A Catalogue of

THE BENEFITS OF PARKS AND RECREATION

PARKS AND RECREATION
FEDERATION OF ONTARIO

Volume 1 June 1991

Member organizations that make up the P.R.F.O.:

Association of Aquatic Personnel of Ontario
(A.A.P.O.)

Boys and Girls Clubs of Ontario
(B.G.C.O.)

Older Adult Centres' Association of Ontario
(O.A.C.A.O.)

Ontario Recreation Facilities Association
(O.R.F.A.)

Ontario Camping Association
(O.C.A.)

Ontario Council of YMCAs and YM/YWCAs

Ontario Municipal Recreation Association
(O.M.R.A.)

Ontario Parks Association
(O.P.A.)

Ontario Recreation Society
(O.R.S.)

Ontario Research Council of Leisure
(O.R.C.O.L.)

Society of Directors of Municipal Recreation of Ontario
(S.D.M.R.O.)

Sport Ontario
(S.O.)

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In carrying out this assignment we enjoyed wonderful co-operation and support from the PRFO management committee. We also received excellent input from key experts, practitioners and concerned individuals in Ontario as well as across Canada and the United States.

We believe this catalogue to be an important document that will make a real difference in seeing recreation as an essential and valued service in Ontario.

Many thanks to all the members of our management committee for their help and counsel —

John Macintyre, Chair
Pamela Bullard
Janet Gates
Lloyd Heywood
Marj Keast
Larry Ketcheson
Don Reid
Allan Seabrooke

It has been a privilege to carry out this assignment.

The RETHINK GROUP

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Ontario
Ministry of Tourism and Recreation

Introduction

Background

This catalogue developed from a major research and marketing study conducted by the **Rethink Group** and **PARTICIPaction** for the **Parks and Recreation Federation of Ontario**. The reason behind this project is simple: like many other services in our community, the recreation sector is under increasing pressure to make it clear why it is so important. The intent of this project was to convince the key stakeholders, including the public, politicians and senior administrators, that recreation and parks services are important and essential, and that continued investment in these services makes sense.

The study compiled the **best and most provable arguments** about the benefits of recreation, and developed a **marketing plan** spelling out how the PRFO can most effectively communicate this information to decision-makers. As the work on this catalogue and project proceeded, it stimulated great interest from practitioners in the recreation and allied fields across Canada and the United States. In particular, many saw it as an approach to using recreation as a tool for addressing crucial issues our communities face in enhancing the quality of life for all sectors of Ontario society. In this regard, we hope this catalogue will serve as a **catalyst** to encourage renewed attention to a fresh vision, innovative approaches, and new partnerships for our field.

The Benefits Catalogue

This document has been written for the recreation and allied services practitioner who knows that recreation should be a crucially valued, important service in our communities, and wants information on ways to convey this message. It has been put together to help you sell the importance of recreation and contains the best arguments to assist you to do this. In this document you will find:

- **A series of stand-alone statements and facts** about the benefits of recreation, summarized under the categories of personal, social, economic, and environmental.

- **A series of documentation pages** which elaborate on the stand-alone statements. They provide many examples and the "proof" for each statement.

- **All the sources for these statements and documentation**. This list of references can assist you in backing up and finding even more information about the statements, should you need it.

While an extensive search for justifications on the benefits of recreation was conducted, there will constantly be more "proof" that can be found and added to the catalogue. The ability to add justifications and proven benefits to the existing information is a feature that has deliberately been built into the design. In this way you can update and personalize the benefits book to suit your own needs.

Selection Criteria

While our search for information and proof was extensive, it was also selective. As a result, only the best information was used from the available sources. In this case, "best" means literature that was identified by the field as being most useful, and also specified as being "well" or "very well" documented. This means that some arguments have not been used because they were not seen to be as important as others.

At the outset of the project, it was determined that "hard" data would be sought, along with the best anecdotal information that could be found. Any data used in the catalogue therefore supports the selected arguments from the field. As indicated, it is intended to be a work in progress, and should be added to, as more proof becomes available, and as the importance grows for other benefits to be cited. We are thankful for the work of Dr. Bev Driver of the United States Department of Agriculture Forest Service and his colleagues, whose perspectives were very helpful for this part of the catalogue.

