



Helping Islanders Get Active and Stay Healthy

www.recreationpei.ca

2013-2014 ANNUAL REPORT

go!PEI, creating a Walking Culture

Walking or wheeling is one of the easiest ways to be physically active. go!PEI, with its partners (regional sport and recreational councils, town and city recreation departments), is using 2014 to encourage more Islanders to improve their health by walking/wheeling. Regardless of their present level of activity there is a program for them. Everyone is encouraged to make walking a part of their day.

The go!PEI website details 5, 12, 20, and 30 minute walking guides. Gradual increases are built into the program so participants improve at a sensible pace that will motivate them to stay involved.

go!PEI 2014 Club website allows participants to keep track of their progress by setting up an account, entering their minutes of activity, forming support teams, and monitoring progress. (www.gopei2014club.ca) The site also allows individuals or groups to partake in challenges such as "The Heritage Trails Passport." This Challenge promotes learning history by using the passport to find the trails and to walk them as the people did in 1864.

Communities, as well as schools, are encouraged

to develop walking clubs. go! 'Champions' are any individual that brings together family, friends or fellow workers to form a club. A 'Let's Walk Challenge' kicked off on May 9th engaging champions across PEI.

Through go!PEI 'Learn to Walk' programs, communities promote walking and establish their own Walking Clubs. Promoting walking improves communities by helping citizens become healthier, more engaged and community spirited. (See p 3 & 5 for more)



Health and Wellness

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President's Report—Kim Meunier

It has been a pleasure to work with Rec PEI and its many partners to implement province wide health and well-being projects and serve our members. These would not have been successful without the hard work and dedication of our members, board and staff.

The Tobacco Free recreation facility project under Frank Morrison's leadership has added five new municipalities. Frank works to educate elected officials about adopting and enforcing policies for healthier outdoor facilities. Thanks to Frank.

I am pleased to report that go! PEI funding is continuing. For 365 days in 2014, go! PEI will offer more than 150 province wide events and opportunities to help Islanders improve their health while celebrating the sesquicentennial.

High Five training has been implemented for Central Queens, Stratford, Cornwall, CARI Complex, and Charlottetown Boys and Girls Club summer staff. Four organizations, UPEI, Stratford, CARI and Cornwall, have become High Five registered. Jennifer Redmond has received her High Five Master Trainer certification.

Partnerships with Kidsport and Jumpstart, allow us to help families by giving financial support for their children to participate. With ParticipAction Teen Challenge grants, organizations provide unique programming opportunities for children. The Canadian Tire Jumpstart Program Community Development grant provided \$3000 to purchase helmets that were given to PEI arenas for the "Jumpstart I love to Skate Program".

With Public Health Agency of Canada funding, the "go! Play" was launched this year! It provides a free, safe, non-competitive environment for kids to be active and have fun in the After School hours. These programs, coordinated by the three Regional Executive Directors, have been very successful and the funding has been extended for 2014/2015.

The Association provided leadership and training opportunities by hosting the Maritime Arena Operators Institute in partnership with the CARI Complex and the Atlantic Recreation and Facilities Conference and Tradeshow held April 23 – 25th, 2014 in Moncton. NB.

Rec PEI will continue to seek opportunities and partnerships that support the work of our members. The implementation of 2014 go!PEI is a good example. We will host professional development and leadership, as well as work with facility operators to strengthen PEI recreation.

Thank you to our members, executive and board members who play a vital role in our success. Special mention to Barb Mullaly, who continually commits her time and forward thinking to strengthen the Association. Thank you to the staff, Beth Grant who manages our many initiatives and the day to day operations, you do both very well; to Jamie Gosbee, who works tirelessly on any project we throw at him and to Olivia Ford who has very ably stepped into the go!PEI and 2014 projects.

Thanks to the Sport, Recreation and Healthy Living Division of the Department of Health and Wellness, for the core operations but also many other projects. Thank you to their staff Francois Caron and Neil Kinsman for your work with the Board and go! PEI. Special thanks to John Morrison, for his leadership and openness to consider all well-being projects.

