest Territories

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be more active
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Executive Summary

“Sport is not an option. It is an essential part of our lives. It is an integral part of the social, spiritual and mental fabric of our society.”

Sport North Federation commissioned this report because it has a story to tell - and you are part of that story. Sport is growing in importance in the North. It contributes to our health and well-being, it keeps kids off the streets and out of trouble, it generates revenue in return for every dollar invested in it.

Many people contributed to the story we tell in the following pages: young people in our schools, athletes, media personalities, elite sports-women and men, political leaders, volunteer sport coaches, officials and administrators.

This report is filled with the voices of northern people. They describe how sport benefits them, their families, their community. Yes - this report has its share of statistics, because we want you to see how sport has grown in the North in recent years, and graphs tell the story quickly. But the heart of the report is the stories.

Sport North understands the importance of sport in our lives. It uses lottery revenue, granted to it by the Government of the Northwest Territories, to promote sport in the North. Sport North redistributes this revenue to Territorial Sport Organizations with one clear purpose in mind: to support the vast number of volunteer sport enthusiasts to develop their sport, through competition and clinics for athletes, coaches, officials and administrators.

This report is a tribute to the work of these volunteers. Without them, the benefits of sport that we describe in the following pages would not happen. What are these benefits? In the following pages you will read how sport contributes to our health of mind and body, enriches our social life, involves young people and adults in enjoyable community life, adds new dimensions to our cultural lives, creates economic spin-offs and enhances our appreciation of the environment.

You will read how sport can reduce crime, ward off suicide, keep us healthy. From this point of view, sport is serious - it saves lives, it cuts costs. “Sport is the best preventative medicine we’ve got” - as a volunteer put it, saying in a sentence what this report says in many detailed pages.

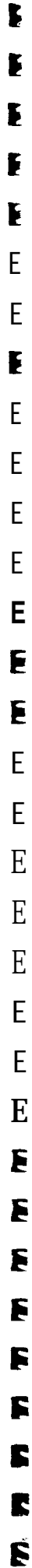
Our conclusions are clear: Sport is a major feature of our lives in the Northwest

Territories - whether we swim at the lunch break, bat at the local diamond, run round a ring road, or play hockey after work. Many people depend on it to keep their lives healthy. Others enjoy the friendships that sport cements. One way or another, sport deserves all the support it can get.

In recent years governments, political leaders and social planners in Canada have come to see that sport is essential to our lives. It is not an option, just a hobby for the sport buff, a diversion for idle moments. The report summarizes what other jurisdictions in Canada have concluded about the benefits of sport after assessing the research evidence.

When you finish reading this report, you will appreciate in a new way how sport benefits our lives. If you see that sport is essential to our future, and you are part of that future, then you will understand the kind of vision that Sport North and our network of volunteers have.

Now over to you. Read on! Share in the fun! Enjoy - and help to build a truly healthy future!



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Introducing.....

The Benefits of Sport in the Northwest Territories

Sport is the most important leisure activity for many people in the Northwest Territories. Even for aboriginal people, for whom hunting, fishing and camping are the most important activities, for both leisure and work, sport is very important.

What makes sport so important? In the Northwest Territories, we are going through a time of unprecedented change. On the one hand there is great hope, arising from the settlement of land rights and economic growth. On the other there are serious social problems that trouble us all - high rates of suicide, family violence, education drop out and a crime rate well beyond the national average.

Sport is important in the Northwest Territories because it helps to deal with these social problems. Of course, sport is important to many of us as recreation, as hobby, as special interest, as a way of keeping ourselves fit and healthy, or reducing weight. If sport were only that, it would be valuable, but scarcely important as a matter of public concern. Sport however is more than that. It is one of the strongest things we have going for us socially and culturally, as we try to build a better society.

Over and over again, as we talked to people about the benefits of sport, they told us that **sport helps keep young people out of trouble, that it provides a focus for healthy community life, that it offers good role models, that it develops leadership.** For example, we met with groups of Junior High

A boy from Bay Chimo played on a basketball team for the first time this year. Basketball kept him in school and behaving. The cutest sight was while on a trip to Yellowknife, he purchased a basketball and professional jersey. The first night here, he wore his jersey and slept with his ball.

I held a curling clinic in Norman Wells, we taught one hundred and two kids how to curl. One little guy from a community without a curling club stayed after his group was finished. He curled all day. He loved it and for some reason, me as well. He had tears in his eyes when he had to leave. He said there was no curling club back home. He asked me if he was ever in Yellowknife, would I show him the curling club? I said I'd love to. He gave me a big hug and went on his merry way.

Youth in young offender facilities in my community have benefitted from involvement in sports and have become reintegrated into the community.

School and High School students and they told us that sport kept them occupied in a healthy way; it kept them out of trouble, motivated them to remain in school, and moreover . . .it was fun.

This report aims to show that sport is essential to our future in the North. Canadians generally are more aware now than ten or twenty years ago of the benefits of sport. Many of you will remember when the Federal government started the *Participation* campaign. That was designed to get us moving, walk around the block, practice fitness as a way of life. We see the results of that approach widely, in fitness clubs, aerobic exercises and so on. More recently, the government introduced the *Active Living* campaign. Canadians have become aware that sport contributes more than personal fitness, important as that is. It makes a difference to our communities, our economies and our environment.

Many people in the Northwest Territories are talking now about **community wellness**. Women and men, elders and young people, have met to talk about the kinds of communities they want. You might expect that such discussions would end with appeals for the government to do something about the problem. In fact, they always lead to the question: "What are we going to do about our own health, our own wellness." The solution to the problem begins with the speaker taking responsibility for her and his own health and well-being.

This is why **sport** is so important in the North. It offers **people a healthy life-style, a way of dissolving their frustrations, social interaction with others that encourages good behaviour, an opportunity to enlarge one's horizons. Sport contributes to the wellness of communities.**

When we are giving clinics in schools, after the sessions the kids would become close to us. Every time they would see us they would wave, say "hi" or "hey, it's those guys who taught us how to play. They wanted to become like us, play and teach.

The hamlet I work for has started to challenge community organizations to softball games. The hamlet staff are given Friday afternoons off to compete, and other organizations are doing the same. This has created a strong rapport between supervisors and staff, organizations, and a healthy environment in the work place.



Sport has benefits for our northern society that go far beyond the moments of pleasure it gives to those who take part, watch or volunteer. In this report we describe how sport benefits us in the following dimensions of our lives:

- **personal and health**
- **social and cultural**
- **economic**
- **environmental**

To make the story real, **we asked northerners from different walks of life what they thought are the benefits of sport in the Northwest Territories:** teenage students at school, athletes, politicians, community leaders, media personalities, health officials, the sport community, educators, RCMP.

They told us that sport affects all parts of their lives, their physical and mental health, the education of young people, the quality of community life.

Members of the Sport North Federation wrote **true stories of sport highlights** that we have included throughout the entire document. You will also find many quotations in the narrow column taken from interviews and replies to questionnaires. .

The value of sport to society is now well documented. This report uses this research, but it is based on the **experience** of people who know and appreciate sport. We hope that this report conveys something of the value and commitment of their testimony.

Sport is essential to us all and to the future of the North.

Now read on.....

When I was younger, sports allowed me to be something. Through sport, people referred to me as that basketball player. I learned to play basketball with the boys as most girls did not play. I became accepted by the boys.

Holman hosted a senior hockey regional tournament in 1991. There were 300 people in the stands for every game. The organ was going and the “wave” was happening. Complete families were in the stands cheering. After the tournament, minor hockey began in Holman because the kids wanted a chance to eventually be apart of this experience.

We organized a tennis/computer tournament where students would spend a half day learning tennis and the other half learning computers. I think it enhanced their appreciation of both.

Sport - From Past To Present

No one knows when we first began to play sports, but sport is one of the characteristics of human beings that is basic to our nature. *Homo Ludens* is how some heavy thinkers have described us, *the playful species*. Sport is essential to our nature and the way we live together, like work, love, friendship and art. This is as true in the Northwest Territories today as it has been anywhere, any time.

Sport has always played an educational and health-giving role in human society, culture and economy. The first sports were probably playful activities that enhanced the physical and psychological activities that go into fishing and hunting - demonstrations of physical strength and agility, skill in movement and stealth, a cunning imagination.

The Ancient World

Wrestling was a major sport 5000 years ago. When the first Olympic Games was held in 776 BCE, wrestling was already an ancient recreation. So were running, throwing and jumping - skills that were needed in daily life - including warfare. Sport was a benefit in the art of living - and dying!

The Greeks thought of sport as part of education - they gave us the word *gymnasium*, which is a school as well as a place to play games. The Romans preferred gladiatorial sports - they were the superpower then and their sport reflected their social view of themselves.

Middle Ages

Sport did not develop much during the Middle Ages. By 1200 CE the French played a game using a stick and a ball in which the teams tried to hit the ball over their opponent's goal line. Hockey was born - at least the grass version!

*Sport began as education for young people in the art of living and survival; for older folk it was a rehearsal of **skills**; and for the community at large it was ritual magic, casting a spell on the hunt, a promise that it would succeed*

Today we define sport as an activity.

“physical exertion - for recreation or competition”

or

*“athletic activity
played individually
or in teams”*

*Definitions like this can miss the point.
sport benefits us totally, holistically,
communally*

or

*as one anonymous person in the
Northwest Territories put it:*

Sport is “a metaphor for life”

Two hundred years later another sport, where a stick was used to hit a ball over a net, was popular. Tennis and net sports were born! By the 1700's golf and football followed.

Modern Era

Sport first became organized in the 1800s. The first sport organizations were in boxing, track-and-field, rowing, soccer, football, rugby, baseball and basketball. By the late 19th century women were taking part in organized tennis events.

The first sports in Canada were developed by the first inhabitants of our land. Aboriginal people enjoyed physical activity using toboggans, snowshoes, canoes and lacrosse sticks. The settlers in Canada inherited these activities. **Indians** had a variety of games - wrestling, archery, snowshoeing - which were related to survival, and others which were pure fun like stretch-pull. **The Inuit** had games such as blanket tossing, tug-of-war, dog-sled racing, spear throwing and ball games. They also had games where one tested one's own competence - arm-pull, hand-wrestling, finger-pull.

The first Europeans in Canada were preoccupied with survival - yet found time to play and socialize. While they came together to build barns and- quilt, they danced, played music, wrestled and raced horses. As settlements grew into communities, the newcomers to Canada began to organize their sport. The Scots brought in golf. Curling grew in popularity.

The new and growing sports in Canada had strong advocates. Tobogganing, sleighing, ice skating and sailing were appreciated for their health value as well as fun. Rowing combined physical prowess and skill in boat-building.

We have records of organized track-and-field competition in 1510.

The first track-and-field meet was organized in 1825 in England.

The benefits of sport were appreciated from earliest times in Canada - survival skills, social opportunities, fitness, fun.

In the 19th century sport brought people together as voyageurs competed with Indians and settlers at canoe regattas, and Indians competed against town-dwellers at lacrosse. **As society grew larger and more urban, sport also grew - and with it, sport organizations, which later grew into Territorial Sport Organizations.**

Then came technology and the dawn of our contemporary era of sport. Newspapers covered sporting events, from local games to national events and international competition. Radio and TV followed suit. Sport heroes were born. Sport had become a spectacle for the masses - and at the same time an opportunity for most people to participate.

Sport in the NWT

In the Northwest Territories the aboriginal people have had games long before the times of contact. Many of these games survive today and have become part of the repertoire of contemporary sport in the North. Organized sport as we know it in the Northwest Territories began with interested players and volunteers in communities. **The government began to support sport in the Northwest Territories in 1970 when the Department of Municipal and Community Affairs began to support community recreation.**

Sport North

In 1976 the Commissioner of the Northwest Territories called on Sport North to take over the management of the NWT team participating in the Arctic Winter Games. (The Arctic Winter Games began in 1970. At that time the government managed the NWT team.) Later, Sport North's mandate was enlarged to support the development of sport through the sport organizations by offering funding for training programs for athletes, coaches and

By the 1880's snowshoeing was the favourite winter sport in Canada - soon to be overtaken by skating and ice-hockey.

