



CAN Recreation Table

June 25, 2015
Minutes of Meeting

Chaired by Suzanne Jackett

Notes

Present:

Suzanne Jackett
Abigail Payne
Amberly
Ana Hoepfner
Annelies VanderLann

Cecile Buhl
Darlene Boyes
Debbie Johnston
Jane Hastings
Linda Tanigami

Rachel Janzen
Samantha Marchand

Regrets:

Anna Garcia
Blythe Gunn
Cal Schuler
Debbi Thompson

Elaine Griffin
Emily Jackson
Melinda Watson
Nathan Van Norman

Shannon Janewski
Sheralee Stelter

Call to order 9:45 am

Welcome & Introductions

Welcome: For those who are new to the group you can find information, minutes etc on the website at www.calgaryabilitynetwork.ca or on the CAN Facebook Page/Twitter - Please take a minute to Like us! The password for the meeting minutes tab is CAN2013

Outgoing committee members

- Darlene Boyes, Disability Outreach, Community Resource Coordinator, Business Services, Recreation at The City of Calgary. Her role at The City has changed.
- Samantha Marchand, Practicum Student, Between Friends. Her Practicum has ended.

CAN Updates - Ana

Overview of the Calgary Ability Network and updates on the various committees. To see some of the initiatives we supported and worked on last year, please visit the corresponding section of the website www.calgaryabilitynetwork.ca

Poverty Reduction

Elections questionnaire and results posted on website. Participated in the Poverty Talks Pancake breakfast with Poverty Talks and VCC.

Transportation

The Accessible Transportation Forum took place on April 16th at the Bridgeland Riverside Community Association. More than 110 persons participated in resoundingly positive dialogue between stakeholders. Feedback was compiled, analyzed and built into a report.

Human Rights

Development of marketing collateral: plain language mini-brochures, spreading awareness about human rights.

One Stop Access Update – Darlene

Jooay App and Database. Jooay 2.0 has been launched. This is an app that aims to connect children & youth with disabilities to recreational activities. They will eventually expand to include adults as well.

We conveyed to developers our questions on rollout and logistics, and who will make the changes and monitor the comments section (e.g. supervising anonymous comments). Samantha has not received any response from them.

Hold on marketing. We cannot proceed yet on marketing the app until we look into how they address questions; and have all the data uploads completed, then the marketing committee can start. The uploading of data has been the reason for their delay in rollout. Samantha spent several weeks working to update any missing information in the app, starting with Calgary and moving on to Red Deer, Medicine Hat and Edmonton. We have sent them our information to upload, but not heard back yet.

We hope that by Fall the app will be ready for us to market.

Marketing Committee Update – Anna

Linda & Suzanne: Anna was unable to make it to this meeting.

Blog: Cecile and Melinda were the last ones to write blog posts. Ana offered to proofread and Suzanne approved.

All: Please send your blog posts to Ana. She will do a quick proofread and post to the CAN website. Cecile is familiar with this process so she will be posting directly.

Action item (Cecile): Cecile will keep track of bloggers; Abigail agreed to blog in September

Cecile will look into the Public Library Disability Resource, and invite the new resource (there have been staff changes) to participate in our meetings.

CAN Recreation hashtags are:

- **#recreation4all**, **#recreationyyc** and **#YesWeCAN** (the general CAN hashtag)
- **#accessibleyyc**. had been suggested, but it is already used by Accessible Housing, so we are not using it.

Building a community action plan for children with disabilities - Darlene

Darlene presented about their Physical Literacy Conference, which they held to increase awareness about physical literacy. They are summarizing results and in the process of writing the action plan over the summer. They will launch program results the morning of Sept 23rd, sharing the info gathered. This is a community plan, so she has always envisioned that this committee can take ownership of a piece of the deriving action, and move it forward.

Physical literacy is about developing the fundamental movement skills such as running, hopping, throwing, catching and jumping. These skills can be learned in the early years, and practiced actively by persons of all ages and abilities, from birth to senior years, with the goal of staying physically active and engaged in recreation for life.

Continuity: Darlene will let us know who will / may take on her role, will share the person's contact info, and information about the event date.

