



Date: March 14, 2003

TO: Board Members - Parks and Recreation

FROM: General Manager - Parks and Recreation

SUBJECT: Youth Legacy Action Plan for Sport,  
Physical Activity and the Arts

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#### RECOMMENDATION

*THAT the Board receives the following report for information.*

#### BACKGROUND

In February 2003, Mayor Larry Campbell distributed a report entitled, "Ensuring Vancouver's Olympic and Paralympic Legacy", Recommendations from the Mayor's Forums. The report outlined a number of recommendations that flowed from the public consultation forums on Vancouver's participation in the 2010 Olympic Winter Games and Paralympic Winter Games. One of the key areas in the recommendations relates to an **Action Plan for Youth, Sport and the Arts**. In summary the recommendations outline the following:

- increase physical activity of children and youth by 10% by 2010
- expand access to community sport, recreation and arts programs by 2010 for residents under 19, starting with free access to some recreational services, including public skating in 2003/04
- seek to double available time in gyms, fields and informal play areas, including coaching and other support, by 2010 through integrated use of existing city-school and park facilities; development of 'lighthouse' programs, athletes in residence programs and other initiatives
- seek voter approval in 2005 for the creation of a \$10 million youth sports, recreation and the arts endowment fund
- establish a task force
- seek partnerships with the Vancouver School Board, Vancouver Park Board, city amateur sport and recreation groups, and others to develop and implement the program

## **The Challenge:**

In 2001, reports document that up to 58% of British Columbia youth aged 12-19 are not active enough for optimal growth and development, and that girls are less active than boys. All reports point to decreasing levels of regular activity amongst children and youth. Physical inactivity has become a serious burden to health in Canada. Compelling scientific evidence documents that physical activity plays a key role in improving mental, social and physical health, and in preventing disease, disability and premature death.

The Commission on the Future of Health Care in Canada (the Romanow Report) urged governments to take action to improve the health of young Canadians. In light of increasing physical inactivity and the related growth of health conditions such as childhood obesity, diabetes and other lifestyle conditions, the report estimates that an increase of physical activity by young people by 10% would save \$ 150 million in annual health care costs.

British Columbia's "Active Communities" initiative has adopted the goal of a 1% increase in the physical activity rates of youth (5-17) per year, from the current reported rate of 51% in 2002.

Dr. Clyde Hertzman's work in Vancouver with the Human Early Learning Partnership (H.E.L.P.) calls for government and community to work together to address the issues faced by young families in particular neighbourhoods which demonstrate symptoms more acutely.

## **Barriers to Participation:**

Canadians say that a lack of time and motivation are their greatest personal barriers to becoming more active. Systemic and financial barriers also play a role. The Canadian Fitness and Lifestyles Research Institute reports that barriers for children to participate in physical activity are:

- competitive stress
- parental pressure to excel
- lack of fun
- lack of play time
- limited opportunity for improvement
- dissatisfaction with coach or instructor

## **Call to Action:**

It is time to take action now, and that message has been voiced by a number of community leaders in several ways, yet with

similar themes. Youth want more opportunities to engage in active, healthy lifestyle choices on a more frequent basis. Park Board staff, association partners, community sport representatives, youth serving agencies, local government officials, political leaders and many others are becoming aware not only of the call to action, but also of the need to get young people more involved in the discussions around solutions.

## **DISCUSSION**

Vancouver has over 100,000 young people under the age of 19 years.

Vancouver has invested in an extensive infrastructure of public recreation facilities. Outdoor recreation activities such as walking, cycling, running, sports and the casual enjoyment of the many parks, playgrounds and trails in the city provide important opportunities to engage in physical activities. Community Centres, pools, arena and fitness centres also provide an important range of opportunities for many interests. The Park Board is well positioned to take a leadership role in this important initiative. The Park Board mission is to provide, preserve and advocate for parks, open spaces and leisure services to enhance the well-being of individuals and communities. The Board fulfills its mission through a partnership approach with not-for-profit organizations such as community sport organizations, community associations, clubs and community groups.

