

## Appendix D

### Success Stories and Program Highlights in B.C.

There are many initiatives in the parks, recreation and culture sector that are contributing significantly to the quality of life of B.C. residents. Below is a snapshot of some of these initiatives compiled for a 2007 report by Professional Environmental Recreation Consultants Ltd. commissioned by the BCRPA for the strategic planning process.

The first section focuses on programs at the community scale and the second section focuses on initiatives generated by the provincial government.

### Snapshots of Success at the Community Level

- Vancouver Parks Board working with the Garden Club of Vancouver on an Up Front Garden Competition.
- Utilizing the Chilliwack Spirit of BC Committee to foster community partnerships and initiatives.
- Sport Kelowna collaboration with City, Tourism Kelowna, and Pacific Sport, connecting community sport development to and with elite athlete services.
- Surrey PRC has a partnership with several other agencies (B.C. Housing, Cancer Society, etc.) to address gaps and eliminate barriers within a social wellbeing project.
- Regional District of Central Okanagan has a Back to Basics – Park Play Days to reconnect community to activities in their local parks.
- Physicians Promoting Physical Activity gave pedometers to patients and referred them to the community to assist in becoming more physically active. This was a BCRPA/BCMA partnership.
- BCRPA partnership with the B.C. Women’s Hospital on the delivery of the Osteo-Fit program province-wide.
- B.C. Sport Participation Program (BCSPP) funding has resulted in 48,000 new participants, training of over 1,800 coaches in 102 different communities targeting under-represented groups through 22 provincial sports organizations (PSO). Outcomes include connections between PSOs, communities, schools and sports clubs.
- Seasonal Team/Individual Initiatives provided by the YWCA to help individuals continue with and increase their level of exercise, focusing on difficult times such as November, February and during the summer.
- Ministry of Health supports a Cross-Ministry Committee and fund to engage non-health partners in initiatives that improve the health of the population.
- 2010 Legacies Now has a partnership with UBCM on A.C.E. (Active Civic Employees) which includes development of a provincial workplace wellness symposium and a web-based “community of practice” for sharing resources.
- BCHLA used a collaborative process for developing and implementing the “Winning Legacy.”
- Surrey, in partnership with the school district, Fraser Health Authority and the United Way, has developed an Early Development Indicators project with an EDI Coordinator to provide more resources and opportunities to 0-6 year olds and to utilize the schools to connect with the young families in “high needs” schools and neighbourhoods.
- The Tri-City communities (Coquitlam, Port Coquitlam and Port Moody) are partnering with SD 43 to encourage and reinforce participation by children in physical activity through a Grade 5 Activity Card with free access to all drop-in programs and opportunities.
- Kelowna has a Kickstart Kelowna Active Communities initiative with a five- year strategic plan and a community based network that includes: regional district, school district/Action Schools, Interior Health, YMCA, Boys/Girls Clubs, and the private sector. There are “storefront” offices in the major shopping malls.
- Vancouver partners with the Vancouver Foundation on a Vital Signs annual report card for cities.
- Burnaby PRC provides one-third funding for Community School Coordinators. This partnership allows SD40 to provide this program to more elementary schools.
- A consortium of municipalities on the North Shore is collaborating on a Seniors Arts for Health study program.
- Coaching Development Partnerships is increasing coaching development among under-represented populations through the combined efforts of Aboriginal Sport, B.C. Games, ProMotion Plus, School Sports and others in regional centres

throughout B.C.

