



June is Recreation Month 2007 — 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



HEALTHIER FUTURES *through* RECREATION



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June is Recreation Month 2007

Celebrating June is Recreation Month is an exciting way to increase awareness in communities and celebrate our success in significantly contributing to the quality of life in Nova Scotia. Recreation Nova Scotia hopes you will take up our invitation to celebrate June is Recreation Month and **LIVE IT EVERYDAY!**

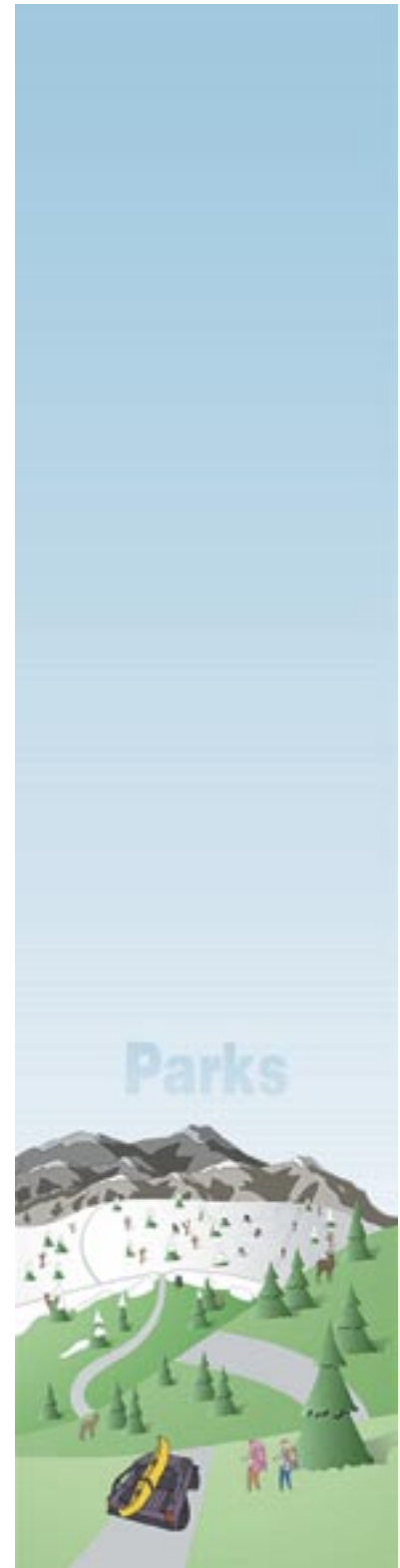
The Theme

The June is Recreation Month theme is **LIVE IT EVERYDAY!** Regardless of ability or age, Nova Scotians are enjoying recreation in an increasing number of ways and this year's theme recognizes that recreation activities do not have one definition. "Activities of all kinds, not just physical, is acknowledged and celebrated. Whether it is lawn bowling, running marathons, photography, taking a walk in a park, reading a book, learning a new instrument, playing soccer, or star gazing... recreation is about celebrating life.

Become a Supporter

A Supporter is a community, school, organization or business that agrees to observe and celebrate June is Recreation Month in 2007 by coordinating at least five campaign activities. June is Recreation Month is not necessarily about creating new events and programming in our communities and schools but about helping promote and sustain existing ones. Supporters will be recognized on the June is Recreation Month website.

Supporters are provided with June is Recreation Month promotional materials to use and distribute including 10 JRM frisbees, 10 JRM posters, and 100 bookmarks.





June is Recreation Month

The top three constraints to participation as identified by Grade 3 students in Nova Scotia are:

- cost
- Lack of equipment
- school work



All Supporters will be eligible for a draw for playground equipment donated by Henderson Recreation. We hope you will take up our invitation to be a SUPPORTER and celebrate June is Recreation Month – **LIVE IT EVERYDAY!** Your involvement in this year's campaign is vital.