How to Use the Catalogue

The catalogue has been designed for ease of use and practical application. The **first section** of the catalogue, THE BENEFITS OF RECREATION, contains stand-alone statements or messages about the benefits. There are four general categories of benefits statements: personal, social, economic, and environmental, each of which is further subdivided. This section provides a short synopsis of the benefits of recreation, and is a good beginning plan for people using the catalogue. It may be all you need. However, if you find a statement, and if you would like more "proof" for it, proceed to the next section entitled SUPPORT DOCUMENTATION FOR BENEFITS STATEMENTS.

In this **second section**, the justifications for each of the stand-alone statements from the previous section is provided. The sources that are cited contain different examples that support the benefits statements, for example, under PERSONAL BENEFITS — physical recreation and fitness is a prerequisite to a FULL AND MEANINGFUL LIFE — eight different studies have been referenced. Each study has been footnoted with the author and date of publication, for example, Norris, Carroll, Cochrane 1990. In some cases, studies have been cited in more than one category.

Should you require more detail on any of the documentation provided, you may proceed to the **last section** entitled LIST OF REFERENCES. This final portion of the catalogue identifies all of the references that have been referred to in the document. It is an alphabetical listing by author. This section allows you the opportunity to further explore the references to obtain more detailed information.

Further Information

For additional information on this catalogue and the overall project, please contact:

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The Benefits of Recreation

Personal Benefits

1.1 Physical recreation and fitness is a prerequisite to a FULL AND MEANINGFUL LIFE.

Fact: The physically fit person is able to enjoy life more fully, is less prone to injury and is more productive (both at work and in the community).

Fact: Fit senior citizens live longer, remain in their homes longer and participate more fully in community life.

1.2 Regular physical activity is THE VERY BEST HEALTH INSURANCE.

Fact: Regular participation in physical recreation is the best guarantee of physical fitness and health.

Fact: Even moderate amounts of physical exercise significantly reduce the risk of heart disease.

Fact: Active living, generally through the opportunity of leisure, is directly related to personal health (physical, mental and social).

Fact: Women can attain higher bone density through childhood participation in organized sports and fitness programs, thereby establishing a strong health base to help combat osteoporosis in later years.

1.3 Relaxation, rest and revitalization through the opportunity of leisure is ESSENTIAL TO STRESS MANAGEMENT in today's busy and demanding world.

Fact: Stress is a serious issue in modern society — all of the popular 'prescriptions' or solutions highlight the role of leisure and relaxation.

Fact: The catharsis achieved through intense physical recreation activity is an ideal antidote to the build-up of otherwise negative tensions, angers and adrenalin.

1.4 Meaningful leisure activity is an essential SOURCE OF SELF-ESTEEM AND DEVELOPS A POSITIVE SELF-IMAGE for many citizens.

Fact: The skills we develop through discretionary activity, leisure and personal avocations build confidence, self-esteem and feelings of success.

Fact: Contribution to community in one's discretionary time brings meaning to a citizen's life.

Fact: Many of society's leadership roles are volunteer, found while at leisure — our contribution feels good and the skills developed are transferable.

1.5 Leisure provides the opportunity to lead BALANCED LIVES and ACHIEVE OUR FULL POTENTIAL as human beings.

Fact: All of the world's religions dwell on the importance of men and women living up to their full balanced potential — for example the 'equal development of spirit, mind and body' theme of the YMCA (from the Book of John, New Testament). This consensus reaffirms the importance of the concept.

Fact: For the majority of citizens, work alone does not provide sufficient opportunity to achieve our full potential — the opportunity of leisure is essential.

Fact: There is no greater opportunity for people to experience self-actualization than through leisure and the discovery and stimulation of self, spiritual renewal and creative expression that it offers.

1.6 CHILDREN'S PLAY IS ESSENTIAL TO THE HUMAN DEVELOPMENT PROCESS — to short-change the child's early growth is to rob society of a productive citizen.

Fact: A child learns social skills through early play experiences. The best opportunities are those that are planned and supervised.

Fact: A child develops physical skills through play and the challenges offered through physical recreation and art opportunities (both small and gross motor skills).

Fact: Physical activity is intellectually stimulating and enhances the learning process.

Fact: A child learns creativity through play — skills and perspectives essential to a full and productive life.

1.7 SAVE AN ADOLESCENT'S LIFE through the opportunity of leisure.

Fact: Youth that enjoy full and active lives are much less likely to turn to self-destructive behaviours (e.g., drug abuse, suicide).

Fact: The provision of meaningful and involving activities for our young people deters negative social behaviours (e.g., vandalism and petty crime).

