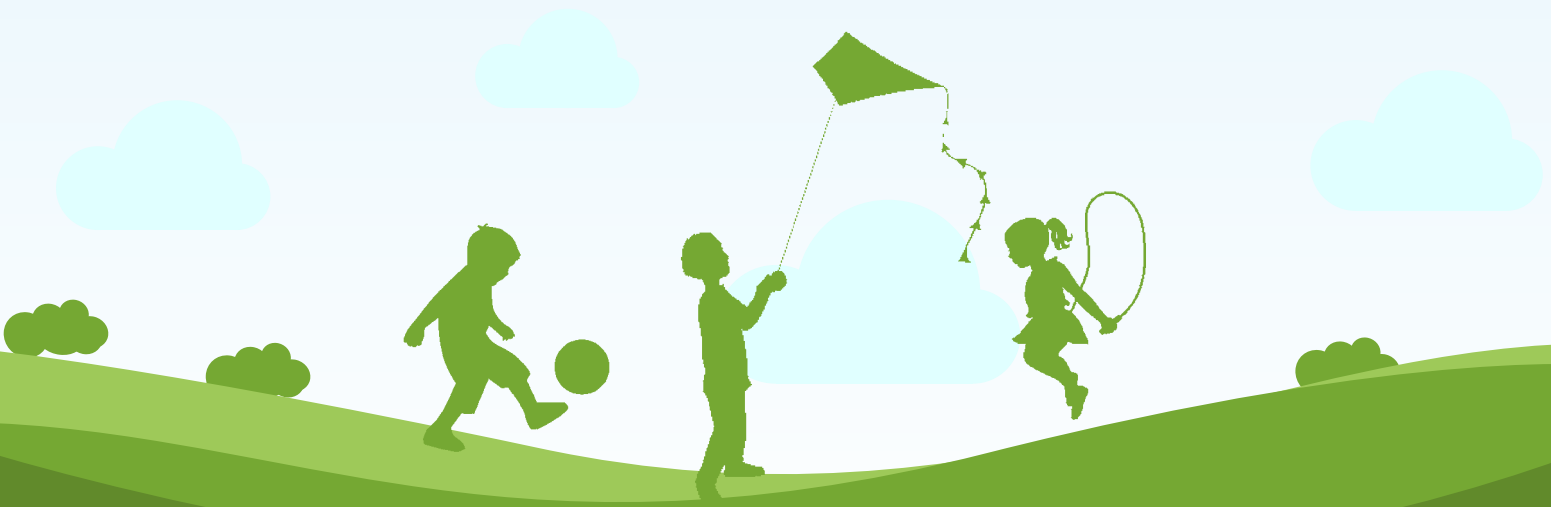
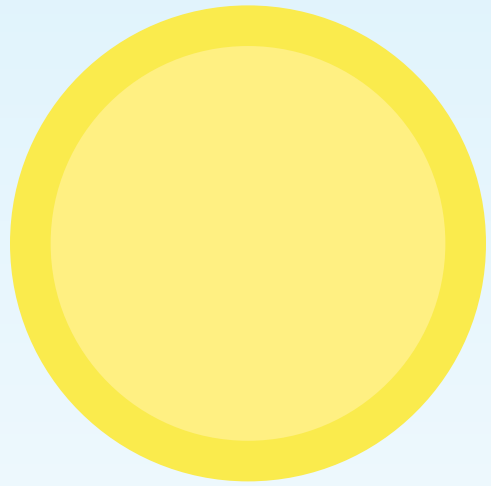




June is
RECREATION
Month



TOOL KIT



www.recreationnl.com

[#RecMonthNL](https://twitter.com/RecMonthNL)

▶ Contents

About Recreation Month	4
How to Get Involved	
Website and Event Registration.....	5
Recreation Month Provincial Launch.....	5
Practitioners & Volunteers	6
Not-for-Profit Organizations	6
Elected Officials	7
Business/Corporate	7
Activity Ideas	8
The Benefits of Recreation – Fact Sheet.....	10
Resources	11



June is Recreation Month is...

AN EXCITING way to increase awareness of the value and important benefits of recreation.

AN OPPORTUNITY to celebrate the success of recreation and parks in contributing to the quality of life of Newfoundland and Labradorians.

A CREATIVE way to support your mission and values.

► About Recreation Month

In Newfoundland and Labrador, June was first proclaimed Recreation Month in 2005.

June is Recreation Month was created to draw public attention to the important benefits and values of recreation to individuals, families, neighbourhoods and communities.

A Renewed Definition of Recreation

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.



► How to Get Involved

Website and Event Registration

To help you and your organization/community celebrate in June, whether you plan to organize special events or highlight existing activities, the Recreation Month website can help you with free promotion and resources.