While the Park Board is a lead civic agency for the delivery of leisure programs and facilities, other strategies are at work and key partnerships make a difference. **The Civic Youth Strategy** will continue to play a key role in engaging youth at many levels. Strengthening connections with city departments and the Vancouver School Board are important to the success of this legacy work.

### **Programs are Underway**

The Park Board and many community groups currently provide many activity options, and a number of creative new initiatives are underway either as sole Park Board actions or as partnership programs. **Night Hoops** offers late night basketball, **MoreSports** is building community capacity through sport, and the recent **Healthy Choices Camp** is the product of youth workers who are introducing healthy lifestyle choices to youth who have not previously had such a benefit. **ActionYouth** has just begun, building partnerships and enabling the initiative to gain momentum. LegaciesNow, Community Initiatives (Vancouver Agreement) and the Park Board have jointly provided \$ 24,000 to

start building a network of community partners. Parallel new initiatives also include the **Action Schools Project**, (research in school-based physical activity) and the **Aboriginal First Project** for urban native youth and others.

Groups of staff, citizens and government leaders have been meeting over the last few months to formulate a set of action plans which would improve the rate of physical activity of Vancouver youth. A listing of participants and potential program partners is provided as Appendix A. Through this input, the following plan has been developed.

## **ACTION PLAN**

**Vision** The 2010 Olympic bid will serve as a catalyst for raising the health and well-being of Vancouver young people to the front and centre of the civic agenda. Our long term commitment will nurture a generation of active citizens ready and able to lead us all to our future potential.

**Mission** **Youth Legacy** will excite Vancouver children, youth and families in more physical and artistic activities that hook them into a life long passion for being active in a wide coordinated network of community partnership and youth-initiated projects.

- Goal**
1. To increase physical and artistic activity of young residents by 10% by 2010
  2. To expand access to programs and facilities through the reduction of barriers and new initiatives
  3. To create an integrated community wide partnership service model
  4. To engage youth in decision making and implementation
  5. To ensure financial sustainability of strategy

**Guiding Principles** Choice  
Accessibility  
Partnership  
Youth Driven

**Service Focus** Leadership Development  
Programs and Events  
Facilities

## **IMMEDIATE ACTIONS - Beginning 2003**

### **Leadership Initiatives - Creation of Youth Legacy Office and Task Force**

It is critical to establish a strong leadership foundation to develop, support and sustain an effective network of community partnership and youth initiated projects. The Park Board will function in a lead role and will seek collaboration from all city departments and boards and the Vancouver School Board to guide and support the project. A Youth Legacy Coordinator will be hired to develop and support a Task Force comprised of youth, recreation/sport/art & culture groups and youth-serving organizations. The Co-ordinator will function as the primary contact with internal and external partners. One of the key responsibilities will be to ensure the engagement of youth in the planning and implementation of services. This will be achieved through consultation activities and through the creation and supervision of part time youth outreach workers working on the project.

The Task Force Terms of Reference will include:

- volunteer and program development
- communication
- addressing issues of service access and sustainability
- provide leadership and mentorship for youth
- review alternate and sustaining funding sources
- develop recommendations to increase coordination of services across the city and maximize utilization of publicly funded facilities
- inventory of publicly funded facilities and services

Funding considerations:

Annual costs for the Youth Legacy Office and Task Force are estimated to be \$150,000 for staffing, supplies and services and communications. Year 1 pro-rated costs are \$101,300.