Next focus area for the CAN Recreation Table - Suzanne

We had brainstormed as per document: *What Should We Work On Together – stickies in the spring.*

These areas of focus were prioritized as follows:

1. Spreading the word
2. Building accessibility into already existing recreation infrastructure
3. Schools
4. Making everyday people aware of CAN

We will start with the first item:

1. Education & marketing around the importance of recreation and accessible recreation.
 - The marketing committee will be taking on a couple of commitments.

Action item (ALL): Think about marketing and education / training is a topic we may also take on.

- *What does it mean to us*
- *If we undertake action in this area, what will be different in one year*
- This will fit in with physical literacy, as a lifetime skill; continuity is not as strong as it could be.
- Hashtag was suggested and agreed on: **#Fun4Life**
- Suggested taglines:
 - **Recreation – it's in everyone!**



- Recreation – It's in everyone to do!
- Fun for Life for everyone!
- Raising profile and awareness of recreation and the agencies that do it. It's an umbrella promoting the benefits of leisure for everyone, including health benefits of recreation, and working collaboratively on sharing this message.

Target: To whom do we market?

- To all persons with disabilities
- In general to the broader community
- Including families of persons with disabilities, as recreation is universally important for all ages and segments of population.
- Not just to consumers, but also to service providers, who can educate in this regard, and facilitate
- Suzanne: Right to Recreation. Sell people with disabilities as consumers; organizations want us

Education first.

Question: *If we undertake this, what will be different in one year?*

- **Jane:** Our programs would be full
- **Cecile:** If we each share the message with 10 people, it will make more people aware, and provide our community with an enhanced understanding, sensitivity and awareness
- **Suzanne:** different types of disabilities; people want to know. Information Here it is: Show obvious picture of disability

General feedback

- Better understanding of words like *integration* and *inclusion*
- Sensitivity around appropriate words
- Broader definition of *leisure* and *recreation*
- Improved attitude; less patronizing
- Important to make this a part of daily life, not just a one-day event activity
- Measurable
- Message: **Schedule fun into your day**
- Person-centered recreation planning
- **Cecile:** It is important to prevent the perception that this is not an important thing for people to do with their time, and avoid patronizing or minimizing
- The importance of balanced leisure and recreation
- **Darlene:** In a year, attitudes can change and more positive stories to tell

- **Linda:** Recreation is not just sports and fitness; there are lots of other leisure and recreation activities. This also allows for the inclusion of persons who have disabilities with limited mobility

How to measure if this was effective?

Linda: We would start to change people's minds; a year is a very short-term goal. Shifting paradigms takes longer than that. Let's measure in small increments.

- Make it a conversation; create a buzz. We may be able to measure engagement (e.g. blogs, social media)
- People in agencies might be able to provide us some feedback regarding uptake in agency program engagement/ enrolment
- Word of mouth is important

Ana: Media Impressions measurement (marketing committee)

A new Education Subcommittee

Education subcommittee: Abigail, Annelies, Jane. Will measure how far people travel for programs (transportation). They will meet and report back to the committee in September.

Cecile

- If Education group gets good ideas and still taking programs, she can build a curriculum.
- Cecile shared Jamie's summer programs. Ana shared the link on social media.

Linda: Suggested we check out **Meetups** as a good way to undertake activity-related meetups (spider web crossover)

Other topics to share

Jane: Shared positive feedback about the LOVE campaign. Ana shared that she has been posting about this on social media.

Samantha set up an Action Club during her practicum, with a Facebook (Action Club YYC) and Twitter (@actionclubyyc) account, as well as a website. They are all going up today.

- **Action Club** is a program run by Between Friends to volunteer, on the premise of the *necessity to get past exploration and into action*. So far they have done:
- Book sale for the Mustard Seed
- Two events at the Zoo: piñatas for animals and popping popcorn
- They have noticed that location is a barrier as it is difficult for people who live in the South to get to an event in the North, and vice versa



- **Upcoming events**

- Youth Transitions Fair, Saturday October 3rd. Ana uploaded YTF poster to website

Homework

- Play with slogans
- Follow/like CAN and check out the website

Adjournment: 11:45 am

Next Meeting

**NEXT MEETING (Amended Oct 1st, 2015)
Thursday October 8th, 2015
9:45am @ CPAA**