



# Northern Supplement

Everybody gets to play<sup>®</sup>  
*Recreation without barriers*





*The Northern Supplement  
was developed by:*

***C. Sparks Consulting  
Whitehorse, Yukon***

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## Acknowledgements

“Everybody gets to play” word and design marks are trademarks of the Canadian Parks and Recreation Association (CPRA) [www.cpra.ca](http://www.cpra.ca) - the national voice of the parks and recreation field. In 2000, CPRA created **Everybody gets to play™**, a national initiative created to enhance the quality of life of Canadian children and youth living in low-income families through increased access to and participation in quality recreation opportunities. CPRA is pleased to work in partnership with federal, provincial, territorial and municipal governments and organizations to advance this initiative. Across the country, this initiative is:

- ✓ Raising awareness of the issues and barriers to participation in recreation of children and youth living in low-income situations.
- ✓ Encouraging the development of partnerships to improve this situation.
- ✓ Providing tools to help mobilize communities to improve access to recreation for families.

The **Everybody gets to play™ Northern Supplement** was researched, written and designed by C. Sparks Consulting (Yukon) in collaboration with the NWT Recreation and Parks Association (NWTRPA) and the Recreation and Parks Association of the Yukon (RPAY). NWTRPA and RPAY recognize the contribution and support of the Canadian Parks and Recreation Association in the development of the Northern Supplement. Since 2004, CPRA has dedicated support, energy and resources to implementing **Everybody gets to play™** in the North.

NWTRPA and RPAY sincerely thank all the communities, organizations, groups, and recreation practitioners for the time and energy given the Northern **Everybody gets to play™** Project since 2004. A special thank you to those who have contributed photos to the project: the Yukon Government, the Whole Child Program, Carcross Recreation Department, NWTRPA, Kunoki and C. Sparks.



## Disclaimer

**Everybody gets to play™ Northern Supplement** content is current as of December 2008.

Individual pages or sections of the Northern Supplement may be shared. When quoting, photocopying or distributing any part of the Northern Supplement, reference to the source, the **Everybody gets to play™ Northern Supplement**, must be made.



## The Northern Supplement

The Northern Supplement is for recreation practitioners, professionals, community volunteers and others living in Northern communities who:

- ✓ Work with children and/or youth.
- ✓ Work with families who may not be able to meet all their basic needs like food, shelter or clothing.
- ✓ Believe that it takes a whole community to raise a child.
- ✓ Believe that recreation contributes to the health of our children and our communities.

The Northern Supplement compliments CPRA's **Everybody gets to play™** Community Mobilization Tool Kit by bringing Northern facts, statistics, successes, resources and connections to our communities. **Everybody gets to play™** Northern workshops help our communities support and develop strategies that increase access to recreation for children, youth and families living in low-income situations.

Use the Northern Supplement to:

- ✓ Learn about the barriers and challenges facing Northern communities as they try to increase access to recreation.
- ✓ Find out what factors can help increase recreation participation.
- ✓ Get more information on accessing funding, writing proposals, evaluating programs, creating awareness of the issues, and getting your community involved in recreation.

**Everybody gets to play™**  
Recreation without barriers





### DID YOU KNOW?

59% of Aboriginal residents rated recreation as **extremely important** to their quality of life in a 2007 Northern public opinion research study.

(DataPath Systems, 2007)

# RECREATION – EVERYBODY SHOULD GET TO PLAY!

*Did you know that recreation is a human right?*

According to article 31 of  
the United Nations Convention on the Rights of the Child (1989),

*“the child has the right to rest and leisure... play  
and recreational activities.”*

Children need recreation— physical activities, cultural activities and arts—to build:

- ✓ healthy bodies,
- ✓ active minds,
- ✓ self esteem,
- ✓ social skills, and
- ✓ community values.

Recreation helps build stronger families and communities!

**Recreation** includes organized and unorganized leisure activities:  
physical activity, sport, arts, social and cultural events.

**Access to recreation** means being able to “play” no matter where you live or what your culture is; no matter what your abilities are or what language you speak; and no matter how much money your family earns.



Everybody should get to play, but can they?

**Barriers** may limit participation in recreation, or discourage people from even making the effort to participate.

**Barriers** may relate to culture, or gender, or family situations.

**Barriers** to participation increase when families live with limited income.

THINK ABOUT ...

How does family income affect recreation  
for the children in your community?

## **Low-income situations are experienced differently by everyone.**

Low-income makes it difficult for people to meet all their basic needs of food, shelter and clothing, or to access opportunities such as recreation.



### **Low-income for families may lead to:**

- ➔ Increased health problems.
- ➔ Higher levels of aggression.
- ➔ Living with chronic stress.
- ➔ Increased family conflict.
- ➔ A tendency to perform poorly in school.

### **Recreation in our communities will:**

- ✓ Give young people the chance to have fun, learn new skills and be with friends.
- ✓ Build self-esteem, self-confidence, independence and cooperation.
- ✓ Help prevent or reduce disease, violent behaviour, smoking and substance abuse.
- ✓ Encourage motor and social skill development.
- ✓ Help manage stress and ease family pressures.
- ✓ Build community through stronger relationships and support.





**But children living in low-income situations may...**

- Not be able to play soccer or hockey, take swimming lessons, or go on school trips!
- Be teased about clothes, or be afraid to tell a parent that they need gym shoes!
- Say that recreation is “lame” or “stupid” because they feel left out!
- Not have eaten breakfast; or have to make it through the day on a can of pop!
- Need to borrow clothing from the lost and found so they can go outside to play at recess!



# POVERTY IN CANADA

## The National Report Card on Child Poverty in Canada tells us that:

- More than 1.2 million (1 in 6) children in Canada, live in poverty.
- More than half of the children (52.5%) in female lone-parent families live in poverty.
- 325,390 children used Canada's food banks in 2004.
- Aboriginal peoples have one of the highest rates of poverty (40%) among social groups in Canada.

### DID YOU KNOW?

**Poverty** is not “officially” described in Canada.

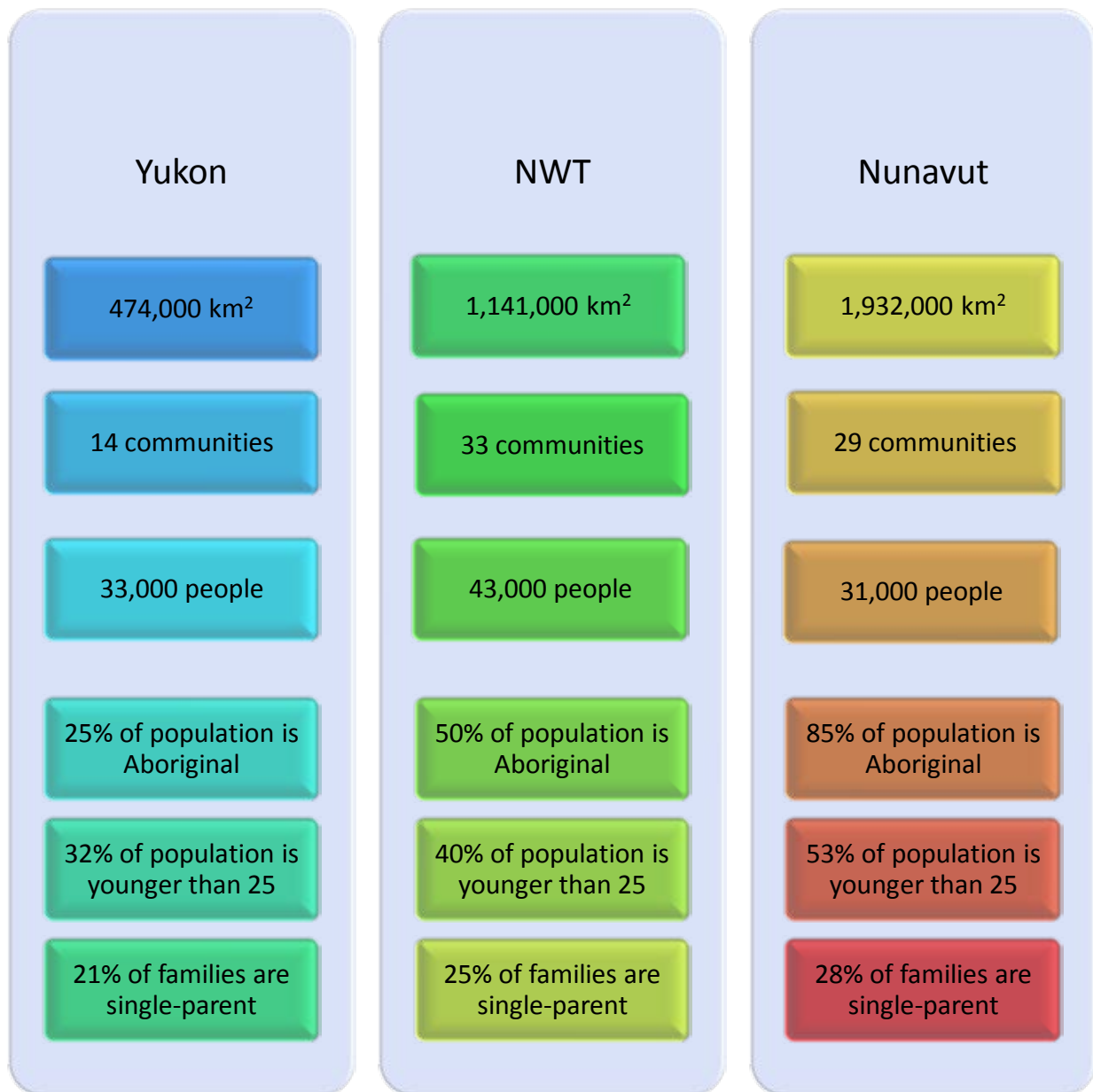
**Poverty** is not just about having an income of less than \$25,000 per year.

