



Recreation
NOVA SCOTIA

HEALTHIER FUTURES *through* RECREATION

June is Recreation Month - 2005

Live it
everyday!



COMMUNITY TOOL KIT

Parks

Community

Economic

Family





Table of Contents

Supporters and Ambassadors	3
Theme – Recreation – Live it Everyday!	5
Why Do We Observe June?	5
Piggyback on RNS Initiatives	6
Post Your Event on June is Recreation Month Calendar	6
Photo Contest	7
Creative Expression Contest	7
Professional Media Supports	8
Kids Activity Sheets	8
Freebies & Merchandise	9
Getting Involved – What Can You Do?	10
Elected Officials	10
Practitioners & Volunteers	11
Not-For-Profit Organizations	12
Business/Corporate Agencies	13



Meet the June is Recreation Month Supporters and Ambassadors

A supporter is a community, municipality or association that agrees to observe and celebrate June is Recreation Month in 2005 by coordinating at least five campaign activities.

The 2005 June is Recreation Month Supporters

Town of Windsor
Town of Lockeport
Town of Port Hawkesbury
Town of Berwick
Municipality of the District of Chester
Lunenburg Municipal Recreation
Municipality of Clare
Town of Clark's Harbour
Municipality of the District of Barrington
Municipality of the District of Guysborough
Town of Mulgrave
Town of Amherst
Municipality of the County of Colchester Recreation Services
Digby Area Recreation
New Glasgow Recreation
Town of Springhill
Town of Middleton
Municipality of the District of Shelburne
Town of Truro, Parks and Recreation Department
Municipality of West Hants
Pictou Recreation, Tourism and Culture
Village of New Minas
Town and Municipality of Yarmouth
Halifax North End – Northern Lights Festival
Town of Bridgewater
Town of Oxford
Town of Shelburne
Municipality of Annapolis County





June is Recreation Month

The June is Recreation Month Ambassadors are a team of recreation professionals volunteering in their region to assist community groups and municipalities with their June is Recreation Month plans and initiatives. If you need assistance, are looking for resources and ideas, contact your Ambassador!

George Taylor (taylorg@region.halifax.ns.ca) ~ Central Region

Janice Rand (jrand@modl.ca) ~ South Shore Region

Jen Coolen (village.newminas@ns.sympatico.ca) ~ Valley Region

Rae Gunn (recreation@townofpictou.com) ~ Fundy and Highland Region

Stacey Clements (stacey.clements@townofporthawkesbury.ca) ~ Cape Breton Region



www.recreationns.ns.ca



The Theme — Recreation: Live it Everyday

Recreation Nova Scotia's theme – **RECREATION: LIVE IT EVERYDAY!** – expresses the need to embrace and participate in recreation programs, services and facilities so that the important and varied benefits of recreation are experienced. This theme will be used in all RNS publicity efforts for this campaign and we encourage your community to utilize it in anyway that helps promote the celebration!

June is Recreation Month Chairperson
Janet Landry

Why do we observe June?

The purpose of observing June, as Recreation Month, is to draw public attention to the important and varied benefits of recreations to individuals, families, neighbourhoods, communities and the province as a whole! Recreation is truly a people business. June can and should be a celebration of people, nature and life. Whatever programs are planned - make them joyous occasions. You are, after all, enhancing the quality of life.

This is an opportunity for you to enhance your relationships with other like-minded agencies and organizations.



“Volunteering in Canada contributes more to the economy than mines and forestry, utilities and communications – around \$12 billion a year.”

(Cohen et al., 1993)



“If you are inactive, studies show that the impact on your health is on par with smoking a pack of cigarettes a day.”

(Dr. Nick Busing, President of the College of Family Physicians of Canada.)



“Physical inactivity is the number one risk factor that affects the health of all individuals.”

- 2002 GPI Atlantic, Cost of Physical Inactivity in Nova Scotia.

Family



Piggyback on RNS Initiatives

Post Your Event on June Is Recreation Month Calendar

To help you and your organization/community promote your June Celebrations, whether they are new special events or highlighting an existing tradition, RNS can provide you with free publicity! RNS will highlight your event on the world wide web, at no cost to you.

An event registration form is found on line at www.recreationns.ns.ca

The more activities and communities represented the better; no event is too small or too large. Your event must be opened to the public and you must provide as much detail as possible for potential participants!





Photo Contest

This is the second annual RNS photo contest, which takes place over the summer, starting in June. Deadline for submissions is **August 21, 2005**.