Fact: Recreation/adventure activities help build confidence and self-esteem in youth. When they feel good about themselves, they operate more effectively and productively in our communities, families and schools.

Social Benefits

2.1 Leisure leadership BUILDS STRONG COMMUNITIES.

Fact: Leadership is identified, developed and nurtured through leisure organizations (the Y's, the Boys' and Girls' Clubs, the camps, municipal leadership programs and non-profit organizations).

Fact: These volunteer leadership skills employed through discretionary time, are the key to building community organizations and programs.

Fact: Communities come together and learn to work together through sports, arts, cultural and environmental activities.

2.2 Community recreation reduces ALIENATION, LONELINESS AND ANTI-SOCIAL BEHAVIOURS.

Fact: Our youth and live-alone elderly are often cut off and alienated from the community. By reducing the barriers to participation in community recreation, we re-involve and often renew them.

Fact: Recreation serves to bridge the gap between 'power' (adult) institutions and delinquency prone youth, thereby reducing community costs for police and other crisis-intervention services.

Fact: Inter-generational programming develops understanding between age groups — critically important in an aging society.

2.3 Community leisure is an ANTIDOTE TO RACIAL DISHARMONY.

Fact: Cross-cultural and inter-cultural recreation programming helps the races understand and appreciate each other; particularly effective when nurtured through play at young ages.

Fact: The strength of a community is increased through recreation opportunities that allow people to share their cultural differences and play and grow together.

Fact: Social interaction through recreation breaks down unfamiliarity and isolation, factors associated with racism; and promotes contact between different ethnic groups and the broader population.

2.4 Recreating together BUILDS STRONG FAMILIES, the foundation of a stronger society.

Fact: Families who recreate together tend to be closer, more cohesive, and improve their chances of staying together.

Fact: A strong and supportive family nurtures productive and involved children and youth. The strongly dysfunctional family, on the other hand, presents unfair challenges to the child — generating many demands for costly, alternative support services.

Fact: Leisure opportunities that allow for togetherness and sharing, promote closer, healthy relationships within the family — bonds that are essential to mental and social health.

2.5 COMMUNITY INVOLVEMENT AND OWNERSHIP is essential in an age of government devolution, restraint and cut-back. Leisure provides a good opportunity for this involvement to happen.

Fact: Community-run services (recreation, arts, culture and environmental) are responsive and cost-effective.

Fact: Community support for leisure and environmental services is an effective technique for building citizenship — critically important in Canada today.

Fact: Through community involvement, people play a stronger role in the equitable and fair allocation of local resources.

Fact: Communities learn to work together through the organization of local leisure activities. These skills are then often used to respond to other neighbourhood concerns, reducing the need for expensive institutional responses (e.g., social services, policing).

2.6 Integrated and accessible leisure services are the best way to SUPPORT THE DISABLED AND DISADVANTAGED.

Fact: Leisure is an important component in the quality of life of individual citizens, particularly if their full involvement in society is limited by a disability. Recreation responds to their right to accessibility and full participation.

Fact: Increasingly, individuals who have been previously institutionalized are capable of re-entering community life. Leisure provides the opportunity for others to get to know and support them while they are developing key life skills (often through leisure).

2.7 Leisure opportunities and facilities and the quality of the local environment are the foundations of COMMUNITY PRIDE.

Fact: Studies that identify the components of quality of life always focus on the quality of recreation opportunities and the quality of the urban environment (natural and man-made).

Fact: When communities compare themselves to one another, anxious to improve, they almost always evaluate their levels of open space, recreation facility and leisure program development.

Fact: Community pride is generated through leisure and park facilities, programs and voluntary commitment — this pride both reduces problems associated with alienation and distrust AND can be employed as a base to tackle even bigger challenges in the future.

Economic Benefits

3.1 PAY NOW OR PAY MORE LATER! Investment in recreation as a preventive health service makes sense.

Fact: Physical and mental health achieved through recreation and balanced, meaningful lifestyles reduces expensive health care costs.

Fact: A physically active and fit senior citizen is able to remain in the community longer, caring for him/herself. Investment in 'active living' for seniors is wise. The costly alternative of institutional care must be perceived as a last resort.

3.2 A fit work force is A PRODUCTIVE WORK FORCE.

Fact: Employees who adhere to a fitness program are more productive, absent less often and less likely to have an accident.

Fact: Firms that help provide for employee fitness and health programs experience decreased job turnover (in addition to the above benefits).