- The Regional District of Nanaimo has achieved full regional funding for operations and acquisition of the Regional Parks program.
- More Sports is a multi-partner collaboration at the local level that has reached thousands of children in Vancouver.
- BC Healthy Communities is providing a framework within which communities and organizations can move toward a holistic understanding of a healthy community.
- Fort St. John has a Healthy Living Alliance that includes new multi-disciplinary partnership programs such as Breathe Easy and Free and Cardiac Rehab. Partners include the City, Success by Six, the school district, Northern Health Authority, First Nations and Canadian Cancer Society.
- Community involvement and engagement is the cornerstone of the Parkgate Community Centre in North Vancouver.
- University of Victoria Athletics and Recreation is developing models for greater links to the community including roles for students such as mentoring.
- West Vancouver is working with the regional health authority to build a new community centre with a health component.
- Sport BC is partnering with communities and PSOs on the Community Sports Hero Awards. More than 70 awards were given last year to “local heroes.”
- New Westminster gave pedometers to city council members; local newspapers told the stories of the council’s successes in the four weeks leading up to Move for Health Day.
- Nanaimo Regional District has a partnership with Quality Foods for Rec Bucks. Based on 200,000 points for a \$20 Rec Bucks value, people can use the Rec Bucks for parks and recreation services including program fees and passes, rental fees, camping fees, etc. The partnership has extended access and promoted healthy living.
- The Ministry of Health has a healthy workplace collaboration with Human Resources and facility management to advance and support healthier choices and a healthier environment for employees.
- Richmond used a Gathering Place initiative to create a sense of place and community as well as to increase safety in an area that felt disenfranchised. Partners in the meeting place included the City, community centre, health and the RCMP.
- Ministry of Tourism, Sport and the Arts is engaging in a number of collaborative ventures with other sectors including Sport Participation, Sports Funder and Aboriginal Youth First.
- 2010 Legacies Now is supporting a new initiative for physical activity for 0-5 year olds, parents and caregivers. LEAP B.C. (Literacy, Education, Activity and Play) is in partnership with the Ministries of Health, Education, and Children and Family Development.
- The Active Communities Initiative has 153 registered communities. BCRPA is managing this initiative that supports communities with resources and programs to increase rates of physical activity throughout B.C. Communities are creating plans, programs and initiatives through multi-sectoral partnerships.
- National sports organizations (NSOs) in Canada are developing Canadian Sport for Life (formerly Long-term Athlete Development), considering physical literacy, excellence and being active for life.
- BCRPA is building links with sport at local levels with recreation departments and provincial and local sports organizations.
- Richmond conducted a comprehensive systemic review of its services involving a wide range of stakeholders.
- Panorama Recreation has worked with partners (University of Victoria, Beacon Community Services, ASRA) to develop Hop 2 It on the Saanich Peninsula, a physical activity training and awareness program for preschool operators. The UBCM Healthy Communities Grant Program provided the funding.
- Saanich developed a major partnership with the school district to renovate a portion of an elementary school as a seniors/community centre. The school was able to remain open, the community has new facilities and opportunities and the inter-generational involvement has expanded.
- SportsFunder BC provides additional resources for travel subsidies, BC School Sports, leadership development and KidsSport.
- Action Schools! BC is partnering with Abbotsford in Motion on a number of areas including training, joint programs and participation of Action Schools BC launches and events.

## Current Provincial Initiatives

During the strategic planning process, a list was compiled detailing the range and number of initiatives active in British Columbia. These initiatives provide a context for this strategic plan and may be of interest to participants at the Provincial Recreation Summit. However, the list is not a comprehensive review of everything each agency or collaborative is doing. It is a high-level summary of some initiatives currently underway.

### Government of B.C. – Five Great Goals

The Province has identified “Five Great Goals” for 2006/07 to 2015/16. They are:

1. Make B.C. the best educated, most literate jurisdiction on the continent.
2. Lead the way in North America in healthy living and physical fitness.
3. Build the best system of support in Canada for persons with a disability, those with special needs, children at risk and seniors.
4. Lead the world in sustainable environmental management with the best air and water quality, and the best fisheries management, bar none.
5. Create more jobs per capita than anywhere else in Canada.

### B.C. Ministry of Health – ActNow BC

The four pillars are:

- Healthy Eating
- Reduced Tobacco Use
- Healthy Choices in Pregnancy
- Increased Physical Activity

ActNow BC supports more than 70 programs or strategies under these four pillars. The two key physical activity strategies are Active Communities and ActionSchools! BC (see below). A social marketing campaign will be rolled out in waves with tobacco first and then physical activity. Other related projects are Indicators for Communities and the Healthy Communities Initiative. All ministries and crown corporations are including ActNow BC in their service plans.