- Register your June event on the Recreation NL website. We will share your event during June through the Recreation NL social media sites.
- Have a municipality officially proclaim June as Recreation Month (see template in “Resources” on the Recreation Month website).
- Download Recreation Month logos and promotional banners to use in your leisure guide and media release templates to support your publicity.

Recreation Month Provincial Launch

The official launch of June is Recreation Month is designed to bring attention to our celebration of recreation. With support of the provincial government and media, the launch will help support your efforts to promote June activities and events at the community level. Visit the Recreation Month website for updates.

Participation in recreation activities:

HELPS people live longer

PROLONGS independent living for seniors

ENHANCES overall health and well-being

BUILDS strong families and healthy communities

RECREATION IS KEY to balanced health!



What You Can Do

PRACTITIONERS & VOLUNTEERS

As practitioners, either paid or volunteer, the benefits of recreation services that you provide are often known, but not always celebrated or promoted. June is Recreation Month is the perfect opportunity for your department or agency to take the lead and communicate the messages about the value of recreation to your community. Whether it is through promotion of existing activities, a new event, or a creative media campaign, June is the month to celebrate!

Here are some ideas:

- Have your Mayor/President of Board proclaim that June is Recreation Month (look for sample proclamation on the Recreation NL website).
- Use Recreation Month logos and messages to enhance promotion of existing activities, services and events occurring in June. (Found on Recreation NL website)
- Promote the use of recreation facilities and parks within your community (e.g. Walk a Trail Today!)
- Plan special events to celebrate and showcase the value of recreation in your community
- Contact the local media to arrange for weekly articles to highlight an event, facility, group, program or volunteer. Visit the Recreation NL website for a sample media release.
- Plan a community-wide Recreation Fair to provide local recreation, sports and arts and cultural agencies, groups and businesses an opportunity to share and promote their programs and services to the community.
- Plan a department-wide celebration for all staff and volunteers to celebrate the contributions they make to the quality of life in your community.
- Nominate one of your staff members, volunteers or a local group or initiative for an award of recognition from an award programs in your community.

What You Can Do

NOT-FOR-PROFITS

Many of the recreation services in our communities are organized and offered by volunteer and community service groups. The role that these organizations play in contributing to the quality of life of our communities should not be overlooked!

Here are some ideas:

- Participate in a community-wide event to celebrate and showcase the value of recreation services in your community.
- Use Recreation Month logos and messages to enhance promotion of existing activities, services and events occurring in June. (Found on Recreation NL website).
- Plan an agency-wide celebration to celebrate the contributions of your staff and volunteers to the quality of life in your community.
- Contact local media to cover your event, agency, programs or services. (See sample media release at www.recreationnl.com)
- Nominate one of your staff members, volunteers or a local group or initiative for an award of recognition from an award programs in your community.



What You Can Do **ELECTED OFFICIALS**

Your involvement and support of June is Recreation Month celebration is vital. As an elected official, you have an important role to play in ensuring that opportunities for recreation programs and services are available to all members of your community. For the month of June, renew your commitment to be a strong voice advocating the benefits of recreation provide to you community.

Here are some ideas:

- Officially proclaim that June is Recreation Month (see template in this toolkit and on the Recreation NL website).
- Formally recognize the efforts of your municipal recreation staff and volunteers.
- Encourage/support a municipal-wide Recreation Fair to provide local recreational, sports, arts, and cultural 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 a recognition award from your local organization or provincial affiliate organization.
- Lead participation in a Mayor's Walk event.

What You Can Do **BUSINESS/ CORPORATE**

Many businesses are direct providers of recreation services and programs. Some provide equipment and supplies, while others are valued members of our communities who believe and support community health and well-being. The business community is an important part of the delivery of recreation programs and services.

Here are some ideas:

- Get involved in your community's celebration activities or events; become a sponsor or partner.
- Help promote community activities and events through your customers and media campaigns.
- Participate in a community-wide Recreation Fair to provide recreation, sports and arts and cultural agencies, groups and businesses an opportunity to share and promote their programs and services to the community.
- Enlist the support of other community businesses and colleagues that may not be involved in the celebrations of the benefits of recreation.



▶ Activity Ideas

Need a great idea to get going? Here's a brief list of activities and event to spark your imagination.

Promote

- Insert a Calendar of June Events in your community's Leisure Guide.
- Design posters, or utilize the Recreation Month posters located on the Recreation NL website (www.recreationnl.com).
- Organize open houses and demonstrations of your programs. Consider lunch-hour demos that could include activities such as dancing, chess, etc.
- 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, or do a pedometer challenge.
- Go Hiking – tie in with Trails Day (June 1, 2019).
- You can access Find Your Fit walking resources on the Recreation NL website (www.recreationnl.com).

