

Everybody gets to play<sup>™</sup>  
Recreation without barriers

# Engaging Communities to Reduce Recreation Barriers for Children and Youth in Low-income Families

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# CPRA's *Everybody gets to play* Initiative

## Goal:

- To enhance the quality of life of low-income families and their children through increased access to and participation in recreation opportunities

## Key activity areas:

- Research and Evaluation
- Communication and Information Exchange
- Community Programming Tools and Resources
- Strategic Partnerships

## Steps CPRA has taken...

- National Multi-Sector Task Group
- CCSD Report
- Awareness and Engagement
- Tool Development
- Non-Traditional Partnerships
- Research and Fact Sheets

## Everybody gets to play Tool Kit

- Understand poverty and its effect on families
- Benefits of recreation for low-income families
- Identify and enlist partners to:
  - Create awareness
  - Establish realistic goals/strategies to resolve access issues
  - Evaluate current programs and services
  - Evaluate results
  - Share success stories



## Everybody gets to play One Day Workshops

- Awareness & Understanding of the Everybody gets to play Community Mobilization Tool Kit
- Awareness of barriers to recreation for low-income families
- Provide tools and techniques to take action
- Provide networking opportunities in an issue-based setting

# Provincial/Territorial Updates

- Workshops
  - Inuvik, NT (Sept. 25, 2007)
  - Paulatuk, NT (Sept. 27, 2007)
  - Sach's Harbour, NT (Oct. 1, 2007)
  - Cochrane, ON (Oct. 4, 2007)
  - Chatham, ON (Oct. 10, 2007)
  - Hanover, ON (Oct. 17, 2007)
  - Brantford, ON (Oct. 18, 2007)
  - Welland, ON follow-up session (Oct. 25, 2007)
  - Saskatoon, SK (Oct. 25, 2007)



# Developing **Everybody gets to play**...

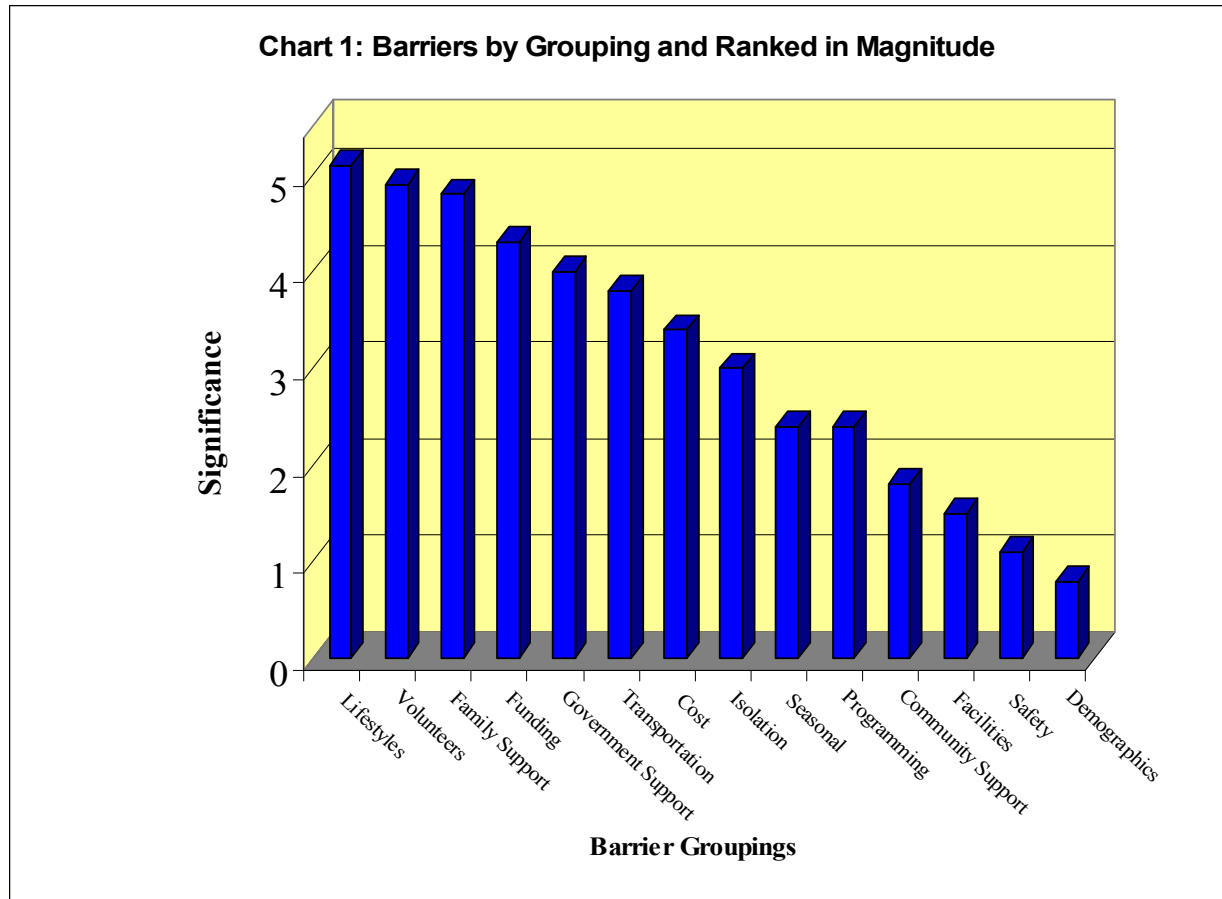
## P/T Partner Demonstration Sites (2005-2006)

