



# **AFFORDABLE ACCESS TO RECREATION “HELPING BUILD A HEALTHIER COMMUNITY”**

## **ACCÈS ABORDABLE AU LOISIR**

# Agenda for today



- Background
- Vision
- At Issue: Access to recreation
- Importance and benefits of recreation
  - Town of Ajax Policy Development Process and Outcomes
- Access to recreation in the City of Greater Sudbury

# History



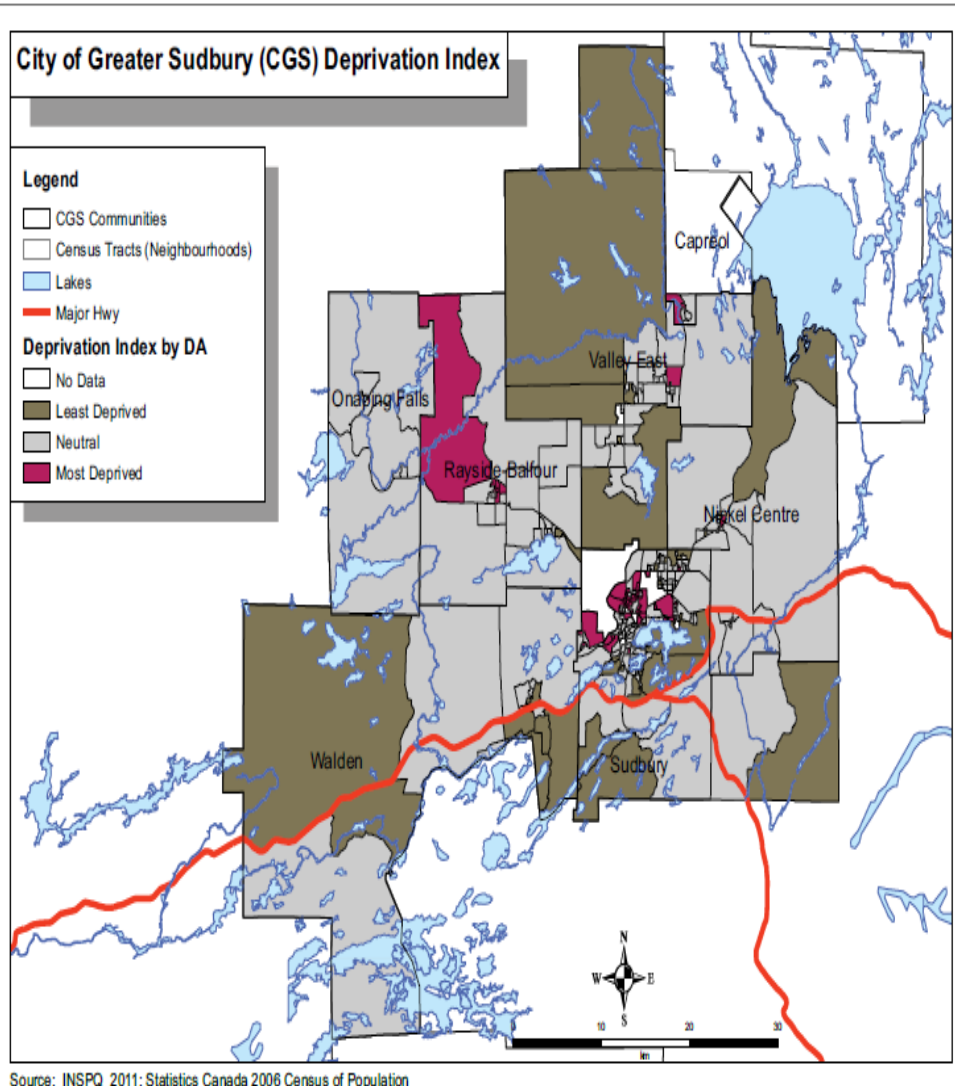
- Healthy Community Partnership
- City of Greater Sudbury Physical Activity and Recreation Roundtable

# Vision



- Everyone has access to affordable recreation in their community in order to enjoy health and social benefits to improve their prospects for a better future

# At issue



- Decreased access
- Poverty
- Health care expenditures
- Only 10% use sport & recreation services
- Sedentary population
- High Costs
- 7% of children aged 5-17 achieve 60 minutes of moderate to vigorous physical activity daily

# An investment in health



- For every \$1 invested in recreation, savings of up to \$11 can be made on a broad range of expensive health services and programs

Dayton, H. (2011). Accessibility and Affordability: Key Concepts and Policy Considerations Paper. National Recreation Summit.11 Retrieved from <http://lin.ca/resource-details/19995>

# A matter of health and equality



- If everyone in the City of Greater Sudbury had the same opportunities for health, each year in the City there would be
  - 11 231 fewer people who are obese
  - 9706 more people who rate their health as excellent or very good

Sudbury & District Health Unit. (2013). *Opportunity for All: The Path to Health Equity*. Sudbury, ON: Author.

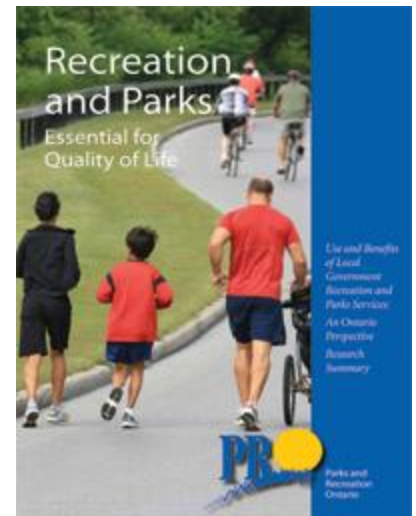
# What the public thinks



- 98% believe recreation and parks are essential services that benefit their communities
- 97% of Ontario households use local parks, tot lots, athletic fields, etc.

PRO Benefits Study

[www.prontario.org/index.php/ci\\_id/3674.htm](http://www.prontario.org/index.php/ci_id/3674.htm)





# Healthy Kids Panel (HKP) (2013). No Time to Wait: The Healthy Kids Strategy



*“Parents [...] want help encouraging their kids to be more active and engaged in their communities. [...] Just as kids need access to healthy foods, they need opportunities to play, spend time with friends and family, and to learn how to manage stress.”*

# Town of Ajax – Playground Program



- Overview
  - Began with six locations; Grown to 23 neighbourhood park sites
  - Universal
  - Designed for children ages 6-12 years of age
- Participation
  - Over 24,000 visits each summer
- Removal of Barriers
  - Financial, Transportation
- Funding – Through the department's operating budget
  - Estimated \$3.00 per visit

# Barriers to Participation – Supply & Demand



## Individual Barriers

- User Fees
- Transportation
- Equipment Costs
- Stigma when asked for assistance
- Lack of awareness that assistance is available
- Complex approval process
- Available infrastructure

## Organizational Barriers

- Inability to increase subsidy (lack of funding)
- Staff capacity, training and understanding
- Lack of awareness of need
- Insufficient funding for infrastructure renewal
- Two-tiered systems – lack of streamlined referral process

# Policy Outcomes

## 1) Free, universal programs

- Free transportation (transit, buses)
- Drop-in programs
- Registered and structured programs
- Communication strategy for existing programs

## 2) Fee subsidies

- Review and promote existing policies

## 3) Supportive policy strategies

- Community use of municipal spaces (community centres, arenas, fields etc.)



# Recommendation



- The Physical Activity and Recreation Roundtable requests that council recommends that the City of Greater Sudbury develop a municipal policy on affordable access to recreation.

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# Members of Roundtable

- Northeastern Ontario Stroke Network
- Métis Nation of Ontario
- Shkagamik-Kwe Health Centre
- Centre de santé communautaire du Grand Sudbury
- Collège Boréal
- Fit 4 Life
- Ministry of Citizenship and Culture
- Independent Living Sudbury Manitoulin
- City of Greater Sudbury
- Heart and Stroke Foundation
- Sudbury & District Health Unit
- YMCA Sudbury
- Social Planning Council
- Sudbury Action Centre for Youth
- Rainbow District School Board
- Spinal Cord Injury Ontario
- Sudbury Catholic District School Board
- Northern Ontario School of Medicine
- Canadian Red Cross
- Canadian Diabetes Association
- Canadian Mental Health Association
- N`Swakamok Native Friendship Centre
- Noojmowin Teg Health Centre