### **Program Initiatives**

#### **# 1 - Promotion and Communications**

- visual art and naming contest designed and delivered by youth to identify the project
- design and launch interactive web site and chat room
- launch event during Youth Week - May 2003
- host Fall Youth Forum of youth leaders to engage in mid and long range planning

Financial considerations: One-time cost of \$16,500 for staffing,

promotion, supplies and services

## **#2 - Cold Fun Winter Sports**

- The Vancouver School Board will be invited to use designated daytime blocks of ice time at 7 Park Board rinks to introduce winter ice sports to school groups such as hockey, ringette, broomball, figure skating, speed skating and sledge hockey
- The Park Board will provide designated ice time and skate rentals at no charge to the school
- Instruction will be provided by qualified leaders in collaboration with the various sport governing bodies

Financial considerations: Annual costs of \$66,500 for lost revenue and staffing. Year one pro-rated costs of \$33,250

## **#3 - Athletes in Residence**

- Local athletes will establish a year round presence at local community centres to assist in programs throughout the community, be a role model and mentor for children and share their experiences in physical activity and sport (see Appendix B)
- 50/50 cost sharing opportunity with Community Associations who can submit proposals for consideration by the Park Board
- Two opportunities available each year for 50 weeks at 20 hours per week, plus materials and supplies
- Financial considerations: Net annual cost of \$30,000. Year one prorated cost of \$22,500.

## **#4 - Free After-school Skate Admissions**

- Convert After-school "Loonie skates" to "free skates" at 7 rinks across the city
- Financial considerations: \$50,000 lost revenue . Prorated year one costs of \$25,000

## **#5 - After Hours Youth Recreation**

- Youth 13 - 15 years will participate in programs in Park Board facilities after regular operating hours
- Activities will be designed and delivered by youth for youth which address their unique needs and maximize use of existing facilities and equipment.
- Activities may be physical, artistic or cultural
- One night per week at 2 community centres
- Fees will be nominal or non-existent and youth will be

involved in planning, leadership  
and evaluation of the program under the supervision of  
qualified youth workers and/or recreation  
program staff

- Financial considerations: Annual cost of \$33,000 for  
staffing, supplies, leadership development.  
Pro-rated year one costs of \$24,750.

### **Facility Initiatives**

- Implement current capital plan including enhancements to  
sports fields, playgrounds, neighbourhood  
parks, aquatic facilities, outdoor sport courts and involve  
youth in the development process
- Develop a strategy for youth parks
- Review trends for informal youth play

**SUMMARY OF IMMEDIATE ACTIONS**

Initiative	Service Focus	Target Population	Estimated Annual Costs	Estimated Pro-rated 2003 costs
Youth Legacy Office & Task Force	Leadership	Over 100,000 young people plus key stakeholders and partners	\$150,000	\$101,300
Promotion & Communication	Program	Over 100,000 young people plus key stakeholders and partners		\$16,500 (one time cost)
Cold Fun	Program	77,000 School aged young people; School Board; sport organizations	\$66,500	\$33,250
Athletes in Residence	Program	Young people in two geographic communities in city; athletes; community associations	\$30,000	\$22,500
Free After-school Skate	Program	77,000 school age young people	\$50,000	\$25,000
After Hours	Program/ Leadership	Youth 13-15 years in two geographic communities	\$33,000	\$24,750

Capital Plan Improvement s	Facilitie s	Over 100,000 young people	Funded through approved 2003-05 capital plan	
Youth Park Strategy	Facilitie s	Over 100,000 young people	In- house service contribut or	
Trend Review	Facilitie s	Over 100,000	In- house service contribut ion	
Estimated Total			\$329,500	\$223,300

## Financial Implications

### Potential Funding Sources for 2003:

\$	24,000	Community Initiatives & Vancouver Agreement/Park Board (previously approved in 2003 for Action Youth)
\$	50,000	Corporate Sponsorship funds (2003)
\$	<u>149,300</u>	funding request to the City of Vancouver
\$	<b>223,300</b>	Total from all sources

It is estimated that similar levels of annual funding (\$ 330,000) will be required during the following two years, 2004 and 2005, in order to continue the support and build momentum for the Legacy initiative. Funds will be sought from a variety of sources including the community, corporate sectors, foundations and grants, as well as from the city and from Park Board sources.

