

Acknowledgements

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In 2006, representatives from
community groups, organizations and
government were brought together...

to start the process of developing the Framework for Action for the
physical activity, sport, and recreation sector (PASR). This series
of consultations was organized by the Physical Activity, Sport and
Recreation responsibility centre of the Nova Scotia Department of Health
Promotion and Protection.

Other plans and strategies that were developed at the same time
included the NS Sport Plan, the Active Kids/Healthy Kids Strategy,
and the active transportation framework, Pathways for People, which
encourages people to get from place to place in more physically active
ways. More policies are now being developed, including a Recreation
Policy and a Physical Activity Policy. Nova Scotia needs a framework to
tie these together so that government, not-for-profit, and private groups
can plan programs and services more effectively and efficiently.

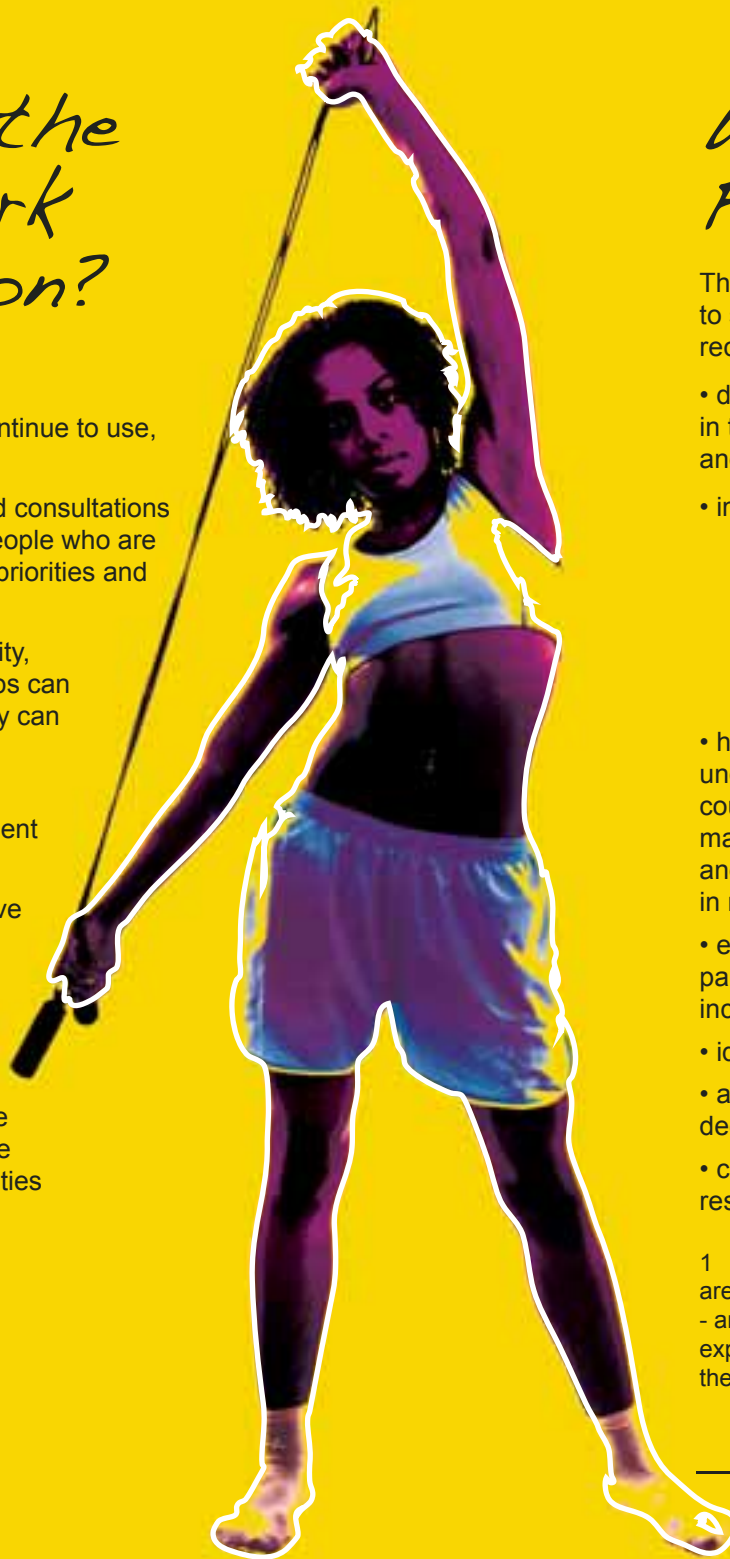
In 2007, Health Promotion and Protection hired a consultant to facilitate
the Framework for Action and set up a core group of people who were
involved in physical activity, sport and recreation. They led the initiative
and held a two-day consultation with people who were involved in all
areas of PASR. In 2008, over one hundred individuals participated in an
on-line survey to give their views. The consultation process will continue
to work throughout the province with government, not-for-profit, and
private groups.