**Poverty** is experienced differently depending on each person's circumstances.

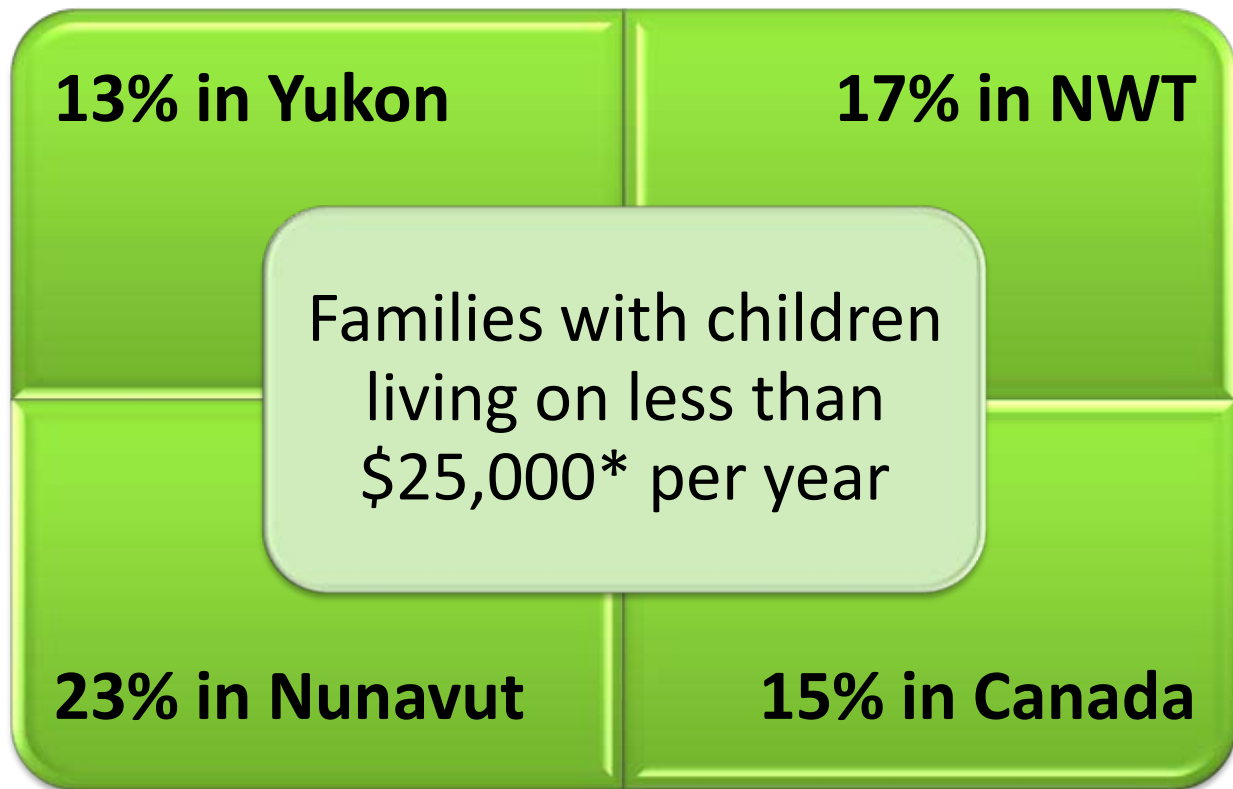
In Canada, different measures are used to describe poverty. The only measure calculated for the North is the *Low Income Measure*. This can make it difficult to compare poverty in the North to poverty elsewhere in Canada.

**Low income measures** are based on income and are adjusted for family type and size. When a family's income is only half of the calculated measurement, the family is considered to be low-income.

## STATISTICS: THE NORTH AND CANADA



## LOW-INCOME IN THE NORTH



*\*based on a before-tax amount from:  
Statistics Canada's T1 Family File*

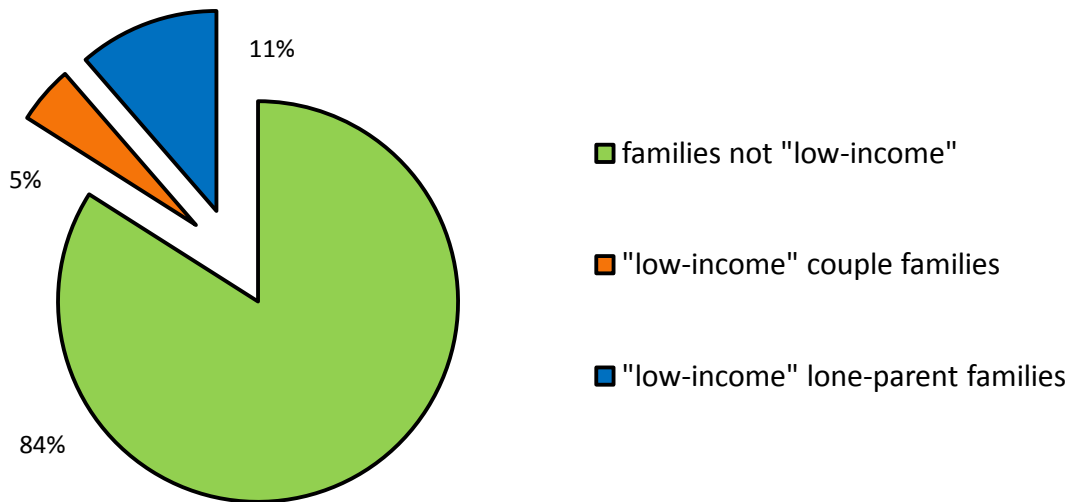
In a Northern public opinion research study, it was found that  
"one-third of rural households earn under \$30,000 per year"

(DataPath Systems, 2007)

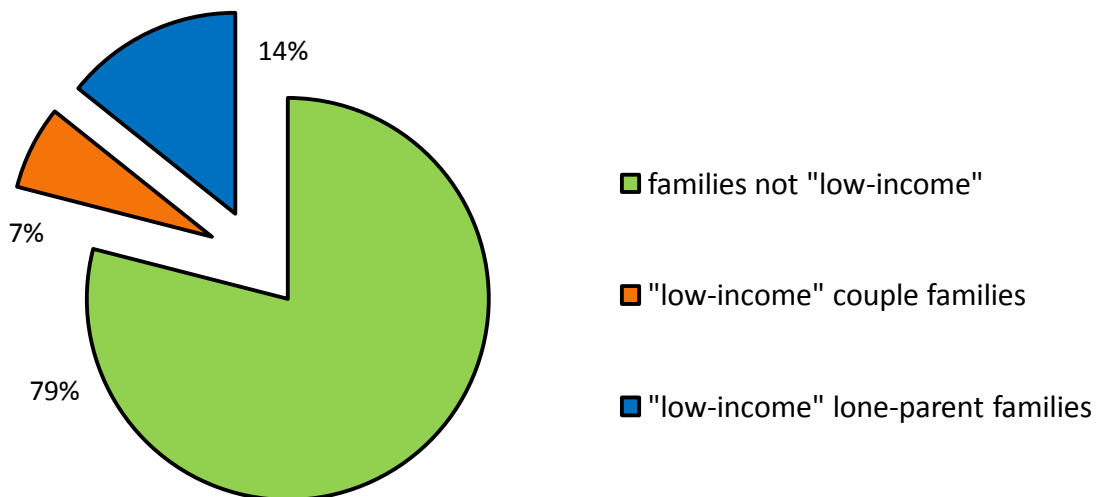
For more information on your community, use the Canadian Community Profiles from the 2006 Census.  
[www12.statcan.ca/english/census06/data/profiles/community](http://www12.statcan.ca/english/census06/data/profiles/community)

## Northern Families with Children who are considered "Low-Income"

### 1. Yukon Families with Children who are considered "Low-Income"

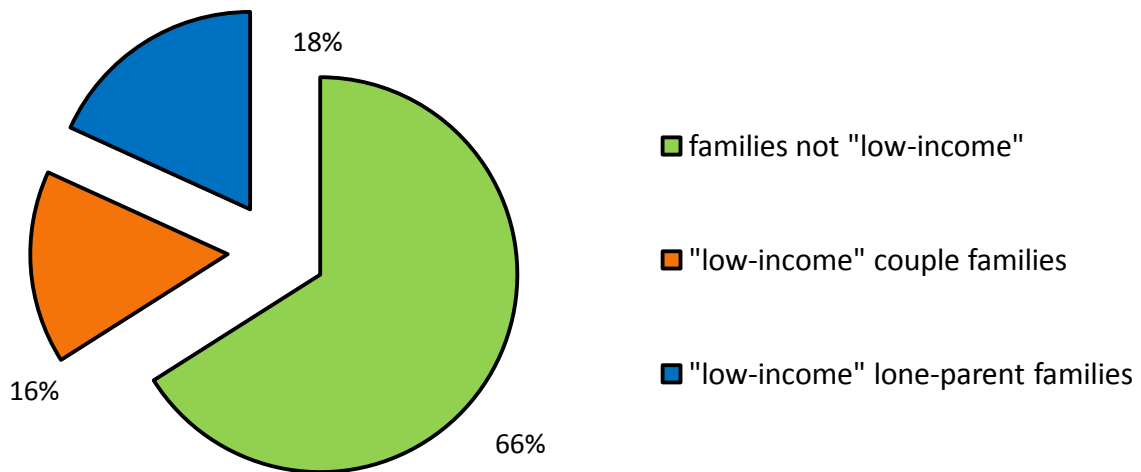


### 2. NWT Families with Children who are considered "Low-Income"

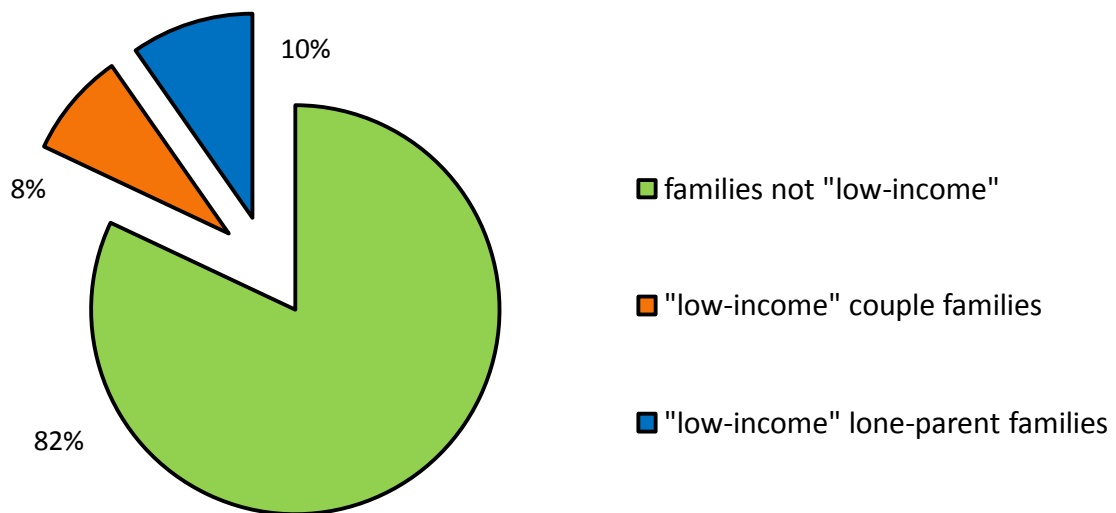




### 3. Nunavut Families with Children who are considered "Low-Income"



### 4. Canadian Families with Children who are considered "Low-Income"



Data from Statistics Canada's T1 Family Files

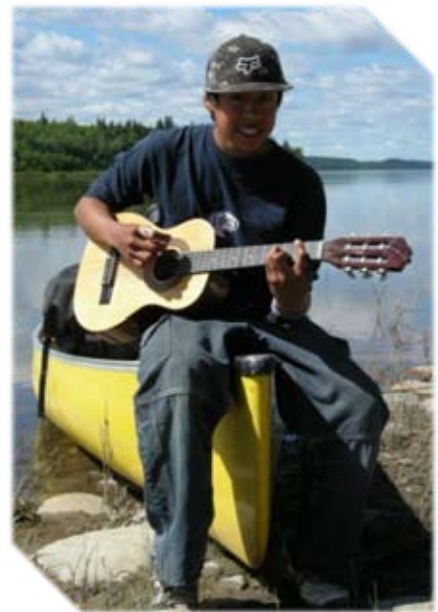
*It is said that it takes a whole community to raise a child.*

*Recreation is part of our communities.*

*Recreation is an investment that we must make for our children.*

In 2006, a Northern Environmental Scan looked at how family income impacted participation in recreation of children and youth in the North. Information and ideas from 38 communities—Bands, schools and community groups; professionals in the fields of recreation, social services, justice and health—was gathered. The following sections of the Northern Supplement share what these communities have learned about:

- ➔ barriers to participation facing children and youth in the North;
- ➔ challenges facing Northern organizations to encourage participation; and
- ➔ strategies that have been successfully used to tackle these challenges and barriers.

