# DOING MORE WITH LESS



## **CBRM Recreation Key Challenges**





## WHERE WE LOOKED

### National and Provincial Guidance

2015 – 2017 PROVINCIAL IMPLEMENTATION PLAN

#### **KNOWLEDGE MOBILIZATION**

Educate leaders in organizations, municipalities, and parents about CS4L

- Establish a provincial Physical Literacy conference
- Host summits / workshops for Community Sport Organizations
- Develop a communication strategy to educate parents about the importance of physical literacy
- Advocate for training and development of front line leaders and coaches

#### LTAD ALIGNMENT

Assist organizations and municipalities to make programming changes to align with LTAD. Support Leadership development and training

- Consult with Provincial Sport Organizations on application of national sport-specific LTAD model
- Support municipal recreation to introduce and enhance programming that contributes to the development of physical literacy
- Encourage early childhood education centres to incorporate daily activities that develop physical literacy

#### **COLLABORATION**

Facilitate opportunities for organizations and sectors to work together around CS4L

- Expand provincial activation group to include representation from Education
- Expand provincial activation group to include representation from Health
- Support the development of community sport plans, based on CS4L principals

Five goals that will help achieve the vision are included in the framework:



### Goal 1: Active Living

To foster active, healthy living through recreation.



#### Goal 2: Inclusion and Access

To increase inclusion and access to recreation for populations that face constraints to participation.



### Goal 3: Connecting People and Nature To help people connect to nature through

To help people connect to nature t recreation.



### Goal 4: Supportive Environments

To ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities.



#### Goal 5: Recreation Capacity

To ensure the continued growth and sustainability of the recreation field.

## WHAT WE DID

- Increased physically active programming by 80% without an increase in operational budget
- Completing a recreation master plan with a focus on facilities, sport/recreation programming and in alignment with provincial and national strategies
- Initiated a regional Active for Life Recreation Leaders Association in partnership with Sport NS

- Revamped Fun Van program to Active for Life Fun Van in partnership with NS Department of Health and Wellness and Sport NS
- Hosted an integrated cultural-physical activity event resulting in 20000+ attendees
- Active for Life Cape Breton Connect- a joint venture



## WHY IS IT SUCCESSFUL

# EXTERNAL PARTNERSHIPS AND KNOWLEDGE

- Sport Nova Scotia
- Department of Health and Wellness
- Other municipalities
- Community groups
- RNS and High 5

# CAPACITY BUILDING- OUR FOCUS ON TRAINING AND EDUCATION STAFF, STUDENTS, COMMUNITY

- Two staff trained in PLAY Tools
- Staff trained in Fundamental Movements
- Two staff trained to deliver safe hiking programs
- Two staff trained as High 5 Facilitators
- Two staff trained as Skateboarding Leadership facilitators
- Three staff trained to deliver Seniors' Fitness programs
- One staff trained to facilitate Seniors' Fitness certifications
- All staff trained High 5 PHCD
- All staff trained Mental Health First Aid
- Community volunteers and student staff trained in RJT, High 5, Seniors' Fitness, Skateboarding

## **HOW WE DID IT**

- Harnessed the power of team and provided training for leaders
- Program evaluations: High 5 quality assessments and evaluations for effectiveness
- Streamlined processes/Budget review with finance
- Partnerships: Sport NS, DHW, community, schools, corporate, council, other municipalities
- Reduced barriers to participationtransportation, financial, knowledge

- Volunteer Capacity Building
- Departmental shift in focus from community event and administrative support to portfolio leadership functions
  - Community Sport
  - Volunteer and community development
  - Outdoor recreation and active living
  - Community support
  - O MPAL
  - Special events





# Active for Life Fun Van



## **WHAT IT MEANS**

- O Increased leader capacity
- O Accessibility
- Introduction to a variety of sports
- Run, Jump, Throw as a core recreation activity
- Residual registration increase in the offered sports
- 900+ youth at one event