Many Indian games had utilitarian purposes and religious significance. The games of the Inuit also prepared youth to survive in a demanding environment, and to know their limits.

The first sporting club in Canada was the Montreal Curling Club, organized in 1807.

administrators, and to assist athletes and teams to train and travel to competition. This opened up the North for inter-community sport in an unprecedented manner that today we tend to take for granted. But the effect was to give many people a sense of the extent, variety and humanity of northern life through personal contact. Many friendships were - and still are being - formed through the experience of sport competition in communities away from home.

Sport facilities

In the 1980's the Government of the Northwest Territories began to build arenas systematically in the communities of the North. This proved a very successful strategy. It gave the communities a centre for their local recreation programs that could be held all year round. Later the Government funded Hamlets to hire recreation directors who then sparked local interest in sport activities and supported the willing volunteers who made up the organizing structure of local sport.

Revenue from lotteries

To support the growing responsibilities that the Government of the Northwest Territories asked Sport North to undertake, it granted Sport North licenses over the period 1979 - 1996 to conduct and manage the Western Canada Lottery in the Northwest Territories. Revenues from lottery ticket sales administered by volunteer organizations benefit a variety of groups including recreation, cultural and community organizations. Central lottery revenues are used to deliver specific programs and services in the sport area on behalf of the Government of the Northwest Territories.

Today Sport North is still the agency that the Government uses to organize NWT teams for competition in the Arctic Winter Games and other major "Games" such as the Canada

In an era of sport as static entertainment for the masses, many people participate in sport for personal enjoyment, love of competition, or a healthful form of exercise.

"Elite sport is not the only area enjoying growth and success in Canada...More and more Canadians are pursuing fitness and finding enjoyment through sports activities.."

Summer and Winter Games.

Sport in the Northwest Territories has reached a significant stage of development characterized by choice of sport, facilities, training and development of athletes and coaches, community participation, inter-community competition, support for outstanding athletes, a vast, dedicated, skilled array of volunteers, and an effective administrative system that combines government with a volunteer-run sport agency, both with a cadre of experienced professionals. This is now a mature system that will evolve in the future as the environment changes.

The Future

What lies ahead? Surely an important role for sport, contributing to the *wellness* of community life. And with the division of the Territories and the formation of the Territory of Nunavut only four years away, sport will help underwrite our hopes for the healthy future of the North.

In the next pages we describe some of the benefits we derive from sport now - and which we can anticipate in even fuller measure in the future.....

The future of sport is in our hands - witness this story told by a typical northern sports fan and volunteer:

A child of an Arctic Sports participant, at the age of 3 was already trying some of the events of the sport. He saw his father involved with the sport in competitions or practising at home. As parents involved in sports, we often overlook ourselves as rote models for our children. If they see us involved in sports, they will duplicate us. If we lounge around all day, that is what they will more than likely do. Role models don't have to be Doug Gilmour or Mario Lemieux. It is us.

Personal and Health Benefits

People have always participated in sport for fun and excitement. They may have not thought much about the benefits. That is changing. People today are aware that sport benefits their personal lives and contributes to their health. The people we talked to in the Northwest Territories are clear about these benefits

Sport contributes to a full and meaningful life

- Regular exercise helps to make one feel in control of one's life.
- Sport teaches you to deal with victory and defeat
- Sport helps people feel good about themselves
- Sport promotes self-esteem and self-worth
- Sport disciplines one's time and space - which an abundance of tends to lead to problems .
- Sport gives a sense of belonging
- Sport contributes to the experience of discipline in one's life

Sport contributes to physical and mental health

- Regular exercise and social interaction makes one healthier, physically and mentally
- Sport helps unemployed adults combat depression and feelings
- Sport helps to combat-overweight
- Regular physical activity leads to higher levels of energy and stamina
- Sport teaches mental concentration
- Sport helps one deal with challenges
- Sport helps to keep young people out of drugs, alcohol and violence...it gives them a constructive activity
- Sport aids in keeping physical, mental and emotional balance

When an autistic boy was signed up for skating by his parents, the coaches weren't sure how this would work with the other skaters. His dad skates with him and he is always off in his own space - not a great participant but, when he skated all the races at the NWT championships, no one would have predicted that he would have done it - but he did!

Quote of wisdom.

"You know, it doesn't matter if you lose."

Student

She had a hard time getting out of bed to go to school. The team talked it over, bought an alarm clock for her and set up a rotation for calling her in the mornings. She's now in school, passing, and playing soccer. What more can you ask for?

- Sport is therapy for emotional and social distress
- Sport is a healthy outlet for anger and anxiety that does not allow negative energy to fester
- When the body is in motion, the mind is clear
- Sport reduces isolation
- Sport teaches respect for body and person

Sport contributes to the healthy development of children and young people

- Sport helps children learn motor coordination
- Children can grow in self-confidence - through sport
- Sport gives young people self-esteem
- Children need a well-rounded program of physical activity for their development
- Sport gives kids a sense of belonging
- Sport teaches cooperation
- Sport helps young people to “stay in shape”, keep fit
- Sport rewards effort
- Sport reduces isolation
- Coaches can help young people who are depressed
- For some kids, sport is their life
- Education is the basis for the upbringing of young people - and sport aids this process

Sport helps young people during their school career

- Young people enjoy the camaraderie of sport with their peers
- Sport adds a dimension of excitement to school days
- Sport helps students survive at school if and when they find school “boring”
- Sport helps kids think constructively and develop goals, gives meaning to their school activities, and keeps them out of trouble

Quotes of Pride:

“There we were, playing Mildred Hall and St. Joes - and we won!!!” Student
“I scored from half court!!!”
 Student

Quote of Challenge..

“I swim 100m fly - it’s hard!!” Student

Early in my teaching career, in 1980, I was hired to teach in a small community. I also coached a number of sports including wrestling and power lifting both of which attracted a student named Ralph. Ralph had repeated grade 9 and all of his older brothers and sisters had quit school. Ralph had reached grade 10 and started placing well in both wrestling and power lifting, placing 5th in the Canada Winter Games. Ralph turned on to school and finished grade 11 with an 83% average. He went on successfully to trade school learning 2 trades, Ralph stayed on in sport and went on to make the Canadian National Power lifting team. I competed at the 1995 power lifting championships and Ralph was there to coach me. From being a potential dropout, Ralph went on to pursue a successful career and to pass his knowledge on to others. He credits sports with his successes and positive direction in life.

Sport widens horizons

- Sporting events take young people out of their communities, introduces them to other places and people
- Sport is the major way people in the NWT get to see how big, beautiful and culturally varied this land is
- Sport enables one to travel, meet new **friends**, enjoy a wide social interaction
- It is good for fans to see other teams
- The cultural exchange through sport is invaluable
- Sport allows smaller communities to participate on a larger scale and become more realistic about the bigger world beyond their boundaries

My son's school performance and attitude in school was poor and his mother told him that unless if improved he would have to miss minor hockey. His response was that his life was ruined. Shortly after an NWT sports figure spoke to his school about the benefits of staying in school my son's attitude and marks improved+

Social and Cultural Benefits

Almost everyone we talked to in the Northwest Territories thinks that sport is a power for good in our society. Here is a summary of the social benefits many people talked to us about.

Sport makes life better for young people

- Sport gives young people a place in the life of their community
- Sport helps young people to stay off alcohol and drugs
- Sport gives young people role models
- Sport helps keep young people out of crime, out of the justice system and out of jail
- With good role models, sport can help to reduce emotional disorders in children and youth
- Sport helps young people learn to deal with winning and losing, getting and sharing, being up and down
- Sport is an alternative to idleness and boredom; sport motivates youth

Sport prepares young people for adult life

- Sport provides a foundation of social values that are important in later life
- Sport teaches young people to take responsibility for their team - an important lesson for later life
- Sport helps young men and women to develop skills that are necessary for success in adult life
- Sport introduces children to disciplined activity
- Sport teaches you to deal with victory and defeat

Sport benefits family life

- Sport creates a forum where youth and families can gather and strengthen themselves

“Everyone supports our team, whether we win or lose.”

The Alaskan high kick finals at the Traditional Games in Repulse Bay came down to two competitors. After each attempt both competitors would advise each other even though they were competing against each other. This built a lot of goodwill with all teams and the community.

“People take part in sport for the pleasure of it - not for winning - because half lose! Pleasure from trying, pleasure from doing as well as you can.”

Sport is a world of social opportunities and richness

- Through sport, one meets many people, makes new friends, enjoys a camaraderie of shared interests
- The team spirit in sport is contagious
- In sport, one belongs to a group

Sport enhances community relations

- Sport promotes contact between different ethnic groups
- Sport gives people an opportunity to travel to more remote, different places and to meet other people
- Sport is a unifying force within communities, cultures and countries
- People who play together, stay together
- Sport competition introduces athletes to strangers who become friends, sometimes for life
- Sport and recreation promote tolerance of different groups. It tends to reduce racism

Sport improves the quality of community life

- An arena in a community gives a centre for the recreational life of the whole community
- A sports arena provides young people with a place to play where they can stay out of trouble
- When a community wins, many people feel a sense of pride
- Sport develops volunteers
- One can become a leader in one's sport organization and so contribute to the life of the community
- Sporting events and competition can bring recognition to a community
- Sport allows people to share their pride in achieving their goals together
- In sport, individuals put aside their personal agendas for the common good

At the last game our mites played, the team was acting silly and giving their own pitcher a hard time when he didn't throw a strike. I pulled them all in and said we are here to have fun and encouraged our team not to insult and razz. The next inning all the players cheered and told the pitcher what a good job he had done.

I work in a small community of 250 people. At the end of the season people wanted to have a fun hockey game. As usual we did not have a very big turnout at first but after 15 minutes all the spectators started coming out on the ice to play. It was one of the best participation turnouts of the season. There were more men, women, boys and girls, and everyone was working together. This was one of the best times I had on ice in years.

Coaching basketball provides opportunities to reach logical thinking - even about math - believe it or not. I teach about keeping possession and taking only high percentage shots. I explain the math behind the strategy. This stresses teamwork and strategy.

- Participation in sport and community sport development gives residents the experience of “ownership”
- Sport lets you be proud of your community, nationality, background. You represent your family, school, team, community and Territory

Sport is an antidote to social problems

- Sport reduces crime, violence and other social problems
- Sport provides a model for a pro-active approach to community wellness
- Sport is an antidote to suicide
- Sport is therapy for emotional and social stress
- Sport provides role-models for young people - and older ones

Sport enhances cultural values

- Sport gives northerners an opportunity to take part in traditional games.
- Northern games and culture go together.
- Northerners can be proud of the uniqueness of Northern Games competition

Sport is a diversion from the demands of life

- Adults take part in sport because it is fun - and so do children
- Sport is challenging and rewarding fun
- Sport is companionship

“Sport helps to keep young people out of drugs, alcohol and violence,. it gives them a constructive activity.”

In Jan 1995 sixteen athletes went to a winter sports camp outside Edmonton. Since there was time to spare the athletes were taken to the Zoo. None had seen an elephant before! Their shock and amazement at seeing such a large animal was varied. Some stood staring, others backed away. All had questions about this large and gentle animal and talked about it for a long time.

Having been here only a short time, I have to say soccer benefitted me when I was asked to help coach outdoor soccer in Yellowknife last summer. This gave me a chance to meet boys and girls, parents and many other northerners. Now I can wave and chat with more people than I have done in much larger southern communities. Sport is the best “welcome wagon ” I know of?

Economic Benefits

While most people place a higher priority on the personal, health and social benefits of sport, they clearly regard sport as a productive activity with strong economic benefits.

Sport is preventative health

- The dollars spent on sport are an investment in preventative health
- Sport helps reduce health care costs
- Recreation is not cheap in the North, but health costs are much greater. The former helps keep the latter down.

Sport is good business

- People who exercise regularly and take part in sport tend to require sick leave less often than those who don't
- Sport promotes alertness at work
- Sport generates revenue - more so in large communities, but possible in all communities, through fund-raising and fees.
- Volunteers in sport contribute valuable services to the community, social life and family life
- Sport, through fitness, helps to reduce staff turn-over
- Sport facilities in a community encourage teams from other communities to visit
- A community benefits economically when it hosts sporting events
- Sport attracts tourists - and tourist dollars

Sport enhances community infrastructure

- Sport and the development of sport facilities go hand in hand
- An attractive sport program in a community encourages people to relocate there
- Sport encourages the development of secondary business, everything from hot dog stands to tourism
- Sport provides an opportunity to develop contacts that can lead to job opportunities

Travel for sport in the Eastern Arctic helps to provide more available air traffic than we would otherwise get.