Fact: The confidence and personal development that one gains through the opportunity of leisure enhances the individual's ability to access more productive work roles, generally increasing the community's productivity (and GNP).

3.3 Small investments yield BIG ECONOMIC RETURNS.

Fact: Many studies have shown that financial investment in arts and cultural projects pays dividends throughout the community — the return is always greater than the original outlay.

Fact: Festivals and sporting events are good for the economy of a community or city — the money generated locally exceeds the public or private dollars invested (generally because of the

volunteer effort). Therefore, the direct dollars that are put in leverage the total investment in the economy.

Fact: Investment in the budget of a municipal parks and recreation department not only produces important services, it also has a multiplier effect that returns an average of 160% of the original amount to the community in real dollars. Twenty Ontario towns and cities have proven it by applying the Ministry of Tourism and Recreation 'Economic Impact Model'.

Fact: For every dollar spent by the Ministry of Tourism and Recreation (Recreation Division), $9 is generated in the provincial economy.

3.4 Parks and recreation services motivate BUSINESS RELOCATION AND EXPANSION in your community.

Fact: The economic development literature repeatedly stresses the attraction of local quality of life in the decision to move a firm to a new city. Parks and community leisure services are primary considerations and measures in such a move.

Fact: The information industries of the emerging economy can locate almost anywhere — no raw materials to be near, no heavy products to ship. The quality of life in your community will be more important than ever as an attraction.

3.5 Meaningful leisure services REDUCE COSTLY VANDALISM.

Fact: The provision of meaningful and involving activities for our young people really does deter costly, negative social behaviours (e.g., vandalism and petty crime).

Fact: The modern youth gang illustrates negative leisure behaviour — let's invest more in positive, preventive opportunities.

3.6 Leisure services enrich and complement protective services for LATCHKEY CHILDREN through after-school and other protective services.

Fact: Recreation services provide child care after school for the latchkey child AND during the summer months when the parent(s) is working. These services are essential in a world where the adults in a household must work to make ends meet.

Fact: More and more women are working. The need for constructive and enjoyable child care will continue to increase.

3.7 Recreation and park services are often the CATALYST FOR TOURISM, a growing sector in our economy.

Fact: The largest travel market is the VFR group (visiting friends and relatives). They spend a great deal of money in your community — largely in your parks and recreation facilities.

Fact: The parks, facilities and programs offered by our field are attractive to tourists and an essential ingredient of the tourism industry (particularly our leisure centres, galleries/museums, zoos, heritage centres, golf courses, conservation areas, and waterfront parks).

3.8 INVESTMENTS IN ENVIRONMENTAL PROTECTION PAY FOR THEMSELVES.

Fact: The conservation authorities provide parks while avoiding the extreme costs associated with poor water management — remember Hurricane Hazel!

Fact: Habitat protection and recreation provision is often the highest and best use of lands that are too fragile for development (e.g., slopes, aquifers, woodlots/urban lungs, floodways). The cost of not protecting these assets is incredibly high in the long run.

Environmental Benefits

4.1 Parks and open spaces bring beauty to an area while GIVING PEOPLE SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.

Fact: People need the diversity provided by natural spaces interspersed within an urban setting. Such diversity provides aesthetic value by adding colour and beauty.

Fact: An improved quality of life means people derive satisfaction from their existence and experience psychological benefits (e.g., improved state of mind).

4.2 The PUBLIC IS PREPARED TO PAY THE BILL for environmental protection in their communities.

Fact: Environmental protection is a key public sector responsibility — there are few other organizations or sectors that will assume the role.

Fact: Major Canadian polls over the past decade consistently list environment as the top, or one of the three most critical concerns of Canadians.

Fact: Research on the public's willingness to pay taxes for various types of services repeatedly places environmental protection at or near the top of the list.

4.3 Parks, open spaces and protected natural environments are ESSENTIAL TO THE ENVIRONMENTAL HEALTH OF OUR COMMUNITIES.

Fact: Trees help deal with the serious pollution problem caused by the use of fossil fuels (auto exhaust and home/office heating).

Fact: Clean water is essential for the protection of animals and humans who drink and eat the fish from it. Our children's health must

be considered when taking measures to protect and clean up waterways.

Fact: Wide belts of tall, dense trees and soft surfaces like grass, contribute significantly to the reduction of noise levels, a form of pollution we have become accustomed to in large urban centres.

