



## June is Recreation Month 2006 — Community Tool Kit



# Live it everyday!

*June is Recreation Month*



## Celebrate June is Recreation Month.

Whatever recreation means to you ... whether it's building a sandcastle, hiking or tossing a frisbee ... make it mean something. Do stuff. Have fun.

### Live it every day!

June is Recreation Month activities will be taking place in communities across Nova Scotia. For a listing of events and/or to post your event,

visit [www.recreationns.ns.ca](http://www.recreationns.ns.ca)



HEALTHIER FUTURES through RECREATION



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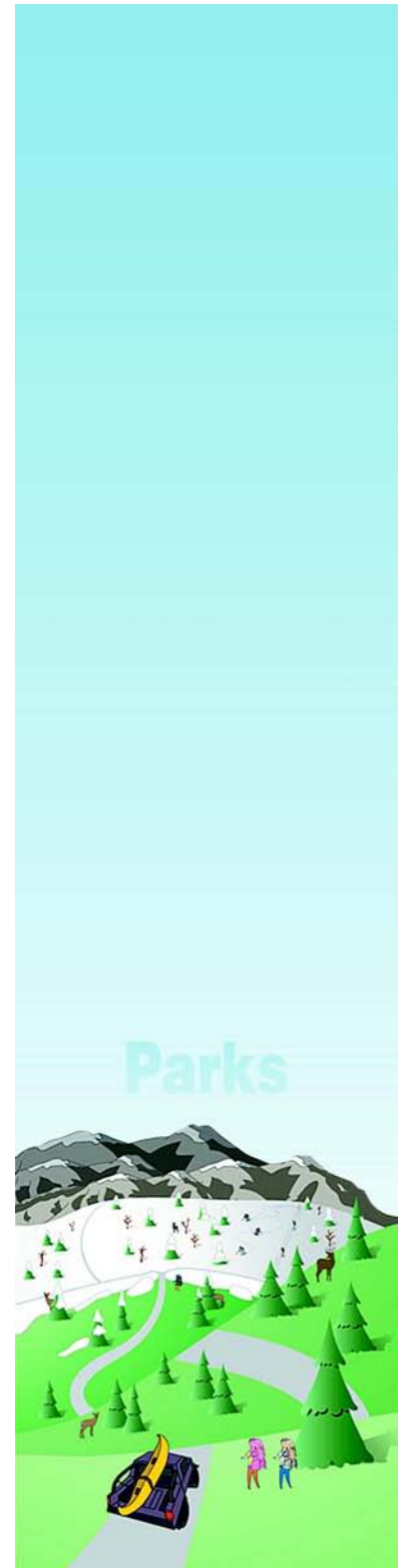


## Meet the June is Recreation Month Supporters and Ambassadors

A supporter is a community, municipality or association that agrees to observe and celebrate June is Recreation Month in 2006 by coordinating at least five campaign activities.

### *The 2006 June is Recreation Month Supporters*

- ◇ BLT Rails to Trails
- ◇ Village Green Recreation Society, East Dover
- ◇ Halifax Regional Municipality – Mainland North Western Region
- ◇ Town of Port Hawkesbury
- ◇ Town of Windsor
- ◇ Municipality of the County of Colchester
- ◇ Municipality of the District of Chester
- ◇ Municipality of Barrington
- ◇ Lunenburg Municipal Recreation
- ◇ West Hants Recreation Department
- ◇ Town of Springhill
- ◇ Town of Shelburne
- ◇ Stellarton Recreation
- ◇ Town of Clark's Harbour
- ◇ Halifax Regional Municipality – Chocolate Lake Recreation Centre, Captain William Spry Centre, St. Mary's Boat Club
- ◇ Village of Bible Hill
- ◇ Halifax Regional Municipality Community Services
- ◇ Town of Mulgrave Recreation Department
- ◇ HRM Community Recreation Services, Sackville
- ◇ Clare Recreation Department
- ◇ Town of Kentville Parks and Recreation
- ◇ Municipality of East Hants
- ◇ Cape Breton Regional Municipality Recreation
- ◇ Guysborough Municipal Recreation
- ◇ Town of Hantsport
- ◇ Canning and District Recreation Commission
- ◇ Town of Berwick
- ◇ Municipality of Annapolis County Recreation
- ◇ 14 Wing Greenwood Community Centre
- ◇ Town and Municipality of Digby
- ◇ Municipality of Kings County
- ◇ Village of New Minas
- ◇ NS Health Promotion and Protection - Valley Region





## June is Recreation Month

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- ◇ Town of Middleton
- ◇ Northern Lights Lantern Festival
- ◇ Bridgewater Parks, Recreation & Culture Department
- ◇ Halifax Regional Municipality Adventure Earth Centre
- ◇ Town of Bridgetown
- ◇ HRM - Community Recreation Services
- ◇ Cole Harbour Community Recreation
- ◇ Kids First Association
- ◇ Beaver Bank Kinsac Community Centre
- ◇ Halifax Regional Municipality – Aquatic Recreation, Sackville
- ◇ Municipality of the County of Antigonish
- ◇ Fundy Shoreline Recreation Association

**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](mailto:taylorg@region.halifax.ns.ca)) ~ Central Region

Tammy Anderson ([tanderson@modg.ca](mailto:tanderson@modg.ca)) ~ Highland Region

Janice Rand ([jrand@modl.ca](mailto:jrand@modl.ca)) ~ South Shore Region

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Mary MacDonnell ([mary.macneil-macdonnell@townofporthawkesbury.ca](mailto:mary.macneil-macdonnell@townofporthawkesbury.ca)) ~ Cape Breton Region



[www.recreationns.ns.ca](http://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 any way that helps promote the celebration!

June is Recreation Month Chairperson  
Janet Landry

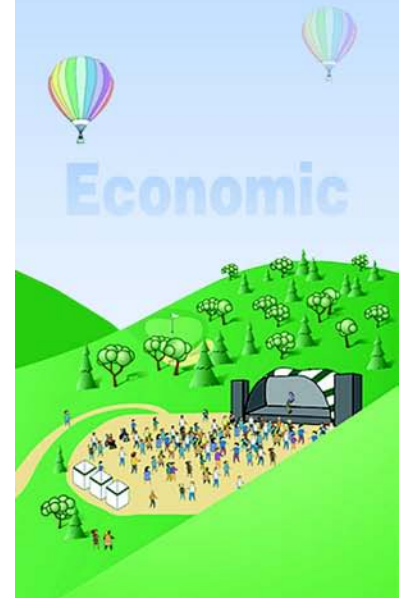
## Why do we observe June?

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



“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.

You can post your event directly on line at [www.recreationns.ns.ca](http://www.recreationns.ns.ca)

The more activities and communities represented the better; no event is too small or too large. Your event must be open 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 **September 22, 2006.**

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 resource of pictures of how Nova Scotians experience and celebrate recreation. Members will be able to access these photos through the RNS Web site.



There are six categories:

- Parks and the Great Outdoors**
- Facilities**
- Families that Play Together**
- Active Nova Scotians**
- Culture and Creative Expressions**
- June 2006 Celebrations**

A photo release must accompany each photo. For more information on the Photo Contest visit our Web site: [www.recreationns.ns.ca](http://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](http://www.recreationns.ns.ca)

“Recreation, sports, arts and culture build social skills and stimulate participation in community life.”

◆

“Recreation, sports, arts and culture build self-esteem and positive self-image; foundations for personal quality of life.”

(Source: CPRA Benefits Catalogue)

Parks



“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*

## Professional Media Supports

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

Contact your local media to inquire about 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](http://www.recreationns.ns.ca).



## Community



## Kids Activity Sheets ~ The Kids Zone

Visit our Web site: [www.recreationns.ns.ca](http://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

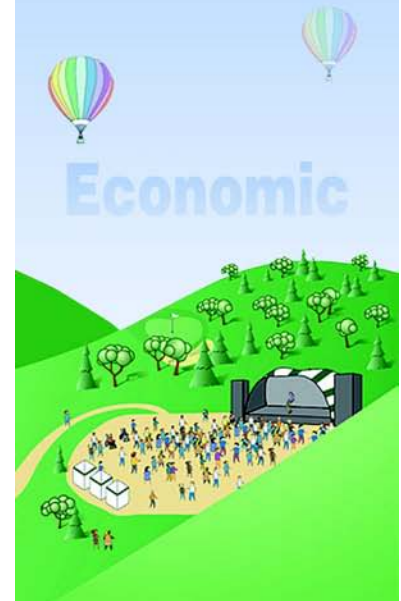
The following June is Recreation Month resources are available from Recreation Nova Scotia:

Zipper Pulls ~ (June - Live It!)	Free/Quantities Limited
June Is Recreation Month Banners to purchase	\$110.00 (1 per region on loan)
Pencils	\$ .50 each
Bucket Hats (orange, yellow or beige)	\$10.00 each
Tattoos	3 for \$1.00
Shoe Laces ~ "Live it Everyday!"	\$4.00 for 2
Recreation Matters Balloons	\$3.00 for 10
Benefits Display	2 available for loan

"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

**Live it everyday!**  
*June is Recreation Month*





“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

## Getting Involved!

What can you do?...

### **Elected Officials**

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

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, with which elected officials could become involved:

- **Officially proclaim or invite your community to celebrate June is Recreation Month. (A sample proclamation is on the Web site.)**
- **Formally recognize 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 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 Recreation Nova Scotia.**

Family





## Practitioners and Volunteers

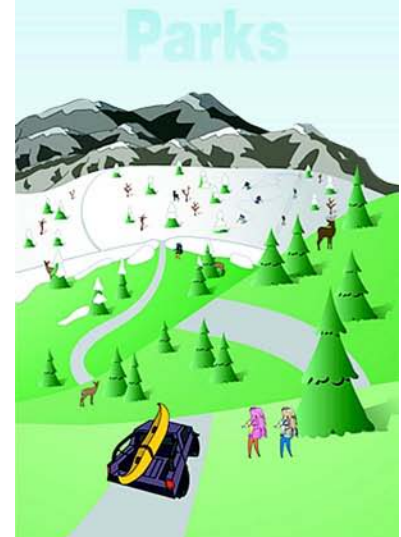
The benefits that recreation programs, facilities and services you provide in your community are often known, but not celebrated or promoted. June celebrations are the perfect opportunity for your department or agency to 'take the stage' and communicate the messages regarding the value of recreation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

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

- *Have your Mayor/Warden proclaim or invite your community to celebrate 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 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.*

"When people from different walks of life join together in leisure pursuits, mutual understanding results."

(Source: CPRA Benefits Catalogue)



**RECREATION FACT:**

“Did you know that Nova Scotia has 79 arenas, 38 curling rinks, 25 indoor pools, 26 outdoor pools and 312 athletic fields?”

(Source: NSHPP 2006)

### **Community Groups/Organizations**

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 they play in contributing to our communities and their quality of life should not be overlooked.

The following are some activities/strategies, in which community groups/ organizations could become involved:

- *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.*

