Recreation and Parks Association of the Yukon

Year-End Report 2014-15





Prepared by: C. Sparks Consulting,
Whitehorse, Yukon
June 2015

Message from the Executive Director

Welcome to RPAY's 2014-15 annual report which I am pleased to share with our Board of Directors, partners, stakeholders and members. This report describes activities carried out with partners and stakeholders that aim to improve access to opportunities supporting 'active, healthy lifestyles through recreation and parks'. With a focus on community building and leadership development, our valued and dedicated team of staff and core contractors delivered a broad range of programs, services and activities throughout Yukon.

Our warmest thanks and appreciation go to Yukon Government (YG) Sport and Recreation Branch whose support enables our organization to continue developing recreation leaders and delivering active living programs in Yukon. With the Branch's investment of resources and staff guidance, our collective capacity to deliver on the goals of RPAY's Strategic Plan and work towards implementing the Yukon Active Living Strategy is enhanced.

The support and encouragement from territorial and federal governments and our not-for-profit sector is greatly appreciated. The Public Health Agency of Canada, YG Health and Social Services and Yukon Education strengthen our capacity to deliver a range of programming and services throughout Yukon.

Over the past year, RPAY has strengthened and maintained community connections. Our work is based on the premise that all sectors must work together to have an impact on creating environments that will engage Yukoners in active, healthy living. For example, some highlights were the development of the Yukon Community Recreation Leaders Guide and the formation of a Tri-Territorial partnership to investigate recreation leadership opportunities for the North, both of which further the priorities of the National Framework for Recreation in Canada.

Looking ahead, RPAY will continue supporting implementation of the Yukon Active Living Strategy and enter its second year as a delivery partner on Yukon's Northern Wellness Project. These initiatives present a valuable opportunity for RPAY to sustain many of the programs that support Yukoners to engage in active, healthy lifestyles and strengthen the well-being and quality of life in Yukon. RPAY is pleased to announce that Penny Sheardown has joined our staff to help further our organization's mandate and work on these initiatives. Together we create environments where recreation and physical activity are an investment in the quality of life for all Yukon communities.

Anne Morgan, Executive Director

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Who is RPAY?

On April 19th, 1993 the *Recreation and Parks Association of the Yukon* (RPAY) registered as a non-profit society in the territory. In its early years, RPAY supported community recreation in partnership with Yukon Government Sport and Recreation Branch by hosting spring and fall conferences, and delivering aquatics training for rural Yukon.

The 1990s saw the emergence of active living in federal, provincial and territorial agendas in response to increasing concerns regarding poor health. Yukon endorsed active living in 2001 adopting the Yukon Active Living Strategy and creating the Active Living Coordinator position at RPAY. This shifted RPAY's priorities towards active recreation and programming delivered through four settings (individuals, schools, workplaces and communities) and the development of several core programs, Active Yukon Schools and Rural Active Living Coordinators (now RHEAL Leaders), both of which continue today.

In 2010, with concerns of increasing childhood obesity and decreasing levels of physical activity, provincial and territorial governments agreed to prioritize the after school time period (ASTP). Around the same time, the territorial government began renewal of the Yukon Active Living Strategy (YALS) which was approved by Cabinet in 2012. As YALS implementation funding prioritized support for children and youth to be physically active after school, RPAY introduced ASTP programming facilitated by an Active Yukon Kids and Youth Coordinator.

After more than twenty years of operations, the Recreation and Parks Association of the Yukon remains dedicated to empowering Yukon people and communities to adopt active, healthy lifestyles. RPAY works collaboratively with organizations and communities creating environments which encourage recreation and parks opportunities for all Yukoners. The organization's extensive programs and services are supported by its territorial, Northern, and

national multi-sectoral partnerships with groups, communities and governments.

As a membership-based, voluntary organization, RPAY believes recreation and parks are essential services in our communities. Recreation and parks result in positive personal, social and environmental outcomes. RPAY demonstrates this belief by valuing lifelong participation in recreation; accessible recreation; the outdoor and informal spaces which make active lifestyles easy; and the way people and groups work together to make community recreation happen.

Vision:

RPAY envisions a Yukon where recreation and parks are essential and integral to the quality of life and well-being of Yukon residents and communities; where all citizens have opportunities to engage in recreation experiences which contribute to physical, emotional and social well-being; and where recreation connects people to their communities and environments.

Mission:

RPAY empowers communities to support Yukoners to lead an active, healthy lifestyle through recreation and parks.

Priorities:

- Strengthen leadership for community recreation.
- Support opportunities which make it easy for rural Yukoners and others facing barriers to participate in recreation.
- Promote and support accessible, affordable and inclusive recreation.
- Encourage active recreation for life.
- Promote and support winter active for life.
- Promote healthy eating as it supports an active lifestyle.
- Work with others to create environments which support an active, healthy lifestyle.
- Accept projects which contribute to the sustainability of the organization.

Who does RPAY work with?

The Recreation and Parks Association of the Yukon believes in the value of working together. Enhancing the lives of Yukoners through recreation and parks would not be possible without the individuals, groups, organizations, communities, and governments who support our vision and help implement our activities.

A big thank you to all our partners and stakeholders, to those listed below, as well as to the other organizations and groups with whom we liaise and network but are too numerous to list on one page.



Active Healthy Kids Canada

Alberta Recreation and Parks Association

Arctic Institute of Community Based Research

Athletics Yukon

BC Recreation and Parks Association (BCRPA)

BC-Yukon Branch of the Lifesaving Society

Boys and Girls Club Yukon

BYTE

Campus for Communities

Canada Games Centre

Canadian Parks and Recreation Association

Canadian Playground Safety Institute

Canadian Recreation Facilities Association

Canadian Trails Federation

City of Whitehorse

Challenge

Coalition Against Childhood Obesity (CACO)

Community Recreation Coordinators and local Authorities for Recreation

Dawson City XC Ski Club

Cross Country Yukon

ElderActive Recreation Association

Health Canada / PHAC

Learning Disabilities Association of the Yukon

Municipalities and unincorporated communities throughout Yukon

ParticipACTION

Partners for Children (Yukon College)

Physical Health Education Canada

Play Systems North

Recreation Directors

Second Opinion Society

Schools throughout Yukon

Special Olympics Yukon

Sport Yukon

St. Elias Ski Club

Swim Yukon

U Kon Echelon

Wellness Branch

Whitehorse Cross Country Ski Club

Y2C2 (Yukon Youth Conservation Corps)

YG Health and Social Services

YG Health Promotion Unit

YG Highways and Public Works -

Transportation Branch

YG Sport and Recreation Branch

Yukon Cycling Association

Yukon Education

Yukon First Nations (e.g. VGFN, TH)

Yukon Schools Athletic Association

What we do

As a nonprofit organization, RPAY is governed by a volunteer board and guided by its constitution and strategic plan. Program delivery and organizational operations rely on grants and contributions. Supported by several contractors, the Executive Director and Active Living Coordinator carry out RPAY's daily operations. In April 2015, a full-time Special Projects Coordinator joined RPAY's staff.

