

THE BENEFITS Of PARKS AND RECREATION

A C A T A L O G U E

Parks and Recreation Federation Of Ontario
Ontario Ministry of Tourism and Recreation
Interprovincial Sport and Recreation Council
Canadian Parks/Recreation Association
Government of Canada fitness and Amateur Sport



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A C A T A L O G U • E

Aussi disponible en Franchis



PARKS AND RECREATION
FEDERATION OF ONTARIO

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A Catalogue of THE BENEFITS OF PARKS AND RECREATION

was produced jointly by the, Parks and Recreation Federation of Ontario (PRFO) and the Ontario Ministry of Tourism and Recreation.

The project team wishes to acknowledge the extensive cooperation and support from Ontario's recreation community, allied service areas, and politicians who supported the project. Many gave of their time to respond to interviews and questionnaires, to help identify sources, to attend meetings and focus groups, and to comment on early drafts. This catalogue truly belongs to the field.

The work of Dr. B.L Driver of the United States Department of Agriculture Forest Service and his colleagues should also be acknowledged.' Their perspectives along with the recently published text, **Benefits of Leisure**, were most helpful in producing this catalogue.

The project management committee was assisted by THE RETHINK GROUP and Participation, who provided strong support in the development of this catalogue:

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To those involved in the delivery of leisure services, recreation has always been seen as a means to a bigger end:

- the Y's, for example, have always known that leisure provided an ideal opportunity to pursue the goal of holistic development of spirit, mind and body
- those in the camping movement have always focused on helping the camper develop self-confidence, learn to live with others, and understand and-respect the environment.
- the playground movement in Canada, initiated by the National Council of Women and its local councils, recognized that children required encouragement to express themselves through play (McFarland 1 970). This led to the establishment of public recreation in Canadian communities.
- those in municipal parks and recreation have a unique opportunity to teach that "children and trees should grow together" — the philosophy that guided the late Harry Boothman's civic career and municipal operation in Calgary.
- the Boys and Girls Clubs understand deeply that they are really in the business of assisting-disadvantaged children to overcome their difficulty and achieve their full potential as individuals and-citizens.
- those with therapeutic recreation roots are accustomed to designing recreation programs to deliver benefits such as life balance, development of motor and group living skills, and self-confidence . . . to empower individuals through recreation.

Regardless of the organization with which people may work or the type of recreational opportunities in which they are involved; it is clear that this perspective and work is important and significant.

But the pressures brought about by almost two decades of restraint have sometimes confused this clear focus on the "benefits of leisure services". That's why The Parks and Recreation Federation-of Ontario commissioned this major project to reconvince recreation providers and key stakeholders of the-important role that recreation and parks services play in our individual lives, communities and environment.



The Beginnings of the Project

This project was conceived late in the 1980's at a time when the field was concerned about the stability of its financial support. An age of restraint had persisted. Competition for increasingly scarce public funds was obvious at both the municipal and provincial level — a stress that has increased rather than abated. Utilization of lottery dollars for recreation was under review, Public perception of the importance of recreation — at least of the products — was at risk. Thus the project was developed to convince the key stakeholders, including the public, politicians and senior administrators, that recreation and parks services are important and essential, and that these services warrant continued investment. Accordingly, the project was named **Recreation: An Essential Service** and the first major task was to document the many benefits of parks and recreation.

The Evolution of the Project

Although a great deal of work was involved, the project team had little difficulty assembling and justifying the benefits arguments for the essential nature of leisure — and of many recreation and park services. The evidence was ever/where!

As you glance through **A Catalogue of THE BENEFITS OF PARKS AND RECREATION**, there can be little doubt as to the importance of leisure and associated services to our individual lives, communities, economy and environment. The case is strongly made.

As the **Recreation: An Essential Service** project unfolded, it became clear that:

- some practitioners had lost sight of the basic principles and benefits that had always driven the field— falling prey to a variety of pressures that diverted attention from the real mission.
- others had lost the ability to articulate, the importance of these benefits or simply didn't believe strongly enough in them and thus were failing to insert them into evaluation, planning, policy and budget debates
- others had become preoccupied with the themes and products of the 70's and 80's — the means to the ends suggested by the benefits — and were failing to realize that the emerging issues and opportunities of the 90's required their benefits-focused skills and responses perhaps more than ever
- and finally, the best statements about the essential nature of this field came from those who didn't directly work in the recreation and parks business. The best statements came from our allies in education, health, and social services as well as business leaders', politicians and senior, municipal administrators. Frankly it seemed that they had a clearer sense of the benefits of parks and recreation than many of us who were directly delivering the service.



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Two senior decision makers involved in focus groups said it best:

"Too many recreation practitioners are too narrow in their vision of recreation's potential. They tend to be almost exclusively concerned about accumulating and managing physical plants and conducting highly structured programs rather than appreciating the broader role recreation needs to fulfill in our changing society."

Municipal CAO at a workshop

AND

"Narrow views of recreation and parks are no longer supportable and many traditional approaches are not viewed as essential services.. It is your potential to support and respond to community lifestyle and environment issues of the 1990's that is well understood and respected."

Regional CEO in a Focus group interview

While it was relatively easy to demonstrate the importance of leisure, it was more difficult to prove that each and every one of our recreation and parks services was indeed essential .. The Parks and Recreation Federation of Ontario and the Ministry of Tourism and Recreation began to understand that the success and relevance of recreation in the '90's would depend on the ability of those working in the recreation field to conceptualize each benefit as a goal (or an end) and to design each service, program or facility as a key means to that end.

Recreation services would only be accepted as essential if they deliver this potential, and if they respond to the critical issues our citizens and communities face in the '90's. Thus, the project evolved from one attempting to document the importance of parks and recreation, to one that challenges the field to reposition and provide services in response to the personal, social, economic and environmental agendas we all face.



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Background

A Catalogue of THE BENEFITS OF PARKS AND RECREATION was developed as a key component of the Recreation: An Essential Service project initiated by the **Parks and Recreation Federation of Ontario (PRFO) together with the Ontario Ministry of Tourism and Recreation.**

The project was responsible for compiling the **best evidence about the benefits** of parks and recreation, and developing a **social marketing** plan spelling out how the PRFO and the field can most effectively communicate this information to decision-makers.

The purpose of this catalogue is to provide a resource and **catalyst** that can be used to reposition, promote and provide recreation Services that truly are essential. The documentation in the catalogue can be used to support recreation as a tool for addressing crucial issues communities face in enhancing the quality of life for all sectors of Ontario society.

Search for Documentation

An extensive search for support documentation and evidence on the benefits of recreation was conducted. What is reported in this catalogue is (i) support evidence from research, both empirical and applied, (ii) consensus statements about the benefits of leisure, and (iii) project work relating to specific communities. A substantial body of 'well-documented information is reported in the persona and social benefits categories. In the economic benefits area less literature was uncovered, especially evidence that is applicable to Canadian settings. The environmental benefits were the least well documented. However it is clear that the environment and recreation are profoundly interactive and increasingly important for both the public and the recreation field. While the catalogue is quite comprehensive, and has used the best information from available sources, it represents a beginning only and allows for additional justifications and proven benefits to be added.



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How the Catalogue is organized

In this document you will find;

- **Benefit statements** relating to parks and recreation in four different categories — personal, social, economic, and environmental.
- **Focus statements** providing overview arguments that sum up much of the evidence about a benefit statement:
- **Documentation** that backs up and supports each of the benefit statements with different types of evidence drawn from research studies, consensus reports, and other sources.
- **References** that provide the sources for all of the documentation.

The catalogue has been designed for easy use and practical application. It is divided into six sections. **The first section** is a summary of the benefit statements and provides a listing of all the benefits in the catalogue.

Sections two through five cover the four benefit categories—personal, social, economic and environmental. Within each of the sections, there is a restating of the benefit arguments with clarifying focus statements and accompanying support documentation. Each piece of support documentation has been footnoted with the author and date of publication. In some cases, references have been cited in more than one category.

Should you require additional detail on any of the documentation provided, you may proceed to **section six, which** identifies all of the references that have been used in the document. It is an alphabetical listing by author.

How to Use the Catalogue

The information contained in the catalogue can be used in many ways by parks and recreation service providers, including all the allied fields, to help promote, design and reposition parks and recreation as essential services. The evidence in the catalogue can be applied to many different settings and has a variety of uses, depending upon the setting and the audience who will be receiving the information.



There are two key steps
to using this catalogue.

Step V. The first step is to identify for what purposes you need the information.
For example: .

- Municipal practitioners may use it to make a strong case for a new budget initiative that will deliver a number of benefits designed to solve community-wide issues such as juvenile delinquency, or loneliness among older adults
- Health organizations may see from the benefit statements how their service can flourish through co-operative alliances with recreation and leisure service organizations.
- Researchers may use it to identify opportunities for studies related to specific benefits of recreation
- Community Volunteers may wish to promote their requests for preventive services . by using the evidence from the catalogue to strengthen their position when presenting requests for support
- Politicians may reinforce their public stand on recreation issues such as those services that show ecological sensitivity and which come under the scrutiny of taxpayers.
- Practitioners in any recreation setting may use the benefit statements to help educate or enhance the general public's awareness of leisure and its value in their lives
- Administrative decision-makers may use the benefits to find out what their clients are most interested in., and respond to them with new and creatively designed . programs, services and facilities
- Practitioners may use the benefits to be. increasingly flexible about the best means of designing and delivering programs to address the benefits most needed in their community .
- Recreation organizations may become more articulate and assertive in promoting a balance between recreation's social and economic outcomes.
- Colleges and universities may use the benefits approach and statements in designing curriculum for students in recreation related courses.



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Step 2. The second step is to identify the main benefit and focus statements, which suit your needs and will be most useful and powerful for the target audiences you want to reach. Whether delivering a speech or preparing for a meeting, these statements can be adapted with the help of the additional evidence provided under each benefit statement. Should even more detailed evidence be required, then the list of references will provide further sources.

The documentation has been written in a style that is useful, for a wide range of people. You may wish to alter the messages and personalize them in ways that will have more impact for your situation.

As you use and adapt the information in the catalogue, it is your responsibility to make sure it is kept in context, reported as documented, and used in a credible manner.

When using any -benefit statement be prepared to identify for your audience where the support documentation came from—research, consensus statements derived from meetings or conferences, or model projects. The List of References can help you differentiate these three sources.

Continuing to Strengthen and Update the Catalogue

We need your input to help keep this document relevant and growing. Please send any new evidence that you are aware of or are using to help in this ongoing task (see the Update Sheet included at the back of this catalogue, page 98).

Further Information

For additional information on this catalogue and the overall project, please contact:

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PERSONAL BENEFITS



1.1

Physical recreation and fitness contributes to a FULL AND MEANINGFUL LIFE.

1.2

Regular physical activity is one of the very best methods of HEALTH INSURANCE for individuals.

1.3

Relaxation, rest and revitalization through the opportunity of leisure are ESSENTIAL TO STRESS MANAGEMENT in today's busy and demanding world.

1.4

Meaningful leisure activity is an essential SOURCE OF SELF-ESTEEM AND POSITIVE SELF-IMAGE:

1.5

Leisure provides the opportunity to lead BALANCED LIVES, ACHIEVE OUR FULL POTENTIAL and GAIN LIFE SATISFACTION.

1.6

CHILDREN'S PLAY IS ESSENTIAL TO THE HUMAN DEVELOPMENT PROCESS.

1.7

Leisure opportunities for youth provide POSITIVE LIFESTYLE CHOICES AND ALTERNATIVES to self-destructive behavior

1.8

Parks and open spaces bring beauty to an area while GIVING PEOPLE

SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.



ECONOMIC BENEFITS



3.1

Pay now or pay more later! Investment in recreation as a PREVENTIVE HEALTH SERVICE makes sense.

3.2

A fit work force is A PRODUCTIVE WORK FORCE.

3.3

Small investments in recreation yield BIG ECONOMIC RETURNS.

3.4

Parks and recreation services motivate BUSINESS RELOCATION AND EXPANSION in your community.

3.5

Meaningful leisure services REDUCE THE HIGH COST OF VANDALISM AND CRIMINAL ACTIVITY,

3.6

Recreation and park services are often the CATALYST FOR TOURISM, a growing sector of our economy.

3.7

INVESTMENTS IN ENVIRONMENTAL PROTECTION through the provision of parks and open spaces PAY FOR THEMSELVES.



1.1

Physical recreation and fitness contributes to a FULL AND MEANINGFUL LIFE.

Following each benefit statement, there are a number of overview "focus statements" that sum up much of the evidence about that benefit.

Focus Statements

- * The physically fit person is able to enjoy life more fully, is less prone to injury and is more productive (both at work and in the community.).
- * Fit senior citizens live longer, remain in their homes longer and participate more fully in community life.

1.2

Regular physical activity is one of the very best methods of HEALTH INSURANCE for individuals.

- * Regular participation in physical recreation is effective in achieving physical and emotional health.
- * Even moderate amounts of physical exercise significantly reduce the risk of heart disease.
- * Active living, generally through the opportunity of leisure, is directly related to personal health (physical , mental and social).
- * Women can attain higher bone density through childhood participation in organized sports and fitness programs; thereby establishing a strong health base to help combat osteoporosis in later years.

1.3

Relaxation, rest and revitalization through the opportunity of leisure is ESSENTIAL TO STRESS MANAGEMENT in today's busy and demanding world.