4.4 Property tax revenues from the provision of parks and open spaces in established and new residential areas PROVIDE PAYBACKS TO A CITY while also investing in the environment.

Fact: Studies have revealed increases in property values when located near or adjacent to open spaces — a valuable way to gain increased tax revenue for local government.

Fact: Greenways which are predominantly open space with some recreational access and regular maintenance, yield the highest property value increases for adjacent residential developments.

Fact: Increased sale prices, marketability and faster sales often result when new housing developments occur in proximity to greenways, rivers and trails.

4.5 The trend toward natural environment based activities IS INSURANCE FOR A NEW AND DIFFERENT ENVIRONMENTAL FUTURE.

Fact: Increased public awareness and sensitivity about the environment allows citizens the opportunity to take a lead in environmental issues (e.g., pesticide use in parks).

Fact: Parks and recreation departments, through the provision of outdoor, natural based activities, can provide education about protection and preservation of natural areas while encouraging appropriate uses of outdoor areas for activities.

SUPPORT DOCUMENTATION
For Benefits Statements

Introduction

This section provides the most useful and well-documented information supporting the benefits statements provided earlier.

Documentation has been drawn from Ontario, other provinces within Canada, the United States and selected international sources. In each section the facts have been presented in order of importance based upon the literature that was reviewed. While they are grouped under certain categories, many have relevance to more than one area.

All of the references are fully documented in the accompanying bibliography (see the List of References on page 59).

The documentation pages have been written in a style that is useful for a wide range of people. Depending on the audience you are working with, you may wish **to personalize the messages in ways that are more impactful for their situation**.

The Personal Benefits

Personal Benefits

1.1 Physical recreation and fitness is a prerequisite to a FULL AND MEANINGFUL LIFE.

- In a tri-province report to the Inter-Provincial Conference of Ministers responsible for Recreation and Sport, empirical research demonstrated that regular participation in physical activity can lead to improved cardiovascular and respiratory functioning, as well as increased muscular and heart strength (Provinces of Alberta, Ontario and Prince Edward Island 1985). As well, it stressed that recreation is relevant in the promotion of health because it assists individuals in finding satisfaction during their discretionary time in activities that enhance their heath, lifestyles and life choices.

- The International Conference on Exercise, Fitness and Health (1988) brought together international scholars and scientists to establish a consensus about the knowledge base in the areas of exercise, fitness and health. It concluded that activity should be encouraged, since the active older adult experiences a reduction in the levels of certain coronary risk factors.

  In the same document, the authors conclude that there is some evidence that exercise is associated with social factors (e.g., maintenance of good interpersonal relationships, job performance).

- A U.K. study (Norris, Carroll, Cochrane 1990) involving male police officers found support for the hypothesis that exercise, in particular aerobic exercise, has positive effects on well-being.

- The U.S. Surgeon General's Workshop on Health Promotion and Aging (1989) notes that the maintenance of proper body weight is known to increase longevity and physical exercise contributes to achieving optimum body weight.

- Walking is an excellent activity for seniors because it is low impact, therefore the potential for injury is low (Moore 1989).

- Older people often experience a loss in aerobic power (oxygen uptake) which can have debilitating effects. In a longitudinal study, it was concluded that habitual exercise can be effective in preventing, or slowing, this decline (Kasch et al. 1990).

- Moderate and low-intensity long-term exercise were both found to improve fitness levels of older adults, prolong independent functioning and promote positive perceptions of well-being (Stevenson, Topp 1990).

- Raglin (1990) states that evidence from studies involving clinical samples indicates that the psychological benefits associated with exercise are comparable to gains found with standard forms of psychotherapy. It seems that exercise is associated with improvements in mood state and self-esteem.

1.2 Regular physical activity is THE VERY BEST HEALTH INSURANCE.

- The cardiovascular health of individuals benefits from a pattern of physical activity lasting 30 minutes or more every other day, at 50% of individual capacity or greater (Stephens, Craig 1990). Walking, gardening, swimming, bicycling, social dancing and home exercise all qualify as physical recreation and they are the most common forms of activities reported by one-third of the Canadian population.

- In the Journal of Gerontological Nursing, Moore (1989) finds that the benefits of regular physical activity (e.g., walking for seniors) include: improved cardiopulmonary function, lowered blood pressure, increased bone mineral content, increased muscle strength and joint flexibility, and improved psychological well-being.