The purpose of this contest is to give you the opportunity to share your experiences, memories and recreation moments. RNS will also benefit by developing a wonderful database of pictures of how Nova Scotians experience and celebrate recreation.



There are six categories:

- Parks and the Great Outdoors**
- Facilities**
- Families that Play Together**
- Active Nova Scotians**
- Culture and Creative Expressions**
- June 2005 Celebrations**

A photo release must accompany each photo. For more information on the Photo Contest visit our Web site: www.recreationns.ns.ca

Creative Expression Contest

When we use the term 'recreation' we use it in the broadest sense of the word. The arts and culture community is recognized as an important facet of recreation. Youth are invited to submit drawings, sketches and scenes that reflect their recreation experiences. This is an excellent opportunity for partnering with your local school boards to help us celebrate. For details visit our Web site: www.recreationns.ns.ca

"Urban trees can improve the air quality. In 1991, trees in the City of Chicago (11 percent tree cover) removed an estimated 15 metric tons of carbon monoxide, 84 tons of sulfur dioxide, 89 tons of nitrogen dioxide, 191 tons of ozone and 212 tons of particulate matter less than 10 microns. As well as impacting human health, the value of this pollution removal in 1991 was estimated at \$1 million."

(McPherson et al., 1994)





“Japan spends \$5 per capita on arts education. In Canada, we spend \$1.20 per person. The Japanese believe that “A grounding in the arts will help our children bring a uniquely human perspective to science and technology.”

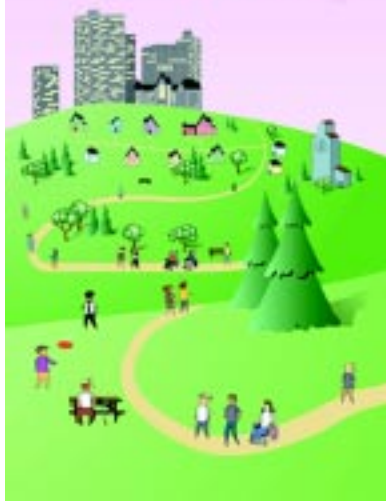
(Alberta Community Development)



“Recreation activities can serve to release tensions; fulfill desires for risk, challenge and competition; and act as an outlet for violence. It is a preventive approach that can be implemented before any unnecessary racial violence occurs.”

-Benefits Catalogue, 1997

Community



Professional Media Supports

RNS produced two radio PSA's, two newspaper inserts and one feature article that are designed to increase the awareness and understanding of the role recreation plays in the health and wellness of our communities and quality of life of its citizens. These, as well as logos, are available on our Web site.

Contact your local media to enquire about similar opportunities that share the same messages, but with a local flair! Contact the RNS office at (902) 425-1128 for information on this initiative or visit the Web site: www.recreationns.ns.ca.



Kids Activity Sheets ~ The Kids Zone

Visit our Web site: www.recreationns.ns.ca to print a coloring sheet and/or activity sheet for young children. An ideal classroom activity or handout to children at your “June is Recreation Month” event.



Freebies & Merchandise

The following June is Recreation Month resources are available from Recreation Nova Scotia:

Zipper Pulls ~ (June - Live It!)	Free/Quantities Limited
June Is Recreation Month Banners to purchase	\$110.00 (1 per region on loan)
Pencils	\$.10 each
Bucket Halls	\$5.00 each
Tattoos	\$10.00 for 100
Shoe Laces	\$3.00 for 2
Recreation Matters Balloons	\$3.00 for 10
Recreation Matters Car Decals	\$.50 each
Benefits Display	2 available for loan

Live it everyday!

June is Recreation Month

“If all adults 20 to 69 years of age reached a modest level of aerobic fitness, the immediate annual savings in health insurance payments would be \$79.8 million, and associated decrease of coronary factors would lower future health costs by an additional \$33 million per year.”

-Benefits Catalogue, 1997



“If 40% of the Canadian population became involved in regular physical activity, the net savings to health care alone would be \$6.5 million per day.”

(Manitoba Sports Federation, 1988)





“Rosenburg (1986) found that older adults involved in an organizational activity had significantly better scores on the happiness scale than those who did not belong to any association.”

-Benefits Catalogue, 1997



“Among young people, high levels of fitness are associated with decline in smoking and drinking behavior, healthier eating habits and with increased self-esteem.”

(Guzman, 1992)

Family



Getting Involved!

What can you do?...

Elected Officials

As an elected official or municipal committee member, your involvement and support to the celebration of June as Recreation Month is vital! As an elected official, your role in ensuring that recreation programs, services and opportunities that contribute to the health, wellness and overall quality of life in our communities remains a priority.

For the month of June renew your commitment to be a strong voice advocating the benefits that recreation provide to our communities. RNS and your recreation staff can provide you with relevant facts, research and examples of how recreation contributes to personal, social, environmental and economic well-being in our families, communities and province.

The following are some activities/strategies, which elected officials could become involved:

- Officially proclaim or invite your community to celebrate June is Recreation Month. (We have a useable proclamation example on the Web site!)
- Formally recognize, in some way, the efforts of your municipal department staff and volunteers.
- Become a member of Recreation Nova Scotia, and plan to attend the Conference in October.
- Encourage/support a municipal-wide events that would provide local recreational, environmental, sports, arts and culture, agencies, groups and businesses an opportunity to share and promote their programs and services to the community.
- Nominate one of your staff or volunteers, local groups or initiatives for an award and recognition from the Recreation Nova Scotia.



Practitioners and Volunteers

The benefits that recreation programs, facilities and services you provide in your community is often known, but not celebrated or promoted. June celebrations are the perfect opportunity for your department or agency to 'take the stage' and communicate the messages regarding the value of recreation in our communities. Whether it is through a media campaign, a new event or promotion or by using an existing annual event. June is the month to celebrate!

The following are some activities/strategies, which recreation practitioners and volunteers could be involved in:

- *Have your Mayor/Warden proclaim or invite your community to celebrate that June is Recreation Month!*
- *Plan a community-wide event to celebrate and showcase the value of recreation in your community!*
- *Contact the local media and have a weekly article focusing on a particular event, facility, group, program, volunteer related to recreation!*
- *Develop a community contest that promotes recreation and the benefits it provides to your community!*
- *Ensure that all promotions of existing events, programs and services occurring in June promote 'June is Recreation Month!'*
- *Plan a department-wide celebration for all department staff and volunteers to celebrate the contributions you make to the quality of life in our communities!*
- *Become a member of Recreation Nova Scotia, and/or attend a the Conference in October.*
- *Plan/facilitate a municipal-wide event that would provide local recreational, environmental, sports, arts and culture, agencies, groups and businesses an opportunity to share and promote their programs and services to the community.*
- *Engage your community, with the assistance of a local photography club or business, to participate in RNS's Photo Contest!*
- *Nominate one of your staff or volunteers, local groups or initiatives for an award and recognition from Recreation Nova Scotia.*

"Outdoor programs provide a range of benefits; feelings of accomplishment, developing a connection to nature, making friends, improving skills, overcoming natural obstacles and testing limits and becoming aware of, and appreciating the natural and cultural resources of the outdoors."

(Schleien et al., 1993)



Not-For-Profits (Community Service Clubs)

The not-for-profit sector plays a significant role in the delivery of recreation programs and services and in some communities these groups are the 'only game in town'. Therefore the role that they play in contributing to our communities and their quality of life should not be overlooked.

The following are some activities/strategies, that not-for-profit groups could become involved in:

- *Plan/Participate in a community-wide event to celebrate and showcase the value of recreation in your community!*
- *Ensure that all promotions of existing events, program and services occurring in June promote 'June is Recreation Month'!*
- *Plan an agency-wide celebration for all staff and volunteers to celebrate the contributions you make to the quality of life in our communities!*
- *Have local media cover your event, agency, programs or services!*
- *Plan or participate in a municipal-wide event that would provide local recreational, environmental, sports, arts and culture, agencies, groups and businesses an opportunity to share and promote their programs and services to the community!*
- *Nominate one of your staff or volunteers, or initiatives for an award and recognition from Recreation Nova Scotia!*



Business/Corporate

The business community cannot be overlooked as advocates for recreation. Many businesses are direct providers of recreation related services and programs. Others provide the necessary equipment and supplies to participate in various activities or programs and still others are valued members of our community who believe in and support individual and community health and well-being. Whatever the case, the business and corporate community is an important advocate of the delivery of recreation.

The following are some activities /strategies that can be used by businesses and corporations that believe in the value of recreation:

- *Get involved in your community's celebration activities or events, become a sponsor or partner in the event!*
- *Help promote community activities and events through your customers and media campaigns!*
- *Get other businesses/corporations on board! Enlist the support of other community businesses that may not be involved in the celebrations!*
- *Coordinate and support a municipal-wide event that would provide local recreational, environmental, sports, arts and culture, agencies, groups and businesses an opportunity to share and promote their programs and services to the community!*