New This Year - The Launch Kit

The first 50 Supporters that sign up to host a June is Recreation Launch event on June 1st as one of their campaign initiatives will receive a special Launch Kit - a June is Recreation Month Cooler containing promotional balloons, zipper pulls, shoe laces, tattoos for prizes and give aways. If your group would like to become a Supporter, please complete and fax back a Supporter Sign Up sheet to Recreation Nova Scotia. Sign Up Sheets are available on line www.recreationns.ns.ca/june.

If you have any questions please contact Recreation Nova Scotia at 425-1128 or one of the June is Recreation Month Ambassadors.



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Meet the Ambassadors

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, or are looking for resources and ideas, contact your Ambassador!

Doug Branscombe (branscd@region.halifax.ns.ca) ~ Central Region
 Norma MacLeod (nmacleod@newglasgow.ca) ~ Highland Region
 Janice Rand (jrand@modl.ca) ~ South Shore Region
 Deb Ryan (debryan@annapoliscounty.ns.ca) ~ Valley Region
 Meghan Dethridge (detherml@gov.ns.ca) ~ Cape Breton Region
 Pam Adams (padams@townofspringhill.ns.ca) ~ Fundy Region

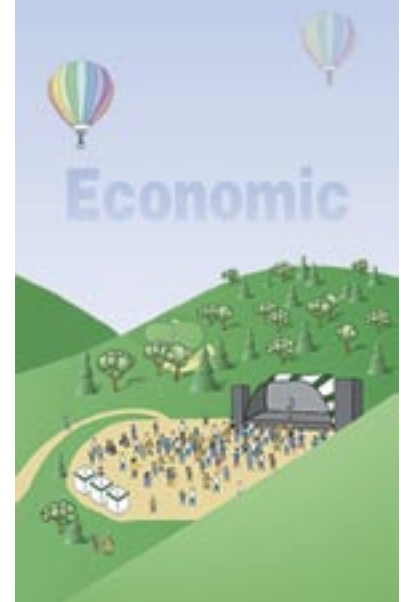
“A healthy individual is less likely to be sick — saving frequent medical visits, additional costs and absenteeism from the workplace.”



The Campaign

June is Recreation Month 2007 campaign is completely available online at www.recreationns.ns.ca. The many components of the campaign include:

- The Supporters program
- The Ambassadors
- The Launch campaign
- The Kids Zone including the Creative Expressions Contest and Recreation Story Contest and activity sheets
- The Media resources including radio and print ads
- The Photo contest
- Downloadable resources including screen savers, certificates, bookmarks and posters
- Give aways and merchandise including bucket hats, banners, zipper pulls, flyers, pencils, etc.
- The June is Recreation Month calendar
- Success Stories, Tips and Ideas
- Games and Activity Tool Kit
- The Fun Bug



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June is Recreation Month

“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.

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

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!



Family



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Photo Contest

This is the third annual RNS photo contest, which takes place over the summer, starting in June. Deadline for submissions is September 21, 2007.

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
- Active Transportation in Nova Scotia
- Culture and Creative Expressions
- June 2007 Celebrations
- Play Together – Stay Together

A photo release must accompany each photo. For more information on the Photo Contest visit our Web site: 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)



“The most frequent physical activities are – walking, jogging/running, biking, and basketball.”

(PACY Data 2005)

Creative Expression and Recreation Story Contests

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, scenes and stories that reflect their recreation experiences. This is an excellent opportunity for partnering with your local school boards and libraries to help us celebrate. For details visit our Web site: www.recreationns.ns.ca/June



The winner of the Creative Expressions Contest will receive a new bicycle and helmet, generously donated by Canadian Tire. The winner of the Recreation Story Contest will receive a \$150.⁰⁰ gift certificate from Canadian Tire.



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Media Resources

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.



Sample Print Ad



“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



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“Estimates show that the number of Canadians in their 60s will increase by 50% over the next ten years, while a recent study indicates that 52% of Canadian baby boomers are inactive.”