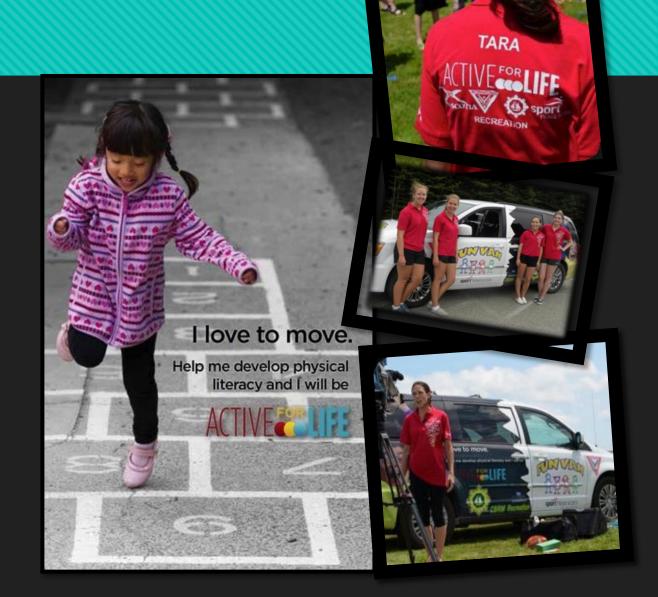


## **HOW IT WAS DONE**

- Key partnerships with NS Dept Health and Wellness, Sport Nova Scotia, Y's men, CB Gymnastics, Football CB, Track and Field
- Training of RJT leaders for quality delivery
- 5000 information postcards to parents
- Engagement through school visits before launch
- Parents engaged through media channels and on-site with leaders





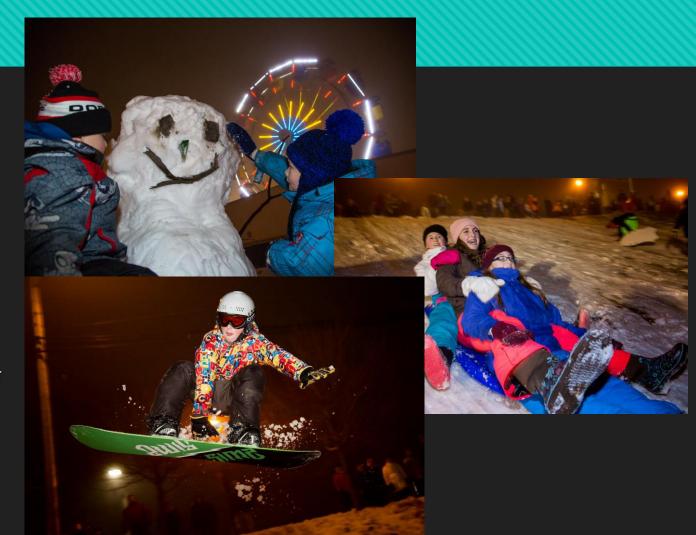




## WHAT IT MEANS

- 20000+ participants
- Hundreds engaged in tobogganing
- Opportunity to snowboard on hill built in middle of event
- Transit to rural areas
- Accessibility coordinators for specific needs
- Future opportunities to have "try-it" sports at every major event
- Second snow sport day planned for March





## HOW IT WAS DONE

- Corporate sponsorship- over 30 sponsors
- Advertising sponsorship and aggressive marketing
- Council and mayoral engagement
- Cooperation from every municipal department
- Community engagement from onset
- Integrating sport into the event
- Emphasis placed on accessibility
- Family oriented- all ages









## **WHAT IT MEANS**

## **HOW IT WAS DONE**

- Strategy identifies unique recreation needs
- Aligns with provincial and national strategies
- Provides a unified direction for recreation in CBRM
- Has a focus on Active for Life and sport as an integral component of recreation
- Discusses importance of partnerships and innovation to remove participation barriers
- Has a focus on evidence and evaluation

- Community engagement from onset
- Council and staff steering committee
- Multiple community sessions
- Focused group sessions
- Sport and facility sessions
- O Interviews
- Senior management engagement
- Other partner engagement
- Council adoption (Feb '16)



### **CBRM A4L Multi-Sport Facility**

- Repurpose aged facility for multi-sport to include basketball, tennis, gymnastics as core activities.
- Facility may house up to 8 sports
- After school program
- Community sport groups with municipal recreation leadership

### Other CBRM A4L in progress

- Volunteer led programsskateboarding and seniors' fitness programs
- Community coach capacity building by providing education and training opportunities
- Community sport councils
- Policies to support sport and athlete long term development

### **CBRM A4L Water Program**

- Revamp current swim program
- Kayaking
- Paddleboard
- Rowing
- Swim lessons
- Inflatable physical activity water park





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