The development of new arenas in the Kitikmeot Region from 1987 to 1993 benefited the communities greatly. Working with the communities you see the anticipation from residents as they call the recreation office every day to see when the arena will open and then to see the arena filled to capacity for events with participants, coaches, officials and spectators and the concession doing a steady business. Tournaments become major highlights for the year. People start purchasing equipment from the local Northern Co-op store so they can play.

Many organizations do not realize that investment in municipal sport and recreation programs creates a return that can be much higher than the budget.

"Investment in sport pays dividends - especially when you include the non-monetary gains"

Sport improves the quality of community life

- An arena gives a community a centre for the recreational life of the whole community
- Every time sport keeps a young person active and out of trouble, it saves the legal system a bundle
- Sport is an investment in community wellness, at comparatively little cost
- Volunteers contribute enormous value to their community - for free
- Sport can test the organizational ability of a community
- Sporting events test a community's facilities and shows the community what it needs

The NWT Squash Association hosted the Canadian Mens Team Championships for squash this year. The tournament brought world ranked players from across Canada, providing the NWT with exposure to the sport which was unprecedented (full TV coverage in YK).

*As you read on, you will see the section on the Cost **Benefits** of sport in relation to health, justice and volunteers (pages 31-35)...*



Environmental Benefits

Northerners enjoy a vast and beautiful wilderness. Many of their sports take place in this outdoors - cross-country skiing, biathlon, speed skating, mushing, **running** - to name some. Here is what northerners think of the benefit of sport in the NWT to our superb environment.

Environmentally based sport

- Northerners can use the environment for their sport activities. It is less expensive than building an infrastructure for sports that requires facilities
- People who are active in the outdoors, respect the environment
- Sport in the natural environment is a natural for northerners
- The environment is at the top of the agenda - along with the debt problem. In the long run it may be more important. All sport people have a role in supporting the environment as that is the most natural place for sport
- The first sports were all held outdoors in the natural environment - running, wrestling, throwing, climbing and all the sports with animals

Environmental protection in urban areas

- One of the joys of urban living is our open space. Open space is a place to breath, walk, look, and enjoy
All the great cities of the world have open space - space that is now celebrated and attracts tourists and local inhabitants alike. We want to look after the growth of natural space in our towns and communities for the benefit of future generations

Our health and the health of our

*Our women's volleyball team was fundraising for a tournament in Calgary. The team asked the **Hamlet** Council for a donation. The Council said they could earn \$1,000 if they collected garbage before an important Hamlet meeting. They collected 28 large bags full of garbage. The team went to Calgary, benefitted from the experience of visiting the south, and the Hamlet was clean for the meeting.*

"We have an opportunity to develop sport in the North using our natural environment. Look out my window. See that land, those trees and lakes. It was made for our enjoyment. Now we need to develop further our sports so that we live with and appreciate the land around us."

Sport and Health

We are all concerned about our health. We are also concerned about the National and Territorial debts. Governments are cutting costs in health services and looking for more efficient ways of providing health care. In the Northwest Territories this has not happened yet - but the government is looking for ways to cut the \$100 million debt it expects in 1995-96. More of this later.

Can sport contribute to our health? Is sport a preventative “medicine” that helps keep us fit - and out of the hospital and the doctor’s clinic at the same time?

Look at this list of well researched benefits. Which of these can you identify with?

Cardio-respiratory functioning	Regular exercise directly increases card&respiratory functioning in children
Cholesterol	Regular exercise helps raise the percentage of beneficial HDL cholesterol
Body weight and composition	By burning calories more efficiently, regular exercise helps maintain optimal body weight and composition
Smoking	Active people are dramatically less likely to smoke
Arthritis	Regular exercise helps keep joints flexible, helps build and preserve muscle strength, and helps protect joints from further stress
Sickness	Exercisers feel sick almost 30% less often than non-exercisers
Depression	Exercise alone is an effective physiotherapy for moderate depression
Insomnia	Regular exercise typically causes more continuous and restful sleep.
Diabetes	Regular exercise can help diabetics cut down on the amount of insulin they mustUSE
I.Q.	Improved circulation from regular exercise typically increases I.Q. in older people.
Cognitive ability	Exercisers perform significantly better onmeasures of reasoning, working memory, reaction time and vocabulary than non-exercisers.
Self-image	Regular exercise typically leads to improved self-esteem and self-image in children.
Creativity	Regular exercise helps increase creativity.
Optimism	Exercisers tend to have more positive feelings about their health, careers and stress levels than non-exercisers.

Suicide

Suicide is one of the most pressing social issues in the Northwest Territories, affecting young people mostly, and testifying to a terrifying social malaise.

*Suicide goes hand-in-hand with alienation. And this is where sport comes in. Sport is a simple, utmost ready-made **antidote** to alienation. It **offers** comradeship with one's teammates. It provides **counsellor support figures** in the coaches. It creates meaning and challenges through competition and contest. It supports school life and offers an **enriching enlargement of experience** through travel. Sport can make a **difference**. And many people who enjoy sport, **testify** to the social and mental benefits they derive from it,*

In 1994 there were 25 suicides in the Northwest Territories, with ages ranging from 13 to 53 - but only five were over thirty-five, only one over forty.

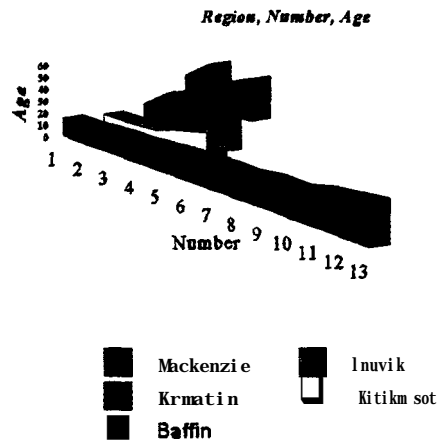
Region	No.	Age Range	Ave. Age
Mackenzie	2	25-37	31
Kermatin	0	-	-
Baffin	0	-	-
Inuvik	2	36-53	44
Keevatin	3	17-35	27
Kitikmeot	5	13-29	19
Baffin	13	15-39	25

* includes Yellowknife, Rae Edzo Area and Fort Simpson Region

Suicide is not a not a new problem in the North; as the Final Report of the Suicide Prevention Regional Forums in the Northwest Territories pointed out, but it is "one that in recent years has devastated many northern communities."

Specialists in the field of suicide prevention think that there could be as many as 10 to 100 attempted suicides for every completed attempt.

Suicides in the NWT 1994



"...he wanted to kill himself: When he enrolled in hockey and became a goalie, a new door opened for him. It's not just sport, it's empowerment, responsibility, hope..."

Sport and Volunteers

The benefits that come with volunteering go beyond the economic. The act of volunteering is one of generosity, highly motivated and dedicated. Here is what volunteers in the NWT said about their volunteering activity.

- Volunteers have “ownership” in their sport, they are highly motivated. The result is a superb activity
- Volunteers have helped to develop many sports. There would be no sport in the NWT without a volunteer system. It has resulted in the development of sports that are desired by the community as a whole
- Taps into our ability help one another - samaritanism
- Volunteering is successful because volunteering is a giving not a receiving act
- The commitment and dedication of the volunteers has certainly propelled sport into a position of prominence and respect in the North. It has contributed to a number of success stories in our youth who might otherwise have simply been numbers in our penal system
- All but approximately ten positions in the delivery of sport programs are volunteer. Volunteers are the basis of sport and recreation in communities

Why do volunteers contribute their time, experience, skills and enthusiasm?

- Volunteers feel a responsibility for their sport. They want to own a part of it. They see gaps in the organization of their sport and want to do something about it
- Volunteers enjoy helping their sport. It gives them prestige and satisfies their sense of accomplishment
- Many volunteers start by wanting to help their own children
- They want to give something back to the community
- Volunteers had their own role models when they were younger, Now they want to follow their own role models by offering themselves as models
- Volunteering keeps one busy, but it is fun, enjoyable, full of personal interest, sometimes frustrating, often bringing a sense of achievement
- Volunteers often get an opportunity to travel
- Volunteers live vicariously, living in part through others
- There is so much concern today with violence, drugs, vandalism and so on. Volunteers want to do something about this, to help young people sort out right from wrong. They not only want to help individuals, they want to benefit society

This system is a successful blend of support for sport through the Sport North Federation and the Sport and Recreation Division of the Department of Municipal and Community Affairs, Government of the Northwest Territories.

“The system of sport organization in the NWT promotes volunteers.”

The strategy of enabling Sport North to carry out its program at arm’s length from government, while responding to its overall direction, enables it to promote the growth of sport organizations and activities, based on the volunteers principle.

Members of sport organizations in the NWT value this approach. They think it works. Here are some things they say about it.

- A volunteer system does the job with as much energy and know how as possible - without all the strings attached. Government’s role is to control so it attaches strings
- In a volunteer system people help because they want to; motivation is higher
- Bureaucracies do not belong in the sport system
- Government would not get volunteer support unless it provided funding - and then it wouldn’t be volunteers
- Ownership is and must be the prime motivating factor in the success of sport
- The present volunteer system through Sport North belongs to the people through the sport organizations; it is grass roots development
- Sport run by sport - what better?
- Politics does not play a major role in Sport North
- Government operation is more expensive, there are more employees, there is expectation of being paid for any and all services, volunteers could end up becoming paid employees
- Our present system is efficient and flexible
- Government gives, gives...but now there is a trend to do it on your own. Volunteers are self-driven
- Volunteer system will continue; paid system without dollars will fail
- Our volunteer system allows for grass-roots development, more variety of sport, no political control and speedy response

Members of sport organizations expressed their views as to the cost effectiveness of a government delivery system as opposed to a volunteer system

- A volunteer system keeps administrative costs lower, allowing more money to go to programs
- A volunteer system encourages more service and diverse programs than a governmental system
- Government would provide a given level of service. A volunteer system is based on stable volunteers. Government could not pay for volunteers' time
- Under a government delivery system administrative costs would skyrocket because no one would do it for free and then bureaucracy would be necessary for all administrative checks and balances and time would be wasted in completing required documentation.
- Sport North does not pay honorariums - Government does for most of its Boards
- Volunteer system is self-driven; Government system is not
- Both systems have bureaucratic structure, including staff.
- A volunteer system will continue; a paid system without dollars will fail
- Our present system of support for sport organizations and volunteers combines grass-roots development with the development of elite athletes, capable of representing their communities and the NWT
- A volunteer system insures that the needs of athletes are met first
- Sport North is a model for recruiting, guiding and developing on-going volunteer roles in the North. The partnership with government is a model that could be used more widely
- The NWT still has that great small-town mentality to get things done through cooperation and compromise

*“Sport is a very important unifying component of society - the key unifying factor. It gives an image of unification. As we try to build healthy communities, sport will play a role. Also sport teaches life skills, transcends everything, breaks down barriers. Sport is a family thing. What sustains sport is enthusiastic parents, whoever are the volunteers ”*MLA

Cost Benefits

1. Cost Benefits of Sport in Relation to Health

Sport and fitness contribute to our health. If we take a holistic view of ourselves, we see that sport and fitness keep us in balance with our environment, sustaining our energies, helping to ward off disease and mental distress. Increasingly governments appreciate sport and fitness as “preventative medicine” potentially reducing health expenditures. Can we translate this fact into health costs?

What the Government of Ontario is doing

The Government of Ontario wants to promote health and reduce health costs - and is looking to sport and physical activity as one way to do so.

It thinks that inactivity - or sedentary living - is widespread in Ontario. An average of four out of every ten Ontarians are inactive. In a Province of eleven million people, that translates into almost four and a half million inactive people.

Now health authorities know that sedentary living is the major risk factor in heart disease. People who are inactive run a greater risk of premature death than those who are active. In fact, people who are sedentary are more at risk than smokers and hypertensives.

