

Appendix 2



MoreSports Fitness and Adventure Passport Tillicum School Pilot Project



MoreSports Passport to Fitness & Adventure

April 19, 2006

Overview

The MoreSports *Passport to Fitness & Adventure* was an Active Communities and Action Schools! BC's pilot project aimed at increasing fitness and activity levels of school-aged children. This MoreSports initiative was in response to the provincial government's call to action for municipalities to increase physical activity levels of residents "20% by 2010". The Passport pilot was a partnership among MoreSports, the Vancouver Park Board, the Vancouver School Board and Kiwassa Neighbourhood House.

This Passport program was conducted at Tillicum Elementary School from February to April 2006. Tillicum ranks number nine on the Vancouver School Board's list of inner city schools and has a student population of approximately 130 children. Tillicum and Kiwassa are closely situated, and staff work together to meet the needs of students and families. The pilot program enlisted the participation of community organizations, local youth and parents, to provide fun, diverse and inclusive fitness opportunities for children and families. Through the Passport, local children and families played soccer, scaled a 24-foot climbing wall, swam, skated, explored local parks, and learned circus arts.

The Passport activities were designed to facilitate all the Tillicum families to participate, including children considered 'at-risk' and/or special needs, families with limited resources, and high-functioning families seeking community-building opportunities. Children without adult supervision were paired with youth leaders, and shuttles were provided to all off-site community events. Notices were translated in Chinese and consultations were held with Chinese families, to facilitate understanding of the Passport. Students and families of diverse ethnicities, abilities, income levels and ages participated in the passport adventures.

The Passport program facilitated local capacity building by encouraging parents, teachers and youth to collaborate to sustain the physical activity levels that were achieved during the pilot project. It has also fostered community rapport through providing opportunities to work together to meet common goals – get children and families more active – and creating opportunities for the community of Tillicum to play and celebrate together.

Passport activities included:

- *Jumpstart Your Day* – the students and staff of Tillicum school participated in group Mousercise exercises and a walk or jog around the block, every day for a week, to start their morning energized.
- Swimming at Vancouver Park Board pools and skating at VPL rinks, with supervised shuttles from Kiwassa.

- *Explore Hastings Park Day* with outdoor wall climbing and “I Spy at the Sanctuary” nature tour with the Hastings Park Conservancy
- *Active Community Day* with family soccer games and the Hastings-Sunrise Policing Centre mini police recruit training circuit.
- *An Explore Your Local Parks* activity
- *Be a Circus Star* with Cirkids coaching the students in circus skills.
- Three lunch hour activity days with soccer, group tag, and stilt and skipping tutorials, put on by the Tillicum Parent Advisory Committee (PAC) parents.

Student Participation

Every student participated in at least three activities. One quarter participated in six or more activities, and fifteen percent participated in eight or more. To ensure that the students got sufficient opportunities to try out different ways to be active, a week of lunch hour activities was added at the end of the pilot. The PAC parents volunteers to lead a variety of active games such as soccer, tag, stilt walking and skip rope tutorials.

Community Participation

The active support of the pilot by the community was necessary to ensure success. Youth volunteers from Kiwassa, (including Templeton students and former Tillicum students), parents and community organizations all contributed their energy, ideas and resources to the children and families having fun and being active.

Tillicum’s Parent Advisory Committee was a committed partner to the Passport, with PAC members volunteering at every event, donating water bottles, and selling food as a fundraiser on *Active Community Day*.

Virginia Downs of the Hastings Park Conservancy worked with the pilot organizer to create an “I Spy at the Sanctuary” nature tour for the explore Hastings Park day. A local artist created pictures of the birds and plants present in the park and volunteers from the Conservancy were on hand to help the children and families spy the signs in the sanctuary as they walked along the trails. Many families were delighted to discover the pristine beauty of the sanctuary.

The Hastings Sunrise Community Policing Centre piloted the new “Popat” training: a child-sized version of the police recruit training circuit. Twenty volunteers from the Policing Centre contributed to the day’s excitement as children did the circuit over and over again, attempting to decrease split seconds from their time.

Prizes

At the final assembly, students were recognized for their participation in the Passport adventures. There were three rounds of prize draws, with ten prize packages given out altogether. MoreSports contributed sports wear and accessories. The pilot organizer solicited gifts from the participating community organizations: the PNE, the Hastings Park Conservancy and the Hastings-Sunrise Community Policing Centre. To promote the upcoming MoreSports Empire Bowl Soccer League, soccer balls were included in some of the prize packages. The grand prize was a gift basket from the PNE, worth \$200.