- * Stress is a serious issue in modern society — all "of the popular "prescriptions" or solutions highlight the role of leisure and relaxation.
- * The catharsis achieved through intense physical recreation activity is an ideal antidote, to the build-up of otherwise negative tensions, anger and adrenalin



1.4

Meaningful

leisure activity is an essential SOURCE OF SELF-ESTEEM AND -POSITIVE SELF-IMAGE.

- * The skills we develop through discretionary activity, leisure and personal avocations build confidence, self-esteem, mental health and feelings of success.
- * Contribution to the community in one's discretionary time brings meaning to a citizen's life and provides value to the community.
- * Many of society's leadership roles are volunteer, found while, at leisure — our contribution feels good and the skills developed are transferable.

1.5

Leisure provides

the opportunity to lead BALANCED LIVES, ACHIEVE OUR FULL POTENTIAL, and GAIN LIFE SATISFACTION.

- * The greater the leisure participation, the higher the leisure satisfaction and the greater the life satisfaction..
- * For the majority of citizens, work by itself does not provide sufficient opportunity to achieve our full potential — the opportunity of leisure is essential.
- * There is no greater opportunity for people to experience self-actualization than through leisure and the spiritual renewal, creative expression, discovery and stimulation of self that it offers



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1.6 CHILDREN'S PLAY IS ESSENTIAL TO THE HUMAN DEVELOPMENT PROCESS.

- * A child learns social skills through early play experiences. The best opportunities are those that are planned and supervised.
- * A child develops physical skills through play and the challenges offered through physical recreation and art opportunities, (both fine and gross motor skills).
- * Physical activity is intellectually stimulating and enhances the learning process - and the development of cognitive skills.
- * A child learns creativity through play — skills and perspectives essential to a full and productive life.

1.7 Leisure opportunities for youth provide POSITIVE LIFESTYLE CHOICES AND ALTERNATIVES to self-destructive behavior.

- * Youth that enjoy full and active lives are much less likely to turn to self-destructive behaviour (e.g., drug abuse, suicide).
- * The provision of meaningful and involving activities for our young people deters negative social behaviour (e.g., vandalism and petty crime).
- * Recreation/adventure activities help build confidence and self-esteem in youth. When they feel good about themselves, they operate more effectively and productively in our communities; families and schools.

1.8 Parks and open spaces bring beauty to an area while GIVING PEOPLE SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.

- * People need the diversity provided by natural spaces interspersed within an urban setting. Such diversity provides aesthetic value by adding color and beauty and contributes to health and well-being.
- * Parks enhance the quality of life and contribute positively to the mental health of its citizens.



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1.4

Meaningful

leisure activity is an essential SOURCE OF SELF-ESTEEM AND -POSITIVE SELF-IMAGE.

- * The skills we develop through discretionary activity, leisure and personal avocations build confidence, self-esteem, mental health and feelings of success.
- * Contribution to the community in one's discretionary time brings meaning to a citizen's life and provides value to the community.
- * Many of society's leadership roles are volunteer, found while, at leisure — our contribution feels good and the skills developed are transferable.

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- * In a review of literature on leisure and mental health, Westland (1991) refers to research by Koocher (1971) that suggests "learning new skills in leisure improved one's self-esteem because of an increase in the sense of competence".
- * Kronhauser's (1965) study found that active leisure pursuits have greater impact on optimal mental health than passive ones.
- * "Active Living" is based on the premise that the benefits of physical activity go beyond the prevention of disease to include feeling better, having fun, socializing with others, increasing our abilities to function in daily life and gaining more control over our lives (Edwards 1990). Active living connects the mind, body and spirit, in physical activity.
- * In the case of overweight women, regular exercise combined with self-help lifestyle discussion groups, promotes physical fitness and psychological well-being (Lankay 1988).



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1.2

Regular physical activity is one of the very best methods of HEALTH INSURANCE for individuals.

Focus Statements

Regular-participation in physical recreation is effective in achieving physical and emotional Health.

Even moderate amounts of physical exercise significantly reduce the risk of heart disease.

Active living, generally through the opportunity of leisure, is directly related to persona health (physical, mental and social).

Women can attain higher bone density through childhood participation in organized sports and fitness programs, thereby establishing a strong health base to help combat osteoporosis in later years.

Support Documentation

- * The cardiovascular health of individuals benefits from a pattern of physical activity lasting 30 minutes or more every other day, at 50% of individual capacity or greater (Stephens, Craig 1990). Walking, gardening, swimming, bicycling, social dancing and home exercise all qualify as physical recreation and they are the most common forms of activities reported by one-third of the Canadian population.
- * Results from a study by Pekoe et al. (1987) show that longevity benefits ascribed to high activity or vigorous exercise were appreciable. Interpretation by the researchers lead them to suggest that physical activity tends to promote longevity by avoidance of premature death but is unlikely to extend the natural life span of man.
- * "Epidemiological studies have demonstrated that levels much less intense than the usual prescription for fitness are adequate for a protective effect [to lessen the risk of cardiovascular disease]. Vigorous walking for one-half-hour, 4 to 5 times per week, is probably sufficient to obtain health benefits." (Froelicher, Froelicher 1991).
- * In the Journal of Erotological Nursing, Moore (1989) finds that the benefits of regular physical activity (e.g., walking for seniors) include: improved cardiopulmonary function, lowered blood. pressure, increased bone mineral content, increased muscle strength and joint flexibility, and improved psychological well being.
- * A wafer aerobics program two times a week for 1 6 weeks significantly - reduced diastolic blood pressure, body fat, and body weight in elderly community residents (Green
- * In an American review of 43 studies (considered by the Heart and Stroke Foundation of Ontario to have relevance to the Canadian population), the association between coronary heart disease (CHD) and physical activity was . carefully analyzed. The findings indicated "a statistically significant inverse association between physical! Activity and CHD" (Progress in chronic disease prevention, Morbidity and Mortality Weekly Report, 1987). Regular vigorous physical activity (20 minutes at least 3 times per week) is considered to be the optimum for reducing- the risk of CHD. Less intensive but regularly scheduled activities can still reduce the risk when other health conditions need to be considered.
- *. Santiago, Coyle and Troupe (1991.) found adults with physical disabilities who were involved in community and individual aerobic exercise programs had significant improvements in cardiovascular and metabolic functional capacity when compared to a non-exercising control group. Improved cholesterol levees. were also reported which represents a potential reduction in



the risk of coronary heart disease of about 35%. Coronary heart disease is a known secondary complication related to physical disability.

- * David Suzuki; on his regular TV show *The Nature of Things* (1990-91), discussed with several doctors and specialists "the cholesterol factor" and related health concerns. Suzuki states, "Exercise actually improves our body chemistry. This discovery conveys a strong message of hope for all of us — especially the elderly. It means that most of us can reduce our risk of heart disease even if we are only able to exercise a modest amount. Medical researchers have discovered that regular exercise.. increases the substance known as HDL — the so-called good cholesterol."
- * Active people exhibit high concentrations of (1) high-density lipoprotein (HDL) . cholesterol, (2) the ratio of HDL to low-density lipoprotein cholesterol; and (3)' the apparently arteriosclerosis-inhibiting HDL2 subfraction (The International Conference on Exercise, Fitness, and Health 1988). The same document states that properly managed exercise is recommended for the diabetic as well as the non-diabetic even when there are problems with glucose regulation. Exercise appears to reduce blood glucose levels and increase the effectiveness of insulin.
- * The Canadian Summit on Fitness (Fitness Canada 1986) described this scenario: 'The vision of fitness by the year 2000 depicts a society that values well being as a fundamental and integral part of day to day life. Canadian social structures, the family, the -school, the workplace, and the health care system will enthusiastically embrace and require daily physical activity and behaviours which contribute significantly to health and well being". .
- * In a review of literature on leisure and mental health, Westland (1991) refers to research by Koocher (1 971) that suggests "learning new skills <in leisure> improved one's self-esteem because of an increase in the sense of competence".
- * . Kronhauser's (1965) study found that active leisure pursuits have greater impact on optimal mental health than passive ones.
- * Krebs et al. (1 9,89) found signs of increased mental alertness and cognitive activity following exercise in individuals with spina bifida.
- * "Active Living" is based on the premise that the benefits of physical activity go beyond the prevention of disease to include feeling better, having fun, socializing with others, increasing our abilities to function in daily life and gaining more control over our lives. "Active living" connects the mind, body and spirit in physical activity. (Edwards 1 990).





- * In the case of overweight women, regular exercise combined with self-help. lifestyle discussion groups, promotes physical fitness and psychological well-being (Lanky 1988),
- * Raglin (1990] states that evidence from studies involving clinical, samples indicates that the psychological benefits associated with exercise are comparable to gains found with standard forms of psychotherapy. It seems that exercise is associated with improvements in mood state and self-esteem
- * Szentagothai et at. (1 987) reported that long term physical exercise programs, that are regular swimming and gymnastic activities, were effective in reducing asthmatic symptoms, frequency of hospitalization, and use of medication for children between 5 and 14 years of age.
- * Katz et a . (1985) found that exercise reduced depression among individuals with a physical disability. Greenwood (1.990) found that tennis resulted in significant reductions in depression for the same population. Weiss and Jamieson's (1988) study with this population found that water exercise effectively reduced depression.
- * In a Canadian Medical Association journal article, a group of authors (McCulloch et al. 1 990) report that women who had participated in ' organized sports and fitness programs as children had significantly higher bone density values than women who had" not. The study concludes that a high level of physical activity in childhood has a positive effect on attaining maximum peak bone density
- * Physically active individuals generally have greater bone mass than those who are more sedentary. Appropriate physical activity along with attention to overall good health is important for the prevention of osteoporosis (The International-Conference on Exercise, Fitness, and Health
- * in the prevention and management of osteoporosis, the strategy should include proper diet and nutrition, calcium balance and proper exercise (aerobic exercises three times per week or a minimum of walking two to three miles per day) (Bay crest Center for Geriatric Care, Proceedings of Physical Activity and Aging — An Update"
- * Dietary calcium in combination with regular exercise have been recommended for prevention and treatment of bone loss, especially after menopause (Lenskyj 1988).



Relaxation, rest and revitalization through the opportunity of leisure is ESSENTIAL TO STRESS MANAGEMENT in today's busy and demanding world.

Focus Statements

Stress is a serious issue in modern society — all of the popular "prescriptions" or solutions highlight the role of leisure and relaxation.

The catharsis achieved through intense physical recreation activity is an ideal antidote to the buildup of otherwise negative tensions, anger and adrenalin.

Support Documentation

- * Studies have shown that temporary escape benefits are of high importance to people who recreate. Leisure can have a variety of stress-mediating functions. Different activities vary with respect to stress-reducing benefits (Ulrich, Dimberg, Driver 1991).
- * Several public opinion polls commissioned by the Ontario Ministry of Health (Health for All Ontario Committee 1988) indicated that respondent's ranked taking time to relax as a health-promoting behavior along with spending time with family.
- * The need for rest and leisure becomes strongly emphasized during the whole period of intensive care for children who have undergone open heart surgery (Oksala, Merenmies 1989)
- * Recreation and leisure pursuits provide people with the opportunity to release energy and emotions not being released in other aspects of their lives, e.g. outdoor adventure programs are an opportunity to escape to nature and can provide for a physical and emotional catharsis (Lynch, McCarney 1981; Ewert 1986).
- * The greater the level of participation in recreation activities by people, the lower the level of depression experienced. A running program was found to be at least as effective as psychotherapy in reducing depression scale scores of psychiatric patients. Physical fitness was an effective means for managing stress (Greistetal. 1979).
- * Evidence from Heywood's (1978) work indicates that positive and enjoyable recreation experiences can alleviate physiological and psychological tensions, and stresses that confront people. This is cited in Recreation: A Major Vehicle for the Promotion of Health (Provinces of Alberta, Ontario and Prince Edward Island 1985).
- * Lanky (1988) reports that a conditioning program can control the menopause! symptoms of depression for most women.
- * Physical activity helps neutralize tension at work or in the family. Active living builds up resistance to stress (Edwards, 1990).
- * When asked to rate the importance of various factors to their health, Canadians gave the highest rating to adequate rest and sleep (Stephens, Craig 1990).
- * Relaxation tends to alleviate many of the symptoms of stress. Activities that are done during leisure often happen in groups thereby strengthening social support ties that also appear to negate some negative aspects of stress (Baum 1991).



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- * Thayer (1987), as cited by Winkle and Berger (1991), has reported tension reduction benefits that lasted several hours after exercise. For example, a 10-minute walk resulted in tension levels, which were significantly below pre-test levels at 30, 60, and 120 minutes post-exercise.
 - * Ulrich and Simons (1986) and Ulrich et al (1991], as cited by Ulrich, Dimberg and Driver (1991), found that recuperation from stress, using both verbal and physiological measures, was faster and more complete when individuals were exposed to nature rather than urban environments shown on colour/sound videotapes. Greater physiological recovery was suggested by lower Levels of skin conductance fluctuations', lower blood pressure, and 'greater reductions in muscle tension. Affective self-ratings suggested more recuperation in the psychological component of stress was produced by natural environments.
 - * Research conducted in prisons has suggested that cell window views of nature are. associated with lower frequencies of stress symptoms like digestive illness and headaches, and with fewer sick calls by prisoners (Moore 1982, West 1986 as cited by Ulrich, Dimberg and Driver 1991].





