

ACTIVE LIVING AND ESSENTIAL BENEFITS FORUM REPORT

SUBMITTED BY THE ACTIVE LIVING AND ESSENTIAL BENEFITS TASK FORCE:

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BACKGROUND

In January 1994, the Active Living and Essential Benefits Committee of S.P.R.A. established a task force to examine the feasibility of hosting a provincial forum to discuss issues surrounding active living and the essential benefits of parks and recreation.

The task force represented a partnership between S.P.R.A., the Sport and Recreation Branch of the Provincial Department of Municipal Government, the Saskatchewan Recreation Society and the Saskatchewan Physical Education Association.

The task force established that a forum would be an excellent opportunity to respond to issues as raised by:

- a) The S.P.R.A. Active Living and Essential Benefits Committee;
- b) The inter-agency committee on the Essential Benefits of Parks and Recreation;
- c) Saskatchewan delegates attending the National Forum on Active Living.

Funds were requested and approved by the S.P.R.A. Board of Directors in February of 1994 and from here the task force proceeded to organize the forum.

GOALS

1. To bring a cross section of traditional and non traditional recreation professionals together to discuss active living and the essential benefits of parks and recreation in the province of Saskatchewan.
2. To increase awareness of the resources available, including people, organizations, printed material and audiovisual aids.
3. To create and renew partnerships to deliver the message of active living.
4. To develop an education strategy for the provision of quality, daily physical education in the province.

PARTICIPANTS

* Health Groups	9
* Health Boards	2
* Elected municipal officials	0
* Corporations	2
* Key municipal administrators/volunteers	22
* Provincial associations	3



* Zone sports councils	3
* National forum participants	3
* Regional recreation associations	6
* Government departments	2
* Recreational professionals	15
* Tribal councils	2
* Educational recreational professionals	3
* Students	3
TOTAL	89

OVERVIEW OF SESSIONS

1. Keynote address - Dr. Ralph Nilson

Spoke on the changing demographic trends in Saskatchewan; how the population is aging, how the Aboriginal and the urban population is increasing, and how the rural population is decreasing. Addressed issues on (1) the impacts on health care services due to economics, and (2) how participatory action and partnerships are essential to recreation.

2. Success Stories - Randy Goulden

Spoke of cooperative programs at the grassroots level and how they can create tremendous momentum and results. Emphasized that 'bragging' about success stories is vital to creating commitment.

3. We've got resources - Margaret Duncombe

A video presentation was shown to promote active living. Directed the collaborative exercises which provided people the opportunity to familiarize themselves with the resources available.

4. Vision for an Active Community - Betty Burton

Brainstorming an active living vision for the community allowed groups to share problems and solutions and identify gaps in achieving the vision.

5. Keynote Speaker - SPEA Representatives

Promoted the QDPE program by explaining the five components of Awareness, Networking, Leadership, Evaluation and Research, and Recognition. Emphasis was placed on the fact that QDPE embraces the philosophy of active living.



6. Physical Education Strategy - SPEA

Addressed whether physical education is meeting the needs of today's youth. Provided participants the opportunity to identify critical issues and establish a strategy.

7. Recreation: An Essential Service - Bob Phillips

Walked participants through the Essential Benefits package, discussed the new health system and allowed for group discussion on how to promote the benefits of recreation in their community.

8. Communication Strategy - Joe Doiron

Addressed how communication is a strategic tool especially when marketing active living. Discussed social marketing concept and the idea of 'selling' active living.

EVALUATION

Overall the forum met with great success. General comments during the two days showed great support of the general idea for the forum and profound appreciation for the wide cross section of delegates. The most popular and successful parts of the forum were the resource sharing, success stories and general discussion around the roles of organizations and of individuals.

The following is an overview of the responses to the forum's evaluation. Of the 89 participants at the forum, 35 completed the evaluation form. Many of the evaluations were not completed in full, therefore the following is not a complete representation of the views of those who attended the forum.

	<u>Not at all</u>	<u>Somewhat</u>	<u>Yes</u>	<u>Very much</u>
Greater understanding of Active Living concept	1	5	20	9
Greater understanding of Essential Benefits of Parks and Recreation	2	8	20	4
Better understanding of resources available	1	9	18	6



	Not at all	Somewhat	Yes	Very much
More likely to establish partners	1	5	20	9
Better understanding of role in promoting active living	1	5	20	9

Need for another forum - Yes = 24 No = 2

Strengths - the opportunity to meet people and share ideas was listed as the number one strength by over 50% of the respondents.

Weaknesses - time constraints, need more variety of people, too short of notice and too general were all listed as weaknesses.

Additional comments - need to address specific ideas/problems, need to follow up, need a strategy.

FOLLOW UP

All delegates in attendance and other interested individuals will receive full proceedings of the forum. As well, each participant was asked to complete a personal contract stating the steps they will be taking to promote active living to their community or organization. These contracts will be mailed to each participant in July, reminding them of their commitment.

The Active Living and Essential Benefits Committee will review the proceedings and establish tasks for 1994-95 that reflect the recommendations generated by discussions at the forum. The Committee will also provide the list of recommendations to other affected organizations where appropriate.

The delegates of the forum reached general consensus that meeting in this format was very beneficial and should happen on a regular basis to perhaps deal with some more targeted issues. While these types of initiatives are costly and not always feasible the Active Living and Essential Benefits Committee will discuss and recommend ways to continue communication on an ongoing basis.



BUDGET

	<u>ESTIMATE</u>	<u>ACTUAL</u>
COMMUNICATION		
Printing mailout #1	\$ 21.00}	\$144.13
Printing mailout #2	150.00}	
Postage mailout #1	64.50}	353.69
Postage mailout #2	161.92}	
*Printing proceedings	125.00	0.00
Postage proceedings	<u>125.00</u>	<u>103.20</u>
TOTAL	<u>\$647.42</u>	<u>\$601.02</u>
HOTEL FEES		
Thursday social	\$339.97	\$325.18
Friday breakfast	495.90	424.90
Friday coffee breaks	496.19	481.98
Friday lunch	756.90	648.53
Room rental	117.70	107.00
Committee room/lunch	<u>0.00</u>	<u>96.07</u>
TOTAL	<u>\$2206.66</u>	<u>\$2083.66</u>
FACILITATORS GIFTS		
Gifts	<u>\$200.00</u>	<u>\$269.78</u>
TOTAL	<u>\$200.00</u>	<u>\$269.78</u>
CONTRACTS/SPEAKERS EXPENSES		
Joe Doiron	\$500.00	\$500.00
Randy Goulden	0.00	117.07
Troy Williams	<u>1000.00</u>	<u>1000.00</u>
TOTAL	<u>\$1500.00</u>	<u>\$1617.07</u>
OTHERS		
Flowers	\$0.00	\$45.95
Signage	20.00	22.50
Committee meetings	36.00	40.07
Balloons	55.50	63.80
A.V. Screen	230.00	240.35
Candy	0.00	29.08
Stationary	<u>0.00</u>	<u>6.07</u>
TOTAL	<u>\$341.50</u>	<u>\$447.82</u>
GRAND TOTAL	<u>\$4895.58</u>	<u>\$5019.35</u>
SPRA	<u><\$6500.00></u>	<u><\$6500.00></u>
BALANCE	<u>+ \$1604.42</u>	<u>+ \$1480.65</u>

Printing for proceedings to be applied by year end.