- Alberta “*Communities of Practice*”
- Nova Scotia “*Multisectoral Approach to Workshops*”
- Newfoundland “*Community access survey*”
- North “*Environment Scan*”

# Northern Environmental Scan

- Unique barriers
  - Infrastructure (Volunteer attrition, Transportation, Facilities)
  - Social (Unhealthy lifestyle choices/social issues, Family support, Literacy)
  - Environmental (Seasonality, Isolation, Equipment)
- Success factors
- Success stories

# Northern Environmental Scan



# Everybody gets to play BC Supplement



- Sunshine Coast pilot project summary
- Allied organizations
- BC Statistics sheet
- Youth asset building resource
- Success stories and best practices
- “Best and promising practices” template

Welcome to the growing list of BC communities using the Everybody gets to play™ Tool Kit!

To assist you in removing barriers and to support recreation opportunities for people of low income, the BCRPA has created this supplement to the Everybody gets to play™ Tool Kit, which highlights areas that are specific and relevant to British Columbia. This BC supplement contains information on:

- Summary of the Sunshine Coast Pilot Project
- BC Resource List of Organizations that Work on the Issue of Poverty
- BC Statistics Fact Sheet
- Two Concepts of Low-Income Recreation Programming: Community Development and Social Planning
- Youth Asset Building Resources
- BC Success Stories and Best Practices
  - Grade 5 Get Active Card
  - Regional District Nanaimo Recreation and Parks and Quality Foods - Partners in Play
  - Penticton Community Needs Assessment
  - The Summerland Asset Development Initiative (S.A.D.I.)
  - MoveSports - Giving all Kids the Chance to Play!
- A Template for “Best” and “Promising” Practices