14

Meaningful

leisure activity is an essential SOURCE OF SELF-ESTEEM AND POSITIVE SELF-IMAGE.

Focus Statements

The skills we develop through discretionary activity, leisure and personal avocations build confidence, self-esteem, mental health and feelings of success;

Contribution to community in one's discretionary time brings meaning to a citizen's life, and provides value to the community.

Many of society's leadership roles are volunteer, found while at leisure — but contribution feels good and the skills developed are transferable.

Support Documentation

- * In a Try fit demonstration project for disadvantaged women, all of the participants felt better about themselves as a result of the program which included a physical fitness and social component (Family Service Association Of Metropolitan Toronto 1988)
- * Significant and marked positive changes in self-concept were shown by sixth graders participating in 5-day school camping programs. School camping can have a marked positive impact on children's self-concept (Baker 1960 as cited by Easley 1991).
- * A community garden in the downtown region of a metropolitan city provides sole support women with a chance to supplement their food supply with fresh vegetables and fruits while they also gain a sense of self-esteem and control over a portion of their lives (Barrett, Hough 1987),
- * In studies by Kelly Steinkamp and Kelly (1986,1987), they revealed that no factor contributed as much to life satisfaction and- social integration of older adults as leisure participation. Also, leisure activities which- have some high degree of investment (e.g., a certain skill level acquired over time) will reflect enhanced feelings of competence, worth and self-expression:
- * Decal's 1974) research indicated that active leisure participation throughout life correlates positively with high satisfaction and happiness, and lack of opportunity results in decreased psychological well being.
- * The findings from three different research studies reviewed by Roggenbuck Loomis and Dagostino (1991) on learning, as a motive for leisure suggests that learning is often among the more sought after benefits. For women, it was the second most satisfying outcome.
- * Easley (1991) cites Wright (1983) who concluded from a review of studies focusing on the therapeutic potential of the Outward Bound process that "such a program may increase the delinquent's self-esteem and internality, while reducing the likelihood of further contact with the juvenile justice system during the first year after the program."
- * Moderate physical activity, on a regular basis, reduces the symptoms of mild or moderate depression and anxiety neuroses by improving self-image, social skills, mental health, perhaps cognitive functions, and total well being (Taylor, Sails, Needle 1985 as cited by Paffenbarger, Hyde and Dow 1991)



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- * Persons who are unemployed, including unemployed women, persons with disabilities, native people, visible minorities, youth and men looking for work, find that they may be able to boost their self-confidence and esteem by making meaningful contributions to one's community through volunteer work. Thus reaching out and giving support to others is a way to help them in there unemployed situation (Lifetime Consulting Services and Heritage Community Church 1991)
- * Social health, a part of active living, is closely linked to spiritual health in that it builds Connections within oneself, and with others, for example, physically active people are more likely to volunteer in community activities (Edwards " 1990).
- * A report published by the Ontario Ministry of Tourism and Recreation on Ontario Volunteers(1990) indicates that one out of every four adults volunteers for a voluntary organization and 20 per cent of these people volunteer for leisure sport, fitness and recreation organizations. They provide millions of hours of volunteer leadership in coaching, refereeing, judging, organizing events, and supervising or co-coordinating activities.
- * This same report suggests that if volunteer leadership in recreation was translated into paid services it would reach billions of dollars in additional costs.
- * The City of Toronto believes, as do other municipalities, that the effective delivery of recreation depends on citizen participation and the commitment of community volunteers through mechanisms-like recreation advisory .councils and facility boards of management (City of Toronto Department of Parks and - Recreation 1989)
- * Wicks'l 1 987) advises Including citizen groups in recreation planning and policy development to allow interaction between service providers and their clientele. This allows citizens involvement in the equitable and fair allocation of municipal: services throughout communities and may divert energies away. from costly and time consuming court cases. Communities that feel they have not received the same resources as other communities, have often taken their cases to litigation
- * Meter and Curtis (1990) found a positive but small contribution to well being accounted for by physical activity.

These authors suggest that promotion of activity for its contribution to physical health and as an enjoyable leisure-time endeavor (of value for its own sake) would be wise. These elements can contribute to well being in a two-step process rather than directly to the physical activity/well-being relationship.





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- * Heppes and Ray (1983) found that for non-institutionalized older adults engaged in leisure activities, intensity was more strongly associated with life satisfaction than the number of activities in which a person engaged. Those who were volunteers reported highest levels of life satisfaction.

 - * Riddance and Daniel's (1984) study revealed that leisure participation was the strongest contributor to the life satisfaction of older women.



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1.5

Leisure provides

the opportunity to lead

BALANCED LIVES ACHIEVE

OUR FULL POTENTIAL, and

GAIN LIFE SATISFACTION.

Focus Statements

The greater the leisure participation, the higher the leisure satisfaction and the greater the life satisfaction.

For the majority of citizens, work by itself does not provide sufficient opportunity • to achieve our full potential — the opportunity of leisure is essential.

There is no greater opportunity for people to -experience self-actualization than through leisure and the spiritual renewal, creative expression, discovery and stimulation of self that it offers.

Support Documentation

- * A significant benefit from spiritual experience may be the potential for personal development. McDonald's (1991) Comm.-model describes "leisure participation that leads to a sense of community and broader appreciation for existence. This model describes a move from a sense of awareness to conscious choice to engage in constructive leisure activities. This leads to embracing the challenge of ten activities, which enhances self-awareness. To the extent that this self-awareness leads to new insights and development, the individual will have a more positive attitude, which will encourage an increasing sense of commitment. Ultimately, this commitment will lead to a greater sense of connectedness with other persons/entities and a greater sense of community toward which the individual purpose is directed".
- * A major benefit of leisure may be to provide an opportunity to experience a sense of spirituality. The perceived sense of spiritual experience may-affect the individual in ways that, involve the capacity for introspection, humility and feelings of belonging. The role of leisure is that it may allow an opportunity to engage in this experience when the mind is not otherwise preoccupied or the individual is "busy" (McDonald; Schreiber 1991).
- * "Active living is a way of life that values physical activity as an essential part of one's life experience. It is characterized by the integration of all forms of physical activity in daily routines and leisure pursuits throughout all aspects and stages of life" (Fitness Canada 1990). Active living connects the mind, body and spirit in physical activity (Edwards 1990).
- * Research on leisure focused on the phenomenology of enjoyment or optimal experience has found "that whenever people enjoy what they are doing, they report very similar experiential states. The same dimensions are reported in the context of enjoying chess, climbing mountains, playing with babies, reading a book, or writing a poem. These dimensions are the same for young and old, male and female, American or Japanese, rich or poor." (Csikszentmihalyi 1975, Csikszentmihalyi and Csikszentmihalyi 1988). When all the characteristics are present, the result is called a flow experience. Characteristics include a matching of challenges and skills with clear goals and immediate feedback; a depth of concentration that prevents worry and the intrusion of unwanted thoughts into consciousness and results in a transcendence of the self. The activity becomes autotypic or rewarding in itself (Csikszentmihalyi and Kleiber 1991).



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- * According to Csikszentmihalyi's work, elements of enjoyment are found in both work and recreation activities. The common characteristics of optima experience are: a sense that one's skills are adequate for the challenges at hand; concentration so intense that people do not worry about problems; self-consciousness vanishes; and sense of time becomes distorted (Henderson, Bedini 1991).
- * Numerous researchers as cited by Coyle, Kinney, Riley and Shank (1991), have found that involvement in therapeutic recreation improves coping behaviour of individuals with a disability. Activities include art, journal writing, daydreaming, meditation,, and travel, as well as hiking; camping, and adapted sports."
- * The relationship between work and leisure in people's lives and the way we organize work, non-work, and leisure are likely to continue on much the same - path as at present. Leisure and recreation will be viewed as complementary and supportive of the central focus of life, which is work. For those people with continuous and uninterrupted employment, leisure will continue to be used as an instrument of recuperation and escape from the pressures of increased work
- * intensity for those people who are out of work, leisure will serve a supporting and secondary role to retraining and finding work. Keeping the body and mind in top condition in anticipation of re-entering the work environment will be the main objective for those out of work(Reid, Mannell 1991).
- * Driver and Brown (1986), in their review of personal benefits of outdoor recreation, indicate the following benefits as just some of the important ones: improved self-image, self-actualization (or the ability to freely reach high levels of "being"), spiritual growth and development, enhanced creativity and aesthetic appreciation, and stimulation and opportunity for curiosity seeking.
- * Winkle and Berger (1990) note that the level of challenge experienced in a game helps predict fun as experienced by the participants. Csikszentmihalyi's "flow theory" indicates that total immersion in an activity frequently results when an individual faces challenges that are appropriate to his/her skills.
- * In a study using samples of wilderness users and the general population, Young and Crandall (1984) found wilderness users as a group to be more self-actualized than non-users, Potential users were also determined to be slightly more self-actualized than non-users.
- * Hopkins (1982) reports that outward-bound experience enhances self-esteem and self-awareness and increases self-confidence.
- * Ewert (1983) found support from adults participating in an Outward Bound program indicating they choose to participate for the anticipated levees of adventure found in a challenging outdoor environment. For example, peak climbing, rock climbing and wilderness expeditions held high levels of importance for participants.



Positive effects of fear, as experienced in rock climbing, can play a role in increasing self-actualization and self-awareness (Davis 1972 as cited by ' . Easley 1991). By analyzing the replies of graduates of gnu-Outward Bound School, Davis concluded that overcoming fear- results in new levels of self-awareness and self-actualization. Fear must first be overcome and transformed into enthusiasm before self-actualization could be expected.

Keller (1983) in a study of females over age 55 found that the higher the leisure participation, the greater the life satisfaction; the higher the leisure participation, the higher the leisure satisfaction. From these statements, it follows that the greater the leisure satisfaction, the greater the life satisfaction.





1.6

ESSENTIAL TO THE HUMAN DEVELOPMENT PROCESS.

Focus Statements

A child learns social skills through early play experiences. The best opportunities are those that are planned and supervised.

A child develops physical skills through play and the challenges offered through physical recreation and art opportunities (both fine and gross motor skills).

Physical activity is intellectually stimulating and enhances the learning process and the development of cognitive skills.

A child learns creativity through play — skills and perspectives essential to a full and productive life.

Support Documentation

- * Several studies cited in Ewer's (1986) article "Values, Benefits and Consequences of Participation in Outdoor Adventure Recreation" indicate that participation in such programs can be helpful in motivating students to improve their academic performance. Also, outdoor programs may be effective in helping an individual to develop concepts rather than rote memory, as well as problem solving skills and value-clarification skills.
- * A literature review by Johnson and Driver (1982) of studies evaluating the benefits of youth camping found that benefits to summer camp participants fall into four categories: improvement in work attitudes, habits and skills; increased ability to get along with others; increased self-confidence; and improvement in basic orientation to life.
- * Play is an effective channel for the development of problem-solving skills in children. (Barnett 1985). This is especially true if the opportunity for exploratory play is presented, e.g., play is allowed to happen in natural "bush" areas with trees as opposed to open grassed areas (Green 1988).
- * There is research support for the contention that play may have a significant impact on problem-solving ability. The way in which it makes this contribution is still unclear despite numerous research studies focusing on identifying specific behaviors in play (Barnett 1991).
- * Play environments have a great deal of potential for meeting the social, cognitive and physical developmental needs of disabled children. The potential is a function of the benefits derived from the play environment as well as the opportunity for disabled children to interact positively with non-disabled children in integrated settings (Wilkinson 1983). A high-quality play environment, one that provides adventure, social interaction, skill development, risk, variety, and mastery, is suitable for all children.
- * A summary of play literature (Barrett 1991) indicates that "play provides the individual with a flexible approach to his/her environment, and contributes to the development of a generalized mode of cognitive approach which the individual utilizes in the problem situation.
- * The role that physical activity can play in contributing to the total development of a child is a frequently given reason for moving to daily physical education in schools (Robbins 1987). Many respondents believed that physical activity contributes to the enhancement and enrichment of learning in other curriculum areas. They perceived the benefits of a quality, daily physical education program to be: improvements in the psychosocial area, greater respect for others and property, improved general alertness and attitudes towards study and academic achievement, as well as enhanced self-concept.



- * Evidence from an analysis of different studies dealing with exercise and sports warrants the conclusion that well-planned play and recreation experiences may be valuable in improving adjustment of individuals (Layman 1974).
- * Iso-Ahola (1980) referring to children's play, states that "optimal change and variety in play situations is essential in maintaining optimal mental health throughout the life cycle".
- * The Ontario Child Health Study (1986) is a province-wide survey of the psychiatric health of children aged four to sixteen. The study was a primary health prevention initiative; and results indicated that an emphasis on primary prevention including ambulatory medical care, mental health/social services (including recreation) and special education is warranted and would be useful in establishing prevention services.
- * There is some support "for suggesting that play is related to a child's creative - ability. Through play experiences children perform better on divergent thinking tasks.

Play may contribute to creativity by means of a generalized transfer of a playful attitude to problem solving situations.

Also, investigation and expert mutation that happens in play may generate a transfer of novel responses to a task situation. Symbolic activity in play may facilitate a child's creative performance (Barnett 1991).



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17

Leisure

opportunities for youth

PROVIDE POSITIVE LIFESTYLE
CHOICES AND ALTERNATIVES to
self-destructive behavior.