- In an American review of 43 studies (considered by the Heart and Stroke Foundation of Ontario to have relevance to the Canadian population), the association between coronary heart disease (CHD) and physical activity was carefully analyzed. The findings indicated "a statistically significant inverse association between physical activity and CHD" (Morbidity and Mortality Weekly Report, 1987). Regular vigorous physical activity (20 minutes at least 3 times per week) is considered to be the optimum for reducing the risk of CHD. Less intensive but regularly scheduled activities can still reduce the risk when other health conditions need to be considered.

- David Suzuki, on his regular TV show The Nature of Things (1990–91), discussed with several doctors and specialists "the cholesterol factor" and related health concerns. Suzuki states, "Exercise actually improves our body chemistry. This discovery conveys a strong message of hope for all of us — especially the elderly. It means that most of us can reduce our risk of heart disease even if we are only able to exercise a modest amount. Medical researchers have discovered that regular exercise...increases the substance known as HDL — the so-called good cholesterol."

- Active people exhibit high concentrations of (1) high-density lipoprotein (HDL) cholesterol, (2) the ratio of HDL to low-density lipoprotein cholesterol, and (3) the apparently atherosclerosis-inhibiting HDL2 subfraction (The International Conference on Exercise, Fitness, and Health 1988). The same document states that properly managed exercise is recommended for the diabetic as well as the non-diabetic even when there are problems with glucose regulation. Exercise appears to reduce blood glucose levels and increase the effectiveness of insulin.

- "Active Living" is based on the premise that the benefits of physical activity go beyond the prevention of disease to include feeling better, having fun, socializing with others, increasing our abilities to function in daily life and gaining more control over our lives (Edwards 1990). Active living connects the mind, body and spirit in physical activity considered suitable by an individual and including all persons.

- In the case of overweight women, regular exercise combined with self-help lifestyle discussion groups, promotes physical fitness and psychological well-being (Lenskyj 1988).

- Raglin (1990) states that evidence from studies involving clinical samples indicates that the psychological benefits associated with exercise are comparable to gains found with standard forms of psychotherapy. It seems that exercise is associated with improvements in mood state and self-esteem.

- In a Canadian Medical Association Journal article (1990), a group of authors report that women who had participated in organized sports and fitness programs as children had significantly higher bone density values than women who had not. The study concludes that a high level of physical activity in childhood has a positive effect on attaining maximum peak bone density.

- Physically active individuals generally have greater bone mass than those who are more sedentary. Appropriate physical activity along with attention to overall good health is important for the prevention of osteoporosis (The International Conference on Exercise, Fitness, and Health 1988).

- In the prevention and management of osteoporosis, the strategy should include proper diet and nutrition, calcium balance and proper exercise (aerobic exercises three times per week or a minimum of walking two to three miles per day) (Proceedings of "Physical Activity and Aging — An Update" 1988).

- Dietary calcium in combination with regular exercise have been recommended for prevention and treatment of bone loss, especially after menopause (Lenskyj 1988).

1.3 Relaxation, rest and revitalization through the opportunity of leisure is ESSENTIAL TO STRESS MANAGEMENT in today's busy and demanding world.

- Several public opinion polls commissioned by the Ontario Ministry of Health (Health for All Ontario 1988) indicated that respondents ranked taking time to relax as a health-promoting behaviour along with spending time with family.

- The need for rest and leisure becomes strongly emphasised during the whole period of intensive care for children who have undergone open-heart surgery (Oksala, Merenmies 1989).

- Recreation and leisure pursuits provide people with the opportunity to release energy and emotions not being released in other aspects of their lives, e.g., outdoor adventure programs are an opportunity to escape to nature and can provide for a physical and emotional catharsis (Lynch, McCarney 1981; Ewert 1986).

- The greater the level of participation in recreation activities by people, the lower the level of depression experienced. A running program was found to be at least as effective as psychotherapy in reducing depression scale scores of psychiatric patients. Physical fitness was an effective means for managing stress (Griest et al. 1979).

- Evidence from Heywood's (1978) work indicates that positive and enjoyable recreation experiences can alleviate physiological and psychological tensions and stresses that confront people. This is cited in Recreation: A Major Vehicle for the Promotion of Health (1985).

- Lenskyj (1988) reports that a conditioning program can control the menopausal symptoms of depression for most women.

- Physical activity helps neutralize tension at work or in the family. Active living builds up resistance to stress (Edwards 1990).

- When asked to rate the importance of various factors to their health, Canadians gave the highest rating to adequate rest and sleep (Stephens, Craig 1990).