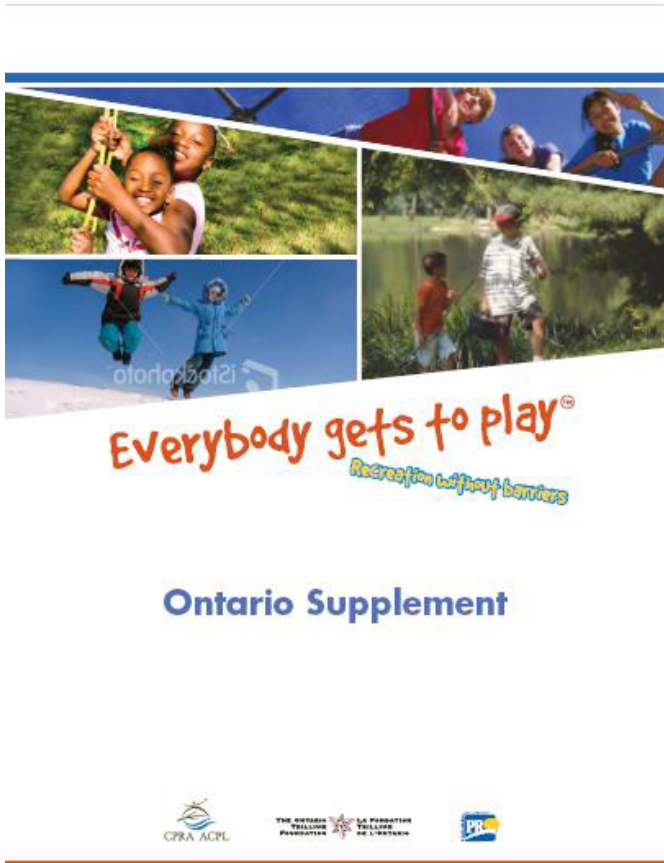
As we continue to work together in BC to overcome barriers for low income families to participate in recreation, BCRPA hopes to collect more success stories and information to assist you. If you have a success story to share, please contact [bcprpa@bcprpa.bc.ca](mailto:bcprpa@bcprpa.bc.ca) or 604-629-0965 x. 34 so that it can be added to the supplement.



British Columbia Recreation and Parks Association  
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Tel: 604-629-0965 Fax: 604-629-3653 [bcprpa@bcprpa.bc.ca](mailto:bcprpa@bcprpa.bc.ca) [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca)



# Everybody gets to play Ontario Supplement



- Ontario-specific information:
  - Statistics fact sheet
  - Allied organizations
  - Funding organizations
  - Grant writing and policies
  - Community development
  - Social planning
  - Success stories

# Organizational Assessment Tool

Worksheet 1: Understanding the Issue

Worksheet 2: Building Awareness

Worksheet 3: Gaining Commitment

Worksheet 4: Implementation

Worksheet 5: Building Sustainability

# Organizational Assessment Tool:

## *Understanding the Issue ...Part I*

- 1) We understand poverty is a complex issue, requiring multi-faceted solutions
- 2) We understand systemic change is needed and we challenge our own values and ways of doing things
- 3) We regularly educate staff and volunteers on the experiences, interests and needs of low income families and their children
- 4) We maintain an up to date inventory of community programs and services for low income families

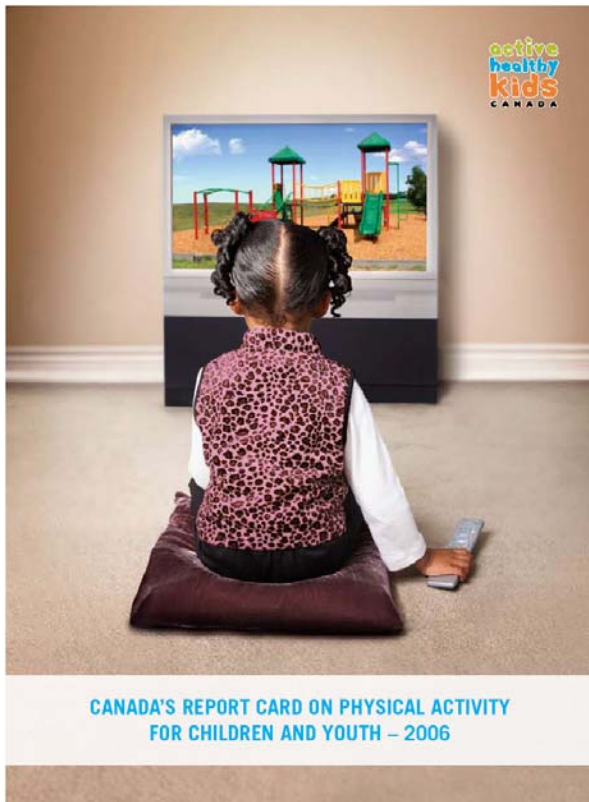
## Organizational Assessment Tool: *Understanding the Issue...Part II*