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 or workshops for free (e.g. Painting).
- Offer free public skates, swims.
- Try "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, slo-pitch, fishing, mini –game day).
- Kick off June with a Mayor's Walk.
- Hold a media challenge, such as a soccer game between municipal staff and the media.
- Organize a park party for neighbourhoods, with free games and refreshments.
- Have a health fair in conjunction with your local health community to show the benefits of recreation and physical activity.
- Keep kids rockin with a pre-teen dance.
- Invite families to a games and picnic day.



Get Creative

- Run a social media photo contest by inviting people to submit photos of their favourite recreation activity in your community.

Be Inclusive

- It is important to gear the activity to meet the abilities of the individual and encourage full participation.
- If you can, adapt the activity so that persons with disability can actively participate and, more importantly, want to participate.
- Try to use accessible locations whenever possible.

Celebrate Diversity

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

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 Father’s Day with special activities for fathers and children.
- Proclaim National Health and Fitness Day on June 1st and mark it with local events. To learn more, check out www.nhfdcan.ca.
- Hold an event on a trail for International Trails Day (June 1st).
- Celebrate World Environment Day (June 5th) by organizing a Shoreline Cleanup.
- Take advantage of the most daylight hours of the year by organizing special activities for family and friends.
- Use June as an opportunity to discuss issues facing recreation 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. The Framework for Recreation in Canada 2015: Pathways to Wellbeing, is a guiding document for public recreation providers in Canada. Learn more at www.cpra.ca/about-the-framework.



► The Benefits of Recreation - Fact Sheet

(A Framework for Recreation in Canada 2015: Pathways to Wellbeing)

Enhance mental and physical wellbeing

Public recreation and parks services have an important role in enhancing physical activity, which in turn, is a critical factor in improved physical and mental health. Increased physical activity levels are associated with the presence of trails for walking, hiking and cycling, and organized events, including sport competitions and other attractions. For children, the presence of a playground within a nearby park is significantly associated with enhanced levels of physical activity. Among all ages, recreational experiences involving physical activity facilitate the maintenance of healthy weights, and thus a reduction in health care costs.

Participants in recreation report improvements in mental wellbeing, including increased self-esteem and life satisfaction. Recreation provides opportunities for personal growth and development for people of all abilities and can be especially helpful to people living with disabilities.

Enhance social wellbeing

Participation in recreational experiences is shown to enhance social wellbeing. For example, participation in after-school recreation programs provides many developmental opportunities for children and youth. For both children and adults, recreation can facilitate and support social relationships—through clubs, social organizations, participating on a team or making a new friend. Among youth, recreation can help decrease anti-social behaviours.

Help build strong families and communities

Recreation can be an important vehicle for promoting family cohesion, adaptability and resilience. Culture and recreation help build social capital in the form of arts, recreation and parks programs, and community celebrations, such as festivals, parades and block parties. Community events help keep neighbours in touch with each other and reinforce relationships that make neighbourhoods strong. Participation in cultural and artistic programs has been shown to

promote social connectedness and social cohesion, and positively influence civic behaviour, mutual caring and voluntarism. Recreational activities can help build welcoming communities for people and families from diverse cultures.

Help people connect with nature

Enhancing opportunities to connect people with nature can result in both environmental and human benefits. Natural playgrounds (which incorporate natural elements like logs, flowers and trees) stimulate physically active and imaginative play and help children connect with nature. Studies have shown that exposure to the natural environment and green spaces have an independent, positive effect on health and health-related behaviours. From lowering blood pressure, to reducing stress levels, to supporting children's cognitive development, nature has a profound ability to support both physical and mental health. Nature-based recreation fosters a better understanding and appreciation for all aspects of nature.

Recreation and parks has a key role as a steward of natural environments: protecting and interpreting parks, trails, waterways and wilderness areas, managing and balancing the needs of natural ecosystems with the needs of users, and minimizing any negative impacts resulting from Services and Programs.

Provide economic benefits by investing in recreation

Though economic benefit is not the primary driver for recreation service decisions, recreation is an important contributor to community economic development and cost reductions in other areas. Spending on recreation creates jobs, fosters tourism, and makes communities more attractive places in which to live, learn, work, play and visit. "Upstream" investments in recreation can lead to improvements in individual and community wellbeing, which helps to reduce costs in health care, social services and justice.