Focus Statements

Youth that enjoy full and active lives are much less likely to turn to self-destructive behavior (e.g., drug abuse, suicide)

The provision of meaningful and involving activities for our young people deters negative social behavior (e.g., vandalism and petty crime).

Recreation/adventure activities help build confidence and self-esteem in youth. When they feel good about themselves, they operate more effectively and productively in our community's families and schools.

Support Documentation

- * A literature review by Johnson and Driver (1982) of studies evaluating the benefits of youth camping found that benefits to summer camp participants fall into four categories: improvement in work attitudes, habits and skills; increased ability to get along with others; increased self-confidence; and improvement in basic orientation to life.
- * In a study done by the United Community Services of Metropolitan Detroit (1987); a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of negative uses of leisure. Providing recreation programs is a means of strengthening individuals and the community by teaching positive attitudes and values that can be used in a variety of situations, e.g. educational, social, therapeutic.
- * Recreation is viewed as an agent of social change in remote northern communities of Manitoba: Dr. Neil Wintrier (1989) outlines comments, from a conference which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviors or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."
- Winter also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of power and control over people in remote communities. However, when these allied fields linked forces and began working with local youth, feelings of trust and friendship were created which improved the community situation. Also, when youth of the southern "white" society meet young people of remote settlements in Manitoba, they realize there are cultural differences while also recognizing that there does not need to be alienation. A unique culture and lifestyle is experienced.
- * Dohner (1972) in a list of alternatives to drug abuse mentions meaningful work and pleasure. Meaningful pleasure/or relaxation is a component of personal awareness development and recognition of an individual's inner resources.
- * In a review of literature on the benefits of recreation, Searle (1989) determined that outdoor adventure activities for people with limited physical ability give Participant's feelings of success and improved feelings of confidence.
- * Hopkins (1982) reports that outward bound experience enhances self-esteem and self-awareness and increases self-confidence. -



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- * A study of London, Ontario's human service needs ("Listening to London" Task Force 1 991) by the United Way of Greater London and the Department of Employment and Immigration Canada, indicates that people working in social and community services with a treatment focus see the provision of affordable and accessible recreation as key to slowing the demand for more costly crisis intervention services. Providing adequate opportunities and supports is a long-term investment in the healthiness of a community.

 - * Youth involved in athletics tend to stay in school longer and complete their education (National Park Service 1989).



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1.8

Parks and open spaces bring beauty to an area while GIVING PEOPLE SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.

Focus Statements

People need the diversity provided by natural spaces interspersed within an urban setting. Such diversity provides aesthetic value by adding color and beauty and contributes to health and well-being.

Parks enhance the quality of life and contribute positively to the mental health of its citizens.

Support Documentation

- * Ulrich and Simons (1986) and Ulrich et al. (1991), as cited in Ulrich, Dimberg and Driver (1991), found that recuperation from stress, using both verbal and physiological measures, was faster and more complete when individuals were exposed to nature rather than urban environments shown on colour/sound videotapes. Greater physiological recovery was suggested by lower levels of skin conductance fluctuations, lower blood pressure, and greater reductions in muscle tension. Affective self-ratings suggested more recuperation in the psychological component of stress was produced by natural environments.
- * The Ontario Trails Council represents over twenty organizations with almost 500,000 members from urban and rural areas of Ontario. They state firmly that trails offer environmentally friendly solutions to Ontario's social, economic, cultural, and wellness needs (Ontario Trails Council 1990). Trails contribute to revision of low cost recreation, heritage preservation (value given to natural and historic qualities of corridors), and community pride and distinction.
- * Public involvement in a Voluntary environmental organization like a waterfront trail development group allows opportunities for the public to develop awareness of recreational and environmental values and provide valuable input into planning of sensitive environmental areas and appropriate recreation activities. Some examples are organizing hikes, being trail guides, developing promotional material, and acting as advocates with local municipalities (The Royal Commission on the Future of the Toronto Waterfront 1990)
- * In Sealer's (1989) review of literature he cites evidence from an American study of the use of urban parks. God bye and Blaze found, that use by older adults contributed positively to their mental health. Those who used the parks seemed to have a positive state of mind. Also, a study by Ulrich and Addoms (1981) indicated that great importance is attached to the passive nature benefits of a residential park, e.g. aesthetic amenity, environmental variety, and contact with nature. Even low users reported benefits from such parks.
- * "Nature (Knopf 1987, Ulrich 1983, Wohlwill 1983) and water (Hertzog 1985, Ulrich 1983) are environmental features which evoke pleasure and relaxation responses in most persons." (Mull 1991) Natural settings with nature sources of water can benefit people while being virtually untouched (1991).



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- * Searle's review of literature (1989) found that awareness of a park's presence is a psychological benefit not dependent on frequency of use.
 - * "The public participation process for the Collingwood — Focus 2000 report (Lifetime Consulting Services et al. 1990) yielded the perception that a healthy, balanced community includes "...public access to the waterfront, protection of the environment, and well-maintained parks and green space". In fact, public access to the waterfront was one of the top three priorities.
 - * Marsh, Good and Seabrooke (1989), in a study of directors of parks and recreation in Ontario, determined that the economic roles of urban parks Was not the primary reason for justification. Personal oriented roles (e.g., children's play), aesthetics and strengthening the city's, identity were the strongest justifications.



Following each benefit statement, there are a number of overview "focus statements" that sum up much of the evidence about that benefit.

2.1 Leisure provides leadership opportunities that BUILD STRONG COMMUNITIES.

Focus Statements

Leadership is identified, developed and nurtured through leisure organizations (the Y's, the Boys' and Girls' Clubs, the camps; municipal leadership programs and non-profit organizations).

Volunteer leadership skills employed through discretionary time, are the key to building community organizations and programs.

Communities come together and learn to work together through sports, arts, cultural and environmental activities.

2.2 Community recreation reduces ALIENATION, LONELINESS AND ANTI-SOCIAL BEHAVIOURS.

Our youth and live-alone elderly are often cut off and alienated from the community. By reducing the barriers to participation in community recreation, we re-involve and often renew them.

Recreation serves to bridge the gap between "power" (adult) institutions and delinquency prone youth, thereby reducing community costs for police and other crisis-intervention services.

Inter-generational programming develops understanding between age groups — critically important in an aging society.

2.3 Community recreation PROMOTES ETHNIC AND CULTURAL HARMONY,

Cross-cultural and inter-cultural recreation programming helps the races understand and appreciate each other; particularly effective when nurtured through play at young ages.

The strength of a community is increased through recreation opportunities that allow people to share their cultural differences and play and grow together.

Social interaction through recreation breaks down unfamiliarity and isolation, factors associated with racism; and promotes contact between different ethnic groups and the broader community.



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2.4 Recreating
together **BUILDS STRONG
FAMILIES**, the foundation of a
stronger society.

Families who recreate together tend to be closer, more cohesive, and improve their chances of staying together.

Recreation is the strongest contributing factor to creating strong and supportive families which in turn nurture productive and involved children and youth. The dysfunctional family, on the other hand, presents unfair challenges to the child — generating many demands for costly, alternative support services.

Leisure opportunities that allow for togetherness and sharing, promote closer, healthy relationships within the family — bonds that are essential to mental and social, health.

2.5 Leisure provides
opportunities for
**COMMUNITY INVOLVEMENT
AND SHARED MANAGEMENT
AND OWNERSHIP OF
RESOURCES**

Community-run services (recreation, arts, culture and environmental) are responsive and cost-effective.

Community support for leisure and environmental services is an effective technique for building citizenship — critically important in Canada today.

Through community involvement, people play a stronger role in the equitable and fair allocation of local resources.

Communities learn to work together through the organization of local leisure activities'. These skills are then often used to respond to other neighborhood concerns,' reducing the need for expensive institutional responses (e.g., social services, policing).

2.6 **INTEGRATED
AND ACCESSIBLE LEISURE
SERVICES** are critical to the
quality of life of people with a
disability and disadvantaged
individuals;

Leisure is an important component in the quality of life of individual citizens, particularly if their full involvement in society is limited by a disability'. Recreation responds to their right to accessibility and full community participation.

Increasingly, individuals who have been previously institutionalized are capable of re-entering community life. Leisure provides the opportunity for others to get to know and support them while they are developing key life skills (often through leisure)



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2.7 Leisure opportunities,
facilities and the quality
of the local environment are
the FOUNDATIONS OF
COMMUNITY PRIDE.

Studies that identify the components of quality of life always focus on the kinds of recreation opportunities and the characteristics of the urban environment (natural and man-made).

When communities compare themselves to one another, anxious to improve, they almost always evaluate their levels of open space, recreation facility and leisure program development.

Community pride is generated through leisure and park facilities, programs and voluntary commitment —this pride both reduces problems associated with alienation and distrust AND can be employed as a base to tackle even bigger challenges in the future.

2.8 Leisure services
enrich and complement
protective services for
LATCHKEY CHILDREN through
after-school and other
recreational services.

Recreation services provide childcare after school for the latchkey child AND during the summer months when the parent(s) is working. These services are essential in a world where the adults in a household must work.

More and more women are entering the workforce and will continue to do so. The need for constructive and enjoyable childcare will continue to increase.



Following each benefit statement, there are a number of overview "focus statements" that sum up much of the evidence about the benefit. These are followed by the best evidence and documentation to support the benefit.

2.1

Leisure provides leadership opportunities

that BUILD STRONG COMMUNITIES.

Focus Statements

Leadership is identified, developed and nurtured through leisure organizations (the Y's, the Boys' and Girls' Clubs, the camps, municipal leadership programs and non-profit organizations).

Volunteer leadership skills employed through discretionary time are the key to building community organizations and programs.

Communities both come together and learn to work together through sports, arts; cultural and environmental activities.

Support Documentation

One out of every four adults in Ontario volunteers for a voluntary organization. Twenty per cent volunteer for sport, fitness or recreation organizations — coaching, organizing leagues and events, running community recreation programs, operating clubs, and sitting on municipal recreation committees (Ontario Ministry of Tourism and Recreation 1 990).

A significant benefit from spiritual experience may be the potential for personal development. McDonald's (1991) Comm-model describes "leisure participation that leads to a sense of community and broader appreciation for existence. This model describes a move from a sense of awareness to conscious choice to engage in constructive leisure activities.' This leads to embracing the challenge of the activity, which enhances self-awareness. To the extent that this self-awareness leads to new insights and development, the individual will have a more positive attitude, which will encourage an increasing sense of commitment. Ultimately, this commitment will lead to a greater sense of connectedness with other persons/entities and a greater sense of community toward which the individual purpose is directed".

Recreation is seen as an effective way to provide people of differing cultures with a sense of community and an opportunity to interact with people from other ethnic backgrounds (City of Toronto Department of Parks and Recreation 1989).

The City of Guelph Parks and Recreation Department took a lead role in initiating and supporting a full citizen pesticide review committee for City Council. The City adopted the majority of that committee's recommendations to dramatically reduce pesticide use immediately and to eliminate use altogether in all City of Guelph public open space by the year 1994 (Woodburnetal. 1991)

The Toronto Children's Breakfast Club, established by the Metropolitan Toronto Housing Authority in 1984, provides resident volunteers with significant personal and job-related skill development opportunities. These include fundraising, food preparation and program organization at different sites where the programs are held (Metropolitan Toronto Housing Authority, - Communications Section 1990).



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2.2

Community

recreation reduces ALIENATION, LONELINESS AND ANTI-SOCIAL BEHAVIOURS.

Focus Statements

Our youth and live-alone elderly are often cut off and alienated from the community. By reducing the barriers to participation in community recreation, we re-involve and often renew them.

Recreation serves to bridge the gap between "power" (adult) institutions and delinquency prone youth, thereby reducing community costs for police and other crisis-intervention services.

Inter-generational programming develops understanding between age groups — critically important in an aging society.

Support Documentation

Easley (1991) cites Wright (1983) who concluded from a review of studies focusing on the therapeutic potential of the Outward Bound process that such a program may increase the delinquent's self-esteem and internality, while reducing the likelihood of further contact with the juvenile justice system during the first year after the program.

Recreation is viewed as an agent of social change in remote northern communities of Manitoba. Dr. Neil Winter (1989) outlines comments from a conference which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviors or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."

Winter also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of power and control over people in remote communities. However, when these allied fields linked forces, and began working with local youth, feelings of trust and friendship were created which improved the community situation.

Winter and Currie as cited in Searle's (1989) review of literature on the benefits of recreation showed from a study of remote northern Manitoba communities that there was a 17.39% reduction in crime by communities participating in the community sports program and on average a 10.6% increase where communities were without the program. Thus, those who were actively engaged in socially acceptable pursuits, were less prone to commit crimes.

A National survey on volunteers, conducted by Statistics Canada, allowed data to be extracted on Ontario volunteers (Ontario Ministry of Tourism, and Recreation 1990). In the analysis, 35% of the respondents rated meeting and companionship as very important.

Coyl'e, Kinney, Riley and Shank (1991) cite evidence from research by Rancourt (1991) which has documented how individuals with substance abuse who were involved in a comprehensive leisure education program showed increased knowledge and skills in self-awareness as well as social skills and social interactions.

Recreation can serve to overcome Isolation, a most basic cause of racism, where ethnic and non-ethnic groups are not in contact with each other. Unfamiliarity leads to contempt and mistrust, thus the need for social interaction through recreation services (Lynch, McCarney 1981).