Promotion

The pilot was launched with minimal advance promotion. It was necessary to implement a variety of promotional strategies quickly and consistently to increase awareness of the Passport to the students and their families. Steps taken include:

- Displaying posters describing the Passport and how to participate, at Tillicum and Kiwassa
- Displaying posters advertising upcoming Passport activity days, in English and Chinese
- Sending promotional flyers home, in English and Chinese
- Personally inviting ‘outreach’ families and families with low English literacy, and often reminding them the day before each event
- Meetings were held with Chinese families, to translate the information and make them feel welcome
- Information and reminders of the Passport activities were printed in the Tillicum newsletter.
- Reminders of events were aired over the school p.a. system.
- Parent volunteers promoted the Passport to other parents, by handing out flyers and answering questions, at Kiwassa’s Breakfast Club, and at the school before dismissal.

Budget

The budget was for \$5,000. The expenses included wages for the pilot organizer and passport designer, honoraria for leaders, drivers, artist’s nature drawings, and Cirkids coaches, climbing wall rental, van rental, snacks, prizes and supplies. The Vancouver Foundation provided the funding for this pilot program. In addition, there was significant “in-kind” support from all participating organizations as well as donations from the private sector.

Sustainability

A measure of the success of the Passport pilot is the beneficial effects for the community. The following topics are examples of how the passport created ongoing sustainability.

- Tillicum school is continuing the Passport’s *Jumpstart Your Day* group exercises every Monday morning, until the end of the school year. The teachers may incorporate Jumpstart Your Day into their curriculum in September.
- The organizer approached the PAC to collaborate to achieve two goals: have the PAC members volunteer for the passport activities and give input ; and increase the PACs profile to promote itself and solicit new members. Through collaborating on the Passport pilot, the Tillicum Parents’ Advisory Committee increased it’s membership numbers.
- The participants of the Passport: the PAC, parents, students, youth leaders, teachers and community organizations, have all expressed the desire to create more partnerships to bring children, families, school staff and community together

to be active in fun, creative ways. The Tillicum PAC will rent an outdoor climbing wall, to host an opportunity for the students and families to try climbing again

- Families who participated in the Passport activities together organized group outings to recreational sites outside of the Passport.
- The chairperson of the Tillicum PAC, Cindy Balayewich, will be presenting to the Parks Board Commissioners about the positive effects the Passport has had on the students and families of Tillicum.

Evaluations

Jeff Sommers devised student evaluations tracking awareness of community recreation resources and family activity levels. Surveys were conducted in the classrooms at the beginning of the pilot, and again after the finale. The findings of these surveys will be useful in compiling data over the phases of the Passport project.

A debriefing/ volunteer appreciation meeting was held with members of the Tillicum Parents' Advisory Committee, after the activities.

During the pilot, the organizer solicited feedback from students, Tillicum administrator and staff, youth leaders, community organizations and parents to gauge the effectiveness of the activities and solve problems as necessary.

Program Development

The pilot was designed by the Passport pilot subcommittee of the MoreSports Advisory Committee: Jim McKenzie, District Coordinator of the Vancouver Park Board, Emma Sutherland, Children's Programs Coordinator at Kiwassa Neighbourhood House and Heather O'Hara, marketing consultant. Community and school events were created by Emma Sutherland in collaboration with Darren Mitzel, the acting Vice Principal of Tillicum, Rod Ratzlaff, a teacher at Tillicum, Virginia Downs of the Hastings Park Conservancy, Clair MacGougan of the Hastings-Sunrise Community Policing Centre, Cirkids, Maria Lakes, PAC member/ MoreSports coach /Kiwassa leader, and Cindy Balayewich, Tillicum Parents' Advisory Committee Chairperson.

Recommendations

- More time is needed to promote the passport before launching it. A variety of promotional strategies should be implemented in participating schools and centres, at least six weeks before the onset of the Passport activities.
- During the development stages, hold consultative meetings with school administrators and community centre/neighbourhood house staff to get input and foster collaboration. Keep communication and rapport open throughout the project, to ensure that you are receiving ongoing feedback.
- Have the passport and notices translated in Chinese, and other languages depending on community needs

- Create a Teacher's Tool Kit including an orientation to the project and an achievement poster to track students' participation. Encourage the implementation of *Jumpstart Your Day* activities.
- Have lunch-time activities, using parent volunteers.
- Conduct youth and parent leadership workshops to orient volunteers to the Passport, ensure safety, and create group rapport.
- Create partnerships with school Parent Advisory Committees.
- Solicit the participation of community organizations to increase activity variety and scale, encourage donation of services and supplies, and foster community rapport.

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