Thank you for allowing me to serve as your President, this has been a wonderful experience both personally and professionally. I am pleased to hand the reins to incoming President Andrew Avery who brings a strong work ethic and commitment that will serve you well.

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Executive's Report—Beth Grant

Recreation PEI supports community recreation and healthy living, and provides opportunities for professional development & training. Our work is possible through funding and support from the PEI Department of Health and Wellness - the Sport, Recreation and Healthy Living Division. go!PEI, coordinated by Olivia Ford, continues to be very successful, a wide variety of physical activity and healthy eating programs are offered province wide through our seven community partners. With funding from PEI 2014, go!PEI has been enhanced and expanded. The new PEI After School Program is funded through the Healthy Living Bilateral, a partnership with the Public Health Agency of Canada and the Province of PEI Department of Health and Wellness; the funding has been extended for another year. Over \$18,000 in ParticipAction Teen Challenge grants, (sponsored by Coca Cola Canada), were awarded to schools and communities across the province, to help teens become more physically active. The Canadian Tire 'Jumpstart' program provided \$85,884 to support 698 kids to participate in recreation and sport. Rec PEI is the provincial authorized provider for the quality assurance program HIGH FIVE ®; courses are offered throughout the year to leaders of programs for children 6 to 12 years old.

The Tobacco Free Facilities Program, managed by Frank Morrison, continues to support communities in their efforts. The Active and Safe work led by Jamie Gosbee supported five more arenas in adopting a Helmet Policy Program, they received a policy template package, free signage and loaner helmets. 25 playgrounds were inspected through the Playground Safety Program. The Defibrillator (AED) Program offers grants to publically owned, major recreation facilities. A Mid-Season Ice Maintenance Course was offered in February; this was an opportunity for ice makers, who are not available to attend the MAOI in June, to get training during the arena season. We are preparing to host the Canadian Recreation Facilities Council Annual Forum here on PEI in June 2014.

We recognize the excellent work the members of Recreation PEI do in Island communities, and want to support your efforts. It's been a pleasure to work with the Rec PEI Board of Management. I'd like to thank the Executive and the Directors for their time, energy, and commitment; President Kim Meunier has done an outstanding job. My sincere respect and appreciation goes to Barb Mullaly, (as she steps off the Board), for her dedication and expertise that have been key to the growth and stability of this organization. Thank you to the Department of Health and Wellness, the Sport, Recreation and Healthy Living Division for their support, in particular John Morrison, Francois Caron and Neil Kinsman.

go! PEI 2014 CLUB —the Club everyone can join!

As part of the 2014 celebrations, go!PEI is launching the go!PEI 2014 Club. Throughout 2014, all Islanders will have the opportunity to set physical activity goals and contribute their results to go!PEI's goal of engaging 20,140 people.

The go!PEI 2014 Club encourages individuals to work toward the objective of 2014 seconds (30 mins) of physical activity five days a week. Every minute counts, whether it be 2 minutes or 60 minutes. Through go!PEI, community partners are offering fun and accessible 2014 activities across the province. Many of the programs, such as the Heritage Trail Passport, encourage family activity. The group/community support, along with the ability to track your activity on-line can help individuals reach their goal.

Individuals can go to goPEI 2014 Club and create an account. Once the account is set up then people can enter their weekly activity. With their own personal account, one can keep a record of progress toward your goal. Weekly draws are made from the people who record their activity that week. Prizes are from CO-OP, Golf PEI, Paderno, Source for Sports, and Parks Canada. Check out - www.gopeiclub.ca



Active Healthy Kids Report Card 2014



The 2014 Active Healthy report card was released recently and this year there were global comparisons. Canada, and PEI, has well developed physical activity infrastructure and programs scoring a C+, but on Active Transportation, overall Physical Activity and sedentary behaviours the ratings were D, D–, and F respectively.

Perhaps one of the most startling findings is that too much structure hinders physical activity opportunities. The current trend is to put children in structured activity for a variety of reason. However the findings were that kids in organized physical activity “get three hours of less active play per week, including weekends.” More free time play creates more activity.

Two other important findings were: parents look to the school to get their kids moving, when most curriculums do not provide the recommended 60 minutes per day. In addition children often are driven to and from activity/school thus reducing the opportunities for ‘active transportation.’

To increase physical activity for children facilities (gyms, rinks, pools) have to look to increase “unstructured play time” versus organized activities. This lets children be active in the way they want. It was noted that only 37% of parents play actively with their children, but 79% contribute financially to their activity, if these percentages could be reversed more activity would result.

The report suggests “perhaps less is more—give kids the opportunity to move and activity will increase. Something for everyone to ponder.

Promoting Risk Management in Your Programs and Facilities

Recreation PEI offers assistance to its MEMBERS that promote risk management.

AED's save lives with the purchase of an AED and upgrading of batteries & pads

Playground Inspections

free play is vital, the Active Healthy Kids Report Card notes. Make sure your playground is safe. Book an inspection with Rec PEI's certified inspector

Quality Leadership

Help your student and summer staff with certified High Five training





go!Play—Active After School in the Regions

Children K-6 in rural schools are the target of the province wide go!Play initiative. Fifteen(15) schools partnered with the three regions West, Central and East. Twenty eight (28) programs or 336 one hour physical activity sessions were offered in the after school time frame across the regions. The programs delivered by the regional councils had as the objective to give students the opportunity for an additional 60 minutes of physical activity a week.

Over 817 children took part in this great partnership program . The programs eliminate barriers by having no cost for participation, occurring in the school immediately after school, and being simple, adaptable activities that any student, regardless of skill level, could enjoy.

The feedback from participants, leaders, schools and parents was overwhelming positive. Principals and teachers noted the positive impact on children's attitude and leaders found that attendance stayed strong throughout the program. The other benefit was the strong connection that developed between the community and the schools. The funding partnership with PHAC has been renewed for another year.

Medical Society and go!PEI Partner for Walk/Run Club

Minister Doug Currie introduced the new go!Walk/Run Club recently. go! PEI and the Medical Society of PEI have partnered to develop a program designed to get youngsters and teens moving

The program focuses on helping all children to improve no matter their present level. The Walk & Run club is inclusive, adaptable to all, and non competitive. Individuals will improve as they walk, walk/run, or run for a specific number of minutes. Those minutes are gradually increased for individual improvement.

The Club offers three main programs, go! 20, go! 30 and go! 60 and are built around the time participants are active without taking a break. This allows participants to be active at a level comfortable for them and uses a ladder approach of adding a minute or two per week.

The go! Walk/Run is easy as 1-2-3 to administer. There needs to be a volunteer leader who can work with the participants over 10 weeks. That person will be supported by a regional or go! PEI staff person and use a Leaders Handbook detailing the three starting levels of programs. It is suggested the club meets twice a week and participants walk/run the other days. A fun wrap up event, hosted by go! PEI and the Medical Society of PEI, will be held in June in each area with all participants in the wrap up event being recognized with a commemorative item.



Tobacco Free

Rec PEI's Smoke Free Policy enjoyed another busy and productive year. The policy covers all municipal/recreational properties and events. Kudos to Charlottetown for their major announcement that all activities related to 2014 Celebrations are covered under the City's regulations. The Recreation PEI policy is the most inclusive policy in Canada. Seventy five per cent of Islanders now live, work and play in a smoke free environment. In January, Georgetown became the twenty third Community to adopt the policy.



The major thrust of Phase Two was the formation of Tobacco Free Committees in each Community. The committee's role is to develop strategies for implementing the regulations passed. New Committees this year were established in Souris, Tignish, Alberton, O'leary, and PEI Softball Association. Phase Two will continue for two more years. Plans to have a review process ready for 2016 are underway.



participACTION—helping teens get active

The 'Participation Teen Challenge' grant program has helped increase youth physical activity across PEI through the awarding of seed grants. School groups, community groups and recreation facilities start new activity programs to attract 13-19 year olds with money from this program. The types of activities range from 'Come Try Me' programs that introduce youth to a variety of activities, teen skates, girls fitness, ZUMBA, yoga, winter outdoor activities, pickle ball, weights and resistance training, fitness instruction, to an introduction to a single recreational sport. Many of the ideas for programs come from the teens themselves.

Grants have been awarded province wide, from western prince county to eastern kings. There have been 6 grants awarded in the West Prince area, 9 grants in the Central Queens area and 7 grants in Kings county. The cities of Summerside and Charlottetown as well as the towns of Cornwall and Stratford have received 22 grants.

Grants can be for a one time event or an on-going program (6 weeks or more). Recreation PEI's review panel evaluates applications to ensure they meet the grant criteria. For more information:

ParticipACTION Teen Challenge Program sponsored by Coco Cola Canada has committed 3 million over the next three years to support initiatives for teens.

www.recreationpei.ca—look under programs for the Participation Teen Challenge.

Upcoming National CRFC Meeting—Charlottetown June 2014

Projected Recreation PEI Operational Budget 2014-15

REVENUE	Amount	PROJECT REVENUE	Amount
Grant –Prov of PEI	38000.00	General Projects	11300.00
Grant—Sport PEI	800.00	Jump Start (Can Tire)	25000.00
Membership Fees	4300.00	participation TEEN	19295.00
Other Revenue	7000.00	go!PEI Bilateral	110800.00
Net Sales	50100.00	go!play bilateral	116628.00
EXPENSES		PEI 2014	84684.00
Salaries, Contracts, Fees, Benefits	55656.00	High Five	500.00
Office, Admin and development	24370.00	Tobacco Project	1500.00
Net Expenses	80026.00	Total Project Revenue	369,707.00
Shortfall without projects	-29926.00	Expenses for Projects (less amount to operations)	
		General Project	7808.00
REVENUE FROM PROJECTS TO OPERATIONS		Jump Start	25000.00
General projects	3500.00	Participation TEEN	9295.00
Participation	10000.00	go!PEI Bilateral	103600.00
goPEI	7200.00	go!play bilateral	111520.00
Active After School	5100.00	PEI 2014	80184.00
2014 Project	45000.00	High Five	500.00
Total Income from Projects	30300.00	Tobacco Free Project	1500.00
Surplus/Deficit	374.00	Total Project Expenses	339407.00



**Watch for the opportunity for go!PEI Learn to walkers/runners
to participate in 5K and 10K WALKS as part of
the 2014 BMO Nesbitt Burns PEI Marathon, Oct 2014**



Successful 1st Atlantic Recreation and Facilities Conference held in Moncton.

Thank You to these sponsors who helped make the conference a success.

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Recreation PEI, Inc is a not-for-profit volunteer driven organization. It primarily is a community/facility based membership of those who have an interest in delivering and promoting recreation and physical activity.

- Helping communities be healthier and active
- Educating program and facility leaders
- Promoting risk management for programs and facilities

Community Recreation Programs should:

promote participation and social interaction rather than excellence; provide social support (friendly, enjoyable, inclusive); use local facilities and promote local access; foster partnerships between local organisations – strengthening local networks; build capacity to manage projects or support skill acquisition.



2013-2014 MEMBERS

City of Charlottetown
City of Summerside
Community of Borden-Carleton
Community of O'Leary
Community of Tignish
Town of Alberton
Town of Cornwall
Town of Stratford
Village of Crapaud
Eastern Kings Sports Council
Central Region Sport & Rec Council
Western Region Sport & Rec Council
Eastern Region Sport & Rec Council
Bedeque Area Recreation Centre
CARI Complex
Cavendish Farms Wellness Centre
Charlottetown Civic Centre
Communities 13 Inc (APM Centre)
Cornwall Curling Club
Credit Union Arena Tignish
Eastern Kings Sportsplex
Evangeline Recreation Commission
Jacque Cartier Arena
Kensington Area Recreation Centre

Morell Arena
North Star Arena
Northumberland Arena
O'Leary Arena
PEI Soccer Complex Inc.
Pownal Arena
Silver Fox Curling and Yacht
Slemon Park Plex Inc.
Southshore Actiplex
St Peter's Area Rink
Three Rivers Sportsplex
Tyne Valley Community Sports Centre
Western Curling Club
Holland College
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