- Relaxation tends to alleviate many of the symptoms of stress. Activities that are done during leisure often happen in groups thereby strengthening social support ties that also appear to negate some negative aspects of stress (Baum, in press).

1.4 Meaningful leisure activity is an essential SOURCE OF SELF-ESTEEM AND DEVELOPS A POSITIVE SELF-IMAGE for many citizens.

- In a Tryfit demonstration project for disadvantaged women, all of the participants felt better about themselves as a result of the program which included a physical fitness and social component (Family Service Association of Metropolitan Toronto 1988).

- A community garden in the downtown region of a metropolitan city provides sole support women with a chance to supplement their food supply with fresh vegetables and fruits while they also gain a sense of self-esteem and control over a portion of their lives (Barrett, Hough 1987).

- In studies by Kelly, Steinkamp and Kelly (1986,1987), they revealed that no factor contributed as much to life satisfaction and social integration as leisure participation. Also, leisure activities which have some high degree of investment (e.g., a certain skill level acquired over time) will reflect enhanced feelings of competence, worth and self-expression.

- Social health, a part of active living, is closely linked to spiritual health in that it builds connections within oneself, and with others. For example, physically active people are more likely to volunteer in community activities (Edwards 1990).

- A report published by the Ontario Ministry of Tourism and Recreation on Ontario Volunteers (1990) indicates that one out of every four adults volunteers for a voluntary organization and 20 per cent of these people volunteer for leisure, sport, fitness and recreation organizations. They provide millions of hours of volunteer leadership in coaching, refereeing, judging, organizing events, and supervising or co-ordinating activities.

  This same report suggests that if volunteer leadership in recreation was translated into paid services it would reach billions of dollars in additional costs.

- The City of Toronto believes, as do other municipalities, that the effective delivery of recreation depends on citizen participation and the commitment of community volunteers through mechanisms like recreation advisory councils and facility boards of management (City of Toronto Department of Parks and Recreation 1989).

- Wicks (n.d.) advises including citizen groups in recreation planning and policy development to allow interaction between service providers and their clientele. This allows citizens involvement in the equitable and fair

allocation of municipal services throughout communities and may divert energies away from costly and time-consuming court cases. Communities that feel they have not received the same resources as other communities, have often taken their cases to litigation.

1.5 Leisure provides the opportunity to lead BALANCED LIVES and ACHIEVE OUR FULL POTENTIAL as human beings.

- "Active living is a way of life that values physical activity as an essential part of one's life experience. It is characterized by the integration of all forms of physical activity in daily routines and leisure pursuits throughout all aspects and stages of life" (Fitness Canada 1990). Active living connects the mind, body and spirit in physical activity (Edwards 1990).

- According to Csikszentmihalyi's work, elements of enjoyment are found in both work and recreation activities. The common characteristics of optimal experience are: a sense that one's skills are adequate for the challenges at hand; concentration so intense that people do not worry about problems; self-consciousness vanishes; and sense of time becomes distorted (Henderson, Bedini 1991).

- "The relationship between work and leisure in people's lives and the way we organize work, non-work, and leisure are likely to continue on much the same path as at present...Leisure and recreation will be viewed as complementary and supportive of the central focus of life which is work. For those people with continuous and uninterrupted employment, leisure will continue to be used as an instrument of recuperation and escape from the pressures of increased work intensity. For those people who are out of work, leisure will serve a supporting and secondary role to retraining and finding work. Keeping the body and mind in 'top condition' in anticipation of re-entering the work environment will be the main objective for those out of work" (Reid, Mannell 1991).

- Driver and Brown (1986), in their review of personal benefits of outdoor recreation, indicate the following benefits as just some of the important ones: improved self-image, self-actualization (or the ability to freely reach high levels of "being"), spiritual growth and development, enhanced creativity and aesthetic appreciation, and stimulation and opportunity for curiosity seeking.

- Wankel and Berger (1990) note that the level of challenge experienced in a game helps predict fun as experienced by the participants. Csikszentmihalyi's "flow theory" indicates that total immersion in an activity frequently results when an individual faces challenges that are appropriate to his/her skills.

- In a study using samples of wilderness users and the general population, Young and Crandall (1984) found wilderness users as a group to be more self-actualized than non-users. Potential users were also determined to be slightly more self-actualized than non-users.

- Hopkins (1982) reports that outward bound experience enhances self-esteem and self-awareness and increases self-confidence.

- Ewert (1983) found support from adults participating in an Outward Bound program indicating they choose to participate for the anticipated levels of adventure found in a challenging outdoor environment. For example, peak climbing, rock climbing and wilderness expeditions held high levels of importance for participants.

1.6 CHILDREN'S PLAY IS ESSENTIAL TO THE HUMAN DEVELOPMENT PROCESS — to short-change the child's early growth is to rob society of a productive citizen.

- Several studies cited in Ewert's (1986) article "Values, Benefits and Consequences of Participation in Outdoor Adventure Recreation" indicate that participation in such programs can be helpful in motivating students to improve their academic performance. Also, outdoor programs may be effective in helping an individual to develop concepts rather than rote memory, as well as problem solving skills and value-clarification skills.

- Play is an effective channel for the development of problem-solving skills in children (Barnett 1985). This is especially true if the opportunity for exploratory play is presented, e.g., play is allowed to happen in natural "bush" areas with trees as opposed to open grassed areas (Green 1988).

- Play environments have a great deal of potential for meeting the social, cognitive and physical developmental needs of disabled children. The potential is a function of the benefits derived from the play environment as well as the opportunity for disabled children to interact positively with non-disabled children in integrated settings (Wilkinson 1983). A high-quality play environment, one that provides adventure, social interaction, skill development, risk, variety, and mastery, is suitable for all children.

- The role that physical activity can play in contributing to the total development of a child is a frequently given reason for moving to daily physical education in schools (Robbins 1987). Many respondents believed that physical activity contributes to the enhancement and enrichment of learning in other curriculum areas. They perceived the benefits of a quality, daily physical education program to be: improvements in the psycho-social area, greater respect for others and property, improved general alertness and attitudes towards study and academic achievement, as well as enhanced self-concept.

- Evidence from an analysis of different studies dealing with exercise and sports warrants the conclusion that well-planned play and recreation experiences may be valuable in improving adjustment of individuals (Layman 1974).

- The Ontario Child Health Study (1986) is a province-wide survey of the psychiatric health of children aged four to sixteen. The study was a primary health **prevention** initiative, and results indicated that an emphasis on primary prevention including ambulatory medical care, mental health/social services (including recreation) and special education is warranted and would be useful in establishing prevention services.

- There is some support for suggesting that play is related to a child's creative ability. Through play experiences, children perform better on divergent thinking tasks.

  Play may contribute to creativity by means of a generalized transfer of a playful attitude to problem solving situations.

  Also, investigation and experimentation that happens in play may generate a transfer of novel responses to a task situation. Symbolic activity in play may facilitate a child's creative performance (Barnett, in press).

1.7 SAVE AN ADOLESCENT'S LIFE through the opportunity of leisure.

- In a study done by the United Community Services of Metropolitan Detroit (1987), a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of negative uses of leisure. Providing recreation programs is a means of strengthening individuals and the community by teaching positive attitudes and values that can be used in a variety of situations, e.g., educational, social, therapeutic.

- Recreation is viewed as an agent of social change in remote northern communities of Manitoba. Dr. Neil Winther (1989) outlines comments from a conference which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviours or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."

  Winther also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of power and control over people in remote communities. However, when these allied fields linked forces and began working with local youth, feelings of trust and friendship were created which improved the community situation. Also, when youth of the southern "white" society meet young people of remote settlements in Manitoba, they realize there are cultural differences while also recognizing that there does not need to be alienation. A unique culture and lifestyle is experienced.

- Dohner (1972) in a list of alternatives to drug abuse mentions meaningful work and pleasure. Meaningful pleasure or relaxation is a component of personal awareness development and recognition of an individual's inner resources.

- Outdoor adventure activities for people with limited physical ability give participants feelings of success and improved feelings of confidence (Searle 1989).

- Hopkins (1982) reports that outward bound experience enhances self-esteem and self-awareness and increases self-confidence.

- A study of London, Ontario's human service needs ("Listening to London" Task Force 1991) by the United Way of Greater London and the Department of Employment and Immigration Canada, indicates that

people working in social and community services with a treatment focus see the provision of affordable and accessible recreation as key to slowing the demand for more costly crisis intervention services. Providing adequate opportunities and supports is a long term investment in the healthiness of a community.

- Youth involved in athletics tend to stay in school longer and complete their education (National Park Service 1989).

The Social Benefits

2.1 Leisure leadership BUