



Helping Islanders Get Active and Stay Healthy

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

## ANNUAL REPORT 2011-2012

Issue 36

### Promoting prevention, striving to be better and leading to succeed, so PEI becomes a healthier province

The importance of Recreation and physical activity grows everyday. The impact of disease increasingly takes its toll on individual lives and provincial health budgets. The preventative advantage of keeping people moving and eating healthy becomes more and more apparent.

Decision makers, in communities and provinces, must begin a concerted and coordinated effort to promote acceptance, self responsibility and active participation for healthy living.

Decision makers and program deliverers must be aware of the latest information, trends, and issues. They have to lead and take action on what they know.

All players on the front lines of physical activity and recreation need to refocus their efforts to insure an inclusive and all encompassing approach to getting people moving.

This is a big challenge and to be successful everyone must get better at anticipating needs, be versatile in program development, be creative in finding new approaches to facility use and be open to working with many partners to accomplish the task at hand.

The status quo is NOT an option. Doing the same thing again and again and expecting different results is a common, but failing approach, seen in our society.

To have things be different WE MUST do different things in different ways.

As physical activity and recreation professionals we always need to strive to get better, to learn more, to adapt to people's needs, and to continually advocate for the benefits of people choosing healthy lifestyles.



Health and Wellness

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## President's Report—Barb Mullaly

This Annual Report reflects the work of the Association during the past year.

Recreation PEI's effectiveness depends on partnerships. Our biggest partner is the Sport, Recreation and Healthy Living Division of the Department of Health and Wellness. Besides providing a grant toward our base operation, they provide project funding to Tobacco Free Recreation facilities, High Five Training and AED promotion. The department matches: PHAC funding on bilaterals, such as go! PEI and Active After Schools; as well as with Canadian Tire Funding on Jump Start. We also work closely with the division on initiatives such as Jump Start, High Five, and School Travel Planning.

As part of the national recreation network we access programs such as Jump Start (Canadian Tire), SOGO (participACTION), and School Travel (Green Communities Canada). In the provincial network we have worked closely with communities and regional sport and recreation councils across the province on go!PEI, and particularly with Charlottetown on 'Children in Nature', and with Summerside on 'School Travel Planning'.

As we move forward I think that, as CPRA is advocating, the on going challenge will be to integrate the work of recreation, fitness, sport and healthy eating at all levels to deliver a comprehensive, integrated approach to improving the overall health of islanders.

I would like to thank all of you who have worked on behalf of Recreation PEI to improve the recreation and physical activity opportunities within PEI, our members, our board, the staff of the projects, our partners, and most especially our executive director Beth Grant.

## Executive's Report—Beth Grant

Recreation PEI focuses on supporting communities through provincial recreation and healthy living programs; and facilitating professional development and communication. **PROGRAMS:** Go!PEI continues to be a very successful program, with over 8000 participants this year, in a wide variety of physical activity and healthy eating programs. \$12,000 in SOGO grants were allocated to schools and youth groups across the province, to support teens in becoming more physically active. The IWK Children in Nature After School Program developed and piloted seasonal teaching modules for various natural habitats; and a website was created to make these modules accessible to everyone. Funds were received from *Green Communities Canada* to pilot a School Travel Planning Project, in the Summerside area; three schools became community champions in active transportation. The Tobacco Free Sport and Recreation Program promotes tobacco free policy in outdoor recreation facilities. A free Playground Safety Inspection Program is available to small communities and day cares. In 2011 *Canadian Tire Jumpstart* program provided \$18,000 for recreation activities such as swim passes and dance lessons; as well as sport. **TRAINING:** Recreation PEI is the provincial authorized provider for HIGH FIVE®. The Perfect Storm winter workshop was held for recreation and facility professionals. The 20<sup>th</sup> annual Maritime Arena Operations Course, will be held in June at CARI. The first ever Atlantic Recreation AND Facilities Conference and Trade Show is being planned for November 2014 in Moncton. Thank you to the members of Recreation PEI for the work you do in your communities. It is 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; and a special thanks to President Barb Mullaly for her dedication and excellence in leadership. Thank you to the Department of Health and Wellness Sport, Recreation and Healthy Living Division for their support, in particular John Morrison and Francois Caron.