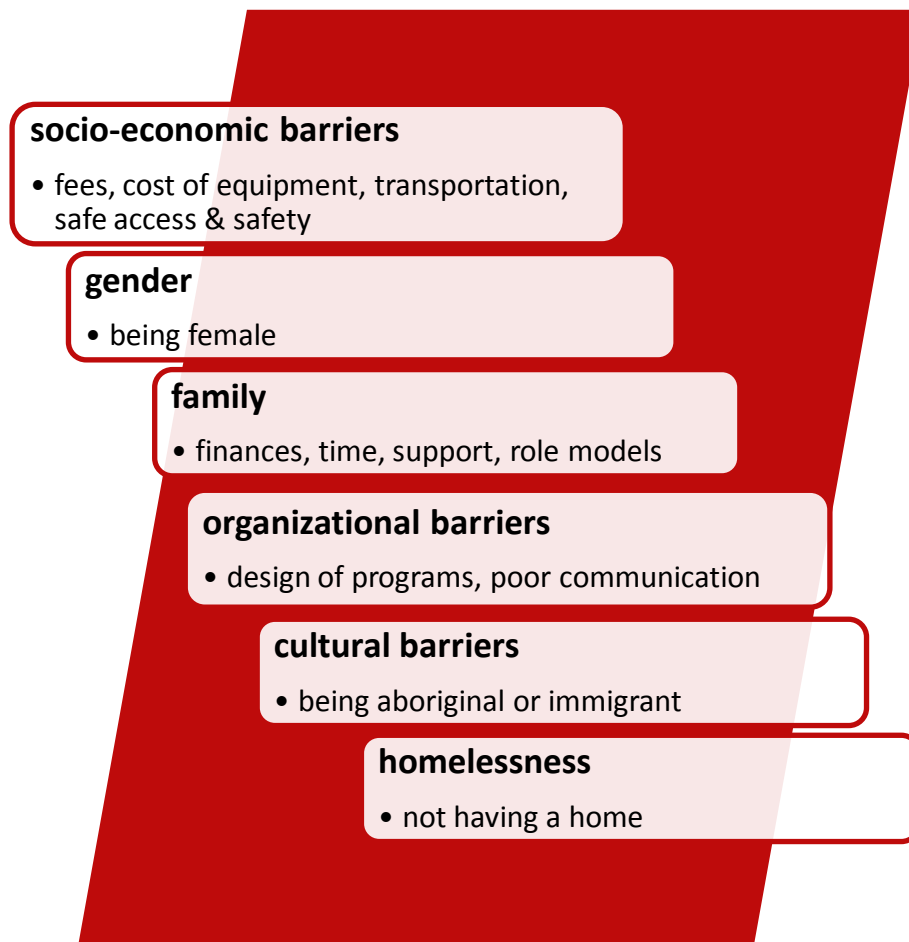


**Think about your community?**

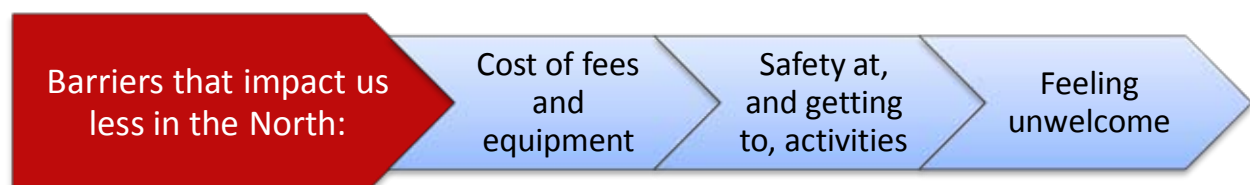
What are the biggest barriers  
that limit children and youth  
from participating in recreation?

# BARRIERS TO PARTICIPATING IN RECREATION

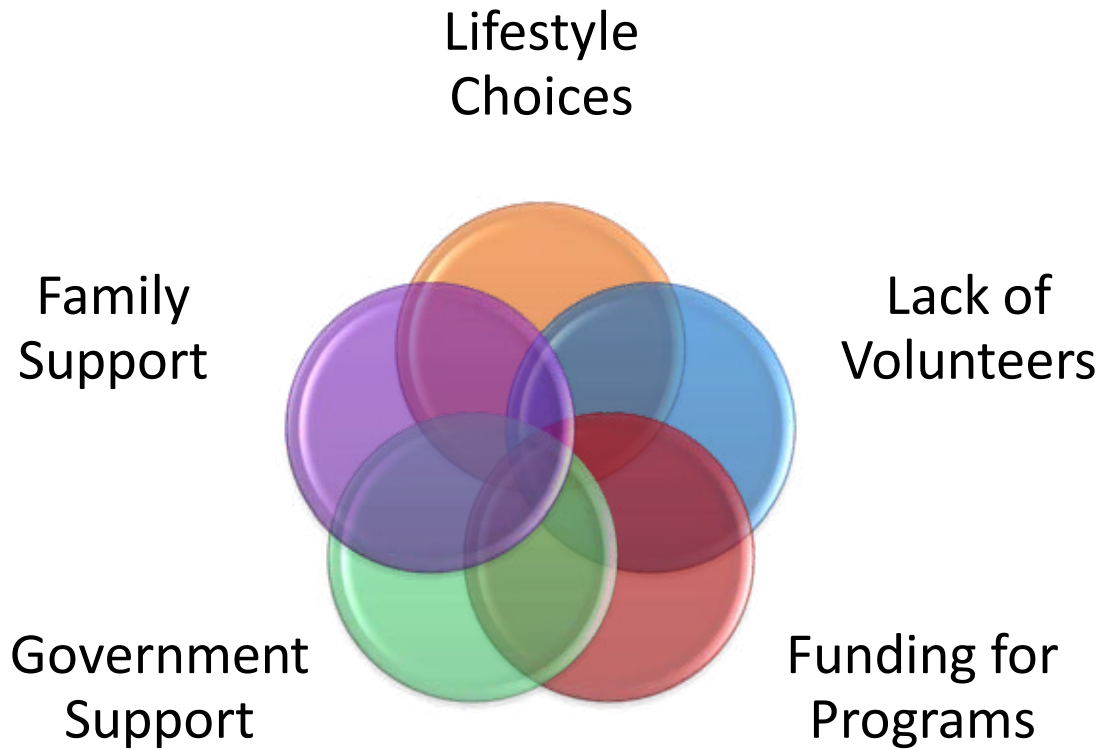
In southern Canada, the major barriers to recreation participation for children and youth living in low-income situations are:



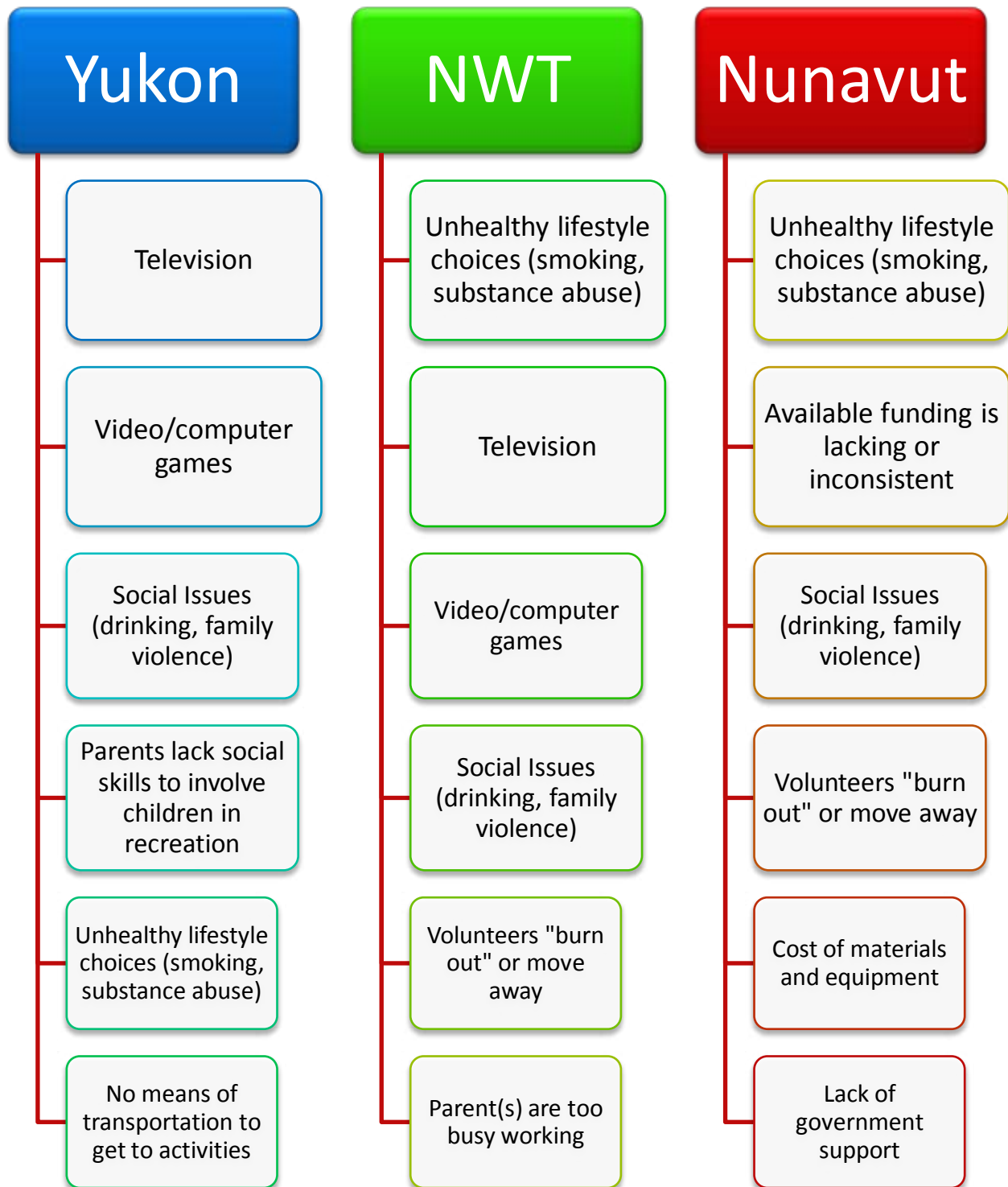
However, it has been found that barriers in the North are often experienced differently than in southern Canada. The differences become greater from west to east and in smaller communities.



## NORTHERN BARRIERS TO PARTICIPATION



**These are OFTEN barriers to participation in:**







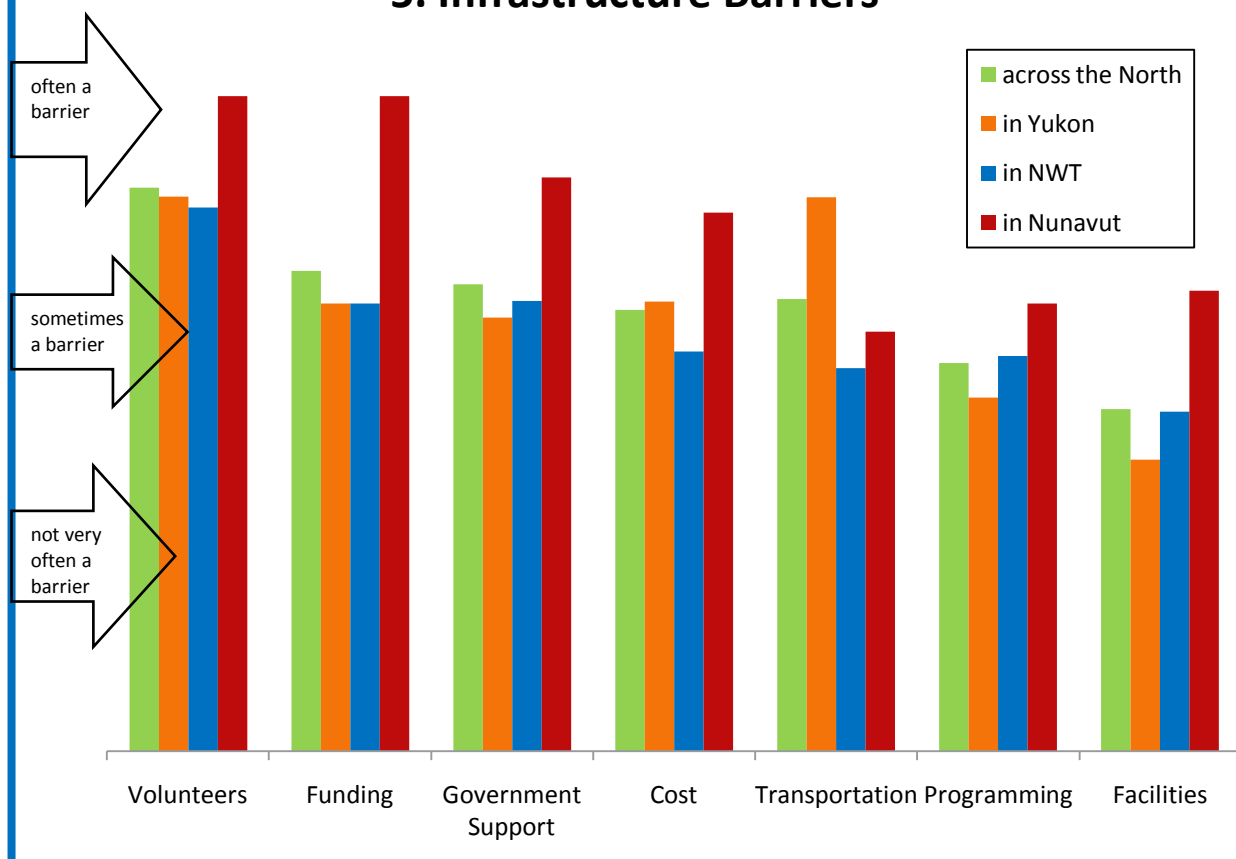
The Northern Environmental Scan researched more than 50 barriers across the North. Barriers are grouped into three major categories then into several sub-categories.

1. **Infrastructure Barriers** relate to cost, transportation, government policies and procedures, staffing, volunteers, facilities, programming...
2. **Social/Interpersonal Barriers** relate to lifestyles, social issues, family support, gender, ethnicity, abilities, literacy, personal health...
3. **Environmental Barriers** relate to aspects of living in the North such as isolation from the “outside”, weather, daylight...

**Think about the barriers facing children in the North ...**

Are there any that surprise you?  
What can you do to tackle these barriers?

## 5. Infrastructure Barriers



For more details on each territory and differences based on community size, go to: [www.rpay.org/Everybodygetstoplay](http://www.rpay.org/Everybodygetstoplay)

## DID YOU KNOW?

Volunteers in the North contribute on average 162 hours of their time each year!

- ➔ 52% of Yukon's population volunteer,
- ➔ 53% of NWT's population volunteer,
- ➔ 42% of Nunavut's population volunteer,
- and
- ➔ 45% of Canada's population volunteer their time.



## What affects the quality of life in the North?

A recent public opinion research study found drugs and alcohol to be the #1 concern, while lack of activities for youth was #5.

(DataPath Systems, 2007)



YG Photo



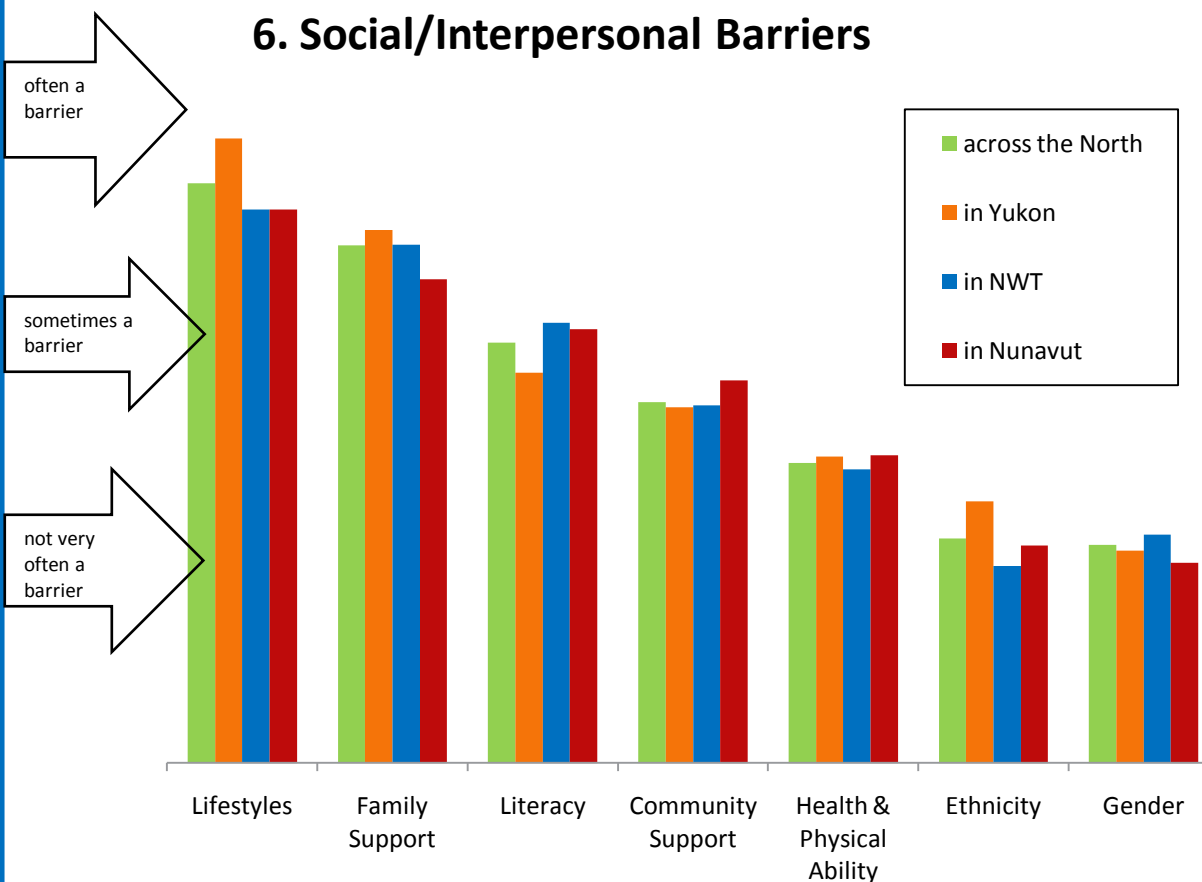
## DID YOU KNOW?

In 2005, the average spent per household on tobacco products and alcoholic beverages was:

- ↳ \$1,398 across Canada
  - ↳ \$2,161 in the Yukon
    - ↳ \$3,171 in NWT; and
    - ↳ \$2,719 in Nunavut.



## 6. Social/Interpersonal Barriers



For more details on each territory and differences based on community size, go to: [www.rpay.org/Everybodygetstoplay](http://www.rpay.org/Everybodygetstoplay)



### DID YOU KNOW?

Literacy is a bigger barrier to recreation participation in communities with a population of more than 3,000.





## DID YOU KNOW...?

In the 2006-07 fiscal year, the Yukon Territorial Government contributed

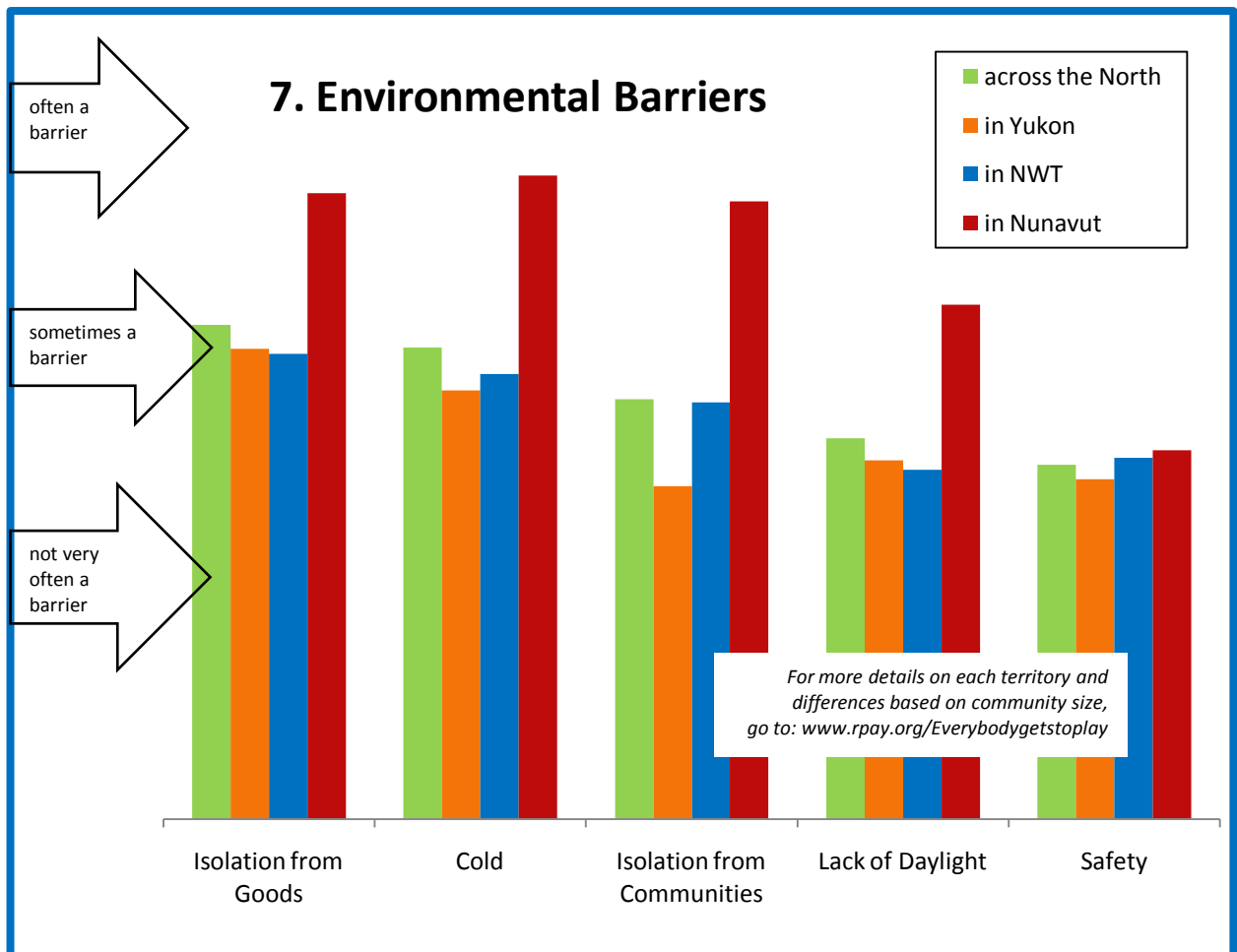
- ➔ \$703,384 to community recreation & active living, and
- ➔ \$1,488,831 to sport!

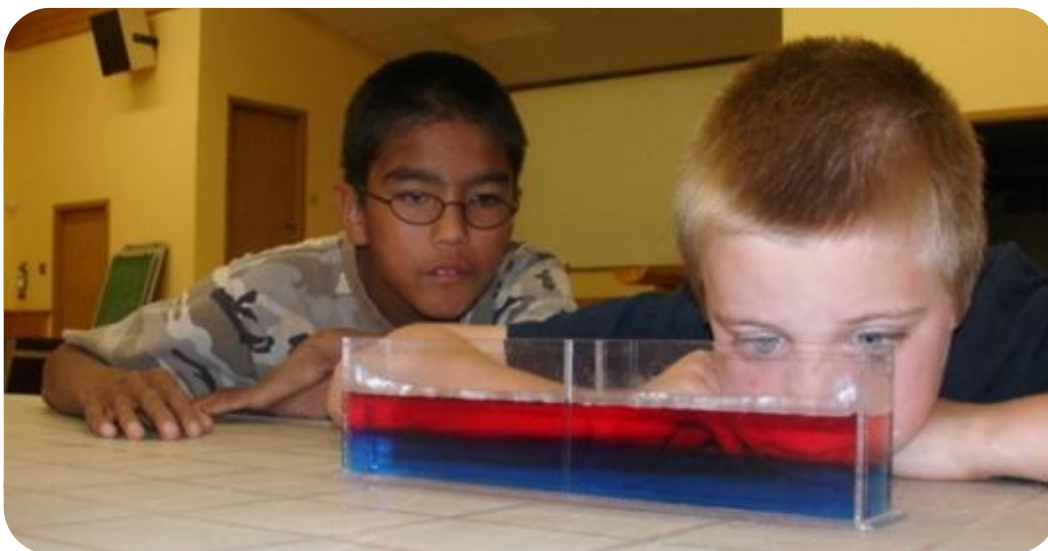


YG Photos









### DID YOU KNOW?

- Most Northern organizations do offer programs and/or support for children and youth living in low income situations.
- Free programs and subsidies, as well as providing equipment, are used across the North to encourage participation in recreation.



# SUCCESSFUL RECREATION IN THE NORTH

The Northern Environmental Scan found many examples of Northern programs and services that aim to increase participation in recreation of children from low-income families.

## WHICH ONES DO YOU RECOGNIZE?



## Northern Success Factors

Offering activities for free is one way to encourage participation in local recreation. However, there are many other things you can do to reduce barriers in an effort to increase participation. We call these “success factors”.

**Success Factors** can break down barriers.

**Success Factors** are actions that positively influence participation.



### **IMAGINE...**

- What if you involved youth in planning their recreation?
- What if you involved their families and gained family support?
- What if recreation had a strong connection to local culture and values?
- What if you modeled and taught attitudes and values for healthy lifestyles?
- What if you developed strong partnerships, broad community support and dedicated volunteers?
- And, what if your community better understood the issues and barriers facing low-income families living in the North?

## Use Success Factors to Increase Participation

### Community Support

- Build extensive partnerships and networks.
- Encourage broad community support.
- Connect to local culture and values.

### Volunteers

- Develop dedicated volunteers.
- Develop strong leaders.

### Family Support

- Build supportive relationships with families.
- Invite families to watch or to participate with their children.
- Provide childcare.

### Lifestyles

- Model and encourage healthy living.
- Model and teach social responsibility and citizenship values.
- Provide structure and clear expectations for behaviour.

### Programming

- Involve youth in decision-making and leadership.
- Develop programs to meet expressed needs and interests.

### Transportation

- Provide or subsidize transportation.

### Cost

- Provide activities for free, or at a minimal cost.
- Provide appropriate equipment to use for little or no cost.

### Facilities

- Maintain consistent access to recreation and school facilities.

### THINK ABOUT...

How could you build some of these Northern success factors into your work?



## CELEBRATE NORTHERN RECREATION

Success stories that celebrate Northern recreation opportunities were gathered through the 2006 Northern Environmental Scan. These stories show us how groups and organizations across the North have used success factors to tackle challenges and barriers. Their successes have increased access to recreation for children and youth living in low-income situations.



*“This is all about developing relationships and the more a family is acquainted with you the more likely you will become more aware of what you can do to assist them. So, attending a stained glass mosaic workshop is not just about a night out with the family. It is about creating the informal support networks that are needed by families living in crisis and in poverty.”*

Community Coordinator, Whole Child Program





## ***The Whole Child Program***

*Whitehorse, Yukon*

Since 2001, **Whole Child Program** (WCP) activities and services have been available to any family free of charge. Weekdays, a community coordinator and outreach worker provide support services and programming for families.

Every Wednesday is WCP Night at a downtown Whitehorse school. Activities include open gym and computer lab, arts and crafts, special interest workshops, childcare, monthly swim nights, and free transportation for downtown families.

In November 2006, the WCP expanded its free services to include a Thursday evening satellite program at Elijah Smith School. Transportation from five surrounding neighbourhoods and a monthly, family swim night, along with activities specific to the school and local community (First Nations' storytelling, crafts, cooking, drumming, open computer lab and open gym) are available.

The successes of the WCP have been featured at conferences across the country.

### The Challenges

- Access to ongoing and multi-year funding.
- Resources—time & people spent finding funding.
- Human resources to respond to diverse interests and increased programming needs.
- Ability to keep teens involved by adapting and responding to their needs.

### The Successes

- WCP responds to the needs expressed by participants and the community.
- WCP provides a support system for those living with low income.
- Participants feel invited and welcome.
- Transportation and childcare are provided.
- Supportive relationships are established amongst families, staff and volunteers.
- Staff and volunteers understand issues related to poverty.
- An extensive range of partnerships and networking with community agencies exists.
- Yukon Government provides base funding through a contribution agreement until August 2010.

*For more details:* [www.yesnet.yk.ca/schools/wes/whole\\_child/index.html](http://www.yesnet.yk.ca/schools/wes/whole_child/index.html)



*“Walk the talk!” Children have never been very good at listening to their Elders, but they have never failed to imitate them”!*

Gary Bailie, Kwanlin Koyotes Ski Club



## ***Kwanlin Koyotes***

*Whitehorse, Yukon*

**Kwanlin Koyotes Ski Club** is based on Father Mouchet's cross country skiing TEST program. Volunteer-driven, it incorporates physical, mental, emotional and spiritual development while children learn about their own inner strengths and their connection to the Land. Physical activities include cross country skiing, running, orienteering, hiking, mountain biking and soccer. The ability to make choices is emphasized and children learn to see alternative lifestyles while developing their own motivation and positive attitudes.

Originally developed for children aged six to twelve, the program has since branched out. Activities are held two to three times per week and include parents, volunteers and participants from throughout the Whitehorse area.

Built with donations, grants and volunteer labour, Kwanlin Koyotes' ski cabin provides a comfortable place to wax skis and warm up after some time outdoors. Activities for families and the community are an integral part of Kwanlin Koyotes. The Kwanlin Koyotes' ski trails, program, equipment and cabin are available for all to enjoy at no cost.

### The Challenges

- Obtaining family support.
- Access to sufficient equipment.
- Funding for equipment.
- Peer pressure experienced by participants.

### The Successes

- Dedicated volunteers are role models and mentors.
- Ongoing support from local community and organizations.
- Program emphasis on lifestyles (healthy eating, active living, connection to the Land, and FUN).

For another great story about the Kwanlin Koyotes "Let's Smoke Some Track", visit Cross Country Ottawa's website at [www.xcottawa.ca/articles.php?id=227](http://www.xcottawa.ca/articles.php?id=227).





Words of Wisdom:

*“Be persistent; never give up!”*

Youth Coordinator,  
City of Iqaluit



## ***Makkuttukkuvik Youth Centre***

*Iqaluit, Nunavut*

**Makkuttukkuvik Youth Centre** is a non-profit organization operated by the City of Iqaluit for young people aged 13 – 18. A legacy from the 2002 Arctic Winter Games, the Youth Centre consists of a large open space, technology and literacy centre, mezzanine and kitchen.

The Youth Center provides activities and events in a safe, drug-free environment. Both drop-in and organized activities are available: cooking club, pool, table tennis, soccer, listening to music, doing research on the computers, homework help, and socializing with peers. Special events include Inuit games, hockey tournaments, resume writing, movie nights and dances.

The Centre has an elected Youth Council that makes recommendations to the Recreation Department and helps with volunteer activities such as fundraising. Operating seven days a week during non-school hours, the Centre fosters athletic, social and life skills, and provides ways for teens to contribute to their community.

### The Challenges

- Funding for programming.
- Facility security.
- Finding and keeping reliable and trained staff.
- Transportation for youth—there is no public transport in Iqaluit.
- Social issues such as family violence, abuse, suicide.

### The Successes

- Youth involvement through a volunteer Youth Council.
- Structured and enforced guidelines and rules.
- City commitment to staffing and programming.
- Dedication of staff.
- Provision of healthy snacks.

*For more details: [www.city.iqaluit.nu.ca/i18n/english/youth.html](http://www.city.iqaluit.nu.ca/i18n/english/youth.html)*

**Start Right–Stay Right**  
*Iqaluit, Nunavut*

- **Start Right–Stay Right** provides children 9 – 11, an opportunity to participate in a hockey program once a week free of charge.

**The Challenges**

- Access to sufficient equipment
- Funding

**The Successes**

- Facility access is guaranteed
- Structure and consistency of program
- Reliable volunteers

**Northern Lights Gymnastics**  
*Rankin Inlet, Nunavut*

- **Northern Lights Gymnastics** runs three times per week and is sponsored by Pulaarvik Kablu Friendship Centre.

**The Challenges**

- Cost of equipment
- Cost to ship equipment (air freight)

**The Successes**

- Community partnerships
- Dedication of volunteer coach



YG Photo







### Young Riders & Crew Whitewater

*Yukon*

- **Young Riders & Crew Whitewater** incorporate snowboarding, rafting and kayaking opportunities. These outdoor programs for “at-risk” youth are offered by the Whitehorse RCMP.

#### The Challenges

- Funding
- Liability coverage

#### The Successes

- Supportive relationships built with youth
- Community support for the program
- Partnerships and volunteer commitment

### Experience Summer

*Yellowknife, NWT*

- **Experience Summer** offers children between the ages of 5 and 12 with a disability, the opportunity to attend a summer day camp accompanied by a support worker.

#### The Challenges

- Consistent funding

#### The Successes

- Participants have FUN
- Trained support workers
- Local program

- **Kunoki** is an eco-friendly way to discover today's modern white Arctic. Kunoki's mission is to promote physical activity and healthy active living in remote northern communities through kite skiing; and to raise awareness about Northern communities, it's people, it's environment and about the immediate effects of global warming on the Canadian Arctic.

Kunoki

[www.kunoki.ca](http://www.kunoki.ca)



- **Strings across the Sky** has been working with youth in the High Arctic teaching fiddle since 1988. Strings Across the Sky has run programs in 17 High Arctic communities and transported over 450 donated violins to the north.

Strings Across  
the Sky

[www.stringsacrossthesky.ca](http://www.stringsacrossthesky.ca)



- The **ArtsCan Circle** is an independent, volunteer-run group working to link creative artists with Native youth at risk. The Circle aims to encourage self-esteem amongst Native youth in isolated communities through cooperative exploration of the arts.

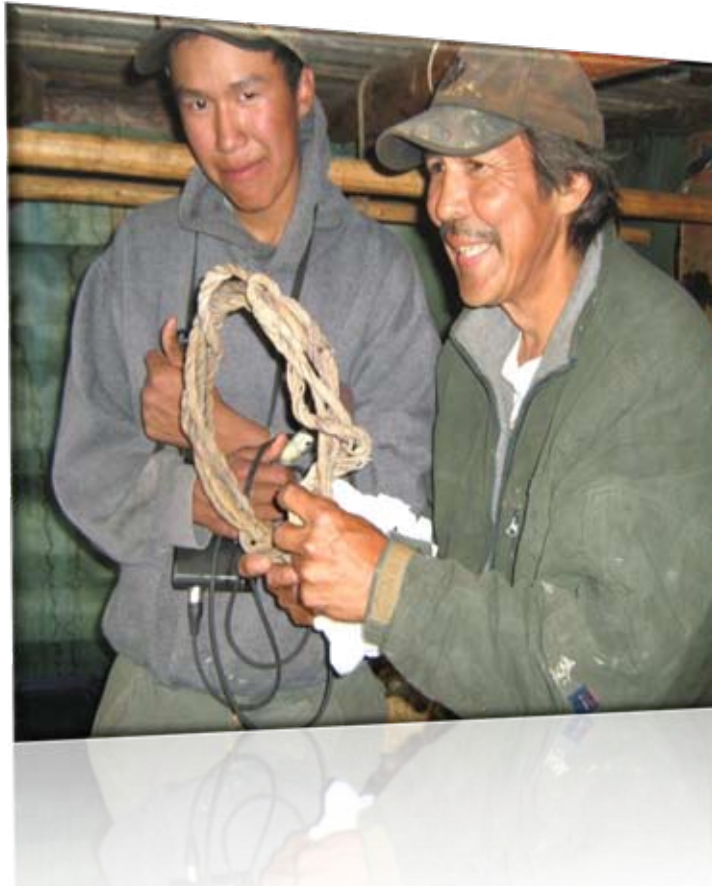
ArtsCan Circle

[www.artscancircle.ca](http://www.artscancircle.ca)



**Find the full version of all Northern Success Stories at:**

[www.rpay.org/Everybodygetstoplay](http://www.rpay.org/Everybodygetstoplay)



**ASK YOURSELF ...**

- ➔ In my community, who could help provide transportation?
- ➔ Who could help build a connection to local culture?
- ➔ How could youth be involved in decision-making and leadership?
- ➔ What else could I do to make a difference?



So, what can you do now?



YG Photo



# NORTHERN TOOLS & RESOURCES

Go to page

<b>Stats &amp; Facts...</b>	<ul style="list-style-type: none"> <li>Find out more about <b>Everybody gets to play™</b>, about your community and territory. Get stats and facts on poverty and health in Canada.</li> </ul>	40
<b>Become a champion; commit to the issue!</b>	<ul style="list-style-type: none"> <li>Figure out how you can make a difference today!</li> </ul>	45
<b>Build connections with like-minded organizations!</b>	<ul style="list-style-type: none"> <li>Get information about other organizations that can help you to increase access to recreation for low-income families.</li> </ul>	46
<b>Create awareness and involve your community!</b>	<ul style="list-style-type: none"> <li>Use the tools and resources to inform others, to convince politicians and to develop community volunteers. Talk to Elders, local businesses, the local school...</li> </ul>	49
<b>Plan for action! Plan for success!</b>	<ul style="list-style-type: none"> <li>Use these resources to initiate new recreation opportunities or to revive existing ones. Take action and tackle barriers to participation.</li> </ul>	53
<b>Celebrate your accomplishments!</b>	<ul style="list-style-type: none"> <li>Share your story with others. Your successes inspire others to support recreation without barriers for kids without means.</li> </ul>	57
<b>Host an Everybody gets to play™ Northern workshop!</b>	<ul style="list-style-type: none"> <li>Introduce your community to <b>Everybody gets to play™</b>. Explore strategies that can increase opportunities for recreation participation for children and youth in your community.</li> </ul>	59



## Find out more stats and facts...

HINT: check out CPRA's **Everybody gets to play™** Community Mobilization Tool Kit

Fact Sheets 1-7

### Find out more about **Everybody gets to play™**:

#### Canadian Parks and Recreation Association

⇒ [www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

The **Northern Environmental Scan** (2006) presents data from Nunavut, NWT and Yukon about the barriers that limit recreation participation and the success factors that counteract them.

⇒ “Resource Library” at  
[www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

#### Recreation and Parks Association of the Yukon

⇒ [www.rpay.org](http://www.rpay.org)  
867-668-3010

#### NWT Recreation and Parks Association

⇒ [www.nwtrpa.org](http://www.nwtrpa.org)  
867-873-5340



YG Photo



**Find out more about your community:**

**Canadian Community Profiles** from the 2006 Census are available on-line.

⇒ [www12.statcan.ca/english/census06/data/profiles/community](http://www12.statcan.ca/english/census06/data/profiles/community)



**Find out more about your territory:**

**Yukon Bureau of Statistics**



[www.eco.gov.yk.ca/stats](http://www.eco.gov.yk.ca/stats)  
1-800-661-0408 (5640) or 867-667-5640

**GNWT Bureau of Statistics**



[www.stats.gov.nt.ca](http://www.stats.gov.nt.ca)  
867-873-7147

**Nunavut Bureau of Statistics**



[www.gov.nu.ca/eia/stats](http://www.gov.nu.ca/eia/stats)

**Aboriginal Census Data (Yukon 2006)**



[www.eco.gov.yk.ca/stats/pdf/aboriginadata.pdf](http://www.eco.gov.yk.ca/stats/pdf/aboriginadata.pdf)

**NWT's Social Indicators**



[www.stats.gov.nt.ca/Social/home.html](http://www.stats.gov.nt.ca/Social/home.html)

**NWT Community Profiles**



[www.stats.gov.nt.ca/Profile/Profile.html](http://www.stats.gov.nt.ca/Profile/Profile.html)



YG Photo

### Find out more about Canada:

#### Report Card on Child Poverty in Canada



[www.campaign2000.ca/rc/rc05/05  
NationalReportCard.pdf](http://www.campaign2000.ca/rc/rc05/05NationalReportCard.pdf)

**National Anti-Poverty Organization** is a non-profit, non-partisan organization working to eliminate poverty in Canada.



[english.napo-onap.ca](http://english.napo-onap.ca)  
1-800-810-1076

**Canadian Council on Social Development** focuses on issues such as poverty, social inclusion, disability, cultural diversity, child well-being, employment and housing.



[www.ccsd.ca](http://www.ccsd.ca)  
613-236-8977

**PovNet** is an on-line resource for advocates, people on welfare, and community groups and individuals involved in anti-poverty work.



[www.povnet.org](http://www.povnet.org)  
604-876-8638

## Find statistics on Lifestyles:

The **Canadian Fitness and Lifestyle Research Institute** conducts research and makes recommendations to increase levels of physical activity and improve the health of all Canadians.

[www.cflri.ca](http://www.cflri.ca)  
613-233-5528



CFLRI's Physical Activity Monitor Highlights provide provincial and territorial data.

[www.cflri.ca/eng/provincial\\_data/index.php](http://www.cflri.ca/eng/provincial_data/index.php)

**Lifestyle Information Network** is the home of Canada's National Recreation Database.



[www.lin.ca](http://www.lin.ca)  
416-426-7176

**Report Card on Physical Activity** can be found at Active Healthy Kids Canada.



[www.activehealthykids.ca](http://www.activehealthykids.ca)  
416-913-0238

### DID YOU KNOW?

In 2007, 26% of Canadian children and youth, or 1.6 million children, were considered overweight or obese. If this trend continues, more than 46% of school-age children will be overweight or obese by 2010.





**Kids Recreation Fund** was established in the Yukon in 1999. It helps children whose families are experiencing financial hardship participate in organized sport, art, cultural, social and recreational programs.

Youth under the age of 19 can apply for help with the cost of participating within the Yukon. In-Yukon travel may be considered on an individual basis.

In 2006, Kids Recreation Fund distributed \$100,635.82 in funding to 755 children!

Call: 867-393-8334

[www.sportyukon.com/kidsrecreationfund](http://www.sportyukon.com/kidsrecreationfund)

**KidSport™**, a national charity, was established in the NWT in 2001. It provides financially disadvantaged children with the opportunity to participate in community sport programs.

Youth under the age of 19 can apply for help with sport registration fees, equipment, and travel to development and/or selection camps and clinics.

In 2007, KidSport distributed \$34,523.55 to 225 children in 17 communities!

Call: 867-669-8332

[www.sportnorth.com](http://www.sportnorth.com)

## Become a champion; commit to the issue!

HINT: check out CPRA's ~~Everybody gets to play~~<sup>TM</sup> Community Mobilization Tool Kit  
Guidelines and Tips 1 & 2

### **Review your fee assistance policies!**

Refer to CPRA's Tool Kit:

Guidelines 1: "Municipal government policy guidelines"

Guidelines 2: "Guide to effective fee assistance programs".

### **Review your current programs and activities!**

CPRA's Fact Sheets introduce some policies, approaches and programs to meet recreation needs of Older Adults, Aboriginal Peoples, New Immigrant Families, and others.

Click on "Resource Library" at  
[www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

Here are  
some ideas:

### **Make sure families know how to get financial support!**

Send a letter to families through the school telling them about NWT's KidSport or Yukon's Kids Recreation Fund.

Download guidelines and application forms from their websites.

### **Include healthy eating components into recreation programs!**

Refer to CPRA's Nutrition and Healthy Eating Strategy for more information.

[www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

*Set out to make a difference and start with something small.*

*Even one pebble can make a big ripple!*

## Build connections with like-minded organizations...

HINT: check out CPRA's *Everybody gets to play*<sup>TM</sup> Community Mobilization Tool Kit  
Guidelines and Tips 3

### Northern Connections:

**Recreation & Parks Association of the Yukon's** "links" will connect you territorially and nationally.



[www.rpay.org](http://www.rpay.org)  
and click on "links"

**NWT Recreation & Parks Association's** "links" will connect you to Northern and national organizations.



[www.nwtrpa.org](http://www.nwtrpa.org)  
and click on "links"

**Sport Yukon** is a non-profit society. Members are sport governing bodies, clubs and associations.



[www.sportyukon.com](http://www.sportyukon.com)  
867-668-4236

**Sport North** assists in promoting and developing amateur sport in the Northwest Territories.



[www.sportnorth.com](http://www.sportnorth.com)  
1-800-661-0797

**Sport Nunavut** is responsible for promoting and developing amateur sport in Nunavut



[www.gov.nu.ca/cley](http://www.gov.nu.ca/cley)  
1-866-934-2035

The **Arctic Winter Games** is a high-profile, circumpolar sport competition. The Games celebrate sport, social exchange and cultures.



[www.arcticwintergames.org](http://www.arcticwintergames.org)

The **Northern Links initiative and website** reaches out to Sport and Recreation professionals in Canada's Aboriginal, rural and remote communities.



[www.northernlinks.org](http://www.northernlinks.org)





## Aboriginal Connections:

**Aboriginal Sport Circle** is Canada's national voice for Aboriginal sport.

613-938-1176

[www.aboriginalsportcircle.ca](http://www.aboriginalsportcircle.ca)

**Aboriginal Canada Portal** has useful links under "Youth, Culture and Recreation".

1-888-399-0111

[www.aboriginalcanada.gc.ca/acp/site.nsf/en-frames/ao30905.html](http://www.aboriginalcanada.gc.ca/acp/site.nsf/en-frames/ao30905.html)

**Gen7** is **Motivate Canada's** newest role model program targeted at Aboriginal youth.

1-866-378-3361

[www.motivatecanada.ca/gen7/index.html](http://www.motivatecanada.ca/gen7/index.html)

**National Aboriginal Role Model Program** celebrates the accomplishments of First Nations, Inuit, and Métis youth aged 13 to 30.

1-877-602-4445

[www.naho.ca/rolemodel/english/leadyourway.php](http://www.naho.ca/rolemodel/english/leadyourway.php)

The **Aboriginal Youth Network** promotes health, education and employment opportunities.

[www.ayn.ca](http://www.ayn.ca)

## Healthy Eating & Active Living:

**Healthy Canadians** provides Canadians easy access to federal government health-related campaigns.

⇒ [www.healthycanadians.gc.ca](http://www.healthycanadians.gc.ca)

**ActNow BC** is British Columbia's Healthy Living initiative. It offers tools and information to help individuals reach personal health goals.

⇒ [www.actnowbc.ca](http://www.actnowbc.ca)

**5 to 10 a Day** campaign creates awareness and changes people's eating habits with an active lifestyle.

⇒ [www.5to10aday.com](http://www.5to10aday.com)

**Healthy Food Choices for Rinks & Recreation Centres** offers great ideas for your arenas and recreation centres.

⇒ [www.saskschools.ca/curr\\_content/diabetes/comorg/policyrec.htm](http://www.saskschools.ca/curr_content/diabetes/comorg/policyrec.htm)

## Children & youth; recreation & sport:

**Arctic Youth Leadership Expeditions** (Inuvialuit Development Corporation) provides leadership development opportunities for young people through an outdoor adventure program.

867-777-7075

[www.arcticyouthleadership.ca](http://www.arcticyouthleadership.ca)

**Canadian Tire JumpStart** is committed to helping children get active through a Canadian network of local chapters.

1-877-616-6600

[www.canadiantire.ca/jumpstart](http://www.canadiantire.ca/jumpstart)

**HIGH FIVE®** is a standard for children's sport and recreation programs. It is built on the belief that all children deserve recreation and sport experiences that support healthy child development.

1-888-222-9838

[www.highfive.org](http://www.highfive.org)

**On The Move** is about increasing opportunities to get active for young women aged 9-18.

613-562-5667

[www.caaws.ca/onthemove](http://www.caaws.ca/onthemove)

**ParticipACTION** promotes healthy living and physical fitness with an emphasis on children.

416-913-1511

[www.participation.com](http://www.participation.com)

The **Tim Horton Children's Foundation** provides opportunities for children from economically disadvantaged homes to participate in a fun-filled camp environment.

519-448-1248

[www.timhortons.com/en/goodwill/childrens\\_about.html](http://www.timhortons.com/en/goodwill/childrens_about.html)

**True Sport** believes that good sport can help build individuals, communities and a socially-connected Canada. Join the movement; access promotional items, funding, tools and resources.

613-521-9533

[www.truesportpur.ca](http://www.truesportpur.ca)

## Create awareness and involve your community

HINT: check out CPRA's **Everybody gets to play™** Community Mobilization Tool Kit  
Guidelines and Tips 3 & 5 and Tools 1, 3 & 5

### To create awareness you could...

Present your case to Council and others with **Everybody gets to play™ in the North**, the 30-minute PowerPoint presentation based on the first part of the Northern Supplement.

⇒ Ask RPAY or NWTRPA for an electronic copy: [www.nwtrpa.org](http://www.nwtrpa.org) or [www.rpay.org](http://www.rpay.org)

Show CPRA's **Everybody gets to play™** Flash presentation at a Council or Interagency Meeting, or at a community potluck.

⇒ Download it:  
<https://www.cpra.ca/UserFiles/Flash/EGTPpresVer5.swf>

Hand out copies of the **Everybody gets to play™** brochure.

⇒ Get a copy from RPAY or NWTRPA.  
Find a print version under "General Initiative Information" at:  
[www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

Use some of CPRA's 2-page **Fact Sheets** to emphasize that recreation improves the lives of children and youth in low-income situations. Fact Sheets are targeted to specific audiences such as government.

⇒ [www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)  
"Resource Library"

Show the DVD **Incarceration versus Recreation** to convince others to invest in recreation.

⇒ Get the DVD from RPAY or NWTRPA.  
Find a print version in the "Resource Library" at [www.everybodygetstoplay.ca](http://www.everybodygetstoplay.ca)

Learn how to influence public policy with a 2-hour self-guided e-learning module called **BE H.I.P.P. - Have Influence on Public Policy**. YMCA Canada designed the module to help voluntary sector leaders increase their knowledge and understanding of public policy.

⇒ can be found at:  
[www.ymca.ca/behipp/hipp.html](http://www.ymca.ca/behipp/hipp.html)

## To inform people through the media you could...

- Send out a news release. ⇒ Use the samples found in CPRA's Tool Kit G5: "Guide to Successful Media Coverage".
- Write a press release. ⇒ Find out how at: [www.ran.org/action/toolbox/media\\_pressrelease.html](http://www.ran.org/action/toolbox/media_pressrelease.html)
- Write a briefing to inform your managers, Chief Administrative Officers and other "higher-ups". ⇒ Download "How to create superior briefings" at: [collection.nlc-bnc.ca/cgi-bin/inet-loc/ltn=502/ENG/H](http://collection.nlc-bnc.ca/cgi-bin/inet-loc/ltn=502/ENG/H)
- Work with your local and/or territorial media. ⇒ Tips on handling the media can be found at: [www.cccabc.bc.ca/res/advocacy.html](http://www.cccabc.bc.ca/res/advocacy.html)



## To help build partnerships and community involvement...

- The Partnership Handbook** provides guidance on effective community-based partnerships. It describes how to build and support different types of partnerships. ⇒ Download it for free: [dsp.pwgsc.gc.ca/Collection/M/P43-373-1-2000E.pdf](http://dsp.pwgsc.gc.ca/Collection/M/P43-373-1-2000E.pdf)
- The Community Development Handbook: A Tool to Build Community Capacity** provides an introduction to community development and capacity building. A resource for exploring and initiating community development, it explains basic community development steps and identifies possible problems and how to overcome them. ⇒ Download it for free: [dsp.pwgsc.gc.ca/Collection/M/P33-13-1999E.pdf](http://dsp.pwgsc.gc.ca/Collection/M/P33-13-1999E.pdf)

## To help build volunteers, check out...

Nine booklets, produced by Volunteer NWT and Volunteer Nunavut, offer Northern stories and tools for volunteer groups. **Resources to Increase and Support Volunteers** can be downloaded in English or Inuktitut but are no longer available in print.



[www.volunteernwt.ca/resources/resource\\_manuals/CD%20intro.pdf](http://www.volunteernwt.ca/resources/resource_manuals/CD%20intro.pdf)

**Advocacy on the Agenda - Preparing voluntary boards for public policy participation** outlines the board's role in advocacy and policy making and has a useful section on public education strategies.



[www.volunteer.ca/volunteer/pdf/boardadvocacymanual.pdf](http://www.volunteer.ca/volunteer/pdf/boardadvocacymanual.pdf)

**Volunteer NWT** shut down in June 2008, but its on-line links continue to provide valuable resources.



[www.volunteernwt.ca/resources/resources.asp](http://www.volunteernwt.ca/resources/resources.asp)

The **Yukon Volunteer Bureau** offers links to resources on fundraising, board development, organizational management, stats and volunteer management.



[www.volunteerbureau.yk.ca/resources-and-training/online-resources.aspx](http://www.volunteerbureau.yk.ca/resources-and-training/online-resources.aspx)

**United Way of Canada** and the **Voluntary Sector Roundtable** offer information on board development, training, accountability and governance in the Canadian voluntary sector.



[www.boarddevelopment.org](http://www.boarddevelopment.org)

**Women on Boards: A Guide to Getting Involved** describes the workings of boards and is geared towards keeping women involved as board members



[www.caaws.ca/e/leadership/boards](http://www.caaws.ca/e/leadership/boards)

**Imagine Canada** conducts research and has a large collection of on-line, non-profit resources.



[www.imaginecanada.ca](http://www.imaginecanada.ca)





A recipe for best results...

**Always involve your community!**



➡ Host a community dinner.

➡ Talk with the grocery store manager or a local construction company.

➡ Invite Elders for tea.

➡ Share a community potluck.

## Plan for action! Plan for success!

HINT: check out CPRA's ~~Everybody gets to play~~ **Everybody gets to play**™ Community Mobilization Tool Kit  
Fact Sheet 7, Guidelines and Tips 1 & 2, and Tools 2 & 5



### Tips for Writing Funding Applications and Proposals:

- ✓ Ask the funder for guidelines and suggestions when you prepare your application or proposal.
- ✓ Ask for help from others in your community. There is always someone who has successfully received funding and grants.
- ✓ Look at the **True Sport Community Fund** website. You will find sample grant applications, tips on how to write a successful application, and a template for your project's budget.

[www.truesportpur.ca/index.php/category/181](http://www.truesportpur.ca/index.php/category/181)

- ✓ Take the free **Proposal Writing Short Course** from The Foundation Centre. Find it on-line in an electronic or printer-friendly version at:

[foundationcenter.org/getstarted/tutorials/shortcourse/index.html](http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html)

## Yukon Funding Resources:

### Kids Recreation Fund

[www.sportyukon.com/kidsrecreationfund](http://www.sportyukon.com/kidsrecreationfund)

867-393-8334

- ↳ This fund assists children and youth who are unable to actively participate in organized recreation programs because of financial hardship.

### Youth Investment Fund

[www.hss.gov.yk.ca/about/funding/youth\\_investment](http://www.hss.gov.yk.ca/about/funding/youth_investment)

1-800-661-0408 (7077) or 867-393-7077

- ↳ Funding is for projects aimed at youth that promote self-esteem, encourage development of positive lifestyle choices, or create social or recreational opportunities.

### Health Investment Fund

[www.hss.gov.yk.ca/about/funding/health\\_investment](http://www.hss.gov.yk.ca/about/funding/health_investment)

1-800-661-0408 (5689) or 867-667-5689

- ↳ Support for projects that promote well-being in order to strengthen communities making them and their residents healthier.

### Community Development Fund

[www.cdf.gov.yk.ca](http://www.cdf.gov.yk.ca)

1-800-661-0408 (8125) or 867-667-8125

- ↳ Support for projects and events that foster community well being, create jobs, and have measurable social, cultural and economic benefits.

### Crime Prevention and Victim Services Trust Fund

<http://www.justice.gov.yk.ca/pdf/cpvapp.pdf>

1-800-661-0408 (5367) or 867-667-5367

- ↳ Funding to help reduce the incidence of crime, address the root cause of criminal behaviour, prevent violence against women and children, and publicize information about crime prevention.

### Yukon Arts Fund

[www.tc.gov.yk.ca/205.html](http://www.tc.gov.yk.ca/205.html)

867-667-3535

- ↳ Supports projects that foster the creative development of the arts in the Yukon.

## Yukon Funding Resources:

### Recreation Project Funding Program

[www.lotteriesyukon.com/rec\\_project\\_funding.html](http://www.lotteriesyukon.com/rec_project_funding.html)

1-800-661-0555 or 867-633-7890

- ↳ Funds projects that contribute to the development of recreation within the Yukon for the benefit and enjoyment of Yukoners.

### Travel Assistance Funding Program

[www.lotteriesyukon.com/travel\\_assistance\\_funding.html](http://www.lotteriesyukon.com/travel_assistance_funding.html)

1-800-661-0555 or 867-633-7890

- ↳ Provides funding to participate in tournaments and adjudicated events within and outside of the Yukon.



## NWT Funding Resources:

### Grants and Contributions Guide

[www.gov.nt.ca/research/publications/index.html](http://www.gov.nt.ca/research/publications/index.html)

867-873-7500

- ↳ This guide provides information on all the ongoing grants and contributions offered by the Government of the Northwest Territories.

### NWTRPA

[www.nwtrpa.org](http://www.nwtrpa.org)

867-873-5340

- ↳ NWTRPA can provide a full list of funding sources available to NWT communities.

### KidSport

[www.sportnorth.com](http://www.sportnorth.com)

867-669-8332

- ↳ Provides financially disadvantaged children with the opportunity to participate in community sport programs.

## National Funding Resources:

### The True Sport Community Fund

[www.truesportpur.ca](http://www.truesportpur.ca)

613-521-9533

- Priority for grants is given to communities in the North and in the smaller provinces. The website includes tools and resources for completing applications.

### Aboriginal Funding Tool

[www.aboriginalcanada.gc.ca](http://www.aboriginalcanada.gc.ca)

- Canada Aboriginal Portal has a funding tool where Aboriginal Peoples can search by location and type of support.

### National Crime Prevention Centre

[www.publicsafety.gc.ca](http://www.publicsafety.gc.ca)

1-877-302-6272

- Public Safety Canada's National Crime Prevention Centre (NCPC) provides funding to prevent and reduce crime.

### Making Dreams Possible

[www.coach.ca/makingdreamspossible](http://www.coach.ca/makingdreamspossible)

613-235-5000

- GM community club coaching grants.

### The Canadian Directory to Foundations & Corporations

[www.imaginecanada.ca/?q=en/node/22](http://www.imaginecanada.ca/?q=en/node/22)

- Canada's largest and most accurate bilingual fundraising database.





## Celebrate your accomplishments

HINT: check out other **Everybody gets to play™** Success Stories at:

[www.cpra.ca/EN/main.php?action=cms.EgtpSuccess](http://www.cpra.ca/EN/main.php?action=cms.EgtpSuccess)

### Do you have a successful initiative in your community?

If so, please share your story with us. Contact NWTRPA or RPAY and tell us your story. We will record it in a story-format and add some photos!

We will want to know:

- ⇒ Some details about your project.
- ⇒ How you encouraged participation.
- ⇒ How individuals and/or organizations worked together to make it happen.
- ⇒ What challenges you have you faced.
- ⇒ What has led to your success.



YG Photo

We can contact you! Copy and fill out the following information.

Mail, fax or email it to NWTRPA or RPAY, and we will call you!

Project Title:

\_\_\_\_\_

Your Name:

\_\_\_\_\_

Position:

\_\_\_\_\_

Organization:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Community:

\_\_\_\_\_

Fax:

\_\_\_\_\_

Territory:

\_\_\_\_\_

Email:

\_\_\_\_\_

Reach us at:

### **Recreation and Parks Association of the Yukon**

4061 – 4<sup>th</sup> Avenue, Whitehorse, Yukon Y1A 1H1

Phone: 867-668-3010      Fax: 867-668-2455

Email: [rpay@klondiker.com](mailto:rpay@klondiker.com)

### **NWT Recreation and Parks Association**

4908 - 49th Street, PO Box 841, Yellowknife, NT X1A 2N6

Phone: 867-873-5340

Fax: 867-669-6791

Email: [admin@nwtrpa.org](mailto:admin@nwtrpa.org)



## Host an Everybody gets to play™ Northern workshop

An **Everybody gets to play™** Northern workshop lets you explore how your community can reduce barriers to recreation for children and youth living in low-income situations. This full-day workshop is facilitated by a Northern **Everybody gets to play™** Ambassador.

The workshop is most beneficial when a “team” from your community participates. “Teams” can start to build a plan of action for their own community.

During the workshop you will:

- ✓ Find out more about the Northern barriers to recreation and the factors that can help reduce those barriers.
- ✓ Explore examples from your community of recreation opportunities which have successfully increased participation.
- ✓ Share ideas and identify strategies that can improve access to recreation in your community.

Participants will receive CPRA’s **Everybody gets to play™** Community Mobilization Tool Kit and the **Everybody gets to play™** Northern Supplement.

To host an **Everybody gets to play™** Northern workshop you will need to:

- ☐ Contact NWTRPA or RPAY.
- ☐ Confirm the workshop date, time and location.
- ☐ Arrange a facility for the workshop.
- ☐ Help promote the workshop.
- ☐ Identify a minimum of four participants.
- ☐ Help register participants.
- ☐ Arrange healthy snacks for the workshop.

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# Everybody gets to play<sup>TM</sup>

Recreation without barriers





***Recreation is an investment we make today.  
It is an investment for our future;  
an investment in the health of each person,  
our communities, our country,  
and our environment.***



**Everybody gets to play™ Northern Supplement**  
**Feedback Form**

Dear Reader,

This Northern Supplement was designed with you in mind. It was designed for you—you who lives in a Northern community; you who works with children, youth and families; and you who believes that healthy individuals mean healthy communities. To help us support the important work you are doing in our Northern communities, please take a few moments and provide your feedback on the Northern Supplement using the form on the flip side of this page.

Please return your completed form to:

NWTRPA

4908 - 49th Street, PO Box 841,  
Yellowknife, NT X1A 2N6

Fax: 867-669-6791

Email: [admin@nwtrpa.org](mailto:admin@nwtrpa.org)

OR

RPAY

4061 – 4<sup>th</sup> Avenue,  
Whitehorse, Yukon Y1A 1H1

Fax: 867-668-2455

Email: [rpay@klondiker.com](mailto:rpay@klondiker.com)

*Thank you for your help.*

**More copies?**

Would you, or someone else like to receive one or more copies of the Northern Supplement?  
Please send us their name, address and the number of copies.

Name:	_____	Mailing address:	_____
Organization:	_____	Community:	_____
Phone Number:	_____	Territory:	_____
# of copies:	_____	Postal Code:	_____

## Everybody gets to play™ Northern Supplement Feedback Form

How do you rate yourself after reading/using the **Everybody gets to play™** Northern Supplement?

Circle the “face” that corresponds to:

<i>excellent</i>	<i>good</i>	<i>okay</i>	<i>very little</i>	<i>none at all</i>
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- 1) My understanding of Northern barriers to recreation participation facing families...

Before reading the Supplement was ☺☺ ☺ ☹ ☹ ☹☹

After reading the Supplement is ☺☺ ☺ ☹ ☹ ☹☹

- 2) My understanding of what contributes to successful recreation opportunities in the North...

Before reading the Supplement was ☺☺ ☺ ☹ ☹ ☹☹

After reading the Supplement is ☺☺ ☺ ☹ ☹ ☹☹

- 3) My understanding of how I can increase opportunities for recreation participation ...

Before reading the Supplement was ☺☺ ☺ ☹ ☹ ☹☹

After reading the Supplement is ☺☺ ☺ ☹ ☹ ☹☹

- 4) My familiarity with tools and resources that can help increase access to recreation...

Before reading the Supplement was ☺☺ ☺ ☹ ☹ ☹☹

After reading the Supplement is ☺☺ ☺ ☹ ☹ ☹☹

- 5) My personal commitment to increasing access to recreation for low-income families...

Before reading the Supplement was ☺☺ ☺ ☹ ☹ ☹☹

After reading the Supplement is ☺☺ ☺ ☹ ☹ ☹☹

- 6) How could we improve the Northern Supplement for you?

**Thank you!**

**Recreation and Parks Association of the Yukon**

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