By the mid-point of 2005, the Mayor's recommendation for an endowment fund will require a review of Youth Legacy Actions Plans, sources of funding and capital project plans, among others.

### Longer Term Plans

Many exciting ideas have been generated which the Task Force could develop and be included in the longer term plans:

- Youth music festival
- Youth Art Festival
- Innercity Sport Jam
- Mobile Skate Parks
- Youth Bus mobile equipment
- Multi-court complex
- Skate parks/trails
- Bike park/trails
- Adrenaline Box Youth Recreation Complex
- Family passes - ticket distribution
- volunteer leadership program
- Multi-year leadership challenge for accomplishments in culture, arts, sports, community involvement and leadership (5 rings)
- Report card of accomplishments

**Next Steps:**

In order for these initiatives to be more broadly recognized, understood, and supported with effort and funding, consultation is essential. That is our first step. Strategic actions need to be discussed by all potential partners, financial targets refined, and in-kind and new resources secured.

**CONCLUSION**

Several reports suggest that the health and activity levels of young Canadians are decreasing, which is a trend worthy of our concern and attention. During Mayor Campbell's Olympics Forum discussions, the youth of Vancouver spoke out about their visions for addressing these concerns, and indicated their desire to participate in the action planning process.

Key community partners have already been identified, and more are sought and will be found during strategic consultation discussions. The Park Board is a key leader of the initiative, but seeks partners from the Vancouver School Board, from other city departments and from many other groups, in order to educate the community and engage them in creating solutions.

**Prepared by:**

Vancouver East District  
Vancouver Board of Parks and Recreation

## **Appendix A**

### **Potential Key Youth Legacy Program Partners**

- Community Centre Associations
- City of Vancouver
- Civic Youth Strategy Members
- Vancouver School Board
- Langara College
- University of British Columbia
- Actions Schools! BC
- Premier s Sports Awards Program
- Sport BC
- Esteem Team
- Kidsport
- Lori Fung
- LegaciesNow Society
- Community Initiatives
- Vancouver Agreement Partners
- National Sport Centre (Greater Vancouver Region)
- Sports Medicine Council of BC
- Promotion Plus
- HEROS
- Youth Work Action Team - Vancouver
- Society for Children & Youth BC
- Heritage Canada
- B.C. Ministry of Community, Aboriginal and Women Services  
(Department of Community Services and Culture)
- MoreSports Project Partners

Representatives of the above groups have participated to date (March 2003); others will be identified by the Task Force over the next while

## Appendix B

### Athlete in Residence Pilot Program - Overview

'Athletes in Residence' is based on principles of community development and is jointly funded by the Vancouver Board of Parks & Recreation and Community Centre Associations. Its purpose is to support athletes to work with communities on sport, physical activity, health and access issues of joint interest or concern.

The term 'residence' in this program refers to the athlete's partnership with communities in specific geographical neighbourhoods. The residence focus is to be a community leader with a commitment to children, youth and families.

Athletes will provide leadership by instructing communities through programs, health and wellness workshops. Depending on the nature of the residency this presence can take many forms, attending committee meetings, arranging and developing sport and physical activity projects and/or creating some other form of connection with the Centre. They will be role models through participation in their sport at regional, provincial, national and international levels as well as through their involvement in community displaying the qualities that have lead to their successes.

Athletes having established partnerships with their affiliated sport group can develop further community partnerships by building relationships with other sports, physical activity and disability sport communities.

During the residencies each athlete establishes a presence at the sponsoring Community Centre as well as a strong meaningful connections with schools, neighbourhood and cultural groups.

The residencies are 1,000 hours which based on 20 hours a week for 50 weeks. The intent is to create a lasting impact or 'legacy' from the projects for the community. This maybe new understandings of sport, physical activity, health and wellness, a stronger community bond or the development of community capacity building through volunteerism. The final intent will be a collaborative decision between the Vancouver Park Board, Community Centre Associations and community partners