### Ministry of Tourism, Sport and the Arts (TSA)

The Sport, Recreation and Volunteers division is headed by John Mills. His group is currently hiring a recreation consultant. One focus is on recreation and sport infrastructure. They are looking for partnerships around policies, research and volunteer development. They are a partner in Long-Term Athlete Development, since renamed Canadian Sport for Life, and are supporting Kids Sport, integration of HIGH FIVE® into coaching development, the Sport Participation Initiative with Sport Canada and Sport Injury Prevention Strategy. A major thrust is the Aboriginal Youth First Initiative that emphasizes leadership development and participation.

The Recreation Sites and Trails area is now within TSA and is responsible for 240 recreation sites and 650 trails. They are involved with Tourism BC on the Rails to Trails funding program. Early priorities include the development of a provincial trails strategy and plan and how local communities can link to major trails. There will be a Historic Trails Initiative in 2008 (150th anniversary of B.C. becoming a colony) as part of province-wide celebration.

### 2010 Legacies Now

Created in 2000, Legacies Now has four component programs:

- Arts Now
- Literacy Now
- Volunteers Now
- Sports and Recreation Now

They have over 90 Spirit of BC Community Committees and celebrated the first Spirit of BC Week in 2006 to mark the countdown to the 2010 Olympic and Paralympic Games. Two current areas of focus are developing good performance

indicators through research and supporting active infrastructure. One key area of responsibility is Physical Activity and Healthy Living Initiatives. It includes Action Schools! BC and the Active Communities Initiative.

### BC Healthy Living Alliance

The BC Healthy Living Alliance was formed in February 2003 as the B.C. Chronic Disease Alliance to address and advocate for reducing the risk factors that contribute to preventable diseases. The name was changed by the Coordinating Committee to better reflect its membership and its mandate in health promotion. It has nine voting member organizations on the Coordinating Committee as well as non-voting members and general members. The voting members include BCRPA, UBCM and chronic disease and health-related organizations. It produced the "Winning Legacy" which sets targets and has 27 strategies for action. With a \$25.2 million grant from the Province, the alliance can begin rolling out its priority strategies. They hold an annual Call to Action meeting to plan and identify a key need for regional and community connections.

### B.C. Recreation and Parks Association (BCRPA) – Active Communities Initiative (ACI)

The BCRPA manages the Active Communities Initiative on behalf of the Ministry of Health (ActNow BC) and 2010 Legacies Now. Since ACI's official start in September 2005, more than 153 communities have registered as Active Communities comprising about 85% of B.C.'s population. Components include a toolkit and workshops, a community physical activity measurement tool, a walking program template and toolkit, a subsidy and grants program, a workplace wellness strategy. Several BCRPA initiatives have also been rolled into ACI such as HIGH FIVE®, Everybody Gets to Play™, Summer Active and Move for Health Day. There was also a pilot partnership project between BCRPA and the B.C. Medical Association to encourage walking through a physician-referral process, community action sites and use of pedometers which was evaluated by the University of Victoria.

### ActionSchools! BC

This school-based physical activity initiative is a partnership between the Ministries of Health and Education and is managed by 2010 Legacies Now. The program started with Grades 4-7 and has more than 1,392 registered elementary schools. It is piloting K-3 and middle school programs; a secondary school model is under development (June 2010). It combines physical activity and healthy eating; a number of partnerships with local Active Communities have been developed.

### Union of British Columbia Municipalities (UBCM) - Healthy Communities

In 2004, UBCM changed the name of its Health Committee to Healthy Communities Committee, signaling a change of focus. In April 2005, the UBCM received a \$5 million grant from the Province to launch the Community Health Promotion Fund. Pilot grants have gone to 30 communities to develop healthy community projects, with the most common grant being \$35,000. There is a range of collaborative projects including trails development and physical activity. Other projects include co-sponsoring six Healthy Planning Seminars around community design, working on local government employee wellness (with Legacies Now) and housing the BC Healthy Communities Initiative.