In a study done by the United Community Services of Metropolitan Detroit (1987), a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of negative uses of leisure. Providing recreation programs is a means of strengthening the community by teaching positive attitudes and values that can be used in a variety of situations, e.g., educational, social, therapeutic.

Recreation activities can serve to release tensions; fulfill desires for risk, challenge and competition; and act as an outlet for violence. It is a preventive approach that can be implemented before any unnecessary racial violence occurs (Lynch, McCarney 1981).

Intergenerational programming allows for the development of other roles by the elderly (e.g., foster grandparent; tutor, advisor; friend) in order to foster self-fulfilment (Ontario Ministry of Tourism and Recreation 1987).

For people in their later years, Kelly (1986, 1987), as cited by McPherson (1991), argues that leisure activities provide a social setting for the initiation and development of primary social relations. Life for people in later years can be characterized by social losses (e.g., loss of friends and the social milieu at work upon retirement, death, of friends and spouse), but leisure activities can provide a social milieu to create new social relationships (McPherson 1991).

The social need for recreation has been identified as a means for community involvement and an expression of citizenship. Through this, a sense of community and social contact is fostered in order to combat urban social problems like loneliness and isolation (Lynch, McCarney 1981).

A study of London, Ontario's human service needs ("Listening to London" Task Force 1991) by the United Way of Greater London and the Department of Employment and Immigration Canada, indicates that people working in social and community services with a treatment focus see the provision of affordable and accessible recreation as key to slowing the demand for more costly crisis intervention services. Providing adequate opportunities and supports is a long-term investment in the healthiness of a community.

Rosenberg (1986) found that older adults involved in organizational activity had significantly better scores on the happiness scale than those who did not belong to any association.

Leisure was found to be important for adults over 65 years through its facilitation of social integration (Steinkamp, Kelly 1987).



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2.3

Community

recreation promotes ETHNIC AND CULTURAL HARMONY

Focus Statements

Cross-cultural and inter-cultural recreation programming helps the races understand and appreciate each other; particularly effective when nurtured through play at young ages.

The strength of a community is increased through recreation opportunities that allow people to share their cultural differences and play and grow together

Social interaction through recreation breaks down unfamiliarity and isolation, factors associated with racism; and promotes contact between different ethnic groups and the broader community.

Support Documentation

"Research on soccer teams at the community level has indicated that assimilation of ethnic groups into the mainstream society may occur when the team represents diverse ethnic groups" (McKay 1975, Poole 1976 as cited by Wanke and Berger 1991).

Recreation activities can serve to release tensions; fulfill desires for risk, challenge and competition; and act as an outlet for violence. It is a preventive approach that can be implemented before any unnecessary racial violence occurs (Lynch, McCarney 1981).

Unscriptural activity often leads into intercultural participation. Some members of ethno-cultural seniors' clubs located in community centres eventually participate in other activities within the centre (Dembroski 1987).

The same report indicates that the most effective way to bring people of different ethno-cultural groups together is through annual festivals where the uniqueness of each culture is shared through food, crafts or entertainment.

Westland (1991) found, in a review of literature on leisure and mental health that "virtually all play situations provide ample testimony to the fact that once the game starts, social distinctions disappear and the status of the participants is determined by their ability to play the game".

Recreation is seen as an effective way to provide people of differing cultures with a sense of community and an opportunity to interact with those from other ethnic backgrounds (City of Toronto Department of Parks and Recreation 1989)

Cultural activities have an impact on life satisfaction for community-based older adults 65-70 years of age (Kelly, Steinkamp, Kelly 1986)



2.4 Recreating together

BUILDS STRONG

FAMILIES, the foundation of a stronger society.

Focus Statements

Families who recreate together tend to be closer, more cohesive, and improve their chances of staying together.

Recreation is the strongest contributing factor to creating strong and supportive families which in turn nurture productive and involved children and youth. The dysfunctional family, on the other hand, presents unfair challenges to the child — generating many demands for costly, alternative support Services.

Leisure opportunities that allow for togetherness and sharing promote closer, healthy relationships within the family — bonds that are essential to mental and social health.

Support Documentation

Hill (1988) found a significant association, between shared leisure experiences with one's spouse and marital stability. She also reported that participation in recreational activities had the strongest contribution to marital stability. Her data suggests that family bonds are improved by the sharing of leisure time.

"There is a consistent finding in the research literature that husbands and wives who share leisure time together in joint activities tend to be much more satisfied with their marriages than those who do not-"(Orthner and Mancini 1980, Holman and Epperson 1984 as cited by Orthner and Mancini 1991).

Gouchman (1988), in his extensive work with families, states that leisure is the single most important force developing cohesive, healthy relationships between husbands and wives, and between parents and their children.

DeSalvatore and Roseman (1986) indicated that therapeutic recreation with families of emotionally disturbed hospitalized children resulted in increased self-esteem among family members and increased positive communication.

Csikszentmihalyi and Kleiber (1991) report that in their work they find repeatedly that "the fondest memories people have have their past tend to involve family outings and vacations".

A review of literature in the paper Recreation: A Major Vehicle for the Promotion of Health (Provinces of Alberta, Ontario, Prince Edward Island 1985) found support for family togetherness through recreation. Satisfaction gained from participation as a family in outdoor and social recreation opportunities leads to family cohesiveness. As well, family participation in recreation that requires high interaction results in mutual satisfaction for spouses.

Families of women who took part in a Try fit demonstration program enjoyed doing activities together outside of the program. The buddy system established to help motivate the group members grew into networks where participants had more than one buddy keeping in touch (Family Service Association of Metropolitan Toronto 1988).

Searle's (1984) review of literature found that camp has a positive impact on children who have cancer as well as their families (Smith, Gottlieb, Gurwitch, Blotcky 1987). Results of this study of a weeklong camping experience indicated a positive expansion of both leisure activities and the types of interactions family members had among each other.



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A close association with family members has a profound bearing on an older person's daily living and his/her overall recreation participation patterns. Older adults in small towns rely upon family members for much of their recreation (Payne, Johnson, Heywood, Smale 1990).

the Report of the Advisory Committee on Children's Services (1990) indicates that promotion of the well being of children and defending their entitlements must become society's highest priority. It is critical that promotion of increased physical, mental and social well-being for children occur through a system of interconnected and mutually supportive services working together. These services include recreation, the education and medical systems, public health, and childcare services.

This report also goes on to say that families are the cornerstones in promoting well-being and healthy development in children. Supporting families also requires combined efforts so that parents are able to balance their work and child rearing responsibilities.



Leisure provides opportunities for COMMUNITY INVOLVEMENT, AND SHARED MANAGEMENT AND OWNERSHIP OF RESOURCES.

Focus Statements

Community-run service's (recreation; arts, culture and environmental) are responsive and cost-effective.

Community support for leisure and environmental services is an effective technique for building citizenship — critically, important in Canada today.

Through community involvement, people play a stronger role in the equitable and fair allocation of local resources.

Communities learn to work together through the organization of local leisure activities. These skills are then often used to respond to other neighborhood concerns, reducing the need for expensive institutional responses (e.g., social services, policing).

Support Documentation

The effective delivery of recreation depends on citizen participation and the commitment of community volunteers through avenue's-like recreation advisory councils, and facility boards of management (City of Toronto Department of Parks and Recreation 1990):

The City of Guelph Parks and Recreation Department took a lead role's in initiating and supporting a full citizen pesticide review committee for City Council. The City adopted the majority of that committee's recommendations to dramatically reduce pesticide use immediately and 'to eliminate use altogether in all City of Guelph public open space by the year 1 994 (Woodburnetal. 1991).

In the United States., Wicks (1987) identifies that including citizen groups in recreation services planning and'-policy development allows interaction between service providers and clientele. This has assisted in the equitable and fair allocation. of municipal services throughout communities — a good preventive measure in keeping court cases and the resulting legal costs down.

The social need for recreation has been identified as q means for community involvement and an expression of citizenship. Through this, a sense of community and social contact is fostered in order to combat urban social problems like loneliness and isolation (Lynch, McCarney 1981).

Reid (1-987), and a research team that reviewed the City of Sault Ste. Marie's unemployment rate and .the recreation delivery system's response to that social problem, concluded that a community-development approach should be adopted. This approach, rather than .a program approach,' would strengthen community participation and integration, improve social conditions and services as Well as advance the interests of disadvantaged groups such as those persons who become unemployed.



LEISURE SERVICES are critical to the quality of life of people with a disability and disadvantaged individuals.

Focus Statements

Leisure is an important component in the quality of life of individual citizens, particularly if their full involvement in society is limited by a disability. Recreation responds to their right to accessibility and full community participation

Increasingly, individuals who have been previously institutionalized are capable of re-entering community life. Leisure provides the opportunity for others to get to know and support them while they are developing key life skills (often through leisure).

Support Documentation

Levitt (1991) summarizes the therapeutic benefits of recreation for mentally ill and emotionally disturbed persons based on the research findings of many different studies. For mixed recreation activities, some of the benefits are: increased quantity and quality of social interactions; increased range of interests; enhanced self-concept; increased fun for patients.

This same review of literature also indicates that some of the therapeutic benefits of physical exercise programs (jogging or running) include: increased interest in and improved attitudes toward school; reduced anger, restlessness, tension, stress, anxiety and frustration; increased self-esteem, self-concept, and sense of competency and mastery; improved physical health and fitness; enhanced social interactions; increased joy.

Further to this, some of the benefits of therapeutic camping include: enhanced self-concept, self-esteem and self-confidence; increased quality and quantity of social interactions.

Canada's Health Promotion Survey (Health and Welfare Canada 1988) reports that an estimated 3,143,000 (16.1 % of Canadians) 15 years and older, have some level of activity limitation because of a health problem. Leisure time and transportation, are the most restricted activities for these people. Recreation, constitutes a major opportunity for people with " disabilities to socialize and enjoy social interaction; Leisure is a critical component to quality of life and contributes to health status (Burt Perrin Associates 1989).

Bullock and Howe.(1991) have documented that a community transition program in North Carolina has decreased, social isolation for adults with disabilities. .

The benefits of a toy lending library have been documented by Lakeshore Toy Library (Toronto). For handicapped children, a toy library offers an" experience to play in a non-clinical or integrated setting with exposure to other children and adults, and a chance to become a comfortable participant in the community.

Jenkins et al (1985)- reports that handicapped children who were integrated into a normal educational program showed higher scores on social play measures than those in segregated settings.

Outdoor adventure activities for people with limited physical ability give participants feelings of success and improved feelings of confidence (Searle 1989).



A partial-experimental study in an integrated camp setting revealed increased social interaction, skill acquisition, and integrated friendships for individuals with a developmental disability who received the treatment program (Rynders, Schleien, Mustonen 1990).

Reid (1987) and a research team that reviewed the City of Sault Ste. Marie's unemployment rate and recreation delivery system, concluded that a community-development approach be adopted. This approach, rather than a program approach, would strengthen, community participation and' integration, improve social conditions and services as well as advance the interests of disadvantaged groups such as those persons who become unemployed.

Ward (1990) indicates in his study of the recreational needs of homeless and recently homeless people that good recreational opportunities are essential and can make substantial differences to the quality of life for those tending to survival matters like shelter, food and jobs. Accessibility to recreation opportunities increases self-esteem and provides a wide range of choices for being involved in community activities

Westland (1991) found in a review of literature on leisure and mental . health that "virtually all play situations provide ample testimony to the fact that Once the game starts, social distinctions disappear and the status' of the participants is determined by their ability to play the game"



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2.7

Leisure

opportunities, facilities and the quality of the local environment are the FOUNDATIONS OF COMMUNITY PRIDE.

Focus Statements

Studies that identify the ' component; of quality of life always focus on the -kinds of recreation opportunities and the characteristics of the urban environment (natural and man-made).

When communities compare themselves to one another, anxious to improve, they almost always evaluate their levels of open space, recreation facility and leisure program development.

Community pride is generated through leisure and park facilities, programs and voluntary commitment — this pride both reduces problems associated with alienation and distrust AND can be employed as a base to tackle even bigger challenges in the future.

Support Documentation

Marsh, Good and Seabrooke (1989), in a study of directors of parks and recreation in Ontario, determined that the economic roles of urban parks were not the primary reason for justification. Personal-oriented roles (e.g., children's play), aesthetics and strengthening the city's identity were the strongest justifications.

Gallup Canada surveys (1991) showed that "as a result of their participation in Winterlude, - visitors leave with an enhanced image of the Capital [Ottawa] and a greater sense of pride".

"Greenways, rivers, and trails can play an important role in increasing a community's quality of life, and are attractive to businesses and corporations. Office site locations adjacent to rivers, trails and greenways are also likely to be more attractive to prospective tenants than sites lacking such amenities" (National Park Service 1990).

The open space system in Calgary provides a number of benefits to users and non-users alike because it is viewed as contributing to the aesthetic appeal of the community and results in civic identity and pride (Harper, Balmer 1989).

Muller (1990) studied what aspects of city life make the citizens of Toronto, Montreal and Vancouver happiest. For people in Montreal, overall satisfaction depended on recreational facilities while in Toronto and Vancouver satisfaction with recreation facilities was second most important. Thus he concluded that a city's recreation amenities have a strong influence on whether or not residents will find happiness, satisfaction and the desire to stay in the city where they live, work and play.