What is the Framework for Action?

It is several things:

- a living document that we continue to use, build on, and let change
- a series of conversations and consultations that keep going, among the people who are involved, so that they can set priorities and take action
- information that the community, government, and private groups can use as a reference so that they can work together
- shared leadership among government and non-government organizations
- a way to spread the word, give people chances to learn more about PASR, and support programs and activities while developing new ones
- a call to action for our diverse population, to embrace an active life style and promote healthier people and communities
- a chance for community and government to work together to do things neither can do alone



What does the Framework do?

The Framework for Action gives direction and sets up several processes to strengthen our work in the fields of physical activity, sport, and recreation. It also does these things:

- describes the vision we share and sets out our core values; these, in turn, guide people and groups as they create programs, set policies, and develop their organizations so that they work better
- improves the capacity*¹ of people and organizations by
 - *sharing information*
 - *sharing what we know as well as our tools and resources*
 - *building and strengthening the relationships that we have, and creating new connections with different parts of the community*
- helps communities, organizations, and individuals understand how physical activity, sport, and recreation could be part of what they do. We encourage groups to make it part of their mandate. The community and different levels of government will support PASR in return
- encourages people to try new strategies by forming partnerships and working with different sectors including public, not-for-profit, and private
- identifies new priorities, trends, and opportunities
- allows people and organizations to influence the decisions and policies of this sector for years to come
- creates a system that allows everyone involved to respond to important issues

¹ Note: some of the terms in this document are identified by an asterisk - like capacity* - and that means they are explained at the end of the document.



Who is this for?

The Framework is aimed at the people and groups who work in the PASR sector and who are committed to seeing it grow and develop. This includes paid staff and volunteers.

Note: The creators of this Framework for Action chose to define PASR as a sector because that helps us to see the connections among ourselves, identify the common ground where we can work together for everyone's benefit, and to see what we need so that we are able to serve our community more fully.



PASR sees itself as a sector that includes and serves everyone in Nova Scotia

- people of all ages, because people can and should participate as long as they live
- participants in traditional and non-traditional forms of sport and recreation and those who support them - examples include hockey, soccer, gymnastics, swimming, basketball, gardening, walking, skateboarding, and ultimate Frisbee
- formal organizations and agencies that operate at the local, provincial, and national levels - examples include Sport Nova Scotia, Recreation Nova Scotia, Canadian Parks and Recreation Association, and Municipal Recreation Departments
- informal groups and unstructured activities - examples include pick-up soccer games, street hockey, and neighbourhood walking clubs
- people at all levels of ability and interest
- participants in music, dance, crafts, arts and culture
- participants in non-active recreation, including hobbies like card playing and reading groups, or participating in a community event
- professionals and volunteers including paid staff, members of boards, volunteer coaches, and parents helping out at games and fundraisers



PASR also links to other sectors. Physical activity, sport and recreation play a strong role in helping people stay healthy, in terms of promoting health, and preventing chronic disease and acute illness. They are also important to the justice, community services, economic development, and education systems.



What do we mean?

The 1986 Ottawa Charter for Health Promotion defined **health** as a resource for everyday life, not the objective of living; it is a positive concept, emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being.

PASR defines **physical activity** as any type of recreation, play, or work that is active, that is a sport, that uses a person's artistic talents in an active way, that involves exercise for its own sake and for fitness, that moves a person through a community in an active way, or that involves doing active, routine tasks. Physical activity can be structured or unorganized, spontaneous or a routine practice, and it can be done in the community, home, school, or workplace – or done on the way to or from one of these places.

In the Nova Scotia Sport Plan, **sport** means everything from children kicking a ball around in their local park, to medal performances at the Olympic or Paralympics Games.

Recreation includes all activities in which a person chooses to participate on his/her free time for personal purposes. Recreation is more than sport and physical recreation. It includes artistic, cultural, social and intellectual activities. Recreation offers a range of personal, social, economic, and environmental benefits.

(Source: adapted from The National Recreation Statement 1974, approved by Canadian Federal/Provincial/Territorial Ministers responsible for recreation and The National Recreation Statement 1987, Interprovincial Sport and Recreation Council.)

Following those definitions, physical activity, sport and recreation includes any way of being active and involved, whether it takes place on a team or by yourself, in the community or at home, at work, at school, as work or as a pastime. It can be as simple as walking to work, helping your grandmother pick vegetables in the garden, or playing hopscotch with the neighbourhood kids. It can also be about getting involved in a sport where you develop a high degree of skill and physical fitness.



Why do we value physical activity, sport & recreation?

It's good for the individual...

- to feel well physically, emotionally, intellectually, spiritually, and socially
- to be able to participate and have a good experience at all levels, which includes developing life skills, making choices, making commitments, and facing challenges
- to build a better sense of a person's own identity, self-confidence and self-efficacy*
- to feel accepted, that we belong and are connected to the community, people, our culture, nature, and surroundings
- to do our best and take responsibility in order to find a sense of accomplishment and fulfillment
- to empower people and families



It's good for the community and the larger society

- to have access to safe and good-quality environments – indoors and out-of-doors
- to develop community ownership and build vitality
- to recognize the essential role that volunteers play in our communities and to strengthen that role
- to build stronger neighbourhoods and better relationships in the community
- to strengthen local economies
- to find meaningful ways to be part of the community
- to help reduce our environmental impact

People becoming more active and involved leads to better, more-vibrant and healthier communities for all Nova Scotians.



What are the core values?

There are three reasons we identify the core values in this plan:

- They serve as a guide for making decisions, helping us set priorities, planning strategies to put our vision into practice, deciding which options to choose, and developing policy.
- The values become stronger and clearer as we try to say what they are. If what we do is based on what we believe, then we will stay on course.
- Core values give people a compass to keep their intentions clear while they work creatively and look after the interests of a wide variety of people and their needs.

These values come from several sources, including these:

- a population health approach* to wellness
 - Nova Scotia's community development principles
 - input from people and groups who have taken part in this initiative
 - ideas from other initiatives, such as the Pathways for People framework for action, where people have already identified core values and guiding principles.
- There are many places to find such ideas in this field as more people come together to talk about what matters most to them, their families, and their communities.



Fairness

We respect each other.
We believe in Fair Play*.
We include all groups, large and small, informal and formal.
We agree that different communities and regions deserve equitable access to resources* and supports.

Inclusion

We recognize and respect diversity.
We embrace cultural heritage and all views, values, abilities, and life experiences.

Accessibility

We believe that everyone can participate at any stage of his or her life.
We believe cost and other barriers should not limit an active lifestyle.

Stewardship

We will work to sustain safe, quality spaces, places, programs and activities, while encouraging wide support.
We recognize the importance of the environment.

Building on our strengths

We look for activities that are working well and build on them.
We try new things and support those that show promise.

People

We encourage working together and co-operation.
We celebrate the contribution and commitment of volunteers to the sector.
We serve the people of Nova Scotia.

Fun and challenging

We believe the PASR sector must be made in Nova Scotia, FUN, and inspiring!



What is our Vision?

All Nova Scotians participate in physical activity, sport and recreation and experience the health, joy and well-being of an active lifestyle.



The physical activity, sport and recreation sector, including volunteers, paid staff, community groups, organizations and government, works collaboratively to involve everyone in building healthy, vibrant communities.

What strategic directions* are we taking?

Involving people

We recognize and support volunteers who play a key role as active participants and leaders in our communities.

We work to create a culture that engages individuals and organizations.

We look for ways to inspire young people to help develop the sector and take leadership.

We build and strengthen the sector by attracting more people, including paid staff, volunteers, leaders and emerging leaders, groups, and organizations.

Connecting communities, organizations and sectors

We form strategic partnerships, look for common ground, and find ways to work together to promote the growth and development of the sector.

We help communities, organizations and other sectors see how physical activity, sport, and recreation can be part of what they do. We encourage them to make it part of their mandate.

Communicating in the PASR Sector

We look for better ways to involve and connect people, improve communication, and bring organizations together so that we can achieve more.

Creating better access to places and spaces

We make the best use of the facilities we have; for example, we help communities gain better access to schools and make community facilities such as arenas available to schools.

We ask communities to incorporate our core values in their design and development processes – for example, we encourage communities to design safe and quality spaces, connected active transportation routes, and build new facilities that support an active lifestyle.



Where do we go from here?

Over the next few years, this Framework will be reviewed by community groups and sectoral organizations throughout the province. It will be used to develop local strategies and action plans. It will be incorporated into the planning processes of community and government. It will, hopefully, inspire many people to act and, more importantly, to act together.

It will be a living document because that is the best way for it to serve the PASR sector in Nova Scotia. In other words, the kinds of discussions that created the Framework need to continue and grow as more people become involved.



