



Physical Activity Coalition of Manitoba

Recreation and Recreation Leadership in Manitoba Position Statement 2008

PACM

.... is a coalition of 30 provincial-community organizations and government partners that collectively support increased physical activity among Manitobans.

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PACM Mission

...to support increased physical activity among Manitobans through collaboration, promotion, and education

The Mission of **Physical Activity Coalition of Manitoba (PACM)** is

"to support increased physical activity through collaboration, promotion, and education".

PACM envisions healthy, vibrant communities throughout Manitoba where all citizens have access to quality recreational opportunities to enjoy, for personal growth, development and a subsequent increase in positive health benefits.

Recreation and recreation leadership are key contributors to the fulfillment of PACM's vision.

PACM's Leadership Goal is

"to assist governments, institutions, organizations, workplaces and communities to provide leadership in promoting and supporting safe physical activity opportunities for all residents as an important component of individual and community health and well-being".

RECREATION

NATIONAL RECREATION STATEMENT¹

The Definition of Recreation is.....*"all those things that a person or group chooses to do in order to make their leisure time more interesting, more enjoyable and more personally satisfying".*

"Whereas recreation includes all of those activities in which an individual chooses to participate in his leisure time and is not confined solely to sports and physical recreation programs but includes artistic, creative, cultural, social and intellectual activities."

"And whereas recreation is a fundamental human need for citizens of all ages and interests and for both sexes and is essential to the psychological, social and physical well-being of man."

RECREATION IS AN ESSENTIAL SERVICE

Recreation for Health

If exercise could be packaged into a pill, it would be the single most widely prescribed and beneficial medicine in the nations"²⁶

The Benefits of Recreation

- Assists individual's growth and development
- Assists with community development
- Improves quality of life
- Enhances social life functioning

Manitoba's public recreation delivery system is increasingly being recognized as an essential public service as Health Canada and the Province of Manitoba urge children, youth, adults and seniors to become more active to improve health and to counteract increasing obesity, Type 2 diabetes and heart disease.

Vibrant people and thriving communities make Manitoba an attractive place to live, work, play and invest. Active citizens enhance a community's social fabric and strengthen its economic viability through increased productivity and reduced costs for health care, child/family support services and justice services.

The **Pan-Canadian Physical Activity Strategy**² states:

"Physical Activity is a Key Health Determinant: All of the other determinants of health (such as, education, income, gender and environment) influence participation in physical activity. Conversely, an active or sedentary lifestyle can positively) negatively influence the other determinants."

The **National Recreation Statement**¹ made in September 1987 by the Federal/Provincial Conference of Ministers responsible for recreation states:

"That Recreation has an almost unlimited potential to develop life skills, to enhance communities and to promote and maintain healthy, independent lifestyles, which contribute significantly to the quality of life in Canada.."²

Ministers agreed that recreation is a social service in the same way that health and education are considered a social services and that recreation's purpose should be:

- ❑ to assist with individual and community development
- ❑ to improve the quality of life
- ❑ to enhance social functioning

The Provincial/Territorial governments have accepted a far-reaching responsibility in assuming the primacy of jurisdiction for recreation. However, in the words of the National Recreation Statement, they recognize that:

"Municipal governments are closest to the people; they are likely to respond more flexibly, more quickly and more effectively to the needs of the community in matters of recreation. For this reason, the municipality is the primary public supplier of direct recreation services."²

Although local governments recognize the value of recreation, in order to address the rising costs of the health, justice and family services delivery systems, they need incentives to invest in "preventative" recreation initiatives from which savings accrue for all levels of government.

Manitoba's Policy for Recreation Opportunities³ purpose is:

"To strengthen and promote this recognition of the value of recreation opportunities throughout Manitoba. It also aims to provide a clearer framework for the partnerships that created recreation opportunities in our province."

It also states that:

"Governments play an important role in these partnerships, as do recreation professionals, businesses and a variety of community organizations."⁴

The policy sets out four basic principles:

- community planning
- developing the role of local governments
- reducing barriers
- learning and sharing knowledge about recreation

Although the principles are still sound, the Policy must recognize recreation's critical contribution to the socio-economic health of Manitoba as well as its impact on increasing physical activity levels and individual and community health.

The creation of the all-party **Healthy Kids, Healthy Futures Task Force⁴** was announced by Premier Gary Doer in August, 2004. Manitobans were asked for their opinions on how to help children and young people enjoy the best possible health now and into their adult lives. The Task Force was interested in factors that affected children's health, specifically nutrition, physical activity and injury prevention. In June 2005, the Task Force Report⁴ made 47 key recommendations. They were based on an overwhelming input from 153 presentations at 12 public meetings held across the province, 48 presentations submitted by mail and e-mail, and 154 completed website questionnaires. The all-party Task Force was led by the Healthy Living Minister at the time, The Honourable Theresa Oswald, who is now the Health Minister of Manitoba.

A number of these recommendations identified improving recreation in our communities with a focus on the following areas:

- Increased co-ordination of recreation programming
- Strengthening recreation leadership
- Maximizing use and efficiency of recreation facilities

Provincial Government's Task Force⁴ Recommendation

...that the government promotes the increased use of recreational directors across the province and encourage youth leadership in recreation (2004).

WHERE WE ARE NOW

Recreation & Recreation Leadership NOW

- Funding does not meet demand
- Coordination of funding resources is required in rural communities
- Require joint-use agreements for coordinated use of recreational facilities
- Require coordinated recreation planning to address current and future needs and challenges
- Require coordinated planning for active living of aging population
- Increase recreation professional compensation to encourage enrolment in degree program and ensure future recreation leadership practitioners

While demands on recreation services and recreation leadership continue to increase, the financial support required to fulfill the current requirements is inadequate. More and more programs are requiring the involvement, commitment and often leadership of the recreation professionals. Uncoordinated provincial funding is being channeled into creating new initiatives-agencies to plan and deliver separate Chronic Disease Prevention Initiatives, Communities *in motion*, Healthy Child, Healthy Schools, Neighbourhoods Alive and Lighthouse programs, many of which could be coordinated through a properly resource recreation delivery system. This is especially evident in rural communities.

There is a need to address issues concerning recreation facilities. The aging community recreation infrastructure is a reality, however, the programming, governance and operational needs of these same facilities must also be addressed. Many communities have municipal facilities that are governed and operated by multiple not-for-profit organizations, but are separate from the recreation commission/department mandate. Due to the divisions of authority, the recreation professional has little influence in programming opportunities in these facilities. With the increased pressure to use public facilities for recreation and educational programming (i.e. Grade 11-12 curriculum), it is critical to have access to these facilities in order to help meet these demands.

Through the Healthy Kids, Healthy Futures Task Force report, the provincial government has recognized the need to improve access to schools and community facilities. Currently 135 of Manitoba's 320+ communities and 26 of 38 School Divisions are included within, and receive annual funding from, the Province's Recreation Opportunities Program (ROP) Less than 50% of the fifty (50) ROP partnerships have a formal joint-use agreement.

SEE: Appendix "B' Communities Participating in the Province's Recreation Opportunities Program (ROP)

The recreation service providers in communities are essential to the quality of life. However, they spend a significant amount of time raising funds to sustain programs and facilities, thus reducing the time available for planning and implementing important program and services. This was enhanced when VLT machines were introduced into the hotels and bars in rural and northern Manitoba, the community's capacity to raise funds was negatively impacted. Since 1993, the municipalities have been receiving a base grant and a per capita percentage of VLT revenue annually.

Communities in Manitoba are faced with significant challenges and the provision of recreation services is one of them. Recreation resources are stretched based on trends in population shifts, demographics, volunteerism, interests and lifestyles. More than ever, it is imperative that community recreation and its partners develop comprehensive plans to meet these challenges and changes. Other than annual planning, it is often difficult for small recreation departments responsible for programming, facilities and community capacity building, to have the time and resources to commit to long term planning.

Despite the integral role recreation professionals play in developing and sustaining healthy communities, Manitoba's rural and northern municipalities are facing challenges in providing this necessary leadership due to fiscal constraints and competing priorities.

Challenges include:

- ❑ Lack of communication and joint planning among agencies delivering recreational opportunities in communities.
- ❑ Poor wages make it difficult to attract and maintain recreation leadership in the rural and northern communities.
- ❑ Enrolment in the University of Manitoba, Recreation Management Program is decreasing due to low salaries and a shortage of adequately paid positions.
- ❑ Demand on existing resources is dramatically increasing making competition high for limited and/or shrinking financial resources.
- ❑ Lack of coordinated access to publicly owned facilities.
- ❑ Lack of public education regarding the benefits of recreation.
- ❑ Shifting trends in volunteerism as "baby boomers" age.
- ❑ Aging recreation facility infrastructure requires capital investment for improvements or replacements.
- ❑ Changing demographics resulting in a shift in community needs.
- ❑ Geographic isolation of over 50% of Manitoba's communities.

It is alarming that current enrolment trends in the Recreation Management program of the Faculty of Kinesiology and Recreation Management at the University of Manitoba has declined significantly over the past 10 years. A recent survey of former graduates from the Recreation Management program indicated that a significant percentage of graduates were employed outside the recreation field. If these trends continue, Manitoba communities will be limited in their attempts to find qualified recreation professionals to provide essential recreation leadership to Manitoba communities.

To effectively help Manitoba communities improve the health of their citizens and the quality of life through recreation opportunities,

it is essential to retain trained recreation professionals in the province. A survey* of rural and northern Manitoba recreation professionals, showed that a limited number of practicing recreation professionals had been in a position for eight or more years and had formal training. .

Recreation Director Survey

- Fair compensation and benefits will attract and retain qualified and experienced recreation practitioners and professionals
- Recreation must be recognized as an essential service and supported by all levels of government
- Public education regarding the benefits of recreation and how it contributes to the social, environmental and economic development of a community is vital

* RECREATION DIRECTOR SURVEY FALL 2007

In the fall of 2007, a survey of established, long-serving recreation professionals in rural Manitoba (i.e. 8 or more years in the same position) was conducted to gather information as to why these professionals remained in their positions and respective communities. Of the 17 surveys distributed, 13 were completed (76% return rate). It should be noted that only 4 of the respondents had a degree in Recreation Studies.

Preliminary findings include:

- The main reasons recreation professionals remained in their position and community are:
 - Fair compensation (salary), attractive benefits package and opportunities for professional development
 - Flexible work hours
 - Quality of life for their families
 - Enjoy what they do, believe in the value of recreation and feel they are making a difference
- The challenging aspects of their job are:
 - Lack of public understanding on the role of a recreation professional
 - Lack of leadership and vision among different levels of government
 - Recreation services being undervalued (not a priority)
 - Aging infrastructure

The findings from this survey support some of the opportunities and challenges identified in this position statement, including, but not limited to:

- Fair compensation and benefits will attract and retain qualified and experienced recreation professionals
- Recreation must be recognized as an essential service and supported by all levels of government

Public education regarding the benefits of recreation and how it contributes to the social, environmental and economic development of a community is vital.

REASONS PACM SUPPORTS RECREATION

- ❑ Recreation incorporates physical activity and active living, which are essential to optimize personal health by reducing the risks for chronic diseases and obesity, improving mental health and decreasing personal stress.⁵
- ❑ Recreation can reduce health care, social services, police and justice costs.⁶
- ❑ The recreation delivery system is an integral partner to the schools in supporting the out-of-school component of the new physical education curriculum for Grades 11 -12.⁷
- ❑ Increasing physical activity options for young people is a shared responsibility among teachers, schools, parents/guardians, families and communities.⁷
- ❑ Recreation can build strong families and healthy communities through community work, promotion of leadership skills, character building, career development and educational growth.⁸
- ❑ Participation in recreation can impact a community's economic prosperity through increased productivity, decreased absenteeism and employee turnover.⁸
- ❑ Recreation has the ability to attract tourism to communities and subsequently create employment opportunities.⁸

PACM's POSITION STATEMENT ON RECREATION

To further develop an integrated approach to recreation in Manitoba, PACM recommends that both the Province of Manitoba and its municipal/local governments take the lead in working with key stakeholders to ensure that recreation is recognized as an essential service to:

- ❑ **Policy:** Develop policies that support recreation including:
- ❑ **Planning:** Ensure that there is an integrated approach to recreation planning at the provincial level.
- ❑ **Planning:** Ensure that there is an integrated approach to recreation planning at the municipal/local government level.
- ❑ **Financial Resources:** Commit sufficient resources to implement integrated plans.
- ❑ **Coordination:** Create a provincial recreation task force or advisory committee.

RECREATION LEADERSHIP

SUPPORT FOR PACM'S POSITION

Healthy Kids, Healthy Futures Task Force Report

...increase the impact of
recreation leadership

The Province of Manitoba's all-party **Healthy Kids, Healthy Futures Task Force Report**⁴ recommends that the government promote the increased use of recreational directors across the province. Specifically, **Recommendation #22** states:

"The provincial government review the funding for recreational directors in Manitoba communities.

A recreational director should serve in all areas of the province.

The Government of Manitoba should consider providing incentives to municipalities and First Nations to encourage an increase in the number of recreational directors across the province.

Options for program delivery should also be reviewed, and study things like expanded geographical service areas and shared services among local governments and between local governments and First Nations communities."

The Task Force's **Recommendation # 37** states:

"Culturally-focused physical activity and improved (creational programs and facilities along with improved nutrition options for Aboriginal children and youth should be encouraged."

The **Association of Manitoba Municipalities (AMM)** recognizes the need for strong recreation leadership in their communities approving a resolution in 2004 requesting additional provincial contributions to recreation districts. AMM states that provincial funding for recreation commissions has not increased since 1992. At the same time, the last 15 years has seen a steady rise in the cost of administering recreation programs in communities.

REASONS PACM SUPPORTS RECREATION LEADERSHIP

Manitoba Physical Activity Summit

...recognizes the need for a stronger role for recreation leadership within Manitoba

PACM Supports

...a leadership role for trained recreation professionals

PACM defines Recreation Leadership

PACM recognizes that recreation leadership comes from both the volunteers and the recreation professionals. For the purpose of this document, the focus for recreation leadership will be on the recreation professional.

PACM hosted a two-day **Manitoba Physical Activity Summit** in April, 2006 to explore ways for PACM and its members to collaborate with the province and other key stakeholders on supporting the implementation of a number of the Task Force's recommendations.

At the Summit, 105 participants representing education, sport, health and recreation, shared successful practices, discussed current challenges and identified potential synergies to further increase physical activity in Manitoba communities. Heard throughout the Summit was a consistent message for the need of a stronger role for recreation leadership within Manitoba's communities. Two of the recommended actions that came forward to PACM were to:

- ❑ Initiate the formation of a new PACM Task Group on Recreation Leadership.
- ❑ Consider hosting a third Summit with a focus on Recreation Leadership

PACM supports a leadership role for recreation professionals in the provision of accessible, high-quality physical activities that are community-based and include, but are not limited to, recreation, fitness, arts, culture, sports, physical and outdoor pursuits.

PACM recognizes that it is essential to have trained recreation professionals to:

- ❑ Ensure efficient planning, management and use of resources, partnerships and joint initiatives with existing community groups, organizations and agencies.
- ❑ Facilitate the recruitment, training and often the coordination and supervision, of program volunteers including youth leadership and employment programs.
- ❑ Provide effective programs that meet specified needs, including those of special populations.
- ❑ Manage and maintain facilities and resources.
- ❑ Determine community needs or interests that are not being met through existing community programs.

Three of the key resources that are required to create more active individuals and healthier communities are: **programs, facilities** and most importantly, **leadership**. While recreation facilities and programs are important components, *it is recreation leadership that is pivotal to the effective, efficient and sustainable delivery of programs and the operation of facilities.*

PACM defines Recreation Professionals

For the purpose of this document, recreation professionals are defined as trained individuals who are employed in the field and responsible for program administration, staff management, facility operations and/or the development and coordination of volunteers.

As recreation services become more integrated within communities, the responsibilities of the recreation professional increase. Needs from other jurisdictions, such as education, justice, health and healthy living, to deliver their initiatives in their communities (e.g. Manitoba *in motion* and the Chronic Disease Prevention Initiative (CDPI).create demands on workloads and community resource. Additional financial support must be provided to support the recreation professional to ensure that the community received the maximum benefit from these initiatives.

Recreation professionals provide vital leadership and support to volunteers who are essential in sustaining recreational opportunities in their communities. Recreation professionals oversee the government and communities' investments in our recreation infrastructure by ensuring that facilities are efficiently maintained and operated to maximum utilization. We must recognize the importance of leadership provided by the recreation professional to the health of our communities and it is imperative to provide adequate investment in training.

PACM's POSITION STATEMENT ON RECREATION LEADERSHIP

Recreation leadership in Manitoba is an essential component of Manitoba's recreation delivery system.

PACM supports the expedient implementation of the Healthy Kids, Healthy Futures Task Force's recommendations through:

- ❑ **Importance of Recreation:** Highlight and promote the benefits of recreation and recreation leadership.
- ❑ **Financial Resources:** Review the funding for recreation commissions.
- ❑ **Training:** Ensure ongoing training opportunities are provided for recreation professionals for sustainable recreation leadership.
- ❑ **Consistency in the Recreation Profession:** Create a provincial recreation classification system.

THE COST OF NOT RESPONDING

A 2005 Manitoba survey found that 50% of Manitobans were inactive and only 24% were moderately active⁹. As few as 10% of Manitoba children and teens incorporate the daily amount of physical activity that Health Canada guidelines recommend. Fewer than 37% participate in 60 minutes of moderate daily activity. Only 52% meet the 6 kilocalories per kilogram per day KKD.¹⁰

Information from the Regional Health Authority Community Health Assessments supports the importance of recreation and recreation leadership in rural Manitoba. There is an increased awareness of the importance for prevention through healthy lifestyle choices at the individual and community level. Regional data shows that health authorities and individuals living in rural Manitoba value recreational opportunities as a method for improving health and preventing chronic disease. This is especially true at a time of rising obesity rates and low physical activity levels.¹¹⁻²³

SEE: Appendix "C": Regional Health Authority stats

The health and economic costs of inactivity are alarming, and are in fact growing. Recent estimates place the national economic burden of physical inactivity at \$5.3 billion (\$1.6 billion in direct costs and \$3.7 billion in indirect costs) and that of obesity at \$4.3 billion (\$1.6 billion of direct costs and \$2.7 billion of indirect costs). These combined totals represent 2.6% and 2.2%, respectively, of Canada's total health care costs. Researchers note:

"The results underscore the importance of public health efforts aimed at combating the current epidemics of physical inactivity and obesity in Canada."²⁴

In Canada, it costs on average **\$95,826.37**²⁵ to imprison a young person for one year. If that money was made available to community recreation practitioners, it could be used to offer that young person an opportunity to:

- swim twice a week for 30 weeks;
- skate once a week for 15 weeks;
- play in a basketball league 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 or karate for a season;
- take an art course for 30 weeks;
- 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 4 hours a week for 40 weeks.

PACM's Recommendations

- ❑ **Policy:** Develop policies that support recreation
- ❑ **Planning:** Ensure there is an integrated approach to recreation planning at the provincial level.
- ❑ **Planning:** Ensure there is an integrated approach to recreation planning at municipal/local level
- ❑ **Financial Resources:** Commit sufficient resources to implement integrated plans
- ❑ **Co-ordination:** Create a provincial recreation task force or advisory committee
- ❑ **Importance of Recreation:** Highlight and promote the benefits of recreation and recreation leadership
- ❑ **Financial Resources:** Review funding of recreation commissions
- ❑ **Training:** Ensure ongoing training opportunities are provided for recreation professionals to sustain recreation leadership in rural and northern communities
- ❑ **Consistency in the Recreation Profession:** Create a provincial recreation classification system

In order to participate in all these activities, that young person could be provided with running shoes, a 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, transportation to and from the recreation activities could also be provided with the purchase of a bus pass, or a bicycle and bicycle helmet.²⁵

Innovative alternatives to at-risk youth are possible, however resources are required to seek opportunities. It is necessary for recreation leaders to be innovative and work with community groups to ensure success.

WHERE WE NEED TO BE The Opportunity – Turning Vision into Action

Achieving a more effective recreation and recreation leadership vision for Manitoba will require a multi-pronged approach that includes integrated planning and collaborative action from:

- ❑ All levels of government
- ❑ Municipal-local recreation authorities
- ❑ Provincial recreation, parks, leisure and sport organizations
- ❑ Schools
- ❑ Businesses
- ❑ Community stakeholders, partners and individuals

The following focuses on capturing PACM's position statements and identifying concrete recommendations for action for each.

PACM's Recommendations to realize this vision include:

- ❑ **Policy :** Develop policies that support recreation
 - Review and revise the existing provincial recreation policy, "Manitoba's Policy for Recreation Opportunities".
 - Ensure the development and implementation of municipal recreation policies.

- **Planning:** Ensure there is an integrated approach to recreation planning at the provincial level
 - Coordinate provincial programs/funding within provincial government departments to increase recreation capacity and reduce duplication.
 - Develop provincial standards for community use agreements for school divisions to ensure that school/community facilities are accessible.
 - Place a higher priority on regional/community multi-use facilities and projects that make facilities more efficient and less expensive to operate when being considered for provincial/federal funding.

- **Planning:** Ensure there is an integrated approach to recreation planning at municipal/local level
 - Strengthen existing community/regional committees that deliver recreation initiatives.
 - Develop a planning tool to assist the local recreation entity in developing a community recreation plan.
 - Consult with community/regional committees in the development and delivery of provincial initiatives.
 - Consult with community recreation leaders when designing new schools, trails and playgrounds.

- **Financial Resources:** Commit sufficient resources to implement integrated plans
 - Provide a funding program through Recreation Opportunities Program (ROP) or another means to assist the community recreation entity in developing a community recreation plan.
 - Dedicate the annual provincial VLT allotment to municipal recreation in addition to municipalities sustaining their present financial commitment to recreation.

- **Coordination:** Create a provincial recreation task force or advisory committee
 - Identify an organizational model to represent and voice recreational issues.
 - Adopt a multi-pronged approach that includes provincial government ministries, the Association of Manitoba Municipalities, Manitoba Aboriginal Sport and Recreation Council, Northern Affairs, Recreation Connections Manitoba, Sport Manitoba and PACM.

- **Importance of Recreation:** Highlight and promote the benefits of recreation and recreation leadership:
 - Raise awareness regarding the benefits of recreation and how it contributes to the social, environmental and economic development of a community.
 - Recognize recreation as an essential service that is supported by all levels of government.

- **Financial Resources:** Review the funding of recreation commissions
 - Review and expand the Recreation Opportunities Program (ROP) with a focus on:
 - increased flexibility to ensure that all communities have access to the services of a recreation professional.
 - identification of expanded options for program delivery and recreation leadership.
 - expanding ROP criteria to include First Nations communities as partners under the program.
 - Commit to funding and hiring trained recreation directors in all areas of the province to ensure every community has access to the services of a recreation professional by 2010.

- **Training:** Ensure ongoing training opportunities for recreation professionals for sustainable recreation leadership
 - Expand and facilitate affordable training opportunities for both recreation professionals and volunteers by supporting Recreation Connections Manitoba.
 - Advocate for and provide fair compensation and benefits for qualified recreation professionals.

- **Consistency in the Recreation Profession:** Create a provincial recreation professional classification system:
 - Review and adopt the existing tool designed to assist municipalities in determining job responsibilities and appropriate salary compensation.

SEE: Appendix "D":

Realizing the Vision for Recreation Leadership in Manitoba

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APPENDIX A

THE BENEFITS OF PARKS AND RECREATION

1. PERSONAL BENEFITS

- 1.1 Physical recreation and fitness contribute 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 is 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 BEHAVIOUR.
- 1.8 Parks and open spaces bring beauty to an area while giving people SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.

2. SOCIAL BENEFITS

- 2.1 Leisure provides leadership opportunities that BUILD STRONG COMMUNITIES.
- 2.2 Community recreation reduces ALIENATION, LONELINESS AND ANTI-SOCIAL BEHAVIOURS.
- 2.3 Community recreation PROMOTES ETHNIC AND CULTURAL HARMONY.
- 2.4 Recreating together BUILDS STRONG FAMILIES, the foundation of a stronger society.
- 2.5 Leisure provides opportunities for COMMUNITY INVOLVEMENT, AND SHARED MANAGEMENT AND OWNERSHIP OF RESOURCES.
- 2.6 INTEGRATED AND ACCESSIBLE LEISURE SERVICES are critical to the quality of life of people with a disability and disadvantaged individuals.
- 2.7 Leisure opportunities, facilities and the quality of the local environment are the FOUNDATIONS OF COMMUNITY PRIDE.
- 2.8 Leisure services enrich and complement protective services for LATCHKEY CHILDREN through after school and other recreational services.

3. ECONOMIC BENEFITS

- 3.1 Pay now or pay more later! Investment in recreation as a PREVENTATIVE 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.

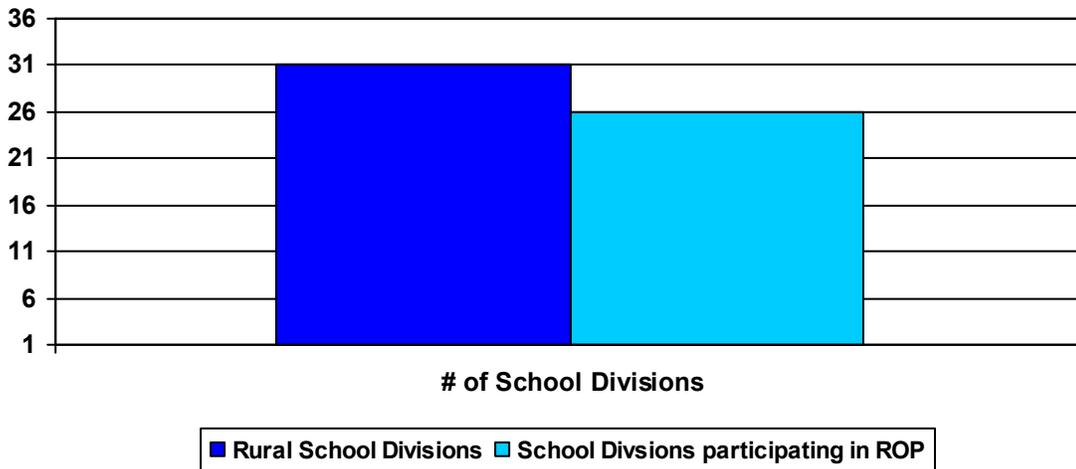
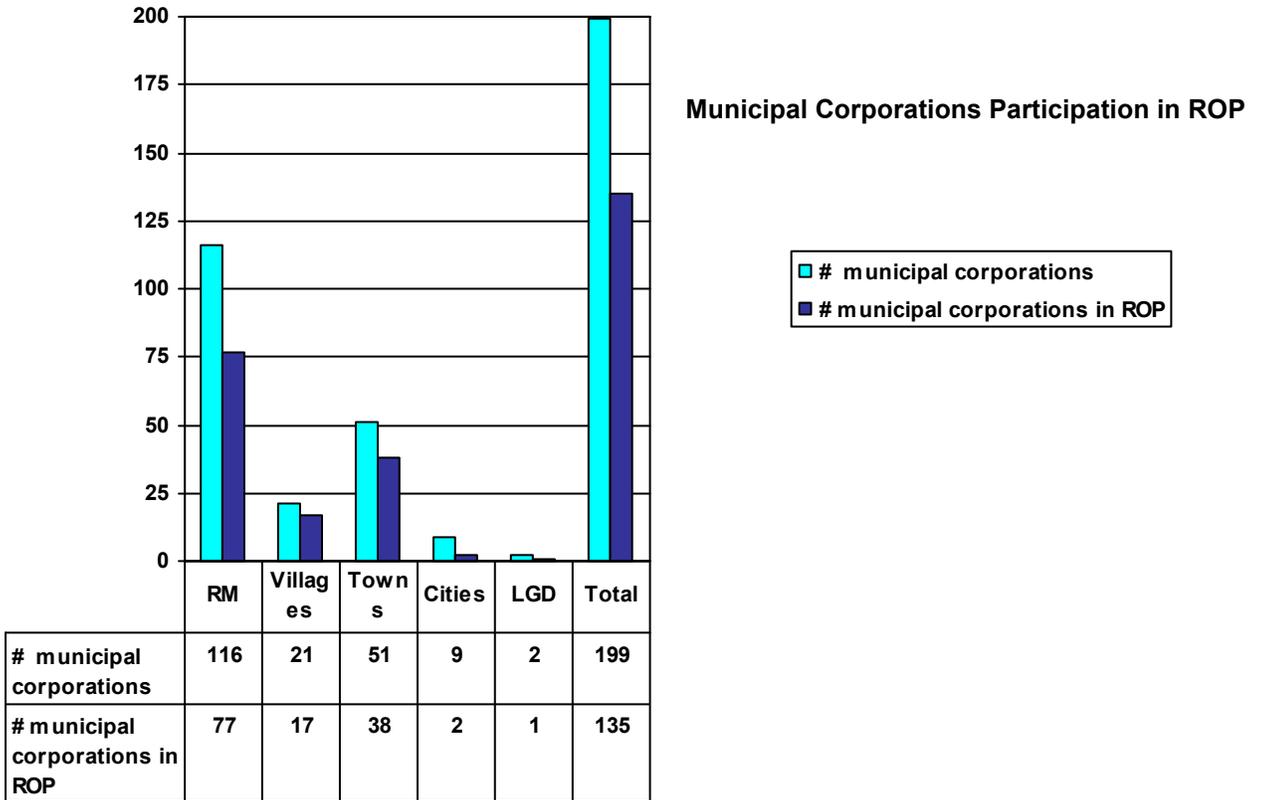
4. ENVIRONMENTAL BENEFITS

- 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.
- 4.2 The public is often prepared to pay for ENVIRONMENTAL PROTECTION AND REHABILITATION in their communities, and to support parks and recreation organizations that play a lead role in that protection.
- 4.3. INVESTING IN THE ENVIRONMENT through parks and the provision of open space in residential areas, leads to an increase in neighbourhood property values through accessibility to environmentally friendly green spaces and associated recreation opportunities.
- 4.4. The trend toward natural environment based leisure activities is INSURANCE FOR A NEW AND IMPROVED ENVIRONMENTAL FUTURE.

*NOTE: These benefits statements are reprinted from **The Benefits of Parks and Recreation: a Catalogue**, Parks and Recreation Federation of Ontario, 1992.*

APPENDIX B

**Communities Participating in the
 Province's Recreation Opportunities Program (ROP)**



APPENDIX C**Regional Health Authority Stats**

This section highlights regional statistics to support the growing need for quality recreation opportunities led by skilled leaders in rural Manitoba. The Regions across Manitoba are very different. Therefore, they require skilled leaders that have the ability to assess and implement programming that will impact the unique needs of their community, which will ultimately address issues of chronic diseases.

The following information and statistics look at the differences across the province and was gathered from the Regional Health Authority Community Health Assessments and Youth Surveys.

Interlake Region:

- 51% of grade 6 students are active and this decreases by 40% by grade 12 (Footnote: Interlake Regional Youth Health Survey)
- 48% of girls are active at the recommended rate in grade 6 and this declines to 31% by grade 12 (Footnote: Interlake Regional Youth Health Survey)
- Girls would like to see more community opportunities for swimming, football, dance and snowboarding. (Footnote: Interlake Regional Youth Health Survey)

It was identified in the Interlake Community Health Assessment that chronic disease prevention and health promotion should be the number one priority area. Within this report it states that:

Most chronic diseases can be avoided with a healthy lifestyle placing an emphasis on exercise, maintaining normal weight with a healthy diet and abstinence from smoking. (Footnote: Interlake Community Health Assessment 2004)

Brandon Region:

- 53.6% of female residents and 44.6% of male residents in Brandon are physically inactive (Footnote 2004 Community Health Assessment).

South Eastman Region:

- Approximately 50% of adult women and 40% of adult men in South Eastman are at an acceptable weight.
- 61% of South Eastman residents exercise daily to improve their health

It was identified in the South Eastman Community Health Assessment that there is a growing need for resources for seniors because of the growth in this population. It identifies that there needs to be an emphasis on prevention, health promotion and chronic disease management and that programs need to be resourced equally across the region. (Footnote SE Community Health Assessment 2003/04)

This report also outlined that women felt health promotion that focuses on all the determinants of health is very important.

Women recommended that the RHA take a broad and holistic approach to women's health across all of the health determinants and work with other sectors to develop services that are wellness-orientated, community-based, integrated, and responsive (Footnote SECHA)

South Eastman men identified that there is a shortage of programs designed for men and that the RHA should strengthening community partnerships to deliver the health promotion message.

Central Region:

- Central Region has the third highest rate of physical inactivity in the province.
- Rates of physical activity decrease with increasing age. Among 12-14 year olds, about 75% of residents are active but this decreases to one-third for residents age 65 and older.
- A higher proportion of females than males are physically inactive.
- One in five residents (19.5%) age 18 and older is obese.
- 39.1% of males are classified as overweight and a further 20.9% are obese.

It was outlined in the Community Health Assessment that:

Both male and female respondents in our regional telephone survey overwhelmingly stated that getting exercise is the most common way they believe that they can improve their health.

Winnipeg Region:

It was identified in their Community Health Assessment Report that one of their four priority areas for action to improve the health of the population is active living and healthy eating.

Parkland Region:

- Over half of Parkland men and women over the age of 12 are inactive – they do not get enough physical activity to benefit their health.
- 21.5% of men and 24% of women are obese.

In doing focus groups with youth, men and women some of the issues identified are as follows:

- Youth identified that there was a lack of suitable activities. Teachers and other leaders in small communities cannot offer the variety of activities that youth feel they need. They also identified a need to belong to a social group as a remedy to bullying, teasing, violence and gangs.
- Both men and women identified a lack of facilities, leadership, and motivation as a barrier to physical activity.

North Eastman Region:

- 42.5% of males and 48.84% of females are physically inactive.

Through focus group discussions and survey responses, residents provided the RHA with information on how they felt their communities supported healthy living. Through all age categories; youth, young adult, middle adult and senior recreational activities were listed as supports to healthy living. However, in discussions, more recreational activities were overwhelming identified as the way to improve health in their community.

NOR-MAN Region:

- 46.29% of males and 33.71% of females are overweight
- 26.8% of males and 25.28% of females are obese
- Just over 30% and 50% of males and females respectively are physically inactive.
- It was identified that residents have higher rates (than the rest of Manitoba) of chronic disease and significant problems with unhealthy lifestyles (smoking, excessive alcohol consumption, inactivity, unhealthy eating) that lead to chronic poor health.

It was highlighted in the community consultations that a healthy community has the following:

- Access to good health care
- Education opportunities

- Income opportunities
- Recreation opportunities
- Spiritual opportunities
- Clean Environment
- Community involvement
- Community/Family supports
- Community spirit
- Active community
- Organization
- Awareness of healthy lifestyles

It was noted in the 2004 Community Health Assessment that:

Access to physical activity and recreation opportunities was identified as concerns by the majority of NOR-MAN communities during the community consultation process.

Churchill Region:

- 46.1% of residents are physically active
- 26.6% of residents are obese

It was noted in the Community Regional Health Assessment that inclement weather and lack of options influence the rates of physical activity. And there was also a strong indication that access to a healthy diet, an exercise program and additional information/counselling would be beneficial.

Burntwood region:

- 60.3% of females and 43.4% of males are physically inactive
- 26.6% of residents are obese

Within the Community Health Assessment it was addressed that physical activity is a key determinant of health through which individuals can influence their health in a positive way.

Assiniboine region:

- 46% of female students and 58% of male students participate in the recommended amount of physical activity daily.
- 52% of girls are active at the recommended rate in grade 6, but this decreases to 32% by grade 12.
- Girls would like to see more community opportunities for swimming, soccer, tennis and football.
- Boys would like more community opportunities for football, lacrosse, hockey and swimming.
- 62% of students reported that they are active after school
- Just over 21% of females and 19% of males are physically active.
- Over one quarter of residents said that more recreational opportunities and facilities in communities would improve their health.

According to the Community Health Assessment there is a growing awareness of the importance of prevention through healthy lifestyle choices at the individual and community level. Residents indicated they choose lifestyle modification, such as improving physical activity and nutrition, to improve their health.

APPENDIX D

Realizing the Vision for Recreation Leadership in Manitoba

PACM Recommendations	Lead Organization(s)	
<p><u>POLICY</u> Develop policies that support recreation</p>	<ul style="list-style-type: none"> ▪ Review of the current "Manitoba's Policy for Recreation Opportunities". ▪ Ensure the development and implementation of municipal recreation policies that strengthen recreation at the community and provincial levels. 	<p>Manitoba Culture, Heritage, Tourism and Sport</p>
<p><u>PLANNING</u> Ensure that there is an integrated approach to recreation planning at the provincial level.</p>	<ul style="list-style-type: none"> ▪ Coordinate provincial programs/funding within provincial government departments to increase recreation capacity and reduce duplication ▪ Develop provincial standards for community use agreements for school divisions to ensure that school/community facilities are accessible ▪ Place a higher priority on regional/community multi-use facilities and projects that make facilities more efficient and less expensive to operate when being considered for provincial/federal funding 	<p>Manitoba Culture, Heritage, Tourism and Sport</p> <p>Association of Manitoba Municipalities</p> <p>Manitoba Association of School Trustees</p>
<p><u>PLANNING</u> Ensure that there is an integrated approach to recreation planning at the municipal/local government level.</p>	<ul style="list-style-type: none"> ▪ Strengthen existing community/regional committees that deliver recreation initiatives ▪ Develop a planning tool that will assist the local recreation entity in developing a community recreation plan ▪ Consult with community/regional committees in the development and delivery of provincial initiatives ▪ Consult with community recreation leaders when designing new schools, trails and playgrounds 	<p>Manitoba Culture, Heritage, Tourism and Sport</p> <p>Association of Manitoba Municipalities</p>
<p><u>FINANCIAL RESOURCES</u> Commit sufficient resources to implement integrated plans</p>	<ul style="list-style-type: none"> ▪ Provide a funding program through ROP or another means to assist the community recreation entity to develop a community recreation plan ▪ Dedicate the annual provincial VLT allotment to municipal recreation in addition to municipalities sustaining their present financial commitment to recreation 	<p>Manitoba Culture, Heritage, Tourism and Sport</p>
<p><u>COORDINATION</u> Create a provincial recreation task force or advisory committee</p>	<ul style="list-style-type: none"> ▪ Identify an organizational model to represent and voice recreation issues ▪ Adopt a multi-pronged approach that includes provincial government departments, the Association of Manitoba Municipalities , Recreation Connections Manitoba , Manitoba Aboriginal Sport and Recreation Council, Sport Manitoba and PACM 	<p>Recreation Connections Manitoba</p> <p>Association of Manitoba Municipalities</p>

<p><u>IMPORTANCE OF RECREATION</u> Highlight and promote the benefits of recreation and recreation leadership</p>	<ul style="list-style-type: none"> ▪ Raise awareness about the benefits of recreation and how it contributes to the social, environmental and economic development of a community ▪ Recognize recreation as an essential service that is supported by all levels of government 	<p>Recreation Connections Manitoba Association of Manitoba Municipalities</p>
<p><u>FINANCIAL RESOURCES</u> Review the funding of recreation commissions</p>	<ul style="list-style-type: none"> ▪ Review and expand the Recreation Opportunities Program (ROP) with a focus on: <ul style="list-style-type: none"> ▪ increased flexibility to ensure that all communities have access to the services of a recreation professional ▪ identification of expanded options for program delivery and recreation leadership ▪ expand ROP criteria to include First Nations communities as a partner under the program ▪ Commit to funding and hiring trained recreation directors in all areas of the province to ensure every community has access to the services of a recreation professional by 2010. 	<p>Manitoba Culture, Heritage, Tourism and Sport</p>
<p><u>TRAINING</u> Ensure ongoing training opportunities for recreation leaders for sustainable recreation leadership</p>	<ul style="list-style-type: none"> ▪ Expand and facilitate affordable training opportunities for both recreation professionals and volunteers through supporting Recreation Connections Manitoba 	<p>Manitoba Culture, Heritage, Tourism and Sport Manitoba Healthy Living Association of Manitoba Municipalities</p>
<p><u>CONSISTENCY IN THE RECREATION PROFESSION</u> Create a provincial recreation professional classification system</p>	<ul style="list-style-type: none"> ▪ Review and adopt the existing tool designed to assist municipalities in determining job responsibilities and appropriate salary compensation. ▪ Advocate for and provide fair compensation and benefits for qualified recreation professionals 	<p>Recreation Connections Manitoba Association of Manitoba Municipalities</p>

PACM RECREATION LEADERSHIP TASK GROUP

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