In a review of research studies, Allen (1991) found that there is conceptual and empirical support for recreation and leisure areas, services and opportunities as contributors to community life satisfaction. He cites one study by Allen and Beattie (1984) that found a recreation dimension to be the best predictor of overall satisfaction with, community life and a subsequent study by Allen et al. (1987) that indicated the recreation dimension to be the third best predictor of community life satisfaction.

In the United States, Wicks (1987) identifies that including citizen groups in recreation services planning and policy development allows interaction between service providers and clientele. This has assisted in the equitable and fair allocation of municipal services throughout communities — a good preventive measure in keeping court cases and the resulting legal costs down.



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Focus Statements

Recreation services provide childcare after school for the latchkey child AND during the summer months when the parent(s) is working. These services are essential in a world where the adults in a household must work

More and more women are entering the workforce and will continue to do so. The need for constructive and enjoyable childcare will continue to increase.

Support Documentation

The Metropolitan Toronto Housing Authority (1990) initiated the Toronto Children's Breakfast Club in 1984 to provide the children of working parents with early morning supervision and a nutritious meal before school. Over thirty MTHA communities have been serving about 4500 children with a hot breakfast on a regular basis. A substantial contribution to the participating communities have been made. In addition, significant improvements, in scholastic performance and behavioral problems among young children have, been made.

The Report of the Advisory Committee on Children's Services (1990) indicates that promotion of the, well-being of children, and defending their entitlements, must become society's highest priority. It is critical that promotion of increased physical, mental and social well-being for children occur through a system of interconnected, and mutually supportive services working together. These services include recreation the education and medical systems, public health, and child care services.

This report also goes on to say that families are the cornerstone in promoting well being and healthy development in children. Supporting families also requires combined efforts so that parents are able to balance their work and child-rearing responsibilities.

Recent studies show-disturbing trends: greater degrees of truancy, dropping out of school, drug abuse and childhood depression is found among children who regularly come home to an empty house. A joint US. and Canadian school age program development task force established a commitment to family life —support of people as they try to make their own unique family the best possible social structure for themselves (Task Force of the Urban Group and Metropolitan Cities Consortium of YMCAs 1982)'.

This same document indicates that one-way the YMCAs' School Age Child Care is assisting families is by supporting their ability to work and play together through provision of program activities that are geared to physical, mental, social and spiritual development.

Science News (Latchkey kids risk substance abuse 1989) reports that a study by Jean L. Richardson, University of Southern California in Los Angeles, of 4,932 middle-class eighth-graders attending public schools indicates that the children at highest risk of substance use were the 28.6 percent who spent the most unsupervised time after school (11 hours or more per week). Those students were twice as likely to use alcohol, cigarettes or marijuana - compared with students who had constant adult supervision after school



Following each benefit statement, there is a number of overview "focus statements" that sum up much of the evidence about that benefit.

3.1 Pay now or pay more later! Investment in recreation as a PREVENTIVE Health SERVICE makes sense.

Focus Statements

- \$ Physical and mental health achieved through recreation and balanced, meaningful lifestyles reduces expensive health care costs.
- \$ A physically active and fit senior citizen is able to remain in the community longer, caring for him/herself. Investment in "active living" for seniors is wise. The costly alternative of institutional care must be perceived as a last resort

3.2 A fit work force is A PRODUCTIVE WORK FORCE.

- \$ Employees who adhere to a fitness program are more productive, absent less often and less likely to have an accident.
- \$ Firms that help provide for employee fitness and health programs experience decreased employee turnover (in addition to the above benefits).
- \$ The confidence and personal development that one gains through the opportunity of leisure enhances the individual's ability to access more productive work roles, generally increasing the community's productivity (and GNP)

3.3 Small investments in recreation yield BIG ECONOMIC RETURNS.

Many studies have shown that financial investment in recreation projects pay dividends throughout the community — the return is always greater than the original outlay.

Festivals and sporting events are good for the economy of a community or city — the money generated locally exceeds the public or private dollars invested (generally because of the volunteer effort). Therefore, the direct dollars that are allocated provide leverage for the total investment in the economy.

Investment in the budget of a municipal parks and recreation department not only produces important services, it also has a multiplier effect that returns greater than the original amount to the community in red! dollars. Twenty Ontario towns and cities have proven it by applying the Ministry of Tourism and Recreation "Economic Impact Model"



Focus Statements

Recreation services provide childcare after school for the latchkey child AND during the summer months when the parent(s) is working. These services are essential in a world where the adults in a household must work

More and more women are entering the workforce and will continue to do so. The need for constructive and enjoyable childcare will continue to increase.

Support Documentation

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3.1

Pay now or pay

more later! Investment in recreation as a PREVENTIVE HEALTH SERVICE makes sense.

Focus Statements

Physical and mental health achieved through recreation and balanced, meaningful lifestyles reduces expensive health care costs.

A physically active and fit senior citizen is able to remain in the community longer, caring for him/herself, investment in "active living" for seniors is wise. The costly alternative of institutional care must be perceived as a last resort.

Support Documentation

A study in 1 976 of Ontario Health Insurance Plan (OHIP) participants indicated if all adults 20 to 69 years of age reached a modest eve of aerobic fitness, the immediate annual savings in OHIP payments would be \$3 1 million. Also, the associated decrease of coronary factors would lower future OHIP costs by an additional \$1 3 million per year (Fitness Canada

- \$ Another Canadian study (Fitness Canada 1988) done in 1 983 and focusing on corporate health-care costs, showed that OHIP costs increased sharply at one corporation while showing almost no change at an experimental company that had a fitness program for employees. A direct saving to OHIP was calculated at \$ 1 30. Per participant.
- \$ Vance (1991) reports that the Saskatchewan Public Service Commission in a 1988 pilot project with staff from four government departments found there was a return on investment of \$ 1. 8 2 for every \$ 1. spent on employee wellness. This figure represented improved absenteeism only.
- \$ Exercise produces fiscal benefits which can outweigh immediate program costs (The International Conference on Exercise, Fitness, and Health 1988). Regular activity may reduce the incidence and severity of chronic disease and perhaps extend the lifespan by a few years. The benefits are a reduction in demands for acute and chronic medical services, lower indirect costs of illness, and less costly physical dependence during retirement.
- \$ A 1988 Australian study (Department of the. Arts, Sport, the Environment, Tourism and Territories) looking at heart disease, estimates potential savings . of \$ 103.75 million for every 1 0% of the population which is active. When examining low back pain, the potential estimated saving was \$48.8 million.
- \$ The "Listening to London" Task Force (1991) on human services needs indicated that a significant theme was preventive leisure programming and meeting peoples' needs before expensive and specialized treatment services were necessary.



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3.2

A fit work force is A PRODUCTIVE WORK FORCE.

Focus Statements

Employees who adhere to a fitness program are more productive, absent less often and less likely to have an accident

Firms that help provide for employee fitness and health programs experience decreased employee turnover (in addition to the above benefits)

The confidence and personal development that one gains through the opportunity of leisure enhances the individual's ability to access more productive work roles, generally increasing the (and GNP).

Support Documentation

\$ There is an increasing interest in the: preventive health efforts that employee fitness programs can contribute especially in corporate settings. Research cited in Dr. Michael Cox's article on Costs and Benefits (Fitness Canada,-1988) illustrates the links between fitness, productivity, absenteeism, industrial injuries, and employee turnover.

\$ The Canada Life Assurance Company study (Cox et al. 1981) showed a 22 percent reduction in absenteeism for employees participating regularly in a fitness program compared with non-participants and employees from a similar, nearby company. Productivity was shown to increase by seven percent. With reduced employee turnover, large economic gains were realized because fitness program adherents showed less turnover than non-participants.

. The same document refers to a study at Esso Resources in Calgary where participation in aerobic fitness and strength training activities related significantly to reduced days absent from work. Similar results were found when workers in the industrial sector were studied. Also, in a Los Angeles study of fire fighters, significant decreases in disabling injuries and reduced workers' compensation costs were found for those participating in fitness activities.

\$ In 1987 a survey of business students in the Greater Cincinnati area revealed that those students who believe that good physical fitness contributes to increased job productivity are more likely to perceive an employee fitness centre as a deciding factor in choosing a company to work for (Isaksen, Crabtree 1987).

\$ A consensus statement, concludes that industrial benefits from appropriate types of fitness programming include an enhancement of corporate image, an increase of worker satisfaction and productivity, a decrease of absenteeism' and personnel" turnover and in some situations, a decrease of industrial injuries (The International Conference on Exercise, Fitness and Health,

Highlights of the 1.988 Campbell's Survey on The Well Being of Canadians indicates that employed Canadians who maintained or increased their activity level from 1981 to 1988 were more likely than others to report access to a variety of recreational opportunities near work, especially organized activities like fitness classes and team activities'. Such opportunities appear to pay a role in the maintenance or. cessation of an active lifestyle (Stephens; Craig 1990).





3.3 Small investments in recreation yield BIG ECONOMIC RETURNS.

Focus Statements

Many studies have shown that financial investment in recreation projects pay dividends throughout the community — the return is always greater than the original outlay.

Festivals and sporting events are good for the economy of a community or city — the money generated locally exceeds the public or private dollars invested (generally because of the volunteer effort). Therefore, the direct dollars that are allocated provide leverage for the -total investment in the economy.

Investment in the budget of a municipal parks and recreation department not only produces important services, it also has a multiplier effect that returns 'greater than the original amount to the community in real dollars. Twenty Ontario towns and cities have proven it by applying the Ministry of Tourism and Recreation Economic Impact Model".

Support Documentation

- \$ The total value of personal expenditures in Canada on goods and services related to physical activity was estimated to be 6.3 billion dollars in 1986 (Conference Board of Canada 1991).
 - \$ A total of 184,000 jobs were generated in Canada by industries associated with goods and services related to physical activity in 1986 (Conference Board of Canada 1991). This value represents 1.6% of all employment in Canada in that year. About 25% of those jobs were in the retail trade.
 - \$ In the industries associated with goods and services related to physical activity, each dollar of GDP (Gross Domestic Product) created directly generates a total of \$1.60 in GDP, an increase of 60 cents over the direct impact, for a multiplier of 1.6. In terms of employment, each job created in this area generates a total of 1.4 jobs, an increase of 0.4 jobs and a multiplier of 1.4 (Conference Board of Canada 1991).
- According to the same document, the Gross Domestic Product (GDP) in Canada for goods and services related to physical activity was estimated at 5.6 billion dollars in 1986. This value represents 1.2% of the GDP for the entire Canadian economy.
- \$ A computer model (Conference Board of Canada 1991) predicted that an increase in consumer expenditures on goods and services related to physical activity generated more jobs and higher overall labour income than an equivalent increase in expenditures on general goods and services. It also predicted that consumer expenditures on goods and services related to physical activity generated higher levels of direct imports, which resulted in a greater level of direct government revenues from duties and other revenue sources.
 - \$ In a northern Ontario snowmobiling development strategy report (NordicGroup International 1991), "the economic impact of snowmobiling resulting from the TOP [Trans Ontario Provincial Trail System] Trail in northern Ontario is estimated to be some \$4,500,000 from destination snowmobilers and \$4.7 million from resident excursion trips. Using a progressively increasing capture rate, the total economic impact is projected to increase from \$9.25 million in 1992 to \$34.75 million by 1996..." (not including U.S. snowmobilers who take snowmobiling vacations in Ontario).
- Also, from this report, by combining the projected annual fixed costs spent on snowmobiling in Ontario with the estimated destination revenues to be generated from the TOP Trail system the achievable direct economic impact for northern Ontario could total some \$151 million by 1996. By applying a multiplier factor (Tourism Canada 1.79) to calculate indirect economic spinoff, a total of \$271 million could be realized."





\$ Getz and Frisby (1990) cite that the goals of festivals and special events often include: generating revenue, increasing tourism, fostering appreciation of the arts, heritage, and multiculturalism, creating leisure opportunities for visitors, creating a positive, community image and encouraging local leadership and community development. They indicate that municipalities support festivals and special events by providing grant facilities, finances, staff, clean-up, equipment, and promotions. . . .

\$ In a case study of two short-term recreation, based tourism events (amateur hockey tournaments) in Sarnia, Ontario, one conclusion reached was that the economic returns of the events "far outweighed their costs (Department of Parks and Recreation, City of Sarnia 1984). Direct expenditures (and estimated indirect expenditures) made by participants and their families were great, even when calculated to provide a conservative result.

\$ According to a literature review of municipalities across Canada, one of the -benefits of support- for art and cultural development is increased tax revenues resulting from job creation (Municipal Arts Policy Advisory Committee, City of Thunder Bay 1990).

\$ A study to estimate the economic contribution of golf to the Arizona economy found that the golf scene was responsible for creating 12,403 full and part ' time jobs, generating \$ 155,802,80.0 in wages, supporting 50 employees elsewhere in the state economy for each employee in the golf industry, and generating \$0.40 in income for every dollar paid in wages at golf courses (Berkley

-Alpine skiing in Quebec generates a higher number of jobs in the province than the manufacturing industry and has a lower volume of imports (Canadian Ski Council 1991)

\$ It is estimated that \$241,012,193. has been spent on the sport of snowmobiling within the last year by the Ontario Federation of Snowmobile Clubs members alone (NordicGroup International 1991). No economic multipliers were used in the calculation of the figure.