This report describes RPAY's core activities, programs and services. Listed alphabetically, these include details about funding sources, partners, target groups and results achieved during the 2014-15 year. Additional background information, reports or resources are hyperlinked for the reader to access. Some sections

provide additional information gathered about the program or activity through evaluation.

The next page provides a snapshot of RPAY's programming in the 2014-15 year. This map is updated biannually and can also be viewed at http://www.csparks.ca/login. Superimposed upon the Yukon, the map illustrates the territorial reach of RPAY's activities.

Responsibility for certain programs or activities is usually assigned to one staff or contractor as shown in the following list. However, leadership development, capacity building, networking and collaboration are a shared responsibility. The Executive Director provides oversight and maintains responsibility for overall operations and fiscal management of the organization.

For the 2015-16 year, responsibilities will shared by staff and contractors.

Anne Morgan, Executive Director

- Organizational oversight and fiscal management
- Connection to territorial/national priorities
- Networking and collaboration
- Leadership development, capacity building
- Parks and Trails

Adrienne Marsh, Active Living Coordinator

- Active living promotion and awareness
- RHEAL Leader program
- Fitness leadership development
- Networking and collaboration

Penny Sheardown, Special Projects Coordinator

- Aquatics coordination
- Active Yukon Schools coordination
- Menu of Healthy Living workshops
- Social media and newsletters
- Administrative support

Caroline Sparks, Planning and Evaluation

- Connection to territorial/national priorities
- Planning, monitoring and evaluation
- Community building; leadership development
- Annual Recreation Gathering
- Networking and collaboration

Jan Downing, Winter Active for Life Programmer

- WAFL Equipment Lending Library
- WAFL leadership development and programs
- Nordic walking
- On the Right Path

Mia Lee, ALSAKY¹ Leadership Development

- Active Yukon Schools leadership development
- After School Time Period leadership
- Yukon Community Recreation Leaders Guide

Jenyfer Neumann, ALSAKY Program Support

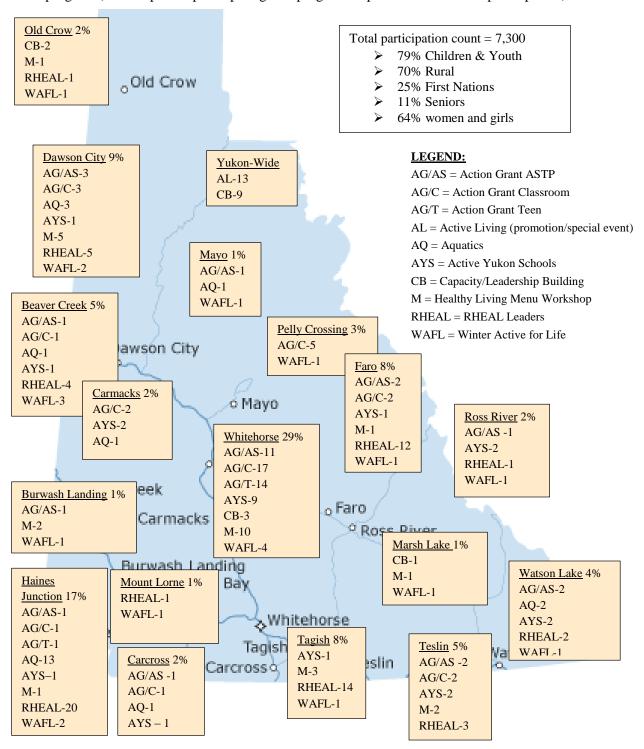
- Action Grants Administration
- Cycle Smart

¹ Active Living for School Aged Kids and Youth

What we do... our 2014-15 Yukon program map

This map, available online at www.csparks.ca/login, shows RPAY's programming reach in 2014-15.

- Counts are by location for each activity held. Percentages represent distribution of programmed activities by community across Yukon.
- The map and this report use a total participation count based on the number of participants per program (i.e. one person participating in 5 programs represents 5 counts of participation).



Active Living Promotion and Social Media

FUNDING:

Yukon Active Living Strategy Yukon Northern Wellness Project

PARTNERS:

Yukon Government Sport and Recreation Branch

TARGET POPULATION:

All Yukoners

SUMMARY:

Marketing an active, healthy lifestyle is an essential component of RPAY's operations and helps RPAY fulfill its mission and its commitment to the Yukon Active Living Strategy's goals. Activities promote and foster awareness of active, healthy lifestyles through traditional media (newspapers and radio), social media (websites, Facebook and Twitter), the distribution of promotional items, and participation or sponsorship of events (trade shows, free family swim). Challenges and special events encourage Yukoners to develop active, healthy lifestyles and, when offered online with prizes, make it easy and fun for individuals, groups and schools to participate.



RESULTS:

- Pedometer loans supported walking and participation in On the Right Path for the Second Opinion Society, Kwanlin Dun First Nation, and YG Health and Social Services.
- RPAY sponsored a free Family Swim for National Family Week October 6-12, 2014.
- A short interview with CBC about childhood obesity and how Yukoners can become more active was one of several media interviews.
- On the Right Path continues to be promoted as a walking challenge for individuals and groups. Created in 2012, the Border 2 Border Challenge for MP Ryan Leef's run for diabetes awareness was not active this past year.
- Promotional items (whistles, buffs, gloves, shoelaces, etc.) encourage participation and promote 'Active Yukon'. RPAY supported community events by providing promotional items for walking programs in Mayo and Watson Lake; activities hosted by Kwanlin Dun FN, Beaver Creek Healthy Living Club, and U Kon Echelon; and as prizes for the Kindergarten Health Fair, the Telus Walk to Cure Diabetes, the Marsh Lake Ski Loppet, Watson Lake's Biggest Loser Challenge, and the Pelly River Hockey Challenge
- <u>www.rpay.ca</u> continues to be developed and will be launched in the summer of 2015.
- RPAY maintains an active Facebook page with almost 700 followers. A private Facebook group with 28 users was set up to encourage networking among community recreation practitioners and leaders. Twitter is rapidly gaining in popularity. More detail on social media follows.