Ontario has approximately 11 million inhabitants - in other words, it has 4.4 million inactive people. If one in-five - or 880,000 - became active, the Province of Ontario reckons it would save \$1,100,000,000 (\$1.1 billion) in costs associated with health care, lost revenues and the like.

By comparison, there are 65,000 inhabitants in the Northwest Territories. If 4 in 10 are inactive, then there are 26,000 inactive people in the NWT. If one in five of these - 5,200 -

4 out of 10 Ontarians are inactive.

If 1 in 5 of those inactive became active, the health system would save \$1.1 billion.

The impact of increased fitness in the population affects the health budget more than does the impact of reduced smoking.

For example.

If 1 in 5 cigarette smokers in Ontario quit smoking, the saving to the health system is reckoned to be \$400 million.

Apply this to the Northwest Territories.



If 1 in 5 inactive people became active, we could save \$6.5 million (\$6,500,000).

became active, we would save \$6.5 million in health care and related costs.

In fact, health care costs per person are twice as high in the Northwest Territories as in Ontario. So our potential saving from increased activity is \$13 million.

People who take part in sport tend to smoke less than inactive people. The Province of Ontario sees a cost benefit here also. If 1 in 5 smokers in Ontario quit smoking, the Province reckons it would save \$0.4 billion (\$400,000,000) in health and associated costs.

The equivalent figure in the Northwest Territories, if one in five smokers quit, would be \$2.4 million. But again, as health costs are twice as high - and as there are twice as many smokers proportionately - the potential benefit is twice to four times the Ontario figure: somewhere between \$4.8 million and \$9.6 million

The NWT budgeted \$169,123,000 for health services, including hospitals, in 1995-96.

This is an average of \$2601 for each person in the Northwest Territories

Reality Check:

The Government of the Northwest Territories anticipates a debt of \$100 million in 1995-96 - which if unchecked will compound inexorably to \$410 million in 1998-99.

*Sport can make a difference
in
our health
our peace of mind
our spirit*

*Sport can contribute
to
a healthier society
and to
a society less dependent on expensive,
valuable health care*



2. Cost Benefits of Sport in Relation to Volunteers

Volunteers make organized sport possible. Their contribution is essential. wherever sport is carried on, behind it and up front are the volunteers - coaching, organizing, billeting, supporting, officiating, encouraging, counselling. They are the life blood of sport.

In the NWT there are about 2 140 volunteers active in the Territorial sport organizations associated with Sport North. (By volunteers, we refer to those people who give their time, imagination and energy to supporting, coaching, organizing - in any way helping - sport activities voluntarily, and for free!

Not all volunteers are part of the Sport North system, so there are undoubtedly even more. But the Sport North system encourages volunteers at all levels and their number has grown since 1976 with the growth of the Territorial Sport organizations and their local sport organizations. Today their number is significant.

Volunteers work an average of just of 9 hours a week. If we take the average season for a sport to be 28 weeks, then volunteers work an average 256 hours each year.

The total number of volunteers hours each year, based on the above figures, is about 547,220.

At a rate of \$10/hour, this amounts to a dollar value of almost \$5.5million.

Given these facts we may observe



- Volunteers contribute significantly to the economy of the NWT - quite aside from the contribution they make to our health, culture and well-being*
- You can attach a different value to the hourly contribution of volunteers. \$10/hour is a very modest figure by any standard*
- It may be more realistic to assess the contribution at twice that rate, giving a total volunteer contribution of \$11million annually*
- If the government were to pay for the contribution of volunteers it would have to budget a considerable sum of money*

3. Cost Benefits of Sport and the Justice System

Sport is the major recreation for young adults and teenagers - apart from TV. Only the schools come close to the outreach that sport has in communities. In the Northwest Territories many young adults and teens are in trouble with the law. Can sport, for a relatively low cost, help to give young people opportunities and direction for productive fulfilling lives?

How serious is crime and incarceration of younger people in the Northwest Territories?

We have a problem on our hands. Young people in the Northwest Territories are found guilty in Youth Court at a rate *seven* times the rate for Canada *nationally*.

To make matters worse, more guilty young people feed into our secure and open custodial system rather than going on probation or receiving fines than in the country at large.

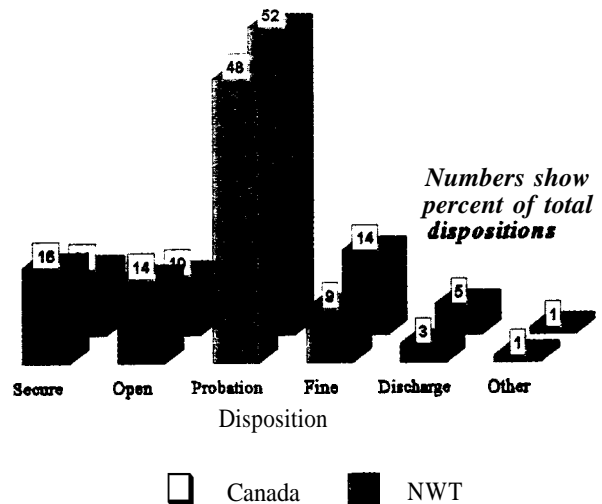
Young Persons found guilty in Youth Court, NWT and Canada 1990-91:

Disposition	NWT	Canada
Total	412	29,661
% of population	0.715%	0.109%
Secure Custody	16%	11%
Open Custody	14%	10%
Probation	48%	52%
Fine/compensation	9%	14%
Absolute discharge	3%	5%
Other	1%	1%

Percentage of Population guilty in Youth Court -Canada and NWT - 1990-91



Young Persons and Court Dispositions - NWT & Canada -1990-91

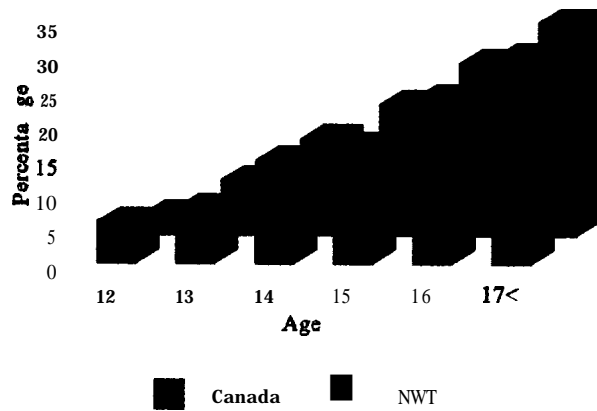


Young offenders in the Northwest Territories follow the same age pattern as in Canada, except for one disturbing fact. We have twice as many young offenders proportionately who are twelve years old as compared to the rest of the country.

Percentage of Young Offenders by Age Group: Canada and NWT - 1990-91

Age	12	13	14	15	16	17<
Canada	3%	8%	14%	19%	25%	31%
NWT	6%	8%	15%	17%	24%	30%

*Age of Young Offenders
Canada and NWT - 1991*



A Word about Costs

- *The Corrections system in the Northwest Territories is not cheap. The cost of operating custodial facilities for adults in the NWT in 1991-92 was \$11.5m, or \$44,000 per inmate. For young offenders the cost is \$7.5 m or \$20,000 per person.*
- *In other words, it costs about \$500/day to take care of adults and \$300/day for young offenders in open and secure custody.*
- *The total bill for Community Justice and Corrections in the NWT in 1995-96 is almost \$22 million.*

Think!

If we can divert one person from incarceration for a period of time by drawing her or him into a sport program here are the potential savings:

for one week	<u>\$3,500</u>
for one month	<u>\$14,000</u>
from incarceration, period	<u>\$42,000</u>

Growth of Sport in the NWT : the Sixties to the Nineties

Sport has developed incredibly in the Northwest Territories in the past three decades. Three factors have allowed this to happen.

First, there is the interest and leadership of an astonishing number of **people in the Northwest Territories who volunteered their time**, knowledge and skills to support the sport of their interest.

Second, there is the intense interest of **the Government of the Northwest Territories** over this time, bringing the Northwest Territories into the Arctic Winter Games, supporting the creation of Sport North, committing itself to building arenas in our Northern communities and sponsoring a major recreation program in the communities under community control.

The **third** factor is, of **course**, the **Sport North Federation**, whose creation was supported - by the Government of the Northwest Territories in 1976. Its mandate is to organize the Territorial teams for the major Games, and to support the development of sport in the NWT. Sport North's strategy was to build on the energy, commitment and knowledge of ardent sports fans, helping the various sports to develop Territorial Sport Organizations who in turn encouraged their sport in the communities. Sport North operated at arm's length from government; in turn it applied the same philosophy to the way it worked with the Territorial Sport Organizations. It set out guidelines, provided funding for sport development, most notably for training clinics for athletes, coaches and volunteer administrators, and let the "TSOs" - the Territorial Sport Organizations get on with what they do best - support their sport locally.

In this section we tell something of this exciting story, illustrating the contribution of the Government of the Northwest Territories and Sport North.

1. Government of the Northwest Territories (Sport and Recreation, Municipal and Community Affairs)

Sport and Recreation Facilities

The Government of the NWT developed sport and recreation mainly by building sport and recreation facilities in the communities and by employing recreation staff in most of the communities in the NWT.

Between 1972 and 1994 the Government of the NWT invested \$83 million dollars into sport and recreation facilities. Between 1972 and

Communities learn to work together through organization of local leisure activities. These skills are used to respond to other neighbourhood concerns reducing the need for social services and policing.

least 93 gyms, arenas, curling rinks and community halls were built throughout the NWT.

Facilities focus communities. Residents take part in sport and recreation programs. Youth develop skills in sport and leadership. Residents cheer their home town in inter regional competitions. Parents and volunteers coach and support their youth. Communities grow stronger as they take part in programs that facilities make possible.

The Table across shows the number of facilities in the regions.

Recreation Development Coordinators and Officers

The Department -of Municipal and Community Affairs, Sport and Recreation Division employs a Recreation Development Officer in each region. MACA also **funds** communities to hire staff to support sport and recreation locally.

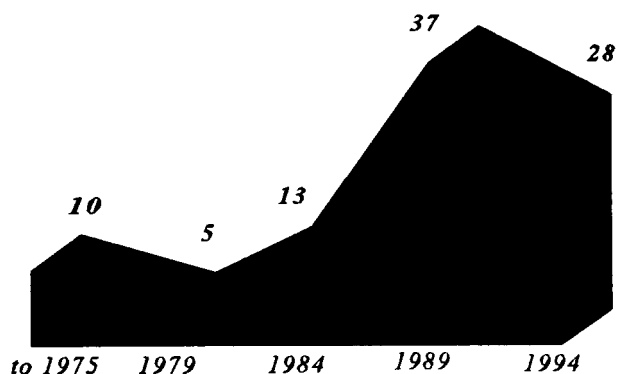
Recreation Development Officers work with the local recreation staff to plan and develop community recreation programs. Together they work with Sport North to organize and take part in regional, inter-regional and Territorial competition. Recreation staff play a key role in coordinating sport and recreation activities with other organizations such as inter-agency groups, government departments and local sport associations - as well as the Sport North Federation.

Community Wellness

The Government of the Northwest Territories is committed to helping communities take responsibility for their own well being. The vision outlined in the Community Wellness

Sport gives the community focus for their energies. This means less alcohol abuse and crime

Growth of Sport & Recreation Facilities in the NWT (excluding tax based communities)



During the 1980's, Pelly Bay did not have an arena. The teens and young adults decided to build a rink inside a garage. But after two years of learning how to skate, Pelly Bay is a powerhouse in the Kitikmeot Region.

High quality sport programs in public housing locations could significantly reduce the incidence of behavioural and emotional disorders in children and youth.

community groups. All organizations are part of a system of community well being. When one part is missing, the system frays.

Every person has needs that may be served by different organizations. So it is important that community groups work together. The organizations serving these needs are separate, but the individual person needs their services as part of an integrated, balanced life - education, help with social problems, leisure time activities. A youth may drop out of school and get in trouble with the law . He or she then has social needs, real concerns, that no one single organization can deal with. When the social workers join with recreation leaders, health staff, alcohol and drug workers, RCMP and others in the community, then more can be done for young people. They can provide opportunities for them that they could not plan for alone. Recreation and sport can help to “empower” young people and adults - as they work synergistically with others.

The Government regards sport and recreation as a part of a balanced Community Wellness approach to dealing with the health and vitality of community life. The goal is simple: healthy people in healthy communities. Some of the benefits of this approach should be: sober and strong leadership, good community ties, individual skill development, empowerment and joy. Collectively local people work together with and through their local agencies - schools, social workers, RCMP, sport and recreation organizations - to make their lives better and build the kind of healthy community they want.

If it wasn 't for sport, I don 't think I would be in school. I can be a real loner. I make a lot of friends in my sport, I've gotten better at it. My friends keep me here.

There is only so much that counselling can do... what 's the use if there aren't sport programs to help youth empower themselves.

In Pelly Bay during the 1970's there was no gym. A teacher introduced volleyball in the community hall. The hall's ceiling was very small about 20 feet high. The people really took to volleyball and went on to play in the territorials. They ended up getting beat in Yellowknife. After they came back they said, boy the gyms are huge. The ball had a long hang time!

2. Sport North Federation

Sport North was incorporated in 1976 to exercise leadership in the promotion and development of sport in the Northwest Territories. It consists of thirty four Territorial Sport Organizations and several Associate Members.

Sport North funding comes from the Government of the Northwest Territories in the form of grants, revenue from the Western Canada Lottery which it operates by agreement with the Government, membership fees and marketing initiatives.

It funds Territorial Sport Organizations who in turn pass the funding on to their member organizations. This encourages the development of creative ideas and volunteers. Sport North programs, for which there is funding, cover coaching, officiating, player development, competition, and core administration and planning. Sport North also funds major games: the Arctic Winter Games, the Winter Regional Games and the Summer Regional Games

In this way the Territorial Sport Organizations have access to a wide range of development and training possibilities through the Sport North Federation;

- guidance with the formation and management of a TSO
- coaching development, player development, competitions and expert official training through nationally certified programs
- funding
- support from the sport community

"We must support our youth, financially and personally through sport"

Children who participate in regular physical activity perform better academically.

When one of the girls from the NWT Arctic Sports had trouble with her Alaskan high kick, competitors from both the Yukon and the Alaskan Junior Team came out to talk to her. Senior members of all teams came out to the centre of the floor to encourage and correct her. She kicked again, and missed. All came out to help her again. She kicked again, hit the seal, and set her personal best.

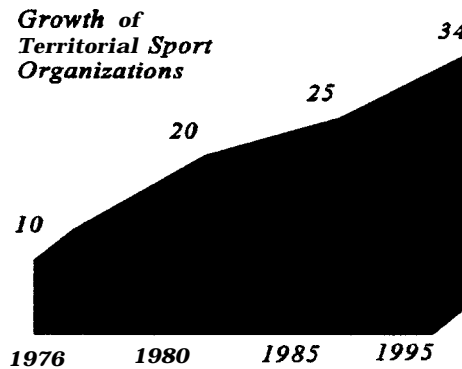
2a. Growth of Territorial Sport Organizations

In 1976, ten TSO's were members of the Sport North federation. Today, 34 TSO's with over one third of territorial residents making up the membership, span the entire NWT. A territorial wide system of sport development that touches over 19,000 youth, parents, volunteers and community participants. And the growth is spreading into more communities throughout the regions each year.

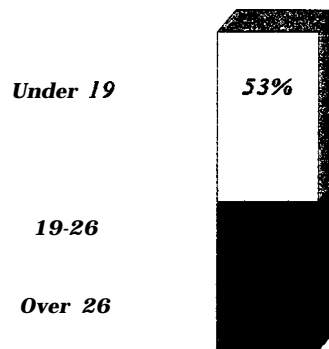
The growth and involvement in sport in developing communities is encouraging. Sport contributes to community empowerment, helping local leaders to emerge and residents to take ownership. The Sport North Federation, existing by virtue of residents who want ownership of sport development, is part and parcel of community development.

The Territorial Sport Organizations owe their origin to community residents who wanted to promote their sport and at the same time keep their ownership of it. They did not wish to relinquish their interest and involvement to municipal or territorial authorities. Their local, community management of sport led to inter-community and territorial sport management.

Local people were busy organizing sport competition as early as the 1950s - as far as this can be traced from the testimony of community residents who recall those vintage days. Government became involved in sport for the first time in 1963 when the Council of the Northwest Territories (the predecessor of the Government of the Northwest Territories) hired an individual to assist in the development of a territorial recreation program. This person carried out his work on a developmental basis, building on the enthusiasm and dedication already in place.



Age Distribution of Participants in TSO activities



The way the Territorial Sport Organizations grew is a superb example of community development. They grew from the ground up... All of the Territorial Sport Organizations get their strength from the dedication and ability of their member organizations, which go back to community people. ...and the strength of Sport North comes from the community based strength of the Territorial Sport Organizations.

2b. Coaching Development

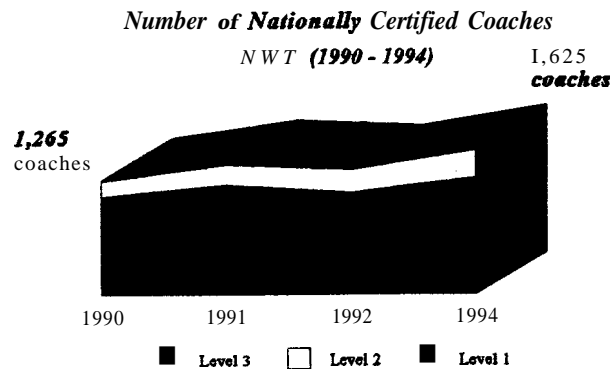
Coaches are trained and certified by the National Coaching Certification Program (NCCP). The NCCP offers up to five levels of coaching development for each sport. An individual becomes certified at one level when three components are completed: the technical, theoretical and practical components.

The Sport North Federation and Sport and Recreation (GNWT) jointly organize NCCP coaching clinics. Sport North, through the Territorial Sport Organizations (TSO's) organizes the technical component whereas Sport and Recreation organizes the theory portion. The practical component requires coaches to invest time into coaching and **meeting** a standard number of hours based on the level of certification.

The first level of the NCCP is designed to encourage volunteer participation in coaching sport. It provides coaches with general and thorough knowledge so that they gain confidence to coach in their community.

Coaches are encouraged to increase their level of certification. Many multi sport games south of the NWT require coaches to have at least level III certification. The TSO's and their **affiliates** frequently plan and organize coaching clinics for those who **need it** on an annual basis. Encouraging coaches to educate themselves to higher levels of certification give northerners more access to quality coaching and opportunities to compete in southern events.

Today, approximately 1,625 community residents in the NWT are certified NCCP coaches. These coaches are vital to the community development process. Not only do they provide guidance and expertise in sport,



Growing up in the north and being involved in hockey system, I had the opportunity to play on the all star team at each level. The biggest impact was playing on the midget all star team as a bantam. During this period, the coach of the midget team taught me more and drove me to excel more than I could ever imagine. It was a time in my life when hockey was fun and a great learning experience. Later, after my first year of juvenile hockey I quit. The coach was very unprofessional. He took the fun out of the game. I had played for eleven years. I can't stress enough now the importance of qualified coaches who are dedicated to the game.

Whenever we went to a hockey tournament, all the kids and people in the communities would cheer everybody on the arena would always be packed. The kids would ask you for autographs, you could tell they wanted to represent their community some day, to be part of all this.

their direct link to youth means they are mentors in the personal and social development of youth.

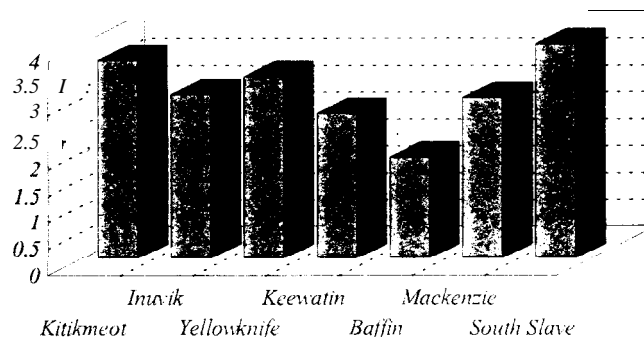
Coaching development and participation in Games go hand in hand. Each year, as the number of certified coaches in the NWT increases, more participants and communities become involved in sport and competition.

Competitions, particularly the Arctic Winter and Winter Regional Games in the NWT, provide a “mission statement” for coaches and participants. The games are motivation for coaches and participants to achieve personal goals, realize their skills and participate in sport.

Pierre Elliott Trudeau, former Prime Minister, recognizing the importance of Games, officially opened the first Arctic Winter Games in 1970. The philosophy behind the games is athletic competition, cultural exhibition and social interchange. “One of the main objectives of the Games is, and always has been, to involve as many athletes as possible either in the Games themselves or in team trials and to provide a forum of competition for those other than elite athletes with competitive opportunities in the South.”

The 1970 Arctic Winter Games were the beginning of an axis for sport development in the North. Competition is the *mission* of personal development. The path to the games is personal development. Coaches and sport organizations *make this possible*.

**Nationally Certified Coaches in the NWT
Ratio of Coaches to Regional Population**



The junior NWT woman's volleyball team consisted of girls of drinking age and some younger athletes. A major concern of both the coach and regional coordinator was the potential behaviour problems at the Arctic Winter Games. The girls met with their coaches a few weeks prior to the departure. The rules were laid down and a contract agreed upon. These discussions opened a dialogue on an issue that is consistently hot. The team behaved exceptionally at the Games and made the Region proud. The girls put their team and their region and the NWT before their personal desires/wishes to "party."

The Canadian Coaching Association determined from a random sample of 1,045 Canadians that 91% feel coaches are important role models for young Canadians and 95% felt coaching certification is important.

2c. Multi-Sport Games

Sport North and the Games

The Sport North Federation organizes, selects and manages the NWT contingent at the Arctic Winter Games, the Winter Regional Games, Canada Winter and Summer Games, and the Western Canada Games.

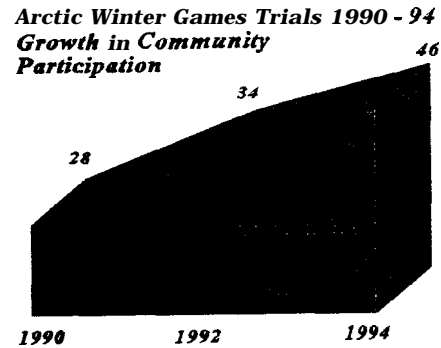
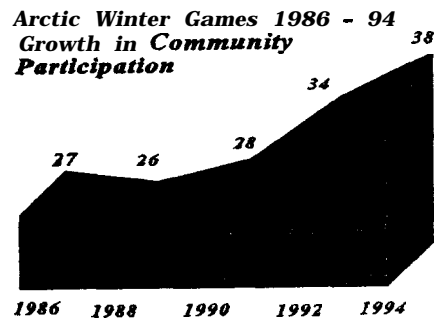
Growth in Participation

Over the years Sport North has seen a considerable growth in the number of communities participating in these important Games and in the number of athletes participating overall. In this way involvement in the Games has grown to the benefit of athletes and communities from all parts of the Northwest Territories. This is a trend that will continue to benefit northern communities in the future and to widen the experience of an increasing number of our athletes.

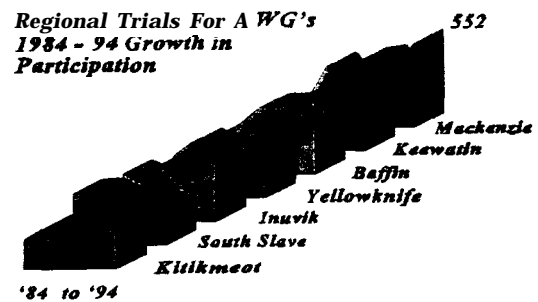
Arctic Winter Games (Team Participation)

Athletes participating in the Regional Trials for the Arctic Winter Games come from all parts of the Northwest Territories. In 1986 approximately half of the communities were represented. By 1994 over three-quarters of the Territories' communities took part.

Because of this steady growth in the number of communities participating in the Arctic Winter Games, a larger number of athletes have come forward to compete in the Regional Trials and in the Games themselves. The number of athletes participating in Regional Games has more than doubled since 1978. The Arctic Winter Games has become a celebration of the Northwest Territories as well as of our global northern lands.



The Arctic Winter Games started in 1970. They are held every two years. They now involve over 1,600 participants from the NWT, Yukon, Alaska, Northern Alberta, Greenland and the Russian provinces of Tyumen and Magadan.



Winter Regional Games

The Winter Regional Games were first held in 1987. Their purpose is to keep up the interest of athletes and coaches in the off years between the Arctic Winter Games. In this the Winter Games are largely successful - participation in the Winter Regional Games is approximately 80% of participation in the Regional Trials for the Arctic Winter Games.

Canada Winter and Summer Games

The Canada Games arose in connection with the Canadian centennial celebrations in 1967. They brought athletes together from the provinces and territories in multi-sport competition. The Canada Games are held every two years, with alternating winter and summer games.

Participation of NWT communities in the Canada Games has been fairly steady, and participation of athletes has varied from a low of 74 to a high of 164.

Athletes from the Northwest Territories have had a superb opportunity to widen their experience of Canada, making new friends and enlarging their horizons.

Hosts of Canada Games

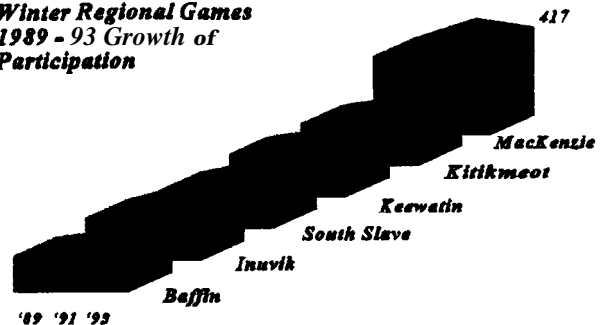
1987	Cape Breton, NS	Winter
1989	Saskatoon, SK	Summer
1991	Charlottetown, PEI	Winter
1993	Kamloops, BC	Summer
1995	Grande Prairie, AB	Winter

**Territorial Trials for A WG's
1998 - 94 Growth in
Participation**



The thrill of representing the Northwest Territories at the Games - I cannot really describe it. I felt proud. The competition was tough. I got a new idea of what good competition was like. I think that experience changed me in ways I don't really appreciate yet. I am grateful for it.

**Winter Regional Games
1989 - 93 Growth of
Participation**



Western Canada Summer Games

The Western Canada Summer Games began in 1975 to give athletes from the four western provinces - British Columbia, Alberta, Saskatchewan and Manitoba - and the Yukon and Northwest Territories an opportunity to develop their skills. The focus has been on athletes whose skills are excellent but not at the level of elite national athletes.

The Games are held every four years in major communities in the West - so far all of the events have been held in provincial centres, with none in the territories.

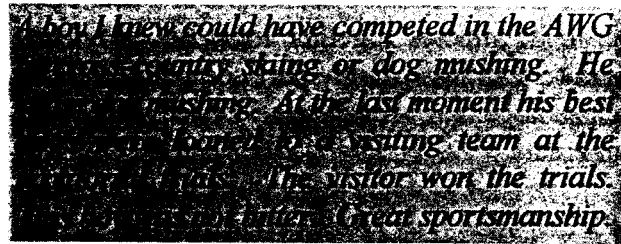
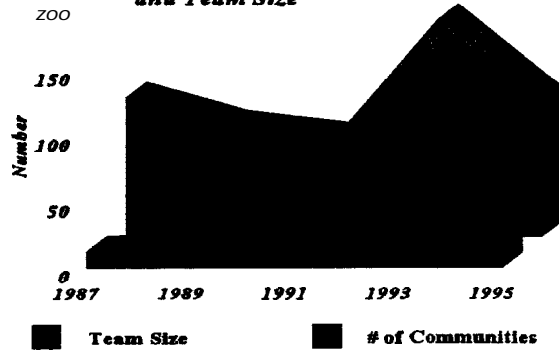
Hosts of Western Canada Games

1985	Calgary, AB
1987	Regina, SK
1990	Winnipeg, MB
1995	Abbotsford, BC

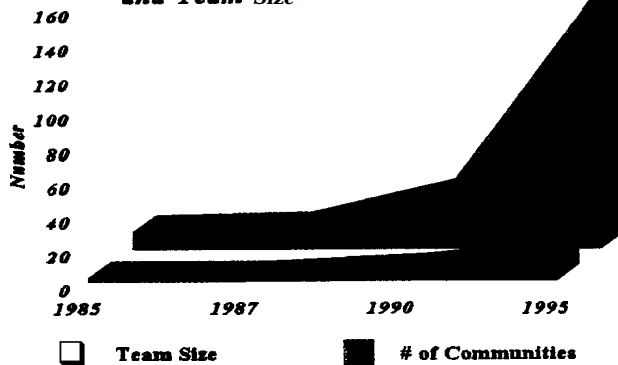
Summary

In spite of the size of the Northwest Territories and the remoteness of many communities from regional centres and the capital, each region has seen its share of athletes taking part in the Multi Sport Games.

Canada Games 1987-95
Participation Of Communities
and Team Size



Western Canada Games 1985 - 95
Participation of Communities
and Team Size-

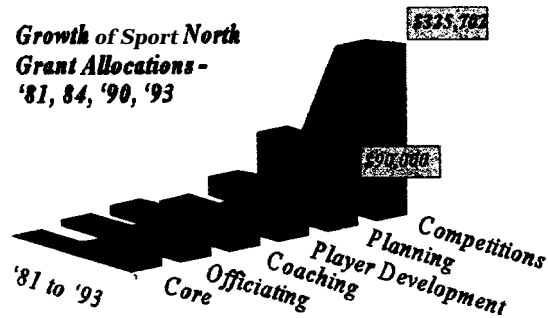


2d. Allocation of Grants

Sport North offers grants to its member associations to help them in the essential areas of sport development: **building** an organizational base, developing the skills of athletes, coaches and officials, and supporting athletes to take part in competition within and out of the Northwest Territories. This approach builds on the interest and dedication of volunteers and sport activists, and the hopes of athletes. The grant categories are:

1. Administration
 - a. Core administration - for general expenses such as telephone and resource materials.
 - b. Planning and Organization - for travel to annual or executive meetings, conference calls.
2. Human Resource Development
 - a. Coaching Technical clinics - for travel to national coaching certification courses
 - b. Officiating Technical courses - for travel to recognized **officiating** courses
 - c. Player Development - for travel to development clinics
3. Competition
 - a. Funding to subsidize athletes' travel to competitions within and out of the NWT. -

The approach Sport North has taken since 1976 has been successful. The number and amount of grants that Sport North has disbursed to the Territorial Sport Organizations has increased steadily over the years. These grants have **fuelled** a remarkable growth in the number of Territorial Sport Organizations over the years, as well as increasing the number of qualified coaches and opportunities for athletes **from** all parts of the Northwest Territories to take part in competition.

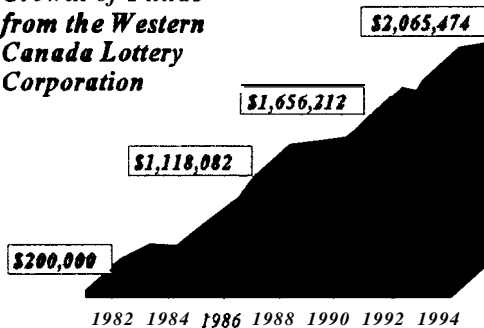


Grants allocated to TSOs

Year	Amount	% Inc- rease	GNWT	Lotteries
1981	119, 112	rease	44,000	75, 112
1982	117, 475	-1	44,000	73, 475
1983	130, 834	10	55, 000	75, 843
1984	131, 401	10	58, 400	73, 001
1985	177, 000	49	70, 000	107, 000
1986	343, 760	189	95,000	248, 760
1987	402, 278	238	129, 290	272, 988
1988	523, 022	339	136, 020	387, 002
1989	527, 217	343	140, 472	386, 745
1990	523, 716	340	158,000	365, 716
1991	614, 370	416	158, 900	455, 740
1992	568,458	377	166, 000	402, 458
1993	578, 283	385	53, 000	525, 283
1994	642, 756	440	53, 000	589, 756
Totals	5,399,682		1,361,082	\$4,038,879

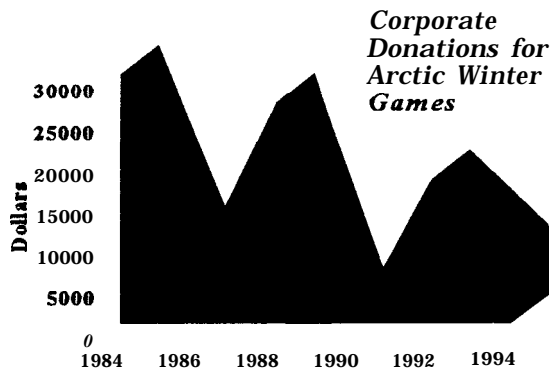
Since 1979 income from the lottery has increased from \$200,000 in 1982 to over \$2 million in 1994. In 1979 Sport North operated a single lottery outlet in Yellowknife. Now it has lottery terminals in Norman Wells, Inuvik, Fort Simpson, Hay River and Fort Providence. There are off line retailers in Fort Franklin, Iqaluit, Fort Liard, Fort Smith, Fort Norman, Hay River and Yellowknife.

Growth of Funds from the Western Canada Lottery Corporation



Revenue from Corporate Donations for Arctic Winter Games

Sport North receives donations from interested business in the private sector that wish to assist with the Arctic Winter Games. Donations are made only in years during which the Arctic Winter Games take place.



Sport and the Political Interest

Our **political leaders in the Northwest Territories** are a cross-section of society when it comes to sport and physical activity. Some are active sportswomen and men, many are hunters, others prefer a recreational walk, with or without the dog, others are thinking about it, some are not very active at all. Like society at large.

But when we talked to them about sport, **they all agreed that sport is essential** to our lives. Especially were they concerned that young people get involved with sport early, as a positive influence on their development.

All the politicians we talked to felt that **money spent on sport is money efficiently spent and is preventative**. If we do not spend the money on sport, we will have to pay more in other ways, for example, jails and social services.

Sport is clearly a political issue with political support in the Northwest Territories.

- How we will spend our sport dollars is up for debate, but most people seem to know that sport is important to our social future.

What follows is a summary of responses. What our leaders are saying is a measure of the importance of sport in our lives, and an index of where the debate on sport is headed.

Do you think that sport is a benefit to young people and communities?

Upbringing, Healthy Life Style, Diversion

- Absolutely, a top priority. It channels the energy of young people. They learn teamwork and lessons that are essential to life - how to handle defeat, for example. Sport is a metaphor for life.
- Sport is very important for young people. It is important to keep young people constructively involved, keep them off the streets.
- Yes. It is an important diversion from other activities that kids can get into that are not so good. It is a structured form of diversion that is lacking in many communities.
- The kids who are into sport are not those who are in trouble with the law.
- ☉ - it keeps young people out of mischief and occupied after school hours.
- ☉ - it is an alternative to crime and unhealthy activities. It is a valuable antidote to stress.

"Sport is a #1 priority for me."

"As times change, we don't have as much physical activity as part of our work as we used to. Our physical energy gets trapped. That can be dangerous."

"Sport is a benefit to everyone. I play squash three times a week; if I didn't I would have bad stress problems!"

- Community exchange is important. The interaction between regions and communities opens kids minds.
- Inuit don't want to lose their culture. We should recognize Inuit culture. Young people don't know the culture of the past. There should be more Inuit sport and activities.
- Culturally, sport recognizes and displays the value of sharing, caring and working with others.
- Sport gives us a chance to exercise through cultural events - I am a strong advocate of northern sports.
- Through sport one learns to work as a team, relate to others, especially through the Northern Games.
- Socially we need to get people together. People like to watch games.
- It gives athletes a chance to interact with one another, see different life styles - allows Dene to see the Arctic.
- Sport provides role models. Kids can travel, broaden the horizons, of their region and of the Territory.
- It has had cultural benefits - it allows non-Inuit an opportunity to learn Inuit games and vice versa.

Culturally, sport replaces what we used to do. Inuit means that hunting was a traditional. We always did it.

"We have come far.. . But more could be done to promote sport to get in touch with ones own culture."

Can you summarize in a statement the importance of sport in the North?

Sport and Individual Health

- Sport is important for the healthy development of people.
- Makes individuals more self-aware, teaches self-esteem and confidence. Helps people to function in a team setting, or in a group, getting used to team-work.
- Keeps a person healthy, develops personal skills, improves attitude, improves behaviour and discipline, following rules....
- I know it is critical to walk...My generation did not have facilities, didn't get the sport habit. So it is very important that people acquire early an awareness of a balanced life style.

"Swimming teaches skills that can be used for whale hunting - if the boat collapses, at least the hunter who knows how to swim has a chance to help himself"

The Economic Benefit of Volunteers

- Part of the equation is capital dollars - if you have facilities, you can get volunteers.
- We will have to look at Sport North - I don't want to see Sport North funding drying up, but we will have to find ways of working more efficiently, set priorities.

Involve Young People

- In summary: Look at priorities, maximize \$\$ and get kids active.
- At a time when we are cutting back, everyone is going to be affected. Education is the key to success of our people and sport is part of education.
- It would be to the detriment of young people's hopes, to be able to compete territorially, nationally

Build Partnerships

- If there were less dollars for sport, Government should build partnerships as they cut. Whatever is cut has to be replaced'
- We should give sufficient resources to the communities to be creative; and to Sport North so it can be innovative and continue sport in the North
- There are not enough water sports, canoeing, kayaking, etc. that make use of our natural environment
- Give flexibility to the communities and regions to plan where best to use sport dollars

Importance of Facilities

- I would hate to cut funding for facilities.
- No government will say no to sport. It depends on the resources. Government facilities could hurt....

Keep the Sport Economy Going

- Funding should not be totally cut.
- We could pay a terrible price through lost physical and mental development.
- Give us the dollars to start our own activities.
- Why start something they can't finish or continue to support?

Importance of Government Support

- Not all sports can help themselves, the government

"Sport North should foster volunteers to get more people involved, especially in small communities through courses, clinics. Sport North does this but we need more of it"

"Every time there is budget belt-tightening, we maintain the status quo of the bureaucracy, so we reduce costs at the expense of the communities. We have to focus on where we can best serve the communities - concentrate on youth, provide coaching, etc. The adults can pay their own way."

"Sport fits in well with health and social services in well being. If people are active, they are less likely to get sick, go to jail - there will be less cost to society in the long run. So we must support sport - it is a cheap preventative measure for the wellbeing of the people"

What other provinces are saying about the benefits of sport

Manitoba and Ontario each produced a report detailing the benefits of sport and recreation with reference to their province. The benefit statements in the reports were based on scientific research studies and official public documents.

The benefits of sport and recreation described in these documents can be divided into personal, social, economic and environmental benefits.

Personal Benefits of Sport

- Full, meaningful and balanced life
 - less injury
 - increased productivity
 - longevity
- One of the best methods of health insurance
 - physical and emotional health
 - less likely to have heart disease
 - higher bone density for females to combat osteoporosis
- Essential for stress management
 - Counteracts depression when unemployed by increasing self esteem and self confidence
 - popular prescription for stress management
 - antidote to tension and anger
- Source of self esteem and positive self image
 - builds confidence in self esteem, mental health and feelings of success
 - brings meaning to the participant
 - promotes volunteer participation and greater use of skills in the community
- Essential for a child's human development
 - allows children to learn social skills under supervised and planned activity
 - motor skill development
 - enhances learning and cognitive skill development
 - teaches creativity and awareness.

Psychological benefits of exercise are comparable to standard forms of psychotherapy

In a study of 31 emotionally disturbed adolescents, sport increased their self confidence and ability to make new friends

David Suzuki stated, "Exercise improves our body chemistry...strong message of hope for all of us.. . most of us can reduce our risk of heart disease."

A water aerobics program, twice per week for 16 weeks significantly reduced diastolic blood pressure, body fat, and body weight of elderly residents

- Alternative to destructive behavior
 - active youth are less likely to be involved with destructive behavior
 - builds confidence and self esteem.
- A quality life
 - gives more meaning and balance to life;
 - a positive event to look forward to and reflect on

Social Benefits of Sport

- Builds strong communities
 - leadership is identified, developed and nurtured
 - communities learn to work together;
 - use of volunteers is vital in times of constraint
 - reduces alienation, loneliness and anti-social behaviour
 - - reinvolves youth and elders who are often cut off from participation in community sport
 - bridges the gap between “power” (adult) institutions and delinquency prone youth
 - Inter generational programming develops understanding among generations
- Opportunity for ethnic and cultural harmony
 - cross and inter cultural programming helps races understand each other
 - particularly through play at young ages
 - the social interaction reduces loneliness and unfamiliarity with ethnic groups
- Builds strong families
 - families who recreate together tend to be closer and less likely to split apart
 - recreation is strongest factor in creating strong families; the dysfunctional family presents unfair challenges to the child
- Community involvement and shared ownership of resources

A review of 43 studies demonstrated a significant relationship between physical activity and a reduction in risk for cardiovascular heart disease

The Canadian Summit on Fitness described a vision of a Canadian society that values well being and the importance of physical activity

Learning new skills in recreation activities increases self esteem

Youth between 10 and 19 years of age that are active consider adequate sleep, not smoking, medical and dental care and maintaining weight as important for good health - as well, these youth had a more positive outlook than their inactive peers

Individuals with Spina Bifida have shown significant increased mental alertness and cognitive ability following exercise



- community run services are responsive and cost effective
- community involvement people play a stronger role in the fair allocation of community resources
- skills learned from involvement in community activities are used to respond to other neighbourhood concerns;
- Accessible services are critical to the quality of life for disadvantaged people
 - recreation responds to the right of disadvantaged persons to community participation
 - disadvantaged persons develop supporting friendships through recreational activities
- A foundation for community pride;
 - studies assessing quality of life focus on recreation opportunities and characteristics of the urban environment
 - communities, anxious to improve, often compare levels of recreation opportunities
 - recreation and voluntary commitment generates community pride, building trust and bonds and provides a base for tackling bigger challenges in the future
- Complements RCMP, social and education services through empowering activities
 - are a form of after school and summer child/youth care while parents are working
 - more women in the workforce requires more creative and enjoyable types of child/youth care

Economic Benefits of Sport

- preventative health service
 - physical and mental health reduces health care costs; if all Ontario adults between 20-69 reached modest aerobic

Recreation is viewed as an agent of social change in remote northern communities in Manitoba

A Manitoba study showed that crime decreased 17.39% in communities that participated in the community sports program, and increased by 10.6% in those that did not

Recreation can release tension, fulfil desires for risk, challenge and competition and act as an outlet for violence

An Ontario task force found that accessible recreation is the key for reducing costly crisis intervention services

Sport draws neighbours together as participants, spectators and volunteers strengthening the community and creating a sense of belonging

Leisure activities provide a social setting for the initiation and development of social relations.

protecting these lands is high in the long run

Environmental Benefits

- Through parks, recreation contributes to environmental health
 - Trees help deal with pollution
 - Our children's health must be considered when taking environmental measures into account
- Public is often prepared to support organizations that help protect the environment
 - The environment is in the top three concerns in Canadian polls
 - Citizens prefer to put tax money into environmental protection
- Investing in recreation raises the value of neighbourhood property values
 - Increased sale prices, marketability and faster sales often result when new housing developments occur in proximity to greenways, rivers and trails
- Trend in environmentally based activities is insurance for protection of environment
 - Outdoor recreation is the best way to foster environmental sensitivity
 - Environmental awareness allows citizens to take a lead in environmental issues

The Canada Life Insurance Company showed a 22% reduction in absenteeism of employees who participated regularly in a fitness program

In 1986, Canadians spent \$6.3 billion on goods and services for physical activity

In a study of numerous towns and communities in Ontario the economic multipliers in recreation ranged from 1.02 to 1.42

In the U.S. in 1986, the cost of incarceration was \$27,000 per year, higher than sending a student to Harvard

The economic impact of snowmobiling in northern Ontario is estimated at \$271 million annually

Impact and Benefits of Physical Activity and Recreation on Canadian Youth at Risk

The Inter Provincial Sport and Recreation Council, Health Canada and the Canadian Parks/Recreation Association with the University of New Brunswick wrote a report on the, "Impact and Benefits of Physical Activity and Recreation on Canadian Youth at Risk".

Research was gathered from literature reviews, surveys of programs and policies at the local, provincial/territorial and national levels and focus group discussions. The report was finally confirmed by Ministers responsible for physical activity and recreation in each province and territory.

The results confirm that physical activity and recreation have been valuable tools in preventing youth problems since the beginning of the playground and recreation movement in Canada. Physical activity and recreation facilitates the development of children and youth and can prevent or eliminate risky behaviours.

The primary role of physical activity should be prevention. Services can be used as an intervention to redevelop youth at risk, but the earlier that regular participation habits are developed, the greater the chance of reducing or eliminating risky behaviours in the future.

Youth are at risk from a number of factors including family, school and community. We can help youth best when we recognize all the factors exposed to youth and work with them holistically. Physical activity and recreation are part and parcel of a community based approach to dealing with youth at risk.

"Communities learn to work together through the organization of local leisure activities. These skills are used to respond to other neighbourhood concerns reducing the need for social services and policing"

housing locations could significantly reduce the incidence behavioural and emotional disorders in children and youth

We must support our youth, financially and personally through sport

Children who participate in regular physical activity perform better academically

If youth are involved in sports, as a rule, they are not likely to be involved in other activities that can lead to drugs and crime

I saw a significant reduction in negative youth problems after the gym was built in Lake Harbour in 1990

Youth at risk can be classified on a continuum of low to high risk. At the high end youth are at risk for serious drug abuse, unsafe sexual behaviour and suicide.

At Risk Continuum

Low Risk

Experiment with
drugs
Dropping School
Disobey Curfew
Depression
Unlawful Activity
Experiment with sex

Substance abuse
chronic truancy
Run away
Vandalism
Gang involvement
Shoplifting
Promiscuity

High Risk

Substance Addiction
School Drop out
Homeless
Attempted suicide
Serious crime
Gang violence
Withdrawn

At any level of risk on the continuum, there is a relationship between low levels of physical activity and involvement in risky behaviours.

Physical activity and recreation in cooperation with other community supports has a strong influence on reducing the likelihood of these risky behaviours.

The trend in research today is to determine more precisely the mechanisms responsible for the advantageous behavioural changes that occur in response to physical activity and recreation. The fact that physical activity and recreation is vital for helping youth at risk is not in question.

"Most, but not all, of the risk factors are magnified for the Aboriginal population"

I remember playing in a volleyball tournament in Gjoa Haven that went well into the night. Every person in town was in the gym and it was so crowded that spectators were right up to the court boundaries. Their enthusiasm and support for the home town was so overwhelming, not only did their team win, but you could see the children wanting to aspire to be apart of that team in the future.

How the Territorial Sports Organizations Ranked the Benefits of Sport

There are thirty four Territorial Sports Organizations in the Northwest Territories. When these organizations speak of sport, they speak from personal experience. We asked them to rank the personal, social, economic and environmental benefits of sport. Of those who replied, most ranked the personal benefits highest with social a reasonably close second. Few thought that the economic benefits were most important, and none thought that the environmental benefits were top.