### BC Healthy Communities Initiative

As part of ActNow BC, the BC Healthy Communities Initiative was formally created in September 2006. It has a steering committee of several organizations and is managed by UBCM. There are three central staff (Victoria) and four regional facilitators. There is a small grants program that provides planning support, ideally to create multi-sector Community Planning Tables.

### Provincial Health Services Authority (PHSA)

PHSA has been in existence for four years. A key emphasis is on primary prevention, generally through partnerships with chronic disease and other organizations. A key project is around surveillance. They have done 10,000 interviews, with 400 in each of 26 communities, including a physical activity component, to develop baseline health status related data. The next steps are to develop Community Health Indicators and Community Profiles on an ongoing basis. The area of childhood obesity and inactivity is seen as a major target and one where parks, recreation and culture can play a significant role.

### Social Planning and Research Council of B.C. (SPARC BC)

SPARC BC celebrated its 40th anniversary in 2006. The council has three main areas of focus:

- income security
- accessibility issues (through a social inclusion lens)
- community development

It has developed and is running community development workshops with an emphasis on rural and northern communities. The curriculum development was supported by the Vancouver Foundation. A good deal of work is done in knowledge transfer around sustainable communities and social inclusion. Their social inclusion workshop includes an active living component and is part of the Inclusive Cities Canada project. SPARC BC is looking at community indicators with other partners, including a “Tools for Change” resource to assess mobilization. SPARC BC identified that there is a need to inform local communities about the many initiatives underway and there is a need for more provincial coordination.

### Canadian Sport for Life (formerly Long-Term Athlete Development)

The Canadian Sport Centre has developed a resource paper on Long-Term Athlete Development that is being used as a model by Sport Canada, Sport BC and their respective NSOs and PSOs. The model looks at seven stages of athlete development:

- Active Start
- FUNdamentals
- Learning to Train
- Training to Train
- Training to Compete
- Training to Win
- Active for Life

This approach addresses both participation and excellence and the parks, recreation and culture sector will need to play a key role if it is to succeed.

### Aboriginal Sport and Recreation Association (ASRA)

ASRA is a provincial organization based in Victoria. It recently partnered with BCRPA to create an Aboriginal Supplement for HIGH FIVE® facilitators. Discussions are taking place to extend this partnership to other areas. ASRA is involved at the international (North American Indigenous Games), national (Aboriginal Sports Council), provincial and local levels. It also partners with Sport BC and Pacific Sport. It works on aboriginal sport excellence and sport participation, using an adapted LTAD approach. The organization also has a Youth in Action program to develop leadership and has identified that recreation and sport infrastructure is a major issue for many aboriginal communities.

### Smart Growth BC

Smart Growth BC has a number of initiatives to encourage communities to use smart growth community planning and design principles. These include the Community Assistance Program aimed at outreach and advice to communities, a more focused charette planning process for individual communities called Smart Growth on the Ground, and a broader Smart Growth Advisory Service. They have an annual conference and they present at other events. Recently, they published a resource document entitled Promoting Public Health through Smart Growth which outlines how healthier communities can be built through transportation and land use policies and practices. They have a number of partners including the UBC Sustainability Centre. They see the desirability of municipal parks and recreation departments being a strong advocate and internal partner with planning and engineering around community design and active transportation.

### Post-Secondary Education and Research

- The University of Victoria is reviewing its curriculum and is placing a greater emphasis on wellness, health promotion, healthy living policy development, and chronic disease prevention and management. This shift is also seen in graduate student and faculty research, including the impacts of broader socio-economic determinants and building social capital. The University of Victoria is also one of five national Knowledge Centres funded by the Canadian Council on Learning, with

a focus on healthy literacy, healthy communities and building capacity. Other key areas are community design, indicators of a well community, and equity and access.

- Langara Community College has developed an applied degree proposal for a Bachelor of Recreation Management Degree program with an anticipated start date of September 2006. Students who have a two-year diploma are a major target. It will be offered using a residency/online delivery method to allow individuals to work and take the program. Other related degree programs in B.C. are Malaspina University College and Capilano College which both have a Bachelor of Tourism Management program. Douglas College has proposed a degree program in therapeutic recreation and recreation health promotion.

#### Heart and Stroke Foundation, BC and the Yukon (HSF)

The Heart and Stroke Foundation is supported primarily by fundraising. It has an extensive research program that provides operating grant to research agencies and projects and ensures that effective knowledge transfer and translation of the results takes place. The HSF is heavily engaged in health promotion with initiatives such as Hearts in Motion walking clubs, the Heart Smart Kids school curriculum, patient support and information, special events such as Big Bike (for 30) and a major public awareness campaign. The organization sees the parks, recreation and culture sector as a natural ally and partner. Its regional system can support partnerships at the local level.

#### Canadian Cancer Society, BC and the Yukon

The B.C./Yukon branch has been the national leader in the Canadian Cancer Society in shifting to a greater focus on primary prevention. It uses a three-pronged approach of:

- advocacy
- community action
- communication

and focuses on four risk factors:

- tobacco use
- sun
- eating
- healthy living

The branch has six regional offices in B.C. which include community action staff and public education coordinators. They recently endowed a research chair at UBC for primary prevention. They have a Healthy Living Task Group that looks at the fit with other key ActNow BC and BCHLA initiatives. They rely on fundraising and often use events such as the Relay for Life for a combination of fundraising and awareness. Like the HSF, they see a number of opportunities for cross-marketing.

#### United Way - Lower Mainland

The Success by Six Program involves the parks, recreation and culture sector along with other community partners. A parallel initiative on the School Aged Children Strategy is underway. This initiative was developed with stakeholders and emphasizes research, enhanced capacity and local planning. Demonstration projects were carried out in Richmond, Surrey, Burnaby and Tri-Cities and are currently being reviewed before the initiative is rolled out more broadly. The United Way recently hosted a two-day middle childhood learning summit that clarified a role for the parks, recreation and culture sector in how children aged 6 to 12 spend their time while out of school.

#### Canadian Diabetes Association –Pacific Area

They work primarily in three areas to prevent and manage diabetes: research, programs and services, and advocacy. Their guidelines and protocols for care are recognized internationally and are practiced by all health authorities. The CDA has a number of programs, including a number of Expos many of which are aimed at high risk populations including First Nations, Chinese and South Asian. One of the most successful programs is “Cooking for Life” because of its hands-on approach. Their summer camps for Type 1 children and family camps have also been effective. They have established a UBC research facility for childhood diabetes and support research at SFU and UNBC. Their volunteer development program uses six modules. They see a real opportunity to partner with parks, recreation and culture on rehabilitation programs based in community facilities, similar to cardiac-rehab programs.

### Parks Issues Panel

A panel of six senior parks managers and planners were asked to identify the most pressing issues and trends affecting parks. There was broad consensus around the following issues:

- Land acquisition issues around the inadequacy of the 5% dedication and the outdated development cost charge levels given land cost escalation.
- Natural area management and protection/acquisition of biodiversity is also a key issue as is proper urban forest management.
- Water conservation, including stormwater management and filtration, was seen as a critical environmental issue, not only for parks but also for streetscapes and parking lots. Similarly, there is a need to reduce fossil fuel consumption in parks operations.
- The aging of park infrastructure and the maintenance level deficits were seen as problematic. A lifecycle plan and condition assessment tools for park types and structures was seen as one solution along with educating decision-makers.
- Park safety or perceptions of lack of safety is an issue along with a rigid application of Crime Prevention Through Environmental Design (CPTED).
- A reinvestment in provincial and national parks is needed.
- Creating a stronger link to health and physical activity strategies through greenway/pathway development and community design.

Other issues included climate change, waterfront (public/private conflicts), invasive species, lax environmental enforcement, and research into park users.