\$ Municipal governments can assess the economic implications of municipally-supported recreation activities on the local economy by using the Economic Impact Model for Municipal Recreation (Ministry of Tourism and Recreation 1988). The model is designed to identify changes in the economic impact in order to adjust planning and resources, It also acts as an effective planning and management tool.





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- \$ In an economic evaluation of municipal recreation expenditures, Reid and Fitzgibbon. (199 1) determined that "regardless of the size or wealth of the communities under study, there is a propensity for the municipalities to provide a minimum standard recreation service. Also, the perceived role of the municipality in smaller, rural communities is much different than in the urban setting. Rural communities appear to concentrate on the provision of the recreation infrastructure e.g., facilities, with heavy reliance on volunteers for program operation. In urban, municipalities the recreation department gives more budgetary emphasis to programming with less reliance on volunteer contributions for the operation of basic programs. From a fiscal point of view, volunteers, may be more important to the rural area".
- \$ Numerous towns and cities in Ontario have, applied the Economic Impact Model for Municipal Recreation (Ministry of Tourism and Recreation 1988). Places like Peterborough, Red Lake, Woolich Township, Uxbridge, Midland and Burlington have analyzed how municipal expenditures in recreation have affected expenditure patterns in the private and public sectors of their communities. Each have determined what the economic multiplier is for their community and range from approximately 1.02 to 1.42.
- \$ A study by Goaltech Management Ltd. (1990) for the Saskatchewan Parks - and Recreation Association Inc. showed conclusively that the three types of parks studied (national, provincial, urban/regional) have "significant impact on the Saskatchewan economy".





3.4

Parks and

recreation services motivate

BUSINESS RELOCATION AND EXPANSION in your community.

Focus Statements

Economic development literature repeatedly stresses the attraction of local quality of life in the decision to move a firm to a new city. Parks and community leisure services are primary considerations and measuies in such "a move..

The information industries of the emerging economy can locate almost anywhere — no raw materials to be near, no heavy products to ship. The quality of life in your community will be more important than ever as an attraction.

Support Documentation

Documents produced by the National Park Service in the United States cite numerous examples based on different communities that support quality of life as the main factor in locating a business (National Park Service 1990). Quality of life includes convenient access to natural settings; recreational and cultural opportunities and open space; and greenways, rivers and trails adjacent to office sites. These documents provide a number of ways of calculating economic impacts of parks and recreation and many examples of case studies and economic facts to assist in selling parks and recreation services.

Some examples are:

Quality of life for employee's was the third most important factor in locating a business, according to an annual survey of chief executive officers conducted by Cushman and Wakefield in 1989.

The Joint Economic Committee of the U.S. Congress reported that a city's quality of life is more important than purely business-related factors when it comes to attracting new businesses.

Location of a business on the San Antonio, Texas Riverwalk is considered very desirable. It provides a retreat for employees during lunch and offers a valuable greenspace in the central business district.

The American River Bike Trail in Sacramento, California,' is included as an important outdoor recreation amenity in the Chamber of Commerce's publication "All About Business in Sacramento".

Greenways help promote fitness by providing convenient opportunities for exercise (walking, jogging, exercise courses). Greenways and trails also help reduce firms' employees' commuting costs because they provide opportunities to commute by foot or bicycle and they offer an alternative to using congested roadways to get to work.



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3.5 Meaningful leisure services REDUCE THE HIGH COST OF VANDALISM AND CRIMINAL ACTIVITY.

Focus Statements

The provision of meaningful and involving activities for our young people really does deter costly, negative social behaviours (e.g., vandalism and petty crime).

The modern youth gang illustrates negative leisure behaviour — we can offer an alternative by investing more in positive, preventive opportunities.

Support Documentation

\$. Recreation is viewed as an agent of social change in remote northern communities of Manitoba. Dr. Neil Winter (1989) outlines comments from a conference, which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviors or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."

Winter also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of ' power and control over people in remote communities. However, when these allied fields linked forces and began working with local youth, feelings of trust and friendship were created which improved the community situation.

\$ When PALS (Participate and Learn Skills) was initiated for poor children in a U.S. community, a cost-benefit analysis indicated that savings, primarily in reduced vandalism, police and fire costs, greatly exceeded the cost of mounting the program (Jones 1989).

\$ In a study done by the United Community Services of Metropolitan Detroit " (1987), a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of nectarine uses of leisure. Providing recreation programs helps strengthen the community by teaching positive attitudes and values that can be used in a variety of situations, e.g., educational, social, and therapeutic.

\$ In the United States in 1986, the annual cost per person incarcerated averaged \$27,000. This reflects a higher cost than sending one student to Harvard or Stanford for one year (National Park Service

\$ A survey of the attitudes of correctional staff towards recreation programs at the Ontario Correctional Institute (Wolfus 1988), indicated that the three most important rehabilitation roles of recreation were teaching residents how to " make new friends, how to become part of a group and how to plan their free time.

\$ Recreation and fitness programs can provide positive activities for youth leisure time. It costs more than one hundred times per youth to incarcerate a child than it does to provide recreation programs (National Park Service 1989).





3.6 Recreation and park services are often the CATALYST FOR TOURISM, a growing sector of our economy.

Focus Statements

The largest travel market is the VFR group (visiting friends and relatives). They spend a great deal of money in your community — largely in your parks and recreation facilities.

The parks, facilities and programs offered by our field are attractive to tourists and an essential ingredient of the tourism industry (particularly our leisure centres, galleries/museums, zoos, heritage centres golf courses, conservation areas, and waterfront parks).

Support Documentation

Winterlude 1991 produced a total economic impact (direct, indirect, and induced benefits) at the [Ontario] provincial level of \$28.6 million (Gallup Canada", Inc. 1991). This is comprised of \$24.7 million in direct GDP and \$3.9 million in secondary GDP

In a northern Ontario snowmobiling development strategy report (NordicGroup International 1991), "the economic impact of snowmobiling resulting from the TOP [Trans Ontario Provincial Trail System] Trail in northern Ontario, is estimated, to be some \$ 4,500,000. from destination. snowmobilers and \$4.7 million from resident excursion trips. Using a progressively increasing capture rate, the total economic impact is projected to increase from \$9.25 million in 1992 to \$34.75 million by 1996..." (not including U.S snowmobilers who take snowmobiling vacations in Ontario).

\$. It is estimated that \$241,012; 19.3. has been spent on the sport of snowmobiling within the last year by the Ontario Federation of Snowmobile Clubs members alone (Nordic Group International 1991). No economic - multipliers were used, in the calculation of the figure.

\$ "By combining the projected annual fixed costs spent on snowmobiling in Ontario with the estimated destination revenues to be generated from the TOP Trail system, the achievable direct economic impact for northern Ontario could total some \$151 million by 1996 (NordicGroup International 1991).. By applying a multiplier factor (Tourism Canada 1.79) to calculate indirect economic spin-off, a total of \$271 million could be realized."

\$ Snowmobiling in the province of Ontario has grown tremendously within the last five years. Registered snowmobiles have increased by 33%. This winter activity has contributed to the economy of towns, especially single economy ones, by boosting tourism and related seasonal business, for example, lodging and meals purchased by visiting snowmobile clubs (Restaurant News ' 1991).

\$ In a case study of two short-term recreation based tourism events (amateur hockey tournaments) in Sarnia, Ontario, one conclusion reached was that the economic returns of the events far outweighed their costs (Department of Parks and Recreation, City of Sarnia 1984).

\$ The economic impact of the Peterborough Church League Atom Hockey Tournament in 1982 (Marsh 1984) resulted in \$165,165 in expenditures in the city. A larger proportion of this expenditure was made by distant teams who needed hotel accommodation.





Getz and Frisby (1990) cite that the goals of festivals and special events often include generating revenue, increasing tourism, fostering appreciation of the arts, heritage, and multiculturalism, creating leisure opportunities for visitors, creating a positive community image and encouraging local leadership and community development. They indicate that municipalities support festivals and special events by providing grant facilities, finances, staff, clean up, equipment, and promotions.

Travelers are attracted to education-oriented experiences provided by cultural and historic sites. One of the fastest growing areas of tourism in the U.S. includes cultural and historic community festivals, events and competitions. This is a boon to community-based tourism (National Park Service 1990).

\$ Brayley (1991) points out that there are numerous economic benefits when recreation and tourism 'join forces' and become partners in the community. "The benefits...from...joint initiatives include:

- a) vitality of the local economy as tourism promotes the infusion of exogenous funds and the creation of sales output, household income and employment,
- b) expansion of the municipal tax base and control or reduction of the individual tax burden for recreation services,

Other examples he cites from Alberta communities illustrate the benefits of how municipal recreation authorities can offer political clout to tourism operators, and how government grant money spent on upgrading tourist Accommodations, like privately owned guest ranches and bed and breakfast operations, can support local recreation facilities, programs and services.



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3.7 INVESTMENTS IN ENVIRONMENTAL PROTECTION through the provision of park and open spaces PAY FOR THEMSELVES.

Focus Statements

The conservation authorities provide parks while avoiding the extreme costs associated with poor water and floodplain management as seen after Hurricane Hazel hit Toronto in 1954.

Habitat protection and recreation provision is often the highest and best use of lands that are too fragile for development (e.g., slopes, aquifers, woodlots/urban lots, floodways). The cost of not protecting these assets is incredibly high in the long run.

Support Documentation

The "Environment-Recreation Interaction Model" (ERIM) is a process designed to analyze the relationships between, recreation and environment, and public attitudes and perceptions in order to suggest options for dealing with the impacts — both positive and negative — of recreation activities and facilities on the environment. Through this process any recreation-oriented agency can determine how it might benefit the environment through its programs, services and facilities (Wilkinson, Daigle, et al. 1991).

"An environmental benefit, before it can accrue to persons,' must first maintain, improve or prevent degradation of the natural world." The immediate beneficiary is not humans; they are the secondary beneficiaries. The environment is the direct beneficiary. For example, trees can be in good or bad condition; ecosystems can be stable or degraded. Human behavior can hurt or help the vitality of all these things: So the environment can be benefited.

"Human well-being is tied into the condition of natural things. When resources are used for human benefit, it often follows that wildlife, forests, species and ecosystems suffer. For example, industry, agriculture, and business are in conflict with preservation. So renewability or conservation is good economically. It causes us to use less of our resource base (Rolston III, 1991).

Use of geologically or environmentally sensitive areas for open space or recreation purposes can reduce potential property damage costs and loss of life. Hazards which can be mitigated through conservation of open space include flooding, slope instability, structural fire damage, and earthquake losses. For example, Johnson County, Kansas leaders expected to spend \$120 million on stormwater control projects but voters passed a \$600,000/levy to develop a county-wide stream way park system. This system addresses flooding while providing a valuable recreation resource (National Park Service 1990).



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E N V I R O N M E N T A L 8 E N E I I T S

Following each benefit statement there are a number of overview "focus statements" that sum up much of the evidence about that benefit.

4.1 Through the provision of parks, open spaces and protected natural environments, recreation can contribute to the ENVIRONMENTAL HEALTH of our communities. This is an essential, life-sustaining role.

Focus Statements

Trees help deal with the serious pollution problem caused by the use of fossil fuels (auto exhaust and home/office heating and cooling).

Clean, water is essential for the protection of animals and humans who drink and eat the fish from it. Our children's health must be considered when taking measures to protect and clean up waterways.

Wide belts of tall, dense trees and soft surfaces like grass, in combination with distance, contribute significantly to the reduction of noise levels, a form-of pollution we have become accustomed to in large urban centres.

Connected green spaces are more valuable than isolated ones. There is increased leisure value for people from linear recreation greenways.

4.2 The public is often prepared to pay for ENVIRONMENTAL PROTECTION AND REHABILITATION in their communities, and to support paries and recreation organizations that play a lead role in that protection.

Environmental protection is a key public sector responsibility —there are few other organizations or sectors that will assume the role.

Major Canadian polls over the past decade consistently list environment as the top, or one of the three most critical concerns of Canadians.

Research on the public's willingness to pay taxes for various types of services repeatedly places environmental protection at or near the top of the list.



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4.3 INVESTING IN THE

ENVIRONMENT through park and the provision of open space in residential areas, leads to an increase in neighborhood property values through accessibility to environmentally friendly green spaces and associated recreation opportunities.

Studies have revealed increases in property values when located near or adjacent to open spaces — a valuable way to gain increased tax revenue for local government and incentive for more open space provision for recreation purposes.

Greenways which are predominantly open space and that have some recreational access and are maintained regularly, yield the highest property value increases for adjacent residential developments.

Increased sale prices, marketability and faster sales often result when new housing developments occur in proximity to greenways, rivers and trails.

4.4

The trend toward nature environment based leisure activities IS INSURANCE FOR A NEW AND IMPROVED ENVIRONMENTAL FUTURE.

Increased public awareness and sensitivity about the environment allows citizens the opportunity to take a lead in environmental issues (e.g., pesticide use in parks)

Outdoor education/recreation is the best available method for . fostering environmental sensitivity.

Parks and recreation departments, through the provision of outdoor, natural based activities, can provide education about the protection and preservation of natural areas while encouraging appropriate uses of outdoor areas for activities.



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4.1

Through the provision of park, open spaces and protected natural environments, recreation can contribute to the ENVIRONMENTAL HEALTH of our communities. This is an essential, life-sustaining role.