- 5) We know the demographic make-up of our community programs and services for low-income families
- 6) We know how many low income families participate in our programs
- 7) We review our programs yearly, revisiting our goals and outcomes to determine what we want to change
- 8) We know how we will achieve these outcomes – we have determined our strategies and defined the actions we will take

# Understanding the issue...as a whole

- Research
  - Recreation and Children and Youth Living in Poverty: Barriers, Benefits and Success Stories (CCSD 2001)
  - Bridging the Recreation Divide: Listening to Youth and Parents from Low Income Families Across Canada
  - The Progress of Canada's Children and Youth (CCSD 2006) [www.ccsd.ca](http://www.ccsd.ca)
  - Needs Assessment for Recreation Practitioners, Non Governmental Organizations and Target Group Participation (2006)

# Understanding that issue...as a whole



*Canada's overall Grade*

**D**

[www.activehealthykids.ca](http://www.activehealthykids.ca)

# Understanding the issue...in your community

- Statistics

[www.12.statcan.ca/english/profile101/PlaceSearchForm1.cfm](http://www.12.statcan.ca/english/profile101/PlaceSearchForm1.cfm)

# Organizational Assessment Tool:

## *Building Awareness*

- 1) Each year we hold at least one community forum with low-income families and other stakeholders in the community on access to recreation services
- 2) We inform residents of what we are doing through leisure guides, newsletters, networks and committees
- 3) We use a variety of methods to ask families, including children and youth what programs and services would best suit them
- 4) We ask children and families what success looks like for them

# Avoiding The “*Wishful Thinking Guide*”

- Active Outreach
  - Local Newspapers, Local Libraries, Schools, bulletin boards in community centers etc.
- Targeting minority groups
- KNOW YOUR AUDIENCE

# Fee assistance programs/ policies

## Pros:

- in-person communication
- Improves access
- awareness

## Cons:

- cumbersome
- embarrassing
- uninformed
- discrimination
- cynicism

# Recommendations

- Engage target populations
- User friendly
- Inform about program “abuse”
- Develop a **standard**
- Privacy, dignity and respect
- Policy to address whole issue

# Organizational Assessment Tool:

## *Gaining Commitment...Part I*

- 1) We commit to addressing the needs of low income families through our strategic/ business/ master plans
- 2) We have a mission or mandate statement that explicitly addresses the principles of access and inclusion
- 3) We have connected with a broad range of businesses, agencies, government departments and citizens interested in addressing the poverty issue
- 4) We involve at least three sectors of the community that bring expertise, supplies, staff or other in-kind contributions

# Organizational Assessment Tool:

## *Gaining Commitment...Part II*

- 5) We develop joint strategies
- 6) We involve parents, children and youth from the beginning
- 7) We allocate time to build these relationships
- 8) We involve decision-makers from the beginning
- 9) We acquire sufficient resources to implement the program
- 10) We maintain regular contact with partners through meetings, e-mails etc.
- 11) We maintain regular contact with low income families to see whether programs satisfy their needs

## Gaining Commitment



- Partnerships
- Flash Presentation
- Position Paper “Everybody gets to play”
- National Policy “Access to recreation for low-income families”

In Canada, it costs on average  
**\$95,826.37** to imprison a young person  
for one year.

## **If that money was made available to recreation practitioners, it could be used to offer that young person an opportunity to:**

- swim 2xweek for 30 wks;
- skate once a week for 15 wks;
- play basketball once a week for 26 weeks;
- play badminton once a week for 30 weeks;
- golf a 9 hole golf course 20 times;
- participate in fencing/ karate for a season;
- take an art course for 30 wks;
- act in one theater production;
- teach computer skills;
- take a boating course;
- acquire leadership skills;
- take a first aid course; and,
- participate in a drop-in program 4hrs per week for 40 wks.

To participate in all these activities, we could also provide the young person with:

- running shoes, swimsuit, skates, a basketball, a badminton racquet, an art kit (including paints, paint brushes, pencil crayons and pastels), and a set of golf clubs

Finally, we could provide the young person with transportation to and from the recreation activities by purchasing a bus pass, bicycle and bicycle helmet.

In Canada, it costs on average **\$95,826.37** to imprison a young person for one year.

**We would then return to you approximately **\$93,902.12** and a much happier and healthier individual!**

# Organizational Assessment Tool:

## *Implementation...Part I*

- 1) We provide safe, supportive, welcoming environments for youth
- 2) We provide youth workers and leaders with ongoing training and networking opportunities
- 3) We ensure flexibility in our programming in order to meet the needs on children and families
- 4) We have sufficient resources to maintain special programs
- 5) We encourage community involvement in decision-making about service provision

# Organizational Assessment Tool:

## *Implementation...Part II*

- 6) We find ways to encourage recognition of the strengths and gifts of individuals children and youth and their parents
- 7) We reach out to children, youth and their parents to ensure they're involved in identifying recreational opportunities important and relevant to them
- 8) We have established a code of fair play. Our organization and its partners are committed to this code
- 9) We regularly review policies and procedures to ensure they do not discriminate against persons living with low incomes

## Barriers for Recreation Providers

- Lack of Information
- Lack of Resources
  - Financial, human, equipment, facilities
- Training for practitioners
- Lack of Volunteers
- Liability
- Others?

# Organizational Assessment Tool: *Building Sustainability...Part I*

- 1) We are building an organization and community wide approach with more than on initiative or program
- 2) We have changed our practices, systems and organizational culture to be more responsive to the complex needs of low-income families and their children
- 3) We recognize the community has the capacity to solve its own problems
- 4) We have a plan for sustaining programs and services

# Organizational Assessment Tool:

## *Building Sustainability...Part II*

- 5) We build a sense of ownership by including children and parents in problem – solving, on working committees, as volunteers, and in other ways
- 6) We conduct formal and informal evaluations to meet the changing needs of children and families
- 7) We actively seek out best practices and lessons learned by others and we share ours
- 8) We regularly produce a report card demonstrating our successes to our council and the community

## Building Sustainability

- Success Stories
  - ❑ Ottawa, Ontario “*Recreation Mentoring Program*”
  - ❑ Hamilton, Ontario “*L.E.T.S.*”
  - ❑ Edmonton, Alberta “*Enrichment through Play Program*”
  - ❑ Sunshine Coast District, B.C. “*Kids Recreation Access*”
- CCSD Report (2001)
  - 15 Success Stories from across the country
- Success Stories in your area?

# Organizational Assessment Analysis

<b>Worksheet</b>	<b>Score</b>
Understanding the Issue	
Building Awareness	
Gaining Commitment	
Implementation	
Building Sustainability	
<b>Total (out of a possible 200)</b>	

# Strategies for Improvement

- Identify Major Areas for Improvement
- List Strategies for Change



# Broadening the Scope

## ☐ Needs Assessment and Case Studies

- Halifax: *people with disabilities*
- St. John's: *seniors*
- Ottawa: *girls and young women*
- Calgary: *new immigrant families*
- Winnipeg: *Aboriginal people*

## ☐ Fact Sheets

## Looking ahead for **Everybody gets to play**...

- Funding from Public Health Agency of Canada 2007-2009
  - Aboriginal Supplement, Workshop Curriculum and Ambassadors
  - Healthy Eating Supplement
  - Support for P/T Partner Demonstration Sites
  - Ambassador Support Material

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For more information contact:

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