



Building Benefits: Bulletin

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A bulletin developed through the cooperation and support of volunteers from the Parks & Recreation, Fitness, Sport and Special Needs communities

Culture, Heritage and Citizenship

A Part of the Children and Youth Secretariat

INTRODUCTION

The Province of Manitoba has created the Children and Youth Secretariat to initiate a coordinated and integrated system of services for children, youth and their families.

In order to do this some of the resources will be pulled together from five Departments:

- Culture, Heritage and Citizenship
- Education and Training
- Family Services
- Health
- Justice

One of the guiding principles of the Secretariat emphasizes the importance of investing resources in low cost preventive efforts and interventions that occur as early as possible.

Research has demonstrated the significant role that **Recreation** plays in preventing the involvement of children and youth of all ages in "at - risk" behaviour. The Department of Culture, Heritage and Citizenship will play an active role in promoting the benefits and importance of recreation opportunities as a preventive measure. The Department participates in the Secretariat through the DeputyMinisters Committee and a half-time staff secondment.

Secretariat staff consulted with 80 or more community groups and government departments to identify and target specific high priority groups:

- Early Childhood
- Adolescent Parents
- Children in Care
- High Risk Children (Violent/Delinquent
- Critical Health Incidents.

Existing resources will be used to find solutions to systemic problems. The new solutions will need to foster overall cooperation, be community-based and apply findings from research and demonstration projects. Input from the recreation community will be a valuable contribution to the process and implementation.

Please feel free to call Ellen Kelley (945-4402) for more information or to share success stories and research information that can guide or influence the recommendations related to the recreation component.

THE BENEFITS OF ART THERAPY

A Success Story

Cathy Flower, St. Boniface Hospital

Visual art is used in geriatric recreation to improve the quality of life of patients through the "Life Line Program." High school students interview geriatric patients about various aspects of their lives and translate this information into drawings which represent the patient's "life line." The completed "life line" is then placed on the wall of the patient's room for all to see. This visual display stimulates

conversation between the patient and staff and visitors about the patient's life and experiences.

Research has demonstrated that this type of program has helped calm angry patients and create a positive atmosphere in which caregivers can empathize with the patient. The prototype for this research was established by Lynne Mitchell-Pedersen in her paper "*From Anger to Empathy.*"

The transition from research to art therapy has provided many success stories for our Recreation Department at St. Boniface, while allowing young people to become acquainted with the geriatric population. A WIN - WIN situation! The personal benefits to the patient in increased self-esteem and validation of their life are extremely important to their well-being.

NEWS RELEASE

Cathy Flower

A Canadian Therapeutic Recreation Association has been formed. Wendy Chabi (284-4275) and Valerie McLean Bakowski (669-6176) are on the Board of Directors which will guide the incorporation of the Canadian organization by the end of 1995. Wendy and Valerie have been President and Past President of the Manitoba Association of Therapeutic Activity (MATA), respectively.

The Manitoba Therapeutic Recreation Association (MTRA) has been formed under the leadership of Gary Thompson (339-1951) and Louise Hutton (889-2986). MATA and MTRA are discussing commonalities and divergencies in their purposes.

BENEFITS OF RECREATION

Research Update

(reprinted from MPRA Newsletter)

This update is a compilation of the latest research (1991-93) supporting the benefits of recreation. It is divided into the four benefit sections and refers to more than 100 research studies. It is 40 pages long and has been produced to fit in a three-ring binder. The price is \$7.00, including GST, postage and handling. To order your update, send \$7.00 to:

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Edmonton, Alberta T5M 3K6

Phone: (403) 453-8692

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Fax: (403) 455-2092

GENERATIONS WORK ON BRIDGING THE GAP

Sandy Prise, Recreation Director

Eastern Interlake Recreation District

A conference held in Gimli on bridging generation gaps was successful in producing ideas and better communication between age groups. About 50 people attended a one-day conference with all age groups participating in the discussion.

A group from the Gimli High School presented their ideas on how to unite the different generations in the community. Their ideas included youth representation on Town Council and having older people teach youth their trades. They also suggested community picnics, town projects, a public Internet system, a year-round youth job centre and a day care at the high school.

Some of the youth commented that they (youth) are a resource that nobody ever asks to do anything for or with the community.

The youth suggested ways that they could volunteer and get involved and contribute to the community including:

- 1. Working at the hospital**
- 2. Thrift and trade**
- 3. Roadside clean up**
- 4. Help out at Betel Home**
- 5. Help with fundraisers**
- 6. Big brother/big sister program**
- 7. Organize events for younger kids**
- 8. Planting trees**
- 9. Cutting grass**

As a result of the conference, a Youth Committee has been formed that includes youth and adults. The committee is currently working on obtaining a facility to be used as meeting place and activity centre for

youth. The facility that is being considered now houses the Gimli New Horizons and the plan is that the youth and seniors would share the facility. Plans include a lawnbowling green and the development of baseball diamonds.

This is an excellent example of how a community can benefit from the establishment of partnerships and how recreation contributes to the quality of life of communities. If you are interested in more detailed information on this project, call Sandy at 642-8207.

BUDGET PRESENTATION

Using the Benefits of Recreation

Vulcan, Alberta Recreation Director, Greg Ingalls, developed his budget presentation using the benefits of recreation approach along with the traditional cost/benefit approach.

If you are interested in this type of approach to budget presentation call the Recreation Branch for a copy of Greg's presentation material -945-3766.