Terms used in this document

Capacity –

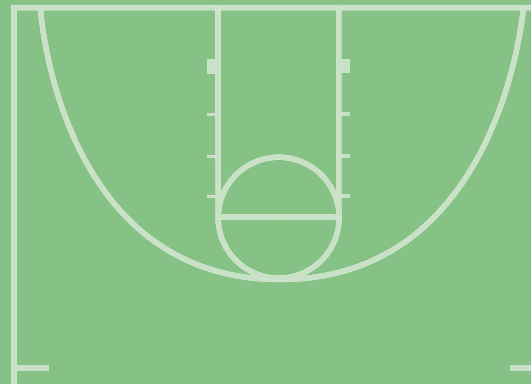
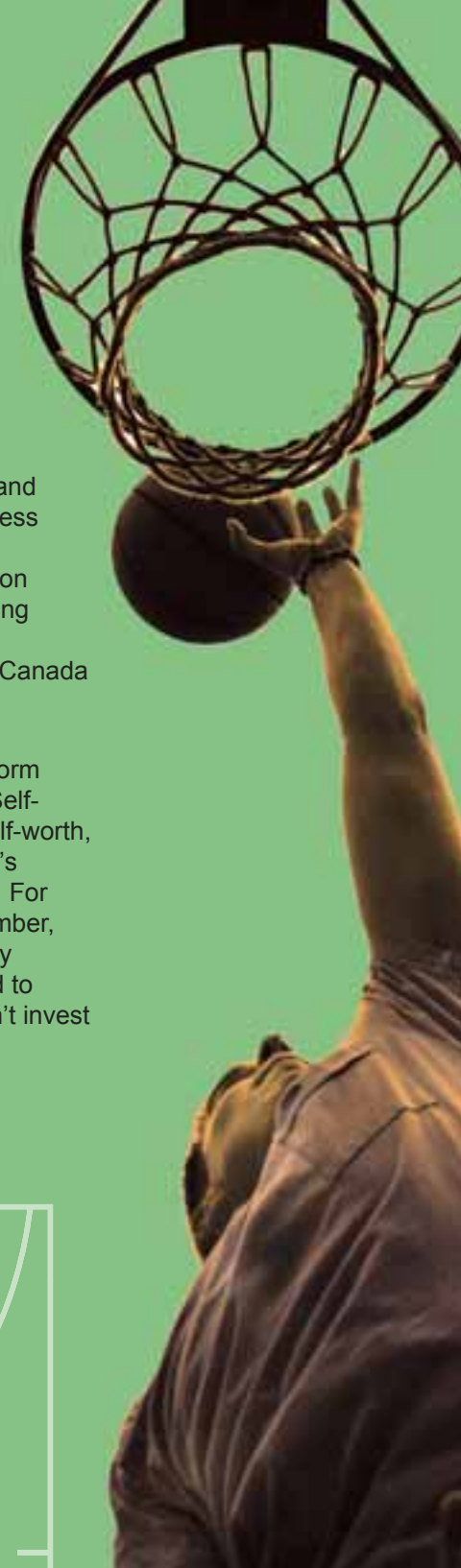
is the strengthened ability of individuals and organizations to increase their effectiveness in achieving their goals. Capacity can be developed by such activities as information sharing, mentoring, training, and accessing tools.

~ adapted from Public Health Agency of Canada

Self-efficacy –

means confidence in one's ability to perform in a certain way or reach certain goals. Self-esteem relates to a person's sense of self-worth, whereas self-efficacy relates to a person's perception of their ability to reach a goal. For example, if a person is a terrible rock climber, they would likely have a poor self-efficacy around rock climbing. This wouldn't need to affect their self-esteem. Most people don't invest much of their self-esteem in this activity.

~ adapted from Wikipedia



Fair Play –

is a philosophy of respect for others, and respect for the institution of sport. It leads to an agreement, among those involved in sport, on the values and lessons that sport teaches. Fair Play also has to do with making choices about what is right and what is not, for participants and spectators.

~ adapted from the Canadian Centre for Ethics in Sport (CCES)

Equitable Access to Resources –

applies to local, informal groups just as much as large organizations that serve the whole province. It looks for geographical equality while recognizing regional differences.

Population Health Approach –

population health is an approach to health that aims to improve the health of the entire population and to reduce health inequities among population groups. In order to reach these objectives, it looks at and acts upon the broad range of factors and conditions that have a strong influence on our health.

~ adapted from Public Health Agency of Canada

Strategic Directions –

a “framework” provides vision and direction, but it does not include specific, on-the-ground actions. These are decided upon by local groups and sectoral organizations as they plan how to implement the strategic directions.