► Resources

RECREATION MONTH POSTER



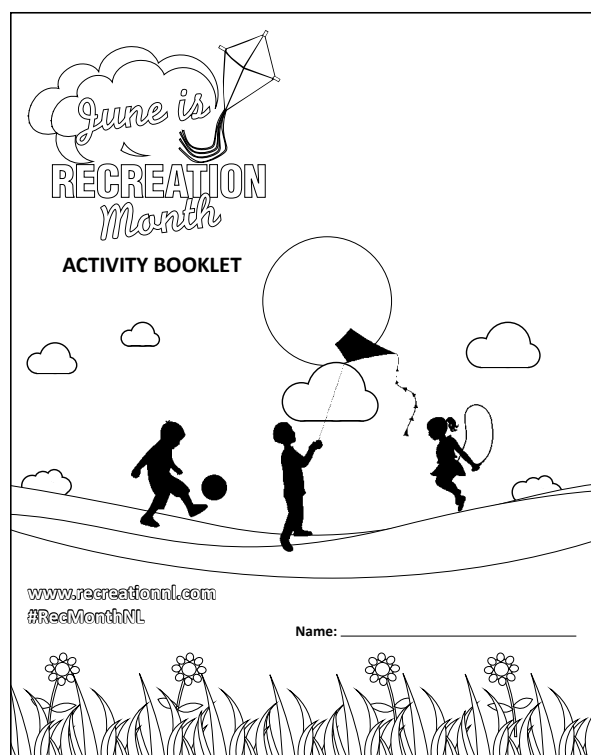
RECREATION MONTH CUSTOMIZABLE POSTER



CUSTOMIZABLE CALENDAR



ACTIVITY BOOKLET



Social Media

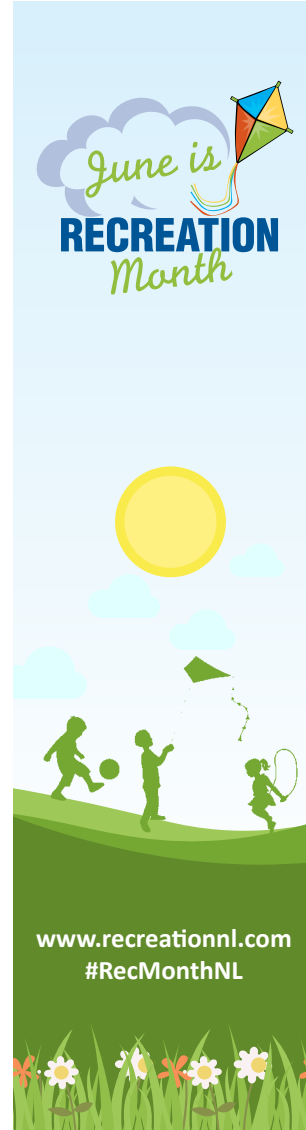
FACEBOOK



TWITTER



WEBSITE



Logos



PROCLAMATION RECREATION MONTH

WHEREAS The Town of _____ recognizes that recreation enhances quality of life, active living and lifelong learning, helps people to live happier and longer, develops creativity, and builds healthy bodies and positive lifestyles; and

WHEREAS recreation provides opportunities for personal growth and development for people of all abilities and can be especially helpful to people living with disabilities; and

WHEREAS our parks, open spaces, and trails ensure ecological sustainability, provide space to enjoy nature, help maintain clean air and water, and preserve plant and animal wildlife; and

WHEREAS recreation is an important contributor to community economic development, which creates jobs, fosters tourism, and makes communities more attractive places in which to live, learn, work and play

Therefore, the community of _____ does hereby proclaim the month of *JUNE* to be *RECREATION MONTH*.

Signed this _____ day of _____, 2019 by:

(Name of Community)

(Mayor/Councilor Signature)



Press Release

For Immediate Release

Date

(COMMUNITY) CELEBRATES RECREATION MONTH

(Community), NL – (Community) is celebrating Recreation Month with (Activities/Challenges, Events, etc.)

The benefits of recreation and outdoor activities are well documented. They have a positive impact on everything from children’s social development, to reduced medical issues and reductions in crime rates. Green spaces are also a very beneficial resource for communities, as they increase property value and tourism.

(Name) encourages everyone to celebrate Recreation Month by getting outside, getting active, making new friends, and encouraging other to do the same. Spread the word about Recreation Month, and experience why your community is such a great place to live.

Recreation NL, a not-for-profit organization committed to promoting healthy living and recreation, is the official organizing body for Recreation Month in Newfoundland and Labrador.

For more information, please visit recreationnl.com or contact 709-729-3892.

Media inquiries may be directed to:

(Community Contact Name)

(Title)

(Organization)

Phone:

Email:




www.recreationnl.com


#RecMonthNL



For more information about
Recreation Month or Recreation NL, contact:

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 709-729-3892

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 www.recreationnl.com

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