FOR MORE INFORMATION:

RPAY Facebook:

https://www.facebook.com/goRPAY

2014-15 Websites and Social Media Report

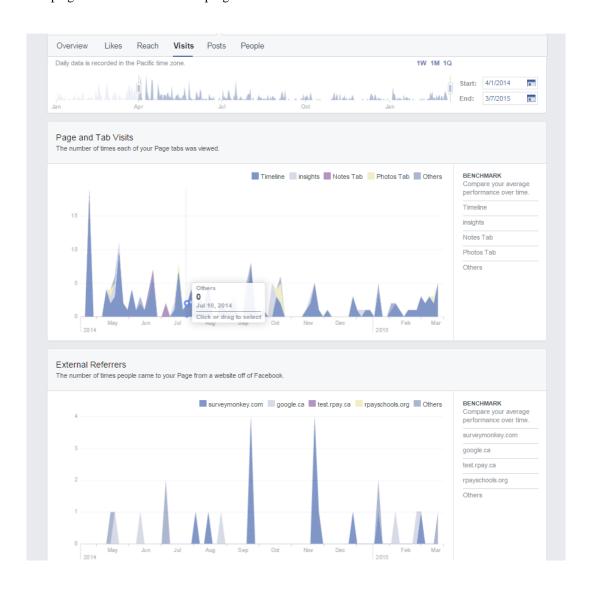
Prepared by Jennifer Gehmair

Facebook

As of March 7, 2015, RPAY had 679 followers. This is up from 594 in 2013-14. A steady growth of likes to the page remain consistent throughout the year. There are very few occasions where someone has uniked the page, suggesting that RPAY's content engaging and does not overwhelm any followers.

Gender representation remains consistent from previous years where 72% of followers are women and 26% are men. The Canadian representation remains steady at around 90%. Of the 615 Canadian followers, 70% (436) consider Yukon to be their primary home. French representation on the page is very low at only 16 people (less than 1%) who indicate French to be their primary language.

The following chart shows an overview of visits to the page. There are obvious spikes to the pages visits during times of campaigns. These correlate with programs that RPAY facilitates.



Data (page and tab visits) also indicates the most popular posts and subpages within the Facebook page. The timeline is visited most by page followers. Visits tend to increase slightly when photos are posted to the page.

External referrers shows where links directly to the Facebook page originate. The majority of the Facebook page visits are "organic" because they come from within Facebook (most likely at a time of a promotion), but traffic is also driven by other sites that house program information. This is new data available this year and is important to show when the most traffic occurs on the page. This data is used to see when posts will most likely be viewed by visitors because it shows the trends in their activity. It is easy to see that more pepople are active on Facebook near the end of the week and on weekends.

The private Healthy Living Network Facebook page, created last year for community members to share more specific information with one another, remains a successful page followed by 28 community members.

Followers in Other Jurisdictions:

As the table on the next page illustrates, RPAY remains a top runner in active Facebook profiles among similar organizations across the country.

	2014/15	2013/14	2012/13
Yukon - RPAY	679	594	420
Alberta - ARPA	388	262	167
Ontario - PRO	435	338	144
Saskatchewan	750	337	128
New Brunswick	398	234	124
NWTRPA	1,428	403	109
Nova Scotia – Recreation NS	269	173	89
Nunavut - RPAN	69	40	21
Newfoundland-Recreation NL	456	258	69
Canada -CPRA	155	81	38

Facebook remains one of the most active forms of public communication for RPAY. The site is dynamic and engaging, and has a loyal and active following. This past year the page was used to promote its Success Stories, where active community members were able to share and post their personal health successes. Nine respondents submitted stories that were engaging and interesting to many of Facebook followers.

Twitter

Twitter has seen sigificant growth over the past year. This is attributed to a more active parks and recreation community in Canada. Punch Jackson has an account which engages RPAY and other provincial/territorial parks and recreation organizations. Their "mentions", "retweets" and "favourites" have pushed RPAY's twitter account onto a national platform. The media also plays an important role in Twitter activity as it is an important venue for their information gathering. They have engaged on our page by way of "mentions" and "retweets", again boosting RPAYs presence and materials into a larger audience.

There is less information about Twitter users than Facebook users; however, we do know that the majority of RPAY's followers on Twitter, 49% (110 followers), are from Yukon.

Action Grants

Classroom and After School Grants

FUNDING:

Yukon Active Living Strategy Yukon Northern Wellness Project



ACTION GRANT RECIPIENTS:

551 Whitehorse Lions Air Cadets, Beaver Creek Community Club, Big Brothers Big Sisters of Yukon, Boys and Girls Club of Yukon, Champagne Aishihik First Nations Youth Center, Christ The King Elementary School, Del Van Gorder School, École Whitehorse Elementary School, Elijah Smith Elementary School, Eliza Van Bibber School, Faro Youth Hockey, FH Collins Secondary School, Ghuch Tla Community School, Golden Horn Elementary School, Grey Mountain Primary School, Hidden Valley Elementary School, Hidden Valley School Council, Holy Family Elementary School, Jack Hulland Elementary School, Jennifer Froehling, Johnson Elementary School, JV Clark School, Kluane First Nation. Kwanlin Dun First Nation Recreation, Nelnah Bessie John School, Nlaye Ndasadaye Daycare, Robert Service School, Selkirk Elementary School, Skookum Jim Friendship Centre, St. Elias Community School, Takhini Elementary School, Tantalus School, Teslin School, Town of Faro (Recreation Center), Trinke Zho Daycare, Tr'ondek Hwech'in First Nation, Trond'ek Hwechin Youth Centre, Village of Teslin,

Watson Lake Girls Volleyball Team, YG Child and Youth Support Program

TARGET POPULATION:

Children and youth attending school both during school and in after-school settings.

SUMMARY:

The Action Grant program encourages increased moderate to vigorous levels of physical activity among children and youth during school and after-school. After-School Time Period Grants are awarded to schools, communities, First Nations and nonprofit groups for children and youth to get active from 3 and 6 PM. Classroom Grants are awarded to schools to encourage activity at school, during recess, and in class.

Applications were accepted and granted in the fall. Funding targets children and youth who do not meet Canada's Guidelines for Physical Activity, and aims to increase the amount and quality of physical activity. Activities that take place outdoors in winter, align with local culture, and/or target groups where socio-economic status tends to be lower are prioritized.

RESULTS:

Reports were received from 73% of grant recipients (44 of 60) by June 30, 2015. Reports indicate that:

- At the time of reporting (mid-May to end of June), 32% had completed their Action Grant activity, 63% were still running the activity and 5% had not yet started. Any carry-forward amounts will be used to support physical activity in the 2015-16 school year. The biggest reason for late starts was the delay in Yukon Northern Wellness Project funding that was not received until January 15, 2015.
- Recipients found out about the Action Grant program in different ways (Chart 1). Almost all (98%) felt it was easy or really easy to apply for an Action Grant. 84% noted that

- reporting on the grant was really/easy. 89% felt it was really easy to use the grant for what it was originally intended.
- Chart 2 illustrates the funding allocation by grant type and by rural Yukon versus Whitehorse.
- Chart 3 illustrates the times of day when grants encouraged physical activity.
- Just under 1,900 children and youth from daycare through to high school benefitted from the Action Grant program. Of these, there was a fairly even split between girls and boys. Approximately 20% were First Nations. Chart 4 shows a breakdown by age.
- Chart 5 shows the primary use of Action Grants by Classroom Grants and ASTP Grants. Chart 6 provides a comparison from the previous year.
- Children and youth in ASTP activities averaged 40 minutes per session of moderate to vigorous physical activity (as compared to 49 reported in the previous year). In 2014-

- 15, children and youth in activities supported by classroom grants averaged slightly less at 33 minutes per session.
- Recipients were asked whether or not the Action Grant program influenced an increase in opportunities for Yukon children and youth to be physically active. 63% felt that it had a significant influence while 30% felt the program had a moderate influence. Similar response rates were evident when recipients were asked how the program influenced attitudes towards being active: 55% indicated a huge influence and 40% indicated a moderate influence.

FOR MORE INFORMATION:

Renewed Yukon Active Living Strategy 2014-15 Final Report:

https://www.dropbox.com/s/bfn764y89y6gyxg/ YALS%202014-15%20Final%20Report%20-%20March%202015.pdf?dl=0

Chart 1

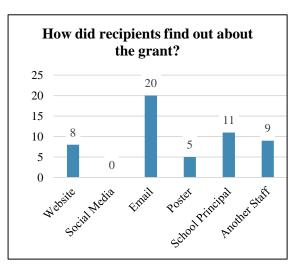
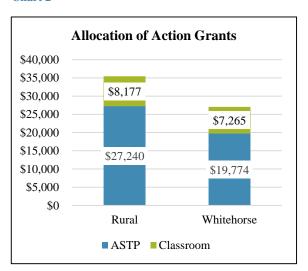


Chart 2



"The program gave youth something to do during the after school period when they normally would be at home, or participating in sedentary activities. Youth looked forward to participating in the program, and were excited about trying new activities. The majority of the program took place outside, and allowed youth to be active with their friends out of the school setting. They were able to explore the many opportunities for physical activity that are available in the community."

"The students gained confidence in learning new skills and experiencing Yukon winter activities that they would not have had the opportunity to participate in without the grant."

"It would have probably have been easier to use the grant in the way it was originally intended if we had gotten it closer to the beginning of the winter."

"Could future Action Grant Applications acknowledge and support the fact that "Before School" recreation programming optimizes learning conditions for students?"

Chart 3

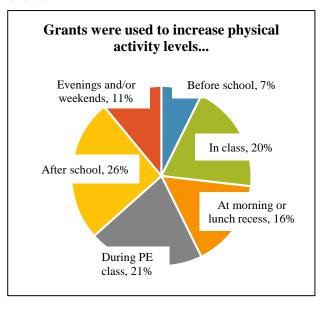


Chart 4

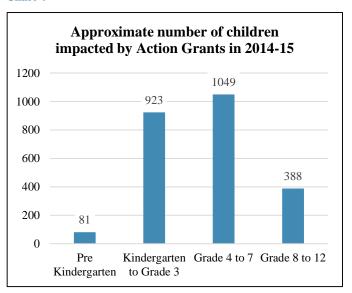


Chart 5

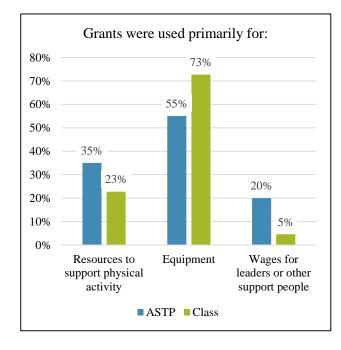
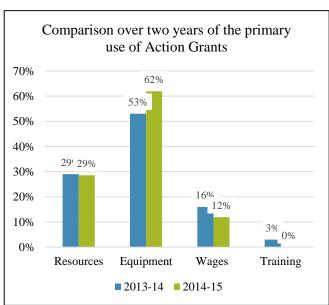


Chart 6



ParticipACTION Teen Challenge

FUNDING:

ParticipACTION Canada

ACTION GRANT RECIPIENTS:

551 Whitehorse Lions Air Cadets, BYTE, Boys and Girls Club of Yukon, Church of St. Christopher, Freedom Trails, Northern Tempo Equestrian Centre, U Kon Echelon, Yukon College, Yukon Fastball Team for NAIG

TARGET POPULATION:

Yukon youth (between the ages of 13 and 19)

SUMMARY:

The ParticipACTION Teen Challenge, formerly Sogo Active, was created to help youth between the ages of 13-19 become more physically active. ParticipACTION Teen Action Grants in the Yukon are administered through RPAY's Action Grant program. Each year a dozen or so grants of up to \$500 are given out to Yukon youth organizations. In 2014-15 these grants supported Yukon summer kids' camps, cycling programs, Drop-In Ninja Training, fitness at the Canada Games Centre, and breakdancing events.

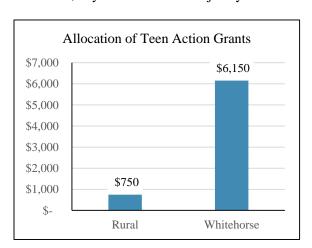
RESULTS:

With some changes made to administration of the Teen Action Grant program, 15 grants were awarded in 2014-15. These grants supported approximately 900 youth to participate in physical activity outside of school settings. When there are school-based youth applications, these are typically funded through Classroom or ASTP Action Grants.

FOR MORE INFORMATION:

New research on the ParticipACTION Teen Challenge, sponsored by Coca-Cola Canada, provides evidence that small, targeted investments of just \$250 to \$500 can help break down the barriers that prevent teens from getting active. The study conducted by leading Canadian physical activity researchers revealed that flexible micro-grants can lead to numerous benefits beyond physical activity. They can provide exposure to new activities, develop teens' physical abilities, and change the way they view and feel about themselves. This builds self-esteem, confidence, leadership and social skills. There were many benefits to the organizations and communities that received the grants, including building and strengthening partnerships within the community, furthering credibility, and creating lasting legacy.

ParticipACTION Teen Challenge provides unique ways for 13 to 19 year-olds to get active in their communities because the teens help design the programs and events that get funded. Micro-grants have paid for everything from basketball coaches to breakdancing instructors, pedometers for a walking club, transportation to ski hills, prizes for leadership events, tournament entrance fees, and necessary equipment, such as Kin-Balls, kayak rentals or team jerseys.



FOR MORE INFORMATION:

Renewed Yukon Active Living Strategy 2014-15 Final Report:

https://www.dropbox.com/s/bfn764y89y6gyxg/ YALS%202014-15%20Final%20Report%20-%20March%202015.pdf?dl=0

Active Yukon Schools

FUNDING:

City of Whitehorse

Yukon Active Living Strategy

PARTNERS:

City of Whitehorse

Sport Yukon

U Kon Echelon

YG Department of Education

Yukon schools and communities

Yukon Youth Conservation Corps (Y2C2)

TARGET POPULATION:

Educators and support staff

School-aged children and youth

SUMMARY:

Active Yukon Schools fosters the development of positive values and attitudes toward active, healthy lifestyles through activities delivered within school settings. Activities promote opportunities for children and youth to be physically active during the school day and include communication, the Classroom Action Grants, and the Cycle Smart program. RPAY also supported Sport Yukon's physical literacy project.

RESULTS:

Active Yukon Schools was promoted through www.rpayschools.org, posters, stickers, Twitter, Facebook, email and newsletters. 750 Active Yukon Schools Newsletters (spring and winter editions) were produced and mailed to every Yukon elementary school teacher, principal and school council member.

Elementary school students participated in iWALK (International Walk to School Day).

The Classroom Action Grant program (described previously) enabled teachers to increase physical activity during the school day.

In the summer of 2014, 750 children participated in Cycle Smart. Of these, 35% were from rural Yukon (Carcross, Carmacks, Haines Junction, Teslin, and Watson Lake) and 65% were Whitehorse students in grades 4 and 5. Cycle Smart includes in-class and on-bike sessions and aims to get more children active through safe biking practices. The 2014 program was supported by funding from the City of Whitehorse Environmental Grant, as well as with significant in-kind support from Yukon Environment's Yukon Youth Conservation Corps (Y2C2) program.

RPAY's Cycle Smart program was profiled in Francis Casaubon's Yukon winter cycling film "Share the Road" through an interview with Jenyfer Neumann.

FOR MORE INFORMATION:

Active Yukon Schools Newsletters and related information: http://www.rpay.ca



After School Time Period (ASTP)

FUNDING:

Yukon Active Living Strategy

PARTNERS:

Boys and Girls Club of Yukon (BGCY)

TARGET POPULATION:

ASTP Mentors and ASTP Program Leaders

School-aged children and youth during the afterschool time period of 3:00 to 6:00 pm

SUMMARY:

A focus on the After School Time Period fosters positive values and attitudes toward active, healthy lifestyles through activities delivered after school. In communities where there is no after school programming, RPAY works with groups to encourage quality programming including physical activity and healthy snacks.

RPAY's efforts aim to increase physical activity levels of Yukon children and youth through:

- 1. The ASTP Action Grant program,
- A partnership with Boys and Girls Club of Yukon (BGCY) for leaders and practitioners who support active lifestyles in the Yukon during the after school time period to participate in training and mentoring, and
- 3. ASTP RHEAL Leader programming.

RESULTS:

Through a partnership with BGCY, ASTP leaders from rural Yukon accessed training and mentoring. BGCY provided mentoring in-person and by phone. The partnership enables BGCY to offer a full-time Weekday Warriors program out of Hidden Valley School to the north of Whitehorse, and to pilot Weekday Warriors in Dawson City. (BGCY reports can be found in the Dropbox link at the bottom of this page.)

Through the partnership, BGCY provided mentoring for rural ASTP Leaders.

- Six leaders from Faro, Old Crow, Pelly Crossing, Teslin and Whitehorse participated in a three-day training session in the fall of 2014 hosted by BGCY.
- Several conference calls connected leaders across the territory in discussions pertaining to ASTP programming.

Hosted by RPAY, the second annual ASTP Leader Training took place from January 23 to 26, 2015 in Whitehorse.

- 8 individuals from 5 First Nations and communities of Carcross, Carmacks, Marsh Lake, Old Crow, and Whitehorse participated.
- Sessions included Non-Violent Crisis
 Intervention Training, a presentation and discussion on guidance versus discipline, Job Shadowing at Hidden Valley Weekday Warriors, a full-day CATCH Kids Club training (Coordinated Approach to Child Health), Equinox Yukon Leadership training, and a training for Winter Active for Life leaders through the WAFL Supercamp.



FOR MORE INFORMATION:

Yukon Active Living Strategy 2014-15 Report: https://www.dropbox.com/s/bfn764y89y6gyxg/YALS%202014-15%20Final%20Report%20-%20March%202015.pdf?dl=0

Boys and Girls Club of Yukon Mentor Report: https://www.dropbox.com/s/i7ody4ic0x5x1q0/B GCY%20-%202014-15%20ASTP%20Mentorship%20Grant%20Report.docx?dl=0

Aquatics

FUNDING:

Community Development Fund Swim Yukon Waterstone Products (sponsor) YG Sport and Recreation Branch Youth Investment Fund

PARTNERS:

Canadian Red Cross
Commercial Aquatics
Community Pools
Haines Junction Community Centre
Lifesaving Society
Recreation Departments
Vancouver Aquatics
YG Environmental Health
YG Sport and Recreation Branch

TARGET POPULATION:

Pool Managers and Operators, Lifeguards, Lifesavers and Swim Instructors, rural swim teams

SUMMARY:

The Aquatics Program supports pool operations and programming in rural Yukon. In the summer of 2014, an Aquatics Coordinator planned, scheduled and delivered training and workshops to foster knowledge and skills around safe pool operations, lifesaving, lifeguarding, and the instruction of Red Cross and Lifesaving Society learn-to-swim programs. Mentoring over the summer season was provided upon request.

RESULTS:

16 workshops, recertification and certification courses and safety training were offered in the summer to develop aquatics leadership and pool operations management. There were 79 counts of participation in the courses held in Carmacks, Dawson City, Haines Junction, and Watson Lake. Leadership development included:

- Spring Aquatics Workshop (1)
- Head Guard Course (1)

- Lifesaving Society Standard First Aid (1)
- Pool Operators Levels 1 & 2 certification (1)
- National Lifeguard (NL) certification (1)
- NL recertification (2)
- Assistant Water Safety Instructor (1)
- Water Safety Instructor (WSI) (1)
- WSI recertification (2)
- Lifesaving Instructor (LSI) certification (1)
- CPR-C recertification (2)
- Bronze Cross Exam (1)

On behalf of YG Sport and Recreation Branch, RPAY developed content for a Yukon Aquatics Website to be launched this summer.

In cooperation with Swim Yukon, RPAY hosted a Territorial Swim Meet in Mayo in August. 51 children and youth from 9 communities participated. In June, 21 children and youth from 5 communities participated in a Swim Camp held in Haines Junction.

With a grant from the Youth Investment Fund, RPAY delivered introductory Junior Lifeguard sessions in Beaver Creek, Haines Junction, and Watson Lake. 30 youth participated and then took part in the competition hosted in conjunction with the Territorial Swim Meet.

At the end of the season, RPAY conducted an extensive review of its aquatics programs. As a result of concerns related to capacity, scope of programming and liability, changes to aquatics programming were made and will be implemented in the summer of 2015.

Coordination of the Aquatics Program will become sole responsibility of RPAY staff and will be carried out by the Special Projects Coordinator.



Leadership Development and Community Capacity Building

FUNDING:

Yukon Active Living Strategy Yukon Northern Wellness Project

PARTNERS:

YG Sport and Recreation Branch

TARGET POPULATION:

Recreation practitioners, leaders (fitness, afterschool, RHEAL, youth, etc.), and RPAY staff and core contractors.

SUMMARY:

Yukoners have opportunities to participate in recreation and active lifestyles when there are local leaders who encourage participation. Without local leaders, the capacity of communities to support health and well-being is diminished. Therefore, RPAY places a special focus on leadership development and community capacity through training, workshops, conferences, knowledge sharing, skill development, and mentoring.

Professional development enables staff, core contractors, RPAY Board members and recreation practitioners to enhance their knowledge and skills thus ensuring that best practices and current knowledge from the field are incorporated into program and service delivery. Professional development also ensures staff maintain the necessary certifications to deliver programs and services.

RESULTS:

Leadership Development aims to build capacity in rural Yukon for recreation with an emphasis on a) community recreation, b) the after school time period, c) fitness programs, and d) aquatics which is described in its own section.

 The 2014 Annual Recreation Gathering held at Marsh Lake in October brought together 41 participants from Beaver Creek, Carcross, Dawson City, Faro, Faro, Haines Junction, Mayo, Mount Lorne, Old Crow, Ross River, Tagish, Teslin, Watson Lake and Whitehorse. The agenda included the sessions such as "What's Up in Yukon Recreation?", Planning Special Events, Funding, Volunteers, and presentations to introduce the Community Recreation Leaders Guide, Kids in the Kitchen, and Yukon funding sources.

- The After School section of this report describes the training and professional development activities that targeted ASTP leaders (two workshops of 3 and 4 days each, job shadowing, and conference calls). The second training session included a full-day WAFL Supercamp with a 2-hour session on physical literacy targeting ASTP and WAFL leaders.
- The Walking Program section of this report indicates that 9 leaders were trained to facilitate Nordic walking programs.
- As a legacy of the CACO2 Project, RPAY worked with Yukon College who took on responsibility for delivering the Healthy Beginnings Family Facilitator training.
- RPAY is currently working with a contractor to develop rural fitness leadership.

Professional Development aims to support recreation practitioners, RHEAL leaders, RPAY staff and core contractors.

- At the CDPAC Conference on chronic disease prevention, the CACO 2 Coordinator was a panel member for the session "Changing the Food and Beverage Environment in Community Recreation" and presented on Yukon's experience with the Healthy Beginnings Program.
- RPAY participated in a Natural Playgrounds Workshop that included sessions related to decision-making and development of playgrounds.
- RPAY staff and contractors attended the Global Summit on the Physical Activity of Children in Toronto and presented "Building Capacity to Increase the Physical Activity of Children in Rural and Remote communities" to approximately 115 attendees.

Community Capacity Building goes beyond leadership and professional development by attempting to create supportive community environments for active living and recreation. Initiatives typically consider recreation in the broader community context.

When time and resources permit, RPAY's Executive Director may offer guidance and advice to communities who are in the process of planning for and/or restructuring their recreation services. RPAY also reaches out to new recreation staff and board members facilitating an understanding of Yukon's recreation system and promoting the benefits of recreation in rural communities. In February, RPAY spent 4 days in Old Crow working with a new Recreation Director to facilitate connections within the community and to support the development of after school time period programming.

In collaboration with YG Sport and Recreation Branch, RPAY developed two resources to build community capacity.

 The Yukon Community Recreation Leader's Guide completed in June 2015 is a resource for rural, remote and Northern communities. The Guide includes 13 modules that build on foundational competencies of rural recreation leaders. These competencies feed into those upon which CPRA's professional development program is based.

Completion of the Leaders Guide involved the development of video and audio resources. Five interviews with rural community recreation leaders highlight challenges and successes. Three interviews with funding agencies (Lotteries Yukon, Community Development Fund and Youth Investment Fund) present suggestions to consider when preparing funding applications. A video produced by a youth provides insight into recreation through the eyes of Yukon youth.

The Guide includes a Self-Assessment Tool that individuals, recreation departments and RPAY can use to design training and professional development plans.

Currently available in print or pdf, the Guide is being developed as an interactive website available at:

www.yukonrecreationleadersguide.ca.

 A Community Engagement and Recreation Planning Toolkit will be launched in the fall of 2015. This resource helps communities develop recreation plans that respond to the strengths and interests of each community.

In partnership with the other territorial parks and recreation associations (NWTRPA and RPAN), and with support from government counterparts, RPAY is leading the development of a Tri-Territorial Recreation Training initiative. The concept is to develop a comprehensive learning program for Northern recreation leaders building on the content of the Community Recreation Leaders Guide and on training currently delivered in NWT and available in Nunavut.



FOR MORE INFORMATION:

2014 Recreation Gathering Report:

https://www.dropbox.com/s/mpump16r0feeniw/2014%20Yukon%20Recreation%20Gathering%20Report%20-%20no%20budget.pdf?dl=0

Yukon Community Recreation Leaders Guide: https://www.dropbox.com/s/8olw76j23jtn5kz/Yukon%20Community%20Recreation%20Leaders%20Guide%20-%20June%202015.pdf?dl=0

Menu of Healthy Living Workshops

FUNDING:

Yukon Active Living Strategy Yukon Northern Wellness Project YG Health and Social Services

PARTNERS:

Community workshop "hosts"

TARGET POPULATION:

Yukoners

SUMMARY:

The Menu of Healthy Living Workshops offers a range of learning opportunities for Yukon communities, schools and workplaces. Budget permitting, these workshops are free for rural communities; however, cost sharing is encouraged whenever possible. There are different delivery methods and workshops can be tailored to meet the unique needs of communities and their participants.



RESULTS:

700 Yukoners participated in 26 healthy living menu workshops delivered in 9 Yukon communities: Burwash Landing (2 workshops), Dawson City (5), Faro (1), Haines Junction (1), Marsh Lake (1), Old Crow (1), Tagish (3), Teslin (2), and Whitehorse (10). Among the participants:

- Rural Yukoners represented 61% (as compared to 50% in the previous year),
- Seniors represented 23%,
- First Nations represented 30%, and
- Women and girls represented 45%.

Workshop topics included Box Fit (2), Gardening (3), Health, Wellness and Fitness Workshops (2), Nordic Walking (4), Resistance Band Workshop (1), Tai Chi (3), WAFL Cross Country Skiing (5), Yoga (7).

Menu workshops are successful as one facilitator noted.

"The event was able to attract people who rarely attend community events and who really benefitted from the wellness related services and activities that were provided."

There are challenges to delivering Menu workshops as one facilitator remarked.

"Driving to Tagish every other week was very time consuming and not an efficient use to energy or resources."

Recommendations to RPAY from facilitators include comments such as,

"Get the community to take on more of a leadership role. They also need more information to share. Have community leaders share their own knowledge and experience. Mentor a leader to take on a gardening role in the community."

FOR MORE INFORMATION:

A current list of workshops is available at: http://www.rpay.ca.

Networking and Collaboration

FUNDING:

Through staff and core contractor positions

PARTNERS:

Local, territorial and national partners

TARGET POPULATION:

RPAY works with a variety of local, territorial and national groups and organizations who share a similar vision.

SUMMARY:

RPAY invests time and effort into building networks and developing partnerships. Staff and contractors engage in activities and foster relationships through dialogue, meetings and participation on committees. Staff and core contractors engage in communication through networks to share knowledge, research and to advocate for recreation as an essential community service.



RESULTS:

Who we work with lists RPAY's stakeholders, networks and partners. Several examples of networking and collaboration follow.

Nationally...

- RPAY participated in the 2014 Summit that finalized the National Framework for Recreation in Canada. Endorsed by federal, provincial and territorial Ministers of Sport, Physical Activity and Recreation in February 2015, RPAY's Strategic Plan and annual work plans support implementation of this framework.
- RPAY's President and Executive Director attend bi-annual meetings of the Canadian Parks and Recreation Association.
- The Executive Director represents Yukon on the Canadian Trails Federation participating in regular meetings regarding the National Trails Project.
- The Executive Director represents Yukon on ParticipACTION's Content and Capacity Building Advisory Group.
- RPAY is currently collaborating with NWT Recreation and Parks Association and Recreation and Parks Association of Nunavut on a Tri-Territorial Recreation Training project.
- As a delivery partner on CACO2, RPAY participated in a national CLASP meeting of project managers, policy makers, and researchers.

Territorially...

- RPAY works closely with YG Sport and Recreation Branch as a delivery partner on the Yukon Active Living Strategy.
- RPAY participated in the development of a Yukon Framework for Physical Literacy.
- RPAY is a partner on Working Together to Achieve Healthier Lifestyles in Yukon and Northwest Territories' Communities, a project of the Arctic Institute of Community Based Research (AICBR). As member on the Steering and Evaluation Committees, RPAY's role facilitates alignment with Yukon Active Living Strategy priorities.
- RPAY partners with territorial non-profits such as ElderActive Recreation Association, Cross Country Yukon and Boys and Girls Club of Yukon.

Parks and Trails

FUNDING:

Yukon Northern Wellness Project

PARTNERS:

Canadian Trails Federation

City of Whitehorse

TARGET POPULATION:

Yukon groups and communities engaged in the development, maintenance and promotion of non-motorized trail use.

SUMMARY:

RPAY is the territorial representative on the Canadian Trails Federation. The Executive Director participates in activities in order to bring information shared at a national level to Yukon groups and communities.

RESULTS:

RPAY's Executive Director represents Yukon on the Canadian Trails Federation and

participates in bi-annual meetings and monthly conference calls related to the National Trails Project.

The outdoor fitness equipment RPAY purchased with a grant from the Community Development Fund was installed along the Millennium Trail by the City of Whitehorse in the fall of 2014.

Following the delivery of a Playground Inspection course in 2013-14, RPAY continues to encourage safe playgrounds by loaning the playground inspection kit to certified individuals.

FOR MORE INFORMATION:

Please contact Anne Morgan, Executive Director at rpay.org



RHEAL Leader Program

FUNDING:

Yukon Active Living Strategy

Yukon Northern Wellness Project

PARTNERS:

Rural communities, First Nations, RHEAL leaders

TARGET POPULATION:

Rural Yukoners and First Nations with an emphasis on children and youth, and on programs which encourage physical activity during the winter and after-school.

SUMMARY:

Through short-term contracts, RPAY supports local leaders who offer opportunities for rural Yukoners to participate in active living and healthy eating activities. A RHEAL leader identifies local needs and interests, designs a program, applies to RPAY for support, offers the program, and reports back to RPAY. In return, the leader receives an honoraria, funding for materials and/or supplies, access to training (e.g. fitness leaders, Nordic walking leaders), and an invitation to participate in Yukon's Annual Recreation Gathering.

RESULTS:

There were 1,328 counts of participation in RHEAL (rural healthy eating active living) Leader programming. Of these, all were rural Yukoners while First Nation participation represented 25%, children 31%, youth 13%, women and girls 69%, and seniors 12%. On average, 67 minutes were spent being physically active in each program session.

Programming was offered in 11 communities:

Beaver Creek: Healthy Living Club, Tot Time, and Kitchen Program

Dawson City: Tr'ondek Hwech'in Summer Youth Camp and Gearing Up Bike Repair,

Community'n School Cross Country Ski Program, Big Brothers Big Sisters

Faro: Healthy Hockey Snack Program, Tai Chi, Senior Exercise, Playgroup, Archery, Carving Program, Basketball Camp

Haines Junction: Get Up and Go, Pilates Mat, Nordic Walking, Tone & Stretch, Senior Yoga, Restorative Yoga, Romp 'N' Run, St. Elias Community School Ski Program, Youth Leadership Development Program

Mount Lorne: Women's Self-Care Group

Old Crow: Old Crow Skiers

Ross River: Art with Heart, Women's Sing and

Drum Circle

Tagish: Get/Stay Fit Everyone, Biking, Carpet Bowling, Nordic Walking, CATCH Kids Club, Osteofit - Beginners & Advanced, Yoga

Teslin: After-School Snacks, Just Do It Teslin! **Watson Lake**: Middle Eastern Dance, Zumba

Over the 2014-15 year, RPAY began an extensive evaluation of the RHEAL Leader program. Participants, not program leaders, were invited to share their thoughts about the program through a survey comprising open-ended questions. 169 responses were received from Beaver Creek, Dawson City, Faro, Haines Junction, Mount Lorne, Ross River, Tagish and Teslin. This qualitative information will be compiled over the next year. An analysis will provide direction for the program into the future.



Walking Programs

FUNDING:

Sport and Recreation Branch – Inclusion Yukon Northern Wellness Project

PARTNERS:

ElderActive Recreation Association (ERA) Whitehorse Cross Country Ski Club

TARGET POPULATION:

Yukoners Rural communities Seniors and Elders

SUMMARY:

On the Right Path (OTRP) was launched in September 2012 at www.ontherightpath.ca. OTRP is a virtual walking program where participants follow the historic Overland Trail from Whitehorse to Dawson City.

Nordic Walking was first piloted in 2012-13. Programming includes resources and training to develop Nordic walking group leaders as well as Nordic walking/snowshoeing sessions offered through ElderActive Recreation Association.

RESULTS:

Since its launch, On the Right Path has had more than 7,000 visits with 1,500 active users. RPAY promotes on the Right Path through various sources and in conjunction with the pedometer loan program.

Nordic Walking programming includes sessions for participants with a trained leader.

- Eleven ERA members participated in Quick Feet with Something to Eat, a 6-week session offered in early summer.
- Six ERA members took part in Learn to Nordic Walk, a 3-hour clinic that taught Nordic walking technique.
- Fall Nordic Walking Introduction was a 3 lesson-set held in September 2014 which

- introduced 11 participants to Nordic walking on the Mt. Mac Trails.
- The Fall Nordic Walking Challenge offered a more challenging program for 15 seniors who had a good base of fitness.

Nordic Walking Leadership Training is delivered in a 3.5 hour session and introduces the basics of leading a Nordic walking group. Leader Training sessions held in April, May and October trained 9 participants from Haines Junction, Mt. Lorne, Old Crow, Tagish, Teslin, and Whitehorse.



FOR MORE INFORMATION:

Download a year-end report for On the Right Path from:

https://www.dropbox.com/s/2o58n6t06zvhzsm/ Websites%20Report%20FINAL%20MARCH% 202015.pdf?dl=0

The Inclusion Project Report (aka Nordic Walking) can be accessed at:

https://www.dropbox.com/s/mskgrij46do5i3q/Inclusion%20Project%20Report%20-%202014-15.pdf?dl=0

Nordic Walking resources developed by RPAY can be downloaded at:

http://rheal-leader.weebly.com/nordic-walking-leader-resources.html

On the Right Path

On the Right Path had moderate activity over the 2014/15 fiscal year. Bumps in activity correlate to challenges and promotions carried out during that time. Of significant importance is the ongoing 10-20 visits per day by active users of the site and their own individual accounts.

The site has 2,454 unique users to the site, and 7,014 page views. The average session for users is 1:02 minutes, which indicates that users are staying on the site long enough to log accounts, and not just hitting the site for the purpose of spam which can be common on today's Internet.

The most common site users are Canadian at 49% with Brazil at 17% and US users at 5%. The majority of Canadian users accessing the site are from Whitehorse at 35% followed by 3% of unspecified users, Calgary users at 3% and Sao Paulo (Brazil) users at 2%. The second most popular Yukon City is Dawson representing 1.5% of the users. When it comes to mobile users, iOS and Android are top users.

On The Right Path has a total of 1515 activated users and approxametly 1900 unactivated users. Unactivated users are often spammers, and do not follow through with activating their accounts. Activated users means that all these accounts have confirmed their registration via the email sent to them and loged in at least once. Of the 1515 activated On the Right Path users, there are 600 women, 403 males while 517 did not specify their gender. Ethnicity was asked during the registration process. Of the 1515 active users, 437 selected they were aboriginal, 397 said they were new to Canada, 601 were non-aboriginal and 58 people did not specify.

OTRP users by community						
Beaver Creek	90 (6%)		Mayo	87 (6%)		
Burwash Landing	85 (6%)		Old Crow	83 (5%)		
Carcross	82 (5%)		Other	129 (9%)		
Carmacks	108 (7%)		Pelly Crossing	81 (5%)		
Dawson City	101 (7%)		Ross River	73 (5%)		
Destruction Bay	88 (6%)		Teslin	89 (6%)		
Faro	89 (6%)		Watson Lake	81 (5%)		
Haines Junction	77 (5%)		Whitehorse	172 (11%)		
TOTAL		1518				

Winter Active for Life (WAFL)

FUNDING:

Cross Country Yukon Yukon Active Living Strategy Yukon Northern Wellness Project

PARTNERS:

Cross Country Yukon Whitehorse Cross Country Ski Club

TARGET POPULATION:

Yukoners of all ages with an emphasis on rural Yukoners, seniors and special populations

SUMMARY:

Winter Active for Life promotes, introduces and encourages Yukoners of all ages to be physically active outdoors during long winter months when patterns of inactivity are most prevalent, and in activities that require minimal infrastructure and can be done over the lifespan.

The WAFL Coordinator encourages program development in rural and First Nations communities. Opportunities for children and youth to be active during the after-school time period and for seniors and special population groups (e.g. LDAY) to participate in safe, outdoor, winter activities are priorities.

Delivered in partnership with Cross Country Yukon, WAFL began with cross country skiing but has since expanded to include snowshoeing. To reduce barriers to participation related to access to equipment, the WAFL Lending Library provides loans of cross country ski equipment and snowshoes.

RESULTS:

The Equipment Lending Library loaned 187 pairs of boots, 163 sets of skis, 61 sets of poles and 77 pairs of snowshoes to: Faro Recreation, St. Elias School, Marsh Lake Community Club, JV Clark School, Ross River School, Tagish Community Club, Golden Horn Elementary, Takhini Elementary, Learning Disabilities

Association of the Yukon, Challenge Yukon, and Second Opinion Society.

The WAFL Lending Library supported 523 Yukoners to ski and/or snowshoe. Of these, 49% were children, 34% First Nations, 36% female, and 19% were people living with low income. On average, equipment was used twice weekly for 9 weeks and for 60 minutes per session.

WAFL programming, through the Healthy Living Menu and RHEAL Leader programs, took place in Beaver Creek, Dawson City, Faro, Haines Junction, Old Crow, Ross River, and Whitehorse. Activities included cross country ski clinics in rural communities, visits by elite skiers, and support for community events.

A WAFL Supercamp in Whitehorse targeted WAFL and ASTP leaders. Training focused on physical literacy, games, cross country ski technique and programming.

WAFL RHEAL Leaders ran programs for their communities in Dawson City and Haines Junction. Almost 300 Yukoners (85% children and youth) skied through these programs.



Thank you for supporting our Haines Junction ski club. If it wasn't for the RPAY donation and support we would not have been able to afford this great opportunity for our girls.

FOR MORE INFORMATION:

WAFL Final Season Report:

https://www.dropbox.com/s/khgsrlt3mhiofdc/W AFL%20Report%20-%20FINAL%202014-15.pdf?dl=0

Conclusion and Recommendations

This report illustrates the broad reach and diversity of RPAY's programs and services. Based on the philosophy that recreation contributes to positive personal, social and community outcomes, RPAY strives to contribute to quality of life across Yukon through its operations. Activities that to build leadership and community capacity, serve to address unique needs and interests.

It is not easy to influence positive outcomes through recreation and parks, particularly when the operating environment is in a constant state of flux. The addition of the Yukon Northern Wellness Project funding in 2014-15 provided a welcome revenue source for continuing the delivery of recreation programs and services relied on by rural Yukoners. However, funding delays and increased or altered expectations create a dynamic environment where uncertainty poses a real challenge to consistent operations.

In order to address this uncertainty, RPAY needs to be innovative and prepared to adapt quickly. The RPAY Board, staff and contractors need to be firm and clear in how they carry out the organization's mandate and priorities. Over the past year, there has been a concerted effort to streamline programs, clarify program policies, and develop tools to support consistent decision-making. This has resulted in a reorganization of some of the key programs, activities and relationships. This direction will create an environment that permits innovation, creativity and flexibility within a strong structure or framework.

Prepared by the Planning and Evaluation Consultant, this report recommends that the direction set over the past year continue. The recommendations are to:

- 1. Continue developing a healthy working environment. Improvements to the physical environment have begun. Factors that contribute to long working hours on the part of the Executive Director still need to be addressed. Technology and an integrated website can support effective and efficient ways of working.
- 2. Recognize the accomplishments of staff and ensure staff retention through fair wages and benefits.
- 3. Extend the one-year grant application moratorium until April 2016.
- 4. Encourage the Board to identify strategies that strengthen their support and engagement with the organization.
- 5. Continue working on initiatives that develop local recreation leaders and build community capacity for recreation.
- 6. Continue streamlining, consolidating and/or downsizing existing programming. Any decisions should consider the operational capacity of the organization.

For More Information

Please contact, for more information on this report or on RPAY's programs or services:

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