Focus Statements

Trees help deal with the serious pollution problem caused by the use of fossil fuels (auto exhaust and home/office heating and cooling).

Clean water is essential for the protection of animals and humans who drink and eat the fish from it. Our children's health must be considered when taking measures to protect and clean up waterways.

Wide belts of tall, dense trees and soft surfaces like grass, in combination with distance, contribute significantly to the reduction of noise levels, a form of pollution we have become accustomed to in large urban centres.

Connected green spaces are more valuable than isolated ones. There is increased leisure value for people from linear recreation greenways.

Following each benefit statement, there are a few overview "focus statements" that sum up much of the evidence about that benefit. These are followed by the best evidence and documentation to support the benefit.

Support Documentation

Greenways which help conserve plants and trees provide a valuable contribution toward pollution control because they mitigate water, air and noise pollution (National Park Service 1990).

Watershed (Royal Commission on the Future of the Toronto Waterfront 1990) outlines in detail, our human dependency on the environment and the connections we have to the ecosystem. It provides many examples of the types of recreation limitations placed upon us through misdirected policies and mismanagement of the environment while also acknowledging the importance of correcting the situation so that recreation benefits for individuals and groups can be experienced.

The public participation process for the Collingwood — Focus 2000 report (Lifetime Consulting Services et al. 1991) yielded the perception that a healthy, balanced community includes "...public access to the waterfront, protection of the environment, and well-maintained parks and green space". In fact, public access to the waterfront was one of the top three priorities.

In exploring the perceived benefits of Calgary's public leisure services, Harper and Balmer (1989) asked key decision makers and community leaders to rank the relative importance of each, benefit. The benefit receiving the highest level of importance was basic service to poorer residents followed by protection of natural environments. A National panel of experts then assessed the degree to which traditional parks and recreation services (like parks and facilities) help to respond to perceived benefits. Neighborhood mini and community parks, regional parks, and natural areas were seen as supportive of protection of natural areas.

In Searle's (1989) review of literature, he cites evidence from an American study of the use of urban parks. Godbey and Blazey found that use by older adults contributed positively to their mental health. Those who used the parks seemed to have a positive state of mind. Also, a study by Ulrich and Addoms (1981) indicated that great importance is attached to the passive nature benefits of a residential park, e. g., aesthetic amenity, environmental variety, and contact with nature. Even low users reported benefits from such parks.

Brantford Parks and Recreation has a valuable partnership with S.C. Johnson and Son Ltd. The corporation has provided valuable funds for a tree planting



program in this city and has been involved in an annual tree planting program with elementary schools and neighborhood associations. S.C. Johnson has examined a way of supporting a larger tree-planting program throughout the province of Ontario in conjunction with the Ministry of Natural Resources (NOW —The Ontario Recreation Society Newsletter 1991).

The Ministry of Natural Resources, in partnership with the Ontario Science Centre and conservation groups (Trout Unlimited), is working to restore the geomorphology of the Don River by recreating the riffles and pools necessary for many aquatic animals and plants (Newsletter of the Canadian Waterfront Resource Centre 1991) Public participation with this project has been developed by displays at the Ontario Science Centre.

Eagles (1980); in his work on describing recreation in the natural environment, outlines a series of ten diverse attitudes towards the natural environment, i.e., negativistic, dominionistic, utilitarian scientist, naturalistic, aesthetic, naturalistic, ecologist, humanistic, moralistic. Each attitude is defined by key indicators that describe feelings, common manifestations associated with each attitude, and then examples of activities. He points out the need to protect ecosystems for their own sake in view of the conflict between parks, which house important and sensitive landscapes, and use of these parks for public recreation.

Except in extreme conditions, some forms of recreation have very little impact on the environment, e.g., children's playgrounds, outdoor court games such as tennis and basketball, walking for pleasure, cross-country skiing, nature study, urban gardening, swimming (in a natural area), sailing, canoeing, backpacking. Through the easy use of the "Environment-Recreation - Interaction Model" (ERIM), the extent of impacts — both positive and negative — can be done (Wilkinson, Daigle, et al. 1991). Public attitudes, and perceptions are strongly tied into the use of this model.

"Nature (Knopf 1987, Ulrich 1983, Wohlwill 1983) and water (Hertzog 1985, Ulrich 1983) are environmental features which evoke pleasure and relaxation responses in most persons." Natural settings with natural sources of water can benefit people while being virtually untouched. (Hull 1991)..

Public involvement in a voluntary environmental organization like a waterfront trail development group allows opportunities for the public to develop awareness of recreational and environmental values and provide valuable input into planning of sensitive environmental areas and appropriate recreation activities. Some examples are organizing hikes, being trail guides, developing promotional material, and acting as advocates with local municipalities (The Royal Commission on the Future of the Toronto Waterfront 1990)





4.2

The public is often prepared to pay for ENVIRONMENTAL PROTECTION AND REHABILITATION in their communities, and to support park and recreation organizations that play a lead role in that protection.

Focus Statements

Environmental protection is a key public sector responsibility—there are few other organizations or sectors that will assume the role.

Major Canadian polls over the past decade consistently list environment as the top, or one of the three most critical concerns of Canadian's.

Research on the public's willingness to pay taxes for various types of services repeatedly places environmental protection at or near the top of the list.

Support Documentation

Total recreation benefits are defined as the sum of the maximum amount individuals are willing to pay to engage in a recreation activity rather than forego it. This concept is known as willingness-to-pay and is an appropriate economic measure of the benefits of outdoor recreation (National Park Service. 1990)

Proof of support for conservation programs has been evidenced in taxpayer " donations. In Colorado, state income tax voluntary contributions to non-game wildlife, programs generated sizeable revenues between 1978 and 1980 (National Park Service 1990)

Only six percent of the American public uses wilderness areas, yet 60 to 95 percent are willing to be taxed to support preservation of wilderness areas (National Park Service 1990).

Use of geologically or environmentally sensitive areas for open, space or recreation purposes, can reduce potential property damage costs and loss of life. Hazards which can be mitigated through conservation of open space include flooding, slope instability, structural fire damage, and earthquake losses. For example, Johnson County, Kansas leaders expected to spend \$120 million on storm water control projects but voters passed a \$600,000. levy to develop a countywide stream way park system. This system addresses flooding while providing a valuable recreation resource (National Park Service 1990).



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4.3 INVESTING IN THE ENVIRONMENT through park and the provision of open space in residential areas, leads to an increase in neighborhood, property values through accessibility to environmentally friendly green spaces and associated recreation opportunities..

Focus Statements

Studies have revealed increases in property values when located near or adjacent to open spaces — a valuable way to gain, increased tax revenue for local government and incentive for more open space provision for recreation purposes.

Greenways which are predominantly open space and that have some recreational access and are maintained regularly, yield the highest property value increases for adjacent residential developments.

Increased sale prices, marketability and faster sales often result when new housing developments occur in proximity to greenways, rivers and trails.

Support Documentation

Many studies have revealed increases in property values where the property is located near or adjacent to open spaces, including traditional parks, greenbelts (large open space areas) and greenways. Some studies have further determined that the potential for an increase in property value depends upon the characteristics of the open space and the orientation of surrounding properties. For example, property value increases are likely to be . highest near greenways that: highlight open space, not highly developed facilities; have limited vehicular access; and have effective maintenance and security (National Park Service 1990).

An increase in property values generally results in increased property tax for local governments. For example, a study in Boulder, Colorado revealed the aggregate property value for one neighborhood was approximately \$5.4 million greater than if there had been no greenbelt. This results in. about \$500,000. additional potential property tax revenue annually (National Park Service 1990).

Proximity of residential developments to greenways, rivers and trails can increase sales price and the marketability of adjacent properties as well as promoting faster sales (National Park Service 1990).

A study of the economic significance of Saskatchewan parks illustrates that substantial returns are realized on taxpayers dollars spent in the development, operations and maintenance of parks (Goaltech Management Ltd. 1 990).



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44

The trend toward natural environment based leisure activities is INSURANCE FORA-NEW AND IMPROVED ENVIRONMENTAL FUTURE.

Focus Statements

Increased public awareness and sensitivity about the environment allows citizens the opportunity to take a lead in environmental issues (e.g., pesticide use in parks).

Outdoor education/ recreation is the best available method for fostering environmental sensitivity.

Parks and recreation departments, through the provision of outdoor, natural based activities, can provide education about the protection and preservation of natural areas while encouraging appropriate uses of outdoor areas for activities.

Support Documentation

Several authors as cited by Roggenbuck, Loomis, Dagostino (1991) have all found environmental sensitivity (viewing the environment from an empathetic perspective), to be a major predictor of environmentally literate individuals and environmentally responsible behavior. Outdoors education/recreation is the best available method for fostering environmental sensitivity. Long-term experience with, relatively pristine environments beginning at an early age, has prompted active citizen conservationists and educators to be involved and successful in environmental issues. Outdoor experiences include activities such as hunting, fishing, family vacations/outings and camping begun early in life and continued to present.

Participation in appreciative outdoor recreation activities like hiking and camping is a valuable predictor of environmental concern— outdoor recreation participation is positively associated with environmental concern (Bikales, Manning 1990).

Roggenbuck, Loomis and Dagostino (1991) cite Roggenbuck and Passineau (1986) who conducted a study to assess the effectiveness of interpreter guided field trips in changing "the behavior of grade school visitors to Indiana Dunes National Lakeshore. "The children's behavioral intentions to not litter, to recycle materials, and to act in various ways to protect natural and cultural resources increased significantly from pre-trip to post-trip."

Similarly these researchers found that a field trip visit to an historical site at the same National Lakeshore "significantly increased school children's attitudes toward protection of park resources, the conservation of park resources, and visiting parks and historic sites."

Membership in environmental groups is soaring and a trend toward natural environment based recreational activities indicates strong emphasis on nature learning (Foot 1990).

Public involvement in a voluntary environmental organization like a waterfront trail development group allows opportunities for the public to develop awareness of recreational and environmental values and provide valuable input into the planning of sensitive areas and appropriate recreation activities. Some examples are organizing hikes, being trail guides; developing promotional material, and acting as advocates with local municipalities (The Royal Commission on the Future of the Toronto Waterfront 1990).

The City of North York, between 1980 and-1984, developed many productive partnerships with individual citizens, and a wide variety of





"nature" related organizations. For example, North York Parks staff and the Toronto Field Naturalists made an inventory of significant natural areas, culminating in a report on natural areas in parks; with local schools, they worked to plant trees and educate students about the value of natural areas. As well, a naturalization process has been followed in some park areas so that regeneration of natural habitat could occur (Newsletter of the Canadian Waterfront Resource Centre 1991).

Except in extreme conditions, some forms of recreation have very little impact on the environment, e.g., children's playgrounds, outdoor court games such as tennis and basketball, walking for pleasure, cross-country skiing, nature study, urban gardening, swimming (in a natural area), sailing, canoeing, backpacking. Through the easy use of the "Environment-Recreation Interaction Model" (ERIM), the extent of impacts — both positive and negative — can be done (Wilkinson, Daigle et al., 1991). Public attitudes and perceptions are strongly tied into the use of this model.

Dr. David Foot's article on The Age of Outdoor Recreation in Canada. (Recreation Canada 1990) suggests that the influence of population growth and aging on recreational activities will see a gradual focus away from facility based recreational activities towards natural environment based recreational activities. To the year 2001, bird watching will likely be the fastest growing outdoor recreational activity

The City of Sudbury has adopted a Community Leisure Plan (1990) that will move them strongly towards protection, preservation, enhancement and development of the natural environment.

Outdoor activities showing an upward trend include, cycling, walking for fitness and pleasure, swimming, soccer, softball, urban gardening, golf, Backpacking, bird watching, orienteering, nature study, hunting, cricket and baseball (Wilkinson D'aigle et al. 1991). Environmental education will become a priority recreation service. In particular, the approach to educating people for leisure will need to incorporate environmental awareness.

The most popular physical leisure activities, among Ontarians include going for walks (36% of Ontarians walk regularly or occasionally); skiing (downhill, cross-country and water-skiing), swimming and bicycling (Ontario Ministry of Tourism and Recreation 1991).



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Getz and Frisby (1990) cite that the goals of festivals and special events often include generating revenue, increasing tourism, fostering appreciation of the arts, heritage, and multiculturalism, creating leisure opportunities for visitors, creating a positive community image and encouraging local leadership and community development. They indicate that municipalities support festivals and special events by providing grant facilities, finances, staff, clean up, equipment, and promotions.

Travelers are attracted to education-oriented experiences provided by cultural and historic sites. One of the fastest growing areas of tourism in the U.S. includes cultural and historic community festivals, events and competitions. This is a boon to community-based tourism (National Park Service 1990).

\$ Brayley (1991) points out that there are numerous economic benefits when recreation and tourism 'join forces' and become partners in the community. "The benefits...from...joint initiatives include:

- a) vitality of the local economy as tourism promotes the infusion of exogenous funds and the creation of sales output, household income and employment,
- b) expansion of the municipal tax base and control or reduction of the individual tax burden for recreation services,

Other examples he cites from Alberta communities illustrate the benefits of how municipal recreation authorities can offer political clout to tourism operators, and how government grant money spent on upgrading tourist Accommodations, like privately owned guest ranches and bed and breakfast operations, can support local recreation facilities, programs and services.



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