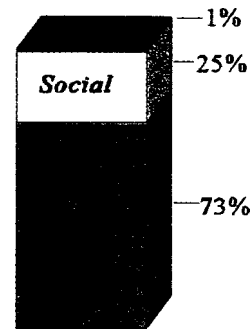
Rating and Ranking the Personal/Health Benefits of Sport

We asked members of Territorial Sport Organizations to rate and then rank the following personal and health benefits:

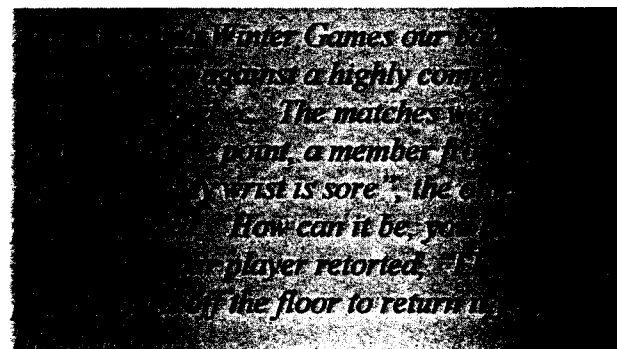
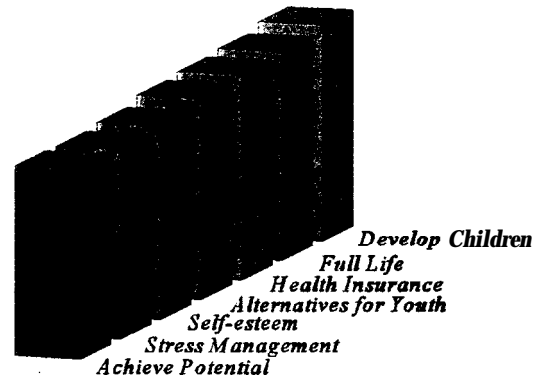
- Sport and fitness contribute to a full and meaningful life
- Regular physical activity is one of the very best methods of health insurance for individuals
- Relaxation, rest and revitalization through the opportunity of sport is essential to stress management in today's busy and demanding world
- Meaningful sport activity is an essential source of self-esteem and positive self-image
- Sport provides the opportunity to lead balanced lives, achieve our full potential and gain life satisfaction
- **Children's** sport is essential to the human development process
- Sport opportunities for youth provide positive lifestyle choices and alternatives to self destructive behaviour

Members of the Territorial Sport Organizations

Respondents' ranking of the benefits of sport



Personal Benefits of Sport - 59 Respondents



were almost unanimous that sport is good for health, mental health and self-esteem. It helps them to lead balanced lives and provides young people with an opportunity to choose a healthy life-style.

Overall, members ranked sport's contribution to the development of children as its most important benefit. Next is sport's ability to contribute to a full life. Members rated sport as a form of health insurance third. Fourth ranked is sport's capacity to provide young people with an opportunity to choose a good life-style. Closely ranked fifth is self-esteem. Sixth is the provision of relaxation and revitalization. Members ranked sport as a way to reach one's potential seventh.

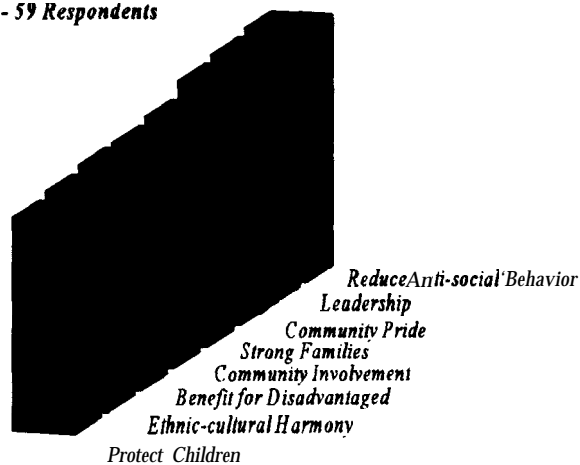
Rating and Ranking the Social Benefits of sport

We asked members of Territorial Sport Organizations to rank the following social benefits:

- Sport provides leadership opportunities that build strong communities
- Community sport reduces alienation, loneliness and anti-social behaviours
- Community sport promotes ethnic and cultural harmony
- Sport provides for community involvement, shared management and ownership of resources
- Sporting together builds strong families, the foundation of a stronger society
- Integrated and accessible sport services are critical to the quality of life of people with a disability and disadvantaged individuals.
- Sport opportunities, facilities and quality of the local environment are the foundations of community pride

I took a team from Copper-mine to participate in a Territorial event in softball. For many, it was their first time on a plane, let alone competing in a large event. After we landed in Hay River, I took the team to the ball field and we walked around it. I basically did what Gene Hackman did in Hoosiers, I showed them the length of the field was the same in Hay River as it was in Copper-mine. The team relaxed and that year we won only one game. But in the larger picture, the Coppermine athletes got a chance to interact with other regions in the NWT. They still talk about that first trip.

Social Benefits of Sport
- 59 Respondents



- Sport services enrich and complement protective services for latch-key **children** through **after** school and other recreation services

Members of the Territorial Sport Organizations believe strongly that sport is an important antidote to anti-social behaviour and alienation. It strengthens community life by helping people to become involved in community activity, developing pride in the community. It strengthens family life. It provides also an environment for children **after** school and away from home that is safe and supervised. Sport helps disadvantaged persons by helping them become part of the life of their communities.

Rating and Ranking the Economic Benefits of sport

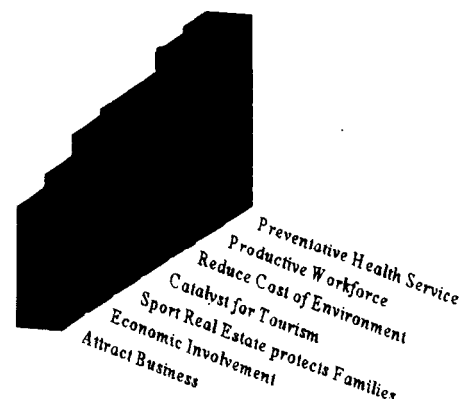
We asked members of Territorial Sports Organization to rate and rank the following economic benefits:

- Pay more now or pay more later!
Investment in sport as a preventative health service makes sense
- A fit work force is a productive work force
- Small **investments** in sport yield big economic returns
- Sport services motivate business relocation and expansion in your community
- Meaningful sport **services** reduce the high cost of vandalism and criminal activity
- Sport including competition and games are often the catalyst for tourism, a growing sector of our economy
- Investments in environmental protection through the provision of parks and open spaces for sport pay for themselves

Rating and Ranking the Environmental

*About one and a half years ago an 18 year old man joined a shooting organization and expressed an interest in becoming a competitor. He was a very timid **personality** and extremely introverted. He had been frustrated in academic and social pursuits and had little success in his life. Once introduced to shooting, he developed **rapidly** as a competitor and enjoyed the sport **immensely**. He rapidly became more extroverted, his self confidence rose dramatically and his academic and social pursuits met with new levels of success. He developed new friends und interests and increased his general enjoyment of life.*

*Economic Benefits of Sport
- 59 Respondents*



True Stories

Throughout the report you have read true stories told by members of Territorial Sport Organizations about memorable moments in their experience of sport. These stories tell of the benefits of sport in human, sometimes amusing, sometimes quixotic ways - and always interesting!

Below you will find the remaining stories they told. Their words will be the last words of this report.

As a recreation leader in Rae Edzo our local sports association agreed to fund a trip for 10 kids to go to a hockey school in Peace River. Being blessed with "tunnel vision" I had not thought about the trip as more than going to a hockey school until we were in the van and on the road. After several hours of driving, it became apparent what a big event this was in their young lives. Six of the kids had never been outside-the NWT, and eight had never been past High Level. So the trip was filled with yells and screams of "cow, cow, cow" or "horse, horse, horse" whenever we passed something and laughing when someone identified the wrong animal. The conversation the kids had and involved me in also triggers memories of 30 minute conversations of what the mountains are like because they thought Peace River Valley was just mountains. At the end of the hockey school the billers all offered to have the kids back and even to pay for their hockey school entry fees. Everyone hung around to see their kids leave and exchange hugs and kisses.

Once I moved to another community, a recreation move. The community welcoming committee was there to greet me. This shows that the community accepted me.

My first parachute jump. After five hours of instruction we were at 3500 feet going 80 knots. I was first to go out. The instructor said take a deep breath then go all the way out on the strut. There I was hanging...the instructor shouts, go !!! My first response to this was to look back at the instructor and say, "Are you kidding?"

One of the sports at the Canada Games this year was squash. The women's number one player in the NWT attended and made a point to purchase her own "NWT Action Gear" sweatshirt for the Games.. She arrived back in Iqaluit with a Team Saskatchewan sweat shirt, which she had traded with a new found friend.

One weekend we were invited to a tournament in Fort Providence. We did well in our two games on Saturday, but then it started to rain. That night we slept in tents at the local campground. When we woke in the morning, it had quit raining but our tent had leaked. The tent was small and had a puddle between us, it was fragile but we managed to get out without getting too wet.

In 1986 Iqaluit hosted various events for the Regional AWG Trials. A group of Clyde River athletes arrived at the airport and were escorted to their billets. One young boy, about ten, was to stay at his Uncle's place, a red house. He had **only** been in Iqaluit once, when he was born, and had no idea what his Uncle's name or phone number was. The house was found and all was well. By the end of the weekend, the young fellow was an eager participant and gained many new friendships. His worldly experience broadened his mind beyond the limits of Clyde River (pop. 400) and forever changed his attitude about "outsiders".

In Gjoa Haven when the arena opened, we tied hockey to attendance at the school. If kids were not full time attenders they were not allowed to play hockey. Attendance at the school rose from 60% to 90% and has stayed high thanks to hockey.

In the early mornings I used to go to the arena to practice figure skating. The arena was unheated and the practice of figure 8's sometimes boring. The practices would **sometimes** start at 6:00 am. Dad would come out to watch and wave to me. The majority of **the** time he was the only parent that would come out to watch. Even though I wasn't the best skater I was special in that my father was there to **support** me everdvav he could.

At public skating in Gjoa Haven we allow 5 people to scrape the ice at the end. If they scrape they do not have to pay to get in.

What happens on. the **field** stays- on the field. is a popular sports term. Unfortunately this does not always happen. After a trying day on the court, a volleyball referee was unwinding at a local lounge. In walked the **team** who had given him a hard time on the court; Expecting to be verbally abused, he was surprised when. the captain of the **team** gave him a drink and. said "you did a good job"

When the Bantam Fast ball team went to the Western "B's" in Manitoba they found out that the teams competing were taking their ball very seriously and they worked hard to reach this level. Anyway, our boys in one particular game were losing quite bad and our catcher called a time out and went to talk to his pitcher. When returning to his position he told the umpire "I just wanted to know where we were gonna go for supper." Needless to say, everyone had a good laugh and I was glad to see our team had a sense of humour and sportsmanship in light of their losing the game.

When I was growing up as a kid I was always the smallest, I started playing minor hockey and went to all the practises. In Pee Wee's I was an average player and a bit insecure, "there was always someone better to do it", One particular game in a tournament against Peace River was particularly rough. We had been practising hard all season, It was 3-2 for us and near the end of the game. Our best. centre came off the ice, and I had to play. I had to guard their star player in the iast minute. I wasn't sure I could do it, but my coach assured me I could and we won!

My son loves to pitch. One day, Andy Tereposki, the premier pitcher in the NWT, ran a clinic for the 7-10 year olds. After the clinic, Andy agreed to come out for one hour every Saturday to work with this age group. In one hour he had each one of them throwing windmill. The next day, my son was explaining to his dad how to throw the correct way. Every time Andy is at the ball park, he runs over to shag balls - he has his own personal hero to emulate.

As a coach, you always encourage your team to work hard, both on and off the court. My Junior boys basketball team would continually ask me why do we have to run, sprint, why can't we just scrimmage? This year one of our team members has been elected for the Western Canada Games (a community first) and thanked me for all the lines, drills, practises because now he has to do it at practises and I'm informed it is much easier for him.

My other daughter, who is not a gifted athlete, has received the RCMP Award for Sports and Academics for two years running. She has been recognized more for her effort than her skills.

When I was 14 the parents of a minor ball team asked me to coach the team they were involved with and I've been coaching ever since. When I got older, I always asked older kids to help me coach.

When my son was starting hockey at age 12, he was heading up the boards with the puck when he was strongly checked. When he looked up he was surprised to see a girl staring down at him. When he related the story to me he said, "It was my first experience with co-ed hockey."

In a tennis competition when there are not enough officials, players are on an honour system for line calling. A competitive player wits always calling them in his favour. His opponent kept his cool and won the match in spite of this. Sport has taught him the necessary discipline to channel his anger into positive action.

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