LEISURE ACTIVITIES BOON TO ECONOMY

John Douglas, Business Editor

(reprinted from the Winnipeg Free Press, October 10/95, page B15)

I finished my last round of golf for the season the other day by flipping a loonie to a buddy - the cost of losing a silly game that wounded my pride more than my pocket book.

As we rehashed the day's round, I marvelled a how the game has changed since I made my way through university by toiling in the golf business.

Those were the days when George Knudson was Canada's great golf hope and the rest of us eked out an existence selling clubs, membership and green fees. Golf then was a game mostly for men and often, better-off men.

Like most recreation activities, golf has until recently, been misunderstood and underestimated.

As baby boomers begin to flex their retirement muscle and work-hard, play-hard yuppies spend their dual incomes, the true economic impact of leisure activities will only increase.

Sales of golf equipment are expected to increase seven per cent this year, camping equipment eight per cent, in-line skates 15 per cent and attendance at national parks 12 per cent.

Spending more

Despite a national poll suggesting most Canadians believe they are worse off today than five years ago, consumers are spending more than ever before to entertain themselves and relax. Eventhrough the last recession, spending on sports gear, entertainment, reading material and cultural activities continued to grow.

In all, Canadians, spent \$52 billion on goods and services to occupy our spare time last year. That's more than double the \$23 million they spent two years ago.

In Manitoba, families spent about \$2.8 billion in 1992 on everything from reading and going to movies to watching professional sports, hiking and playing coin-operated machines.

"In this case free time is anything but free" said Mihaly Csikszentinihalyi, a University of Chicago professor and author of *Flow*, a book on how people plan and execute their leisure time. "Today's leisure activities are big business."

Statistics Canada estimates the average consumer spent \$12,075 on leisure-time activities and products last year, more that double the \$5,879 they spent on those same activities in 1961.

Just one generation ago leisure activities represented only \$5 of every \$100 spent in the average Canadian household. That was seventh on the priority list and considerably behind food, beverages and tobacco (\$29 out of every \$100), shelter including heating fuel and electricity (\$20 out of every \$100), personal items such as lawyers, financial services, hotels and restaurants (\$17 out of every \$100) and transportation (\$11 out of every \$100).

Last year, recreation, entertainment, education and cultural services ate up \$12 of every \$100 spent by the average family. That's the fourth-largest expenditure behind only shelter (\$24), transportation (\$15), and food (\$15).

"When you look at it, the average family now spends more on entertainment and recreation than they did on clothing and personal items," Csikszentinihalyi said.

This spending is sending all sorts of positive signals through the national economy. Steve Franzmier, in his book *Weekending: Get a Running Start on Mondays*, suggests that playing hard has actually improved Canada's productivity.

Catching the wave

A recent Winnipeg conference of downtown planners heard that city cores can be revitalized simply by "catching the wave"and tailoring after-hours activities to recreation. Delegates were told the fastest-growing industry in Toronto is the arts community and that in other US cities, local arts

and theatre groups have, themselves, revitalized decaying core areas.

Then there is the outside money. Besides the domestic spending, visitors to the country spent about \$10 billion last year on everything from professional sports activities to whitewater rafting, water skiing or going to the theatre. This spending has translated directly into jobs. Labor Canada estimates that recreational and tourist-related employment is growing at almost double the rate of the rest of the economy.

It used to be that people scoffed at the economic impact of golf course jobs and the benefits of local theatre groups. No one is laughing any more. The economic impact of leisure activities has become as important to Canada as is the wheat trade.

'THOUGHT FOR THE DAY'

Albert Einstein

once defined insanity as

doing the same things over and over again

and expecting different results.

National Values & Benefits Task Group Established

In the context of its commitment to provide a focus for national co-ordination and leadership, the CP/RA has created a National Values and Benefits Task Group. The group is made up of individuals representing provincial parks and recreation organizations, governments and leaders with a demonstrated experience in promoting the benefits-based approach to parks and recreation services.

The benefits initiative has been a vehicle to promote the impact and benefit of positive lifestyle choices through recreational opportunities. Its extensive use in many communities has been the catalyst for change and has been effective in defending budgets, developing policy, and assessing program priorities. The Task Group is looking for input and comments from professionals to begin to determine where we, as a profession are at and what needs to happen next for this approach to move forward.

To obtain input from across the country the Group has developed a survey and the results will be available in the next few weeks. Another ongoing mechanism for communicating with the national groups is through LIN (Leisure Information Network). For further information contact:

Pam Meunier, Chair

National Values & Benefits Task Group

ph. (403) 221-3955

fax (403) 221-3982

"BENEFITS" GOES HIGH-TECH

The Leisure Information Network, more commonly referred to as LIN has a new area - the "Benefits" conference. The conference area is intended to discuss and clarify the benefits and share examples and resources. The conference area is organized into two subconference areas. One is to collect research substantiating the personal, social, economic and environmental benefits of recreation. The other is to collect specific examples of how we are delivering benefits in communities. The moderator of the LIN "Benefits" conference area is Brenda Herchmer. Brenda is a professor in the Recreation Leadership Program at Niagara College in Welland, Ontario. She also co-owns a community development consulting company called "Grassroots Enterprises." Brenda is a member of the National Values and Benefits Task Group.

This is an opportunity for recreation practitioners throughout the country to share information and resources.

At the Recreation Forum in March, plans are under way to offer the opportunity to Forum participants to have a hands on experience with LIN.



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