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.

Live it everyday!

June is Recreation Month



Search for the Words!



Use the bowling words below to create your own word search. Write the letters of each word in the empty spaces. You may write them up, down, across and diagonally. Then, write other letters in the empty spaces. Give your word search to someone else.

	lane	foul	frame	gutter	approach
	pin	pit	spare	strike	turkey



Family





June is Recreation Month

Merchandise

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

Zipper Pulls ~ (June - Live It!)	\$1.25 each
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/pair
Recreation Matters Balloons	\$3.00 for 10
Live it Everyday! Frisbees	\$1.25 each
Benefits Display	2 available for loan

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

(Source: CPRA Benefits Catalogue)

Activity Tool Kit

This on line tool kit provides over 230 activities and games, all aimed at incorporating active living into the classroom, playroom, recreation center, park, and back yard.

Examples of games include: Bucket Ball, Frisbee Tag, Soccer Tag, Team Stride Ball, Spud.

The Activity Tool Kit has been designed by Alberta Parks and Recreation Association for June is Recreation Month.

Downloadable Resources

June is Recreation Month Certificates, bookmarks, posters, and screen savers are all available at www.recreationns.ns.ca/june . If you require additional posters or bookmarks you can order directly from Recreation Nova Scotia by emailing info@recreationns.ns.ca or by phoning 425-1128. These resources are all free, while supplies last.



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June is Recreation Month

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)

Getting Involved! What can you do?...

Elected Officials

As 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.
- Lead a Community Mayor's Walk.
- Pass out June is Recreation Month frisbees to citizens being active.
- During Bike Week, host a Mountain Bike Ride.
- 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.



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June is Recreation Month

Community Organizations, Recreation Departments, Schools and Volunteers

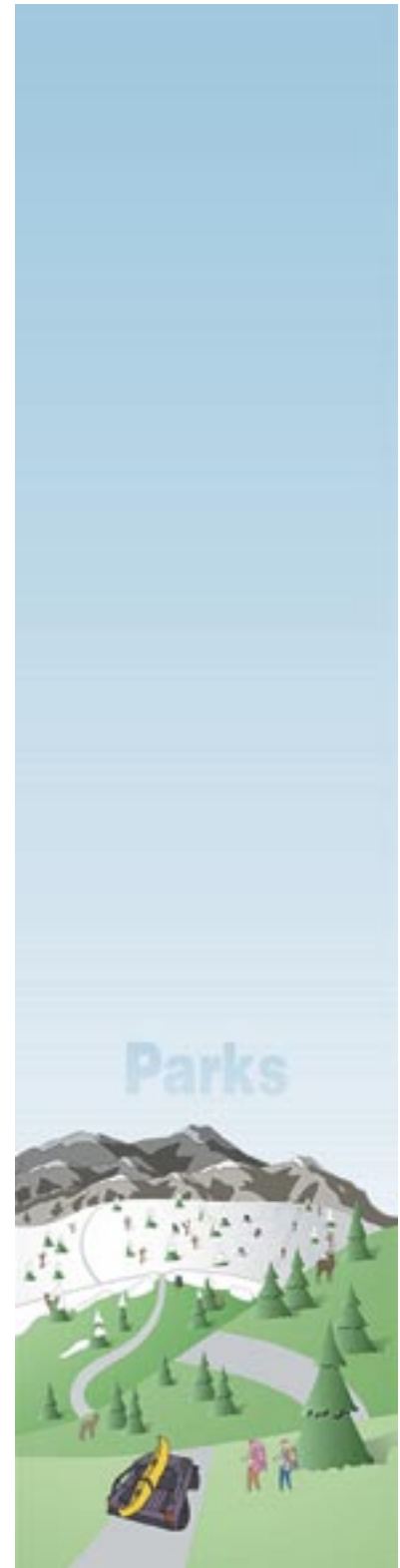
Need a great idea to get going? Here's a brief list of activities and events to spark your imagination. Many of these ideas represent activities from past ambassadors of June is Recreation Month. For more detailed examples on how communities in Nova Scotia participate in JRM, check the JRM Success Stories in this tool kit and on the JRM website.

Promote and Show Off!

- Insert a Calendar of June Events in your community's Leisure Guide.
- Design posters (see Success Stories section of the Tool kit) for your community that promote the Live it Everyday! theme.
- Promote summer sport registration using the Live it Everyday! theme.
- Organize open houses and demonstrations of your programs (e.g. skateboard or BMX demos). Consider lunch-hour demos at a central location – include activities from judo to dancing to chess.
- Present a seniors' showcase and exercise session.

Focus on Walking

- Walk on a trail, fitness route, with a group, or to get to work/school.
- Organize a "poker walk" (where participants search for and locate the best poker hand).
- Challenge members of a recreation/fitness centre to complete 60 km of walking in June (include all cardio machines and put a handicap on mileage done on the cardio bike machine) or a pedometer challenge.
- Organize a Nordic walking workshop or event.
- Go Hiking – tie in with Trails Day.



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June is Recreation Month

Focus on Value

- Offer extra times for public/family swims.
- Offer “Two for One” admissions.
- Offer “Give it a Try” days (e.g. try a fitness class for free).
- Offer one of your activities for workshops for free (e.g. Pottery 101).
- Offer free public skates, swims.
- How about “Fitness for Free Fridays”.
- Try a program in a different location and offer for free (e.g. yoga or tai chi in the park).

Plan Special Events

- Have fun with tournaments...
 - road hockey
 - 3 on 3 basketball
 - slo-pitch
 - mini-game day
 - beach volleyball
 - fishing
- Kick-off June with a Mayor’s Walk and Barbeque.
- Hold a media challenge, such as a soccer game between senior municipal staff and the media. Time it for lunchtime and have a barbeque afterwards.
- Get canoes and kayaks ready for summer at a “water fun day”.
- Organize a park party for neighbourhoods, with free games and refreshments.
- Get pretty with a blossom festival.
- Have a health fair in conjunction with your local health unit to show the benefits of recreation and physical activity. Make it interactive; check heart rates before and after exercise.
- Keep kids rockin’ with an ‘almost summer’ pre-teen dance.
- Invite families to a beach volleyball and picnic day.
- Offer a fun mini-triathlon.



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June is Recreation Month

Be Inclusive

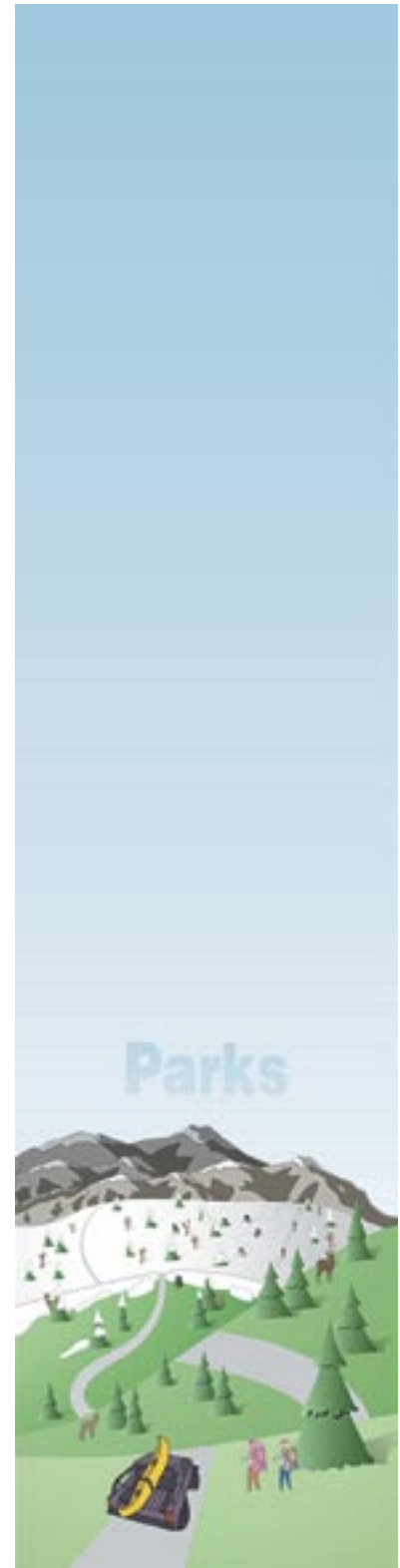
- Involve citizens who may be in an institution or facing challenges in your activities and events.
- It is important to gear the activity to meet the ability of the individual and encourage full participation.
- If you can, adapt the activity so that those with disabilities can actively participate and, more importantly, want to participate.
- Try to use accessible locations whenever possible.

Celebrate Diversity

- Create an historical display, highlighting interesting history of your area. Enlist the aid of the local historical society.
- Have a cultural arts fair to demonstrate the type of programs our offer. Include visual, performing and creative arts. Involve ethnic groups that offer music, dance, food and art.

and a few more good ideas...

- Challenge another community to be active.
- Have a "Get Active" campaign: log total hours of activity in Adult, Senior, Youth and Family categories.
- Present an "Adopt-a-Park in June" campaign.
- Celebrate Fathers' Day with special activities for fathers and children.
- Use June as an opportunity to discuss issues facing the recreation and parks services in your area. Make presentations, arrange for TV and radio talk shows and speaking engagements. Discuss topics such as accessibility, infrastructure or physical activity and health trends.



www.recreationns.nsw.gov.au

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Success Stories 2007

Live it everyday!
June is Recreation & Parks Month

Recreation and Parks Month Kick-off
Dempsey Neighbourhood Park
Sunday, May 28, 2006
12:30 - 2:30 p.m.

- Walk the trails with Mayor Gord Krantz
- Free barbecue, children's games, face painting and more!

During the month of June...

- Be active all month long - indoors and outdoors!
- Register your participation starting May 10 at www.milton.ca and appear on our website
- Submit activity log sheets every week
- Weekly and grand prizes will be awarded

TRAIL & BIKEWAYS

Dempsey Neighbourhood Park
187 Dixon Drive
Main Street

www.milton.ca 905-878-7252, ext. 2189

My weekly physical activity log
Get active your body and build physical activity into your daily life.
Record the minutes you were active each day in June.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1 May 29 - June 4							
Week 2 June 5 - 11							
Week 3 June 12 - 18							
Week 4 June 19 - 25							

Weekly totals
Number of days active by week: 0 - 10 - 15 - 20

Grand totals
Total time spent active by week: 0 - 10 - 15 - 20

Grand off-log totals
Total time spent active by week: 0 - 10 - 15 - 20

Weekly totals
Number of days active by week: 0 - 10 - 15 - 20

Grand totals
Total time spent active by week: 0 - 10 - 15 - 20

Grand off-log totals
Total time spent active by week: 0 - 10 - 15 - 20

Milton:
Mayor's Walk Kick-off and
Physical Activity Challenge

Richmond Hill:
Leisure Guide JUNE
Calendar of Activities

JUNE IS RECREATION AND PARKS MONTH
JUNE HAS BEEN PROCLAIMED AS RECREATION & PARKS MONTH IN RICHMOND HILL THROUGHOUT THE PROVINCE OF ONTARIO.

Join us in celebrating the benefits and values of recreation in everyday life. Start planning now for June 2006 activities and don't forget to mark them on your calendar!

What is June is Recreation and Parks Month?
An exciting way to increase awareness of the value and important benefits of recreation and parks to individuals, families, and communities, by contributing to the quality of life in Ontario.

The theme, "Live it everyday!" expresses the need to embrace and participate in recreation and parks programs, services and facilities everyday!

More details on the events listed below are provided within our guide. You may also visit our website at www.richmondhill.ca

HERE ARE JUST SOME OF THE ACTIVITIES THAT YOU COULD JOIN:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4. Hill Road Open at Hill Road Park & Artisan Spring Show Sale	5. Fair Reflections Art	6. Race a Car! game night!	7. Farmers Market 9:00 am at McCombs Centre	8. Take a walk in your local park!	9. Youth Soccer 7:00 pm Williams North lot at McCombs Centre	10. Heritage Village Day
11. McCombs Centre Sale 10:00-5:00 pm	12. Save your Tank! for a single tank!	13. Trolley Race for Fun! 1:00-5:00 pm at Heritage Centre	14. Race Fun! Leisure Sale 8:00-9:00 pm	15. Enjoy nature by taking a walk through Richmond Hill Forest!	16. Garage Sale 10:00-5:00 pm	17. Old Village Centre Sale of Old Village Recreation Society
18. MOTHER'S DAY! Plan a picnic!	19. Try to Live Starting at the Richmond Green State Park!	20. Free school trip to Tiger Walk 4:00-6:00 pm	21. Race a Leisure Sale at The West End 8:00-9:00 pm	22. Take the kids to State Park at Richmond Forest!	23. Cancer Society Walk at Home - Richmond House at 7:00 pm	24. Continental Pool Leisure Sale 1:00-5:00 pm
25. Antique Hill Family Sale 10:00-5:00 pm	26. Check out before House Sale at George Wood!	27. Play a game of tag at 10:00 am at McCombs Centre	28. Farmers Market 9:00 am at McCombs Centre	29. Last Day of School! Register for Summer Camp!	30. Family Reunion 10:00-5:00 pm at Langstaff	July 1st Canada Day at KENNEDY

Provided by Parks and Recreation Ontario

www.recreationns.ca

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June is Recreation Month

Park lands and outdoor recreation facilities provide exceptional learning opportunities for students. Using recreation areas and park land as a medium for learning creates a fun and relaxed atmosphere where students want to participate.

Organizations and Links

June is a busy month in Nova Scotia, with many provincial organizations involved in activities and celebrations. Here are a list of suggested events and websites that you may want to link with as you celebrate June is Recreation Month.

- Summer Active (May/June) ~ www.summeractive.org
- International Trails Day – June 2 ~ www.internationaltrailsday.com
- HRM Bike Week – June 3-9 ~ www.halifax.ca
- Commuter Challenge Week – June 3-9 ~ www.commuterchallenge.ca and www.ecologyaction.ca
- Canadian Environment Week – June 4 ~ www.ec.gc.ca/e-week
- Clear Air Day – June 6 ~ www.cleanairday.com
- National Aboriginal Day – June 21 ~ www.ainc-inac.gc.ca/nad
- Go Skateboarding Day – June 21 ~ www.goskateboardingday.org
- Canadian Multiculturalism Day – June 27 ~ www.canadianheritage.gc.ca
- National Safety Week ~ www.redcross.ca
- Child Safety Link ~ www.childsafetylink.ca

Community



www.recreationns.ns.ca

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June is Recreation Month

Connect to Local Recreation at www.recreationns.ns.ca

Recreation Nova Scotia's website provides you with a direct link to Municipal Recreation programs and services offered in your community. As not all recreation, physical activity, sport, cultural, facility and volunteer opportunities are available on line, you may need to contact your recreation department directly.

Click on a county to connect to your local recreation department.



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Summer Sun Safety

A How to Guide for Recreation and Sport Programs

The Summer Sun Safety Guide for Recreation and Sport included sun safety policies for staff and participants, staff training, communication tools and supports like tattoos and aluminum signs promoting sun safe practices. For more information, contact Cancer Care Nova Scotia at (902) 222-9739.



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902.425.1128
902.422.8201

www.recreationns.ns.ca

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