**Upcoming Leadership Opportunity: 20th Annual Maritime Arena Operations Institute. June 11 –14 at CARI Centre in Charlottetown. Register at [www.rfans.com](http://www.rfans.com)**

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go! PEI was launched in May 2010 so we are celebrating our 2nd anniversary and this is a great time to reflect on what has taken place. After the launch, a number of walking and healthy snacks events were held in communities the province and go! PEI hasn't strayed too far from that over the past years! PEI continues to focus on getting people to move their bodies (outside if possible) by walking, running, hiking, biking and then refuelling their bodies with good healthy food (local if possible).

Over 8000 islanders have taken part in go!PEI this past year. The menu of activities range from walking, L2R, hiking, go101, to cooking classes and veggie boxes. Activity has happened in over 20 municipalities, regions and groups province wide and involving people of all ages. Special events such as Sneaker Day, 150 Minute Challenge and Breakfast Challenges attracted large numbers.

The success of go!PEI is the result of the hard work of many partners. Recreation PEI wishes to thank all who contribute to this success: the Healthy Eating Alliance, the Provincial Department of Health and Wellness, the communities of Borden-Carleton; Charlottetown; Cornwall; Eastern Kings; Grand Tracadie; Gulf Shore; Hunter River; Kensington; Montague (CWC); Morell; Murray Harbour; South Shore; Stratford; Summerside; and the West Region, Central Region and Eastern Region—Recreation and Sport Councils. Other partners include Island Trails; Cycling PEI; PEI Flavours; UPEI Athletics and Recreation; East Prince Seniors Initiative; PEI Cancer Society; Women's Institute of PEI; PEI National Parks; and Heart and Stroke Foundation of PEI.

### "go! For 10 Challenge"

June 4—12

with go!PEI

- **get your team together and register TODAY at [gopei@recreationpei.ca](mailto:gopei@recreationpei.ca) or 892-5323**



### Funding to encourage youth to be more active



Sogo Active is a national youth engagement movement for physical activity. This Canadian-based program supports increasing levels of physical activity for those aged 13-19 by drawing on the power of young people to reach out to their less active peers, to develop their leadership skills, and to break down the barriers to active living that many young people encounter. Micro grants are available to help youth reach their physical activity goals. Up to \$500 is available for Ongoing Challenges, and up to \$250 for One-time Events. The funding can be used for facilities, equipment, instruction, training, nutrition, and transportation or to enhance events with Sogo messaging or physical activity.

Over \$12,000 in grants have been provided to PEI groups working on this challenge. School and community groups, 4H Clubs, dance theatres, and sport groups have developed a wide variety of projects to tap into the interests of youth. Fitness, bowling, multi-sport games, running and singing, pedometer walking, lacrosse, squash, track and field are some of the activities that have been run. Recreation PEI is pleased to continue its work with SOGO.




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HIGH FIVE® is a framework committed to assisting children along the path of healthy child development by: - Helping parents to make informed choices

- Providing practitioners with the tools for enhancing and maintaining a high level of program quality.

This past year Rec PEI focused on leader training across the province, so that those leaders can train staff for programs in their area. The Master Trainer is Jennifer Redmond; Rachel Arsenault, Janice Robertson and Frank Quinn also course deliverers. This past winter regional coordinators, Josh Whitty and Rachel Harper, have taken the training and are able to co-facilitate with the other trainers. This group of trainers are willing to help groups train their staffs.

Any member organization that provides recreation and sport to children aged 6-12 is eligible to become a HIGH FIVE® Registered Organization. To start:

**training for leaders/coaches** - Principles of Healthy Child development/High Five Sport

**training for supervisors** Quest 2 - to measure quality within programs with data base

**training for managers** - Quest 1 to develop and measure policies and procedures

**Now Available: On line training for "Healthy Minds for Healthy Children "**

**"Can I play?"**

**The way we see it, the answer should always be yes.**



Canadian Tire Jumpstart™ is a charitable program created by the Canadian Tire Jumpstart Charities to help kids in need participate in organized sports and recreation. National in scope but local in its focus, Canadian Tire Jumpstart helps kids in need to participate by providing funds to help offset the cost of registration fees and equipment.

Recreation PEI hosts this support program. It is designed to assist youngsters, who because of difficult financial situations, would be unable to take part in physical activity and recreation programs.

In the past year **over \$18,000 in grants** were provided for youngsters across the province. This amount is 50% higher than 2010 because of the increased matching support of Canadian Tire and the Department of Health and Wellness for the Jumpstart and Kidsport programs. This program is essential in helping youngsters overcome one of the big barriers to activity.



## Upcoming High Five Training

Principles of Healthy Child Development in Charlottetown, UPEI, Stratford—June

High Five Sport, TBA

Quest 1—June

For more info contact Rec PEI at 892-6445



## School Travel Planning Project Renewed

The exciting School Travel Planning Pilot run in the Summerside was a great success, through the work of coordinator Peggy Miles and her steering committee. Application has been made for a \$49,500 two year extension to provide for a facilitator to continue the project in the existing schools Parkside, Elm Street, and Greenfield as well as to expand the project to three(3) new schools.

Through the STP program, schools were able to achieve strategies such as the enhancement of school infrastructure, engineering improvements at or near school sites, education concerning walking and cycling, and the recent “Walk or Wheel to School” day that was a tremendous success.



## PEI Tobacco Free Recreation Facilities

Since 2006 Recreation PEI, through a grant from the Department of Health and Wellness, has provided assistance to communities in policy development, signage and training sessions for frontline recreation facility workers. The program helps communities go to tobacco free outdoor recreational facilities. Communities across the PEI have adopted the approach, the most recent being Montague and Kensington. Frank Morrison, the coordinator, also has assisted Morell, Souris, and Stratford - with further support of their programs.

All participants in the program are to be congratulated and the program will continue to operate with funding from Health and Wellness.

## Children in Nature PEI wraps up leaving valuable resources

With funding from the IWK Children's Hospital, Rec P.E.I. partnering with the City of Charlottetown developed "Children in Nature P.E.I." The nature-based active program inspired children and youth to be active and enjoy nature by introducing them to local natural areas. The program, set up in modules( available on the Recreation PEI website) based on the 4 seasons, are a guide for leaders, teachers, or parents.



# Canadian Parks & Recreation Association Stresses Community Building through Recreation Delivery

The municipal recreation system plays a vital role in contributing to the quality of life enjoyed by residents.

While sport is an important form of physical activity for many people, the majority of active lifestyle choices, especially for adults, are not sport-centered. Activities tend to be more informal and individual and involve walking, jogging, cycling, strength and cardio equipment use, aerobics, yoga, and other activities.

Municipalities provide significant indoor and outdoor venues that support an active lifestyle both sport and non-sport centered including fitness centres, pools, trails, playgrounds and bikeway systems. While a significant part of the municipal recreation role involves the direct provision of opportunities within indoor and outdoor environments, it also includes supporting community groups involved in arts, sports, heritage, youth, environment and a myriad of other interests.

## Safe Playgrounds



The Playground Safety Program offered through Recreation PEI will guide a small community or daycare through an inspection process, and will provide the member with a detailed report with recommendations. Recommendations are based on national playspace and equipment guidelines as outlined by the Canadian Standards Association (CSA). This program is designed to help improve the level of safety in playgrounds. This service is available free to Recreation PEI members.

## Fitness Discussion Group

On May 9th, the first meeting of the Recreation PEI “Fitness Discussion Group” took place with Angela Marchbank as chair. The group will explore issues in the delivery of fitness programs in the province and may suggest and/or recommend action for Recreation PEI, its members or government. Anyone interested in joining the group can contact: Beth Grant at [info@recreationpei.ca](mailto:info@recreationpei.ca).

## Active Healthy Kids Canada Report Card (May 29, 2012) — the Challenge for us all !

“According to the Report Card, which assigns an “F” grade for Active Play and Leisure, Canadian children are not playing enough. Forty-six per cent of Canadian kids are getting a mere three hours or less of active play per week, including weekends. Additionally, kids spend 63 per cent of their free time being sedentary. . .”

“After school and weekends are opportune times to encourage active play, especially outdoors. An additional benefit for parents is that active play does not have to cost anything. . . . Given the opportunity, kids want to play—92 percent of Canadian kids say they would choose playing with friends over watching TV.”

Among the grades on the report card:

“F” - Active Play and Leisure & Physical Activity Levels  
“D+” -Active Transportation & Family Physical Activity  
“C-” - for provincial government investment

## RECREATION PEI OPERATING BUDGET 2012-2013

	Budget	Projects	2012-2013
REVENUE	2012-2013	PROJECT REVENUE	
Grant - Province of PEI	\$38,500.00	General Projects	\$ 11,750.00
Grants - Other(Sport PEI)	\$650.00	Jump Start Program (Cnd Tire)	\$ 20,000.00
Membership Fees	\$3,600.00	SOGO	\$ 18,000.00
Other Revenue - Training, Advertising	\$6,000.00	Bilateral goPEI	\$ 130,000.00
<b>Net Sales</b>	<b>\$48,750.00</b>	Tobacco Free Outdoor	\$ 1,500.00
		Green Canada School Travel Plan	\$ 24,750.00
<b>Expenses - Office, Salary, Admin</b>		Bilateral Active After School	\$ 116,000.00
Salary, Contracts Fees, Benefits	\$53,201.00	PHAC Active and Safe	\$ 100,000.00
Office, Admin and development	\$19,850.00	<b>Total Other Revenue</b>	<b>\$ 422,000.00</b>
<b>NET EXPENSES</b>	<b>\$73,051.00</b>		
		Expenses - Projects	2012-2013
<b>Shortfall without projects</b>	<b>\$24,301.00</b>	General Projects	\$9,384.00
		High Five	\$2,500.00
<b>Rev from Projects to RecPEI</b>		Jump Start Program (Can Tire)	\$20,000.00
High Five	-	SOGO Expense	\$9,000.00
SOGO	\$ 9,000.00	Bilateral goPEI	\$130,000.00
Bilaterals - go!PEI	\$ 5,400.00	Green Canada School Travel Plan	\$24,750.00
bilateral-Active Safe	\$ 1,000.00	Bilateral Active After School	\$17,400.00
bilaterals - Active After School	\$ 5,400.00	PHAC Active and Safe	\$99,000.00
Project - School Travel Plan	\$ 1,000.00	<b>Total Project Expenses</b>	<b>\$312,034.00</b>
<b>Total Revenue from projects</b>	<b>\$ 21,800.00</b>		
<b>overall shortfall from carry forward 11-12</b>	<b>\$ 2,501.00</b>		

### On the Horizon —

**Recreation PEI working with partners have 2 new projects under consideration by PHAC**

**Active and Safe PEI** This proposal is intended to focus on safer playgrounds by providing a person will be trained as an inspector and who will help promote playground use by the public, develop awareness of safety conduct inspections, and report on the progress in rural areas across the province

**Active After School Bilateral** To offer a well organized, educational and movement based after school physical activity & healthy eating program in 6 schools that will lead to increased physical activity/healthy eating choices by students.



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**Helping Islanders Get  
Active and Stay Healthy**

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

### 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.

## Membership — Who We Are

City of Charlottetown  
City of Summerside  
Community of Borden-Carleton  
Community of O'Leary  
Community of Tignish  
Community of Tyne Valley  
Credit Union Place  
Miltonvale Community Council  
Town of Alberton  
Town of Cornwall  
Town of Georgetown  
Town of Kensington  
Town of Montague  
Town of Souris  
Town of Stratford  
Village of Crapaud  
Village of St. Peters Bay  
Bedeque Arena  
Belfast Arena  
CARI Complex  
Cav. Farms Wellness Centre  
Charlottetown Civic Centre  
Charlottetown Curling Club  
Communities 13 Inc - APM Cent  
Cornwall Curling Club  
Credit Union Arena Tignish  
Eastern Kings Sportsplex  
Evangeline Arena

Gateway Arena  
Jacque Cartier Arena  
KARA  
Morell Arena  
North Star Arena  
Northumberland Arena, Murray Harbour  
O'Leary Arena  
PEI Soccer Complex, Inc  
Pownal Arena  
Silver Fox Curling and Yacht  
Slemon Park Plex, Inc  
Southshore Actiplex  
St. Peters Arena  
Three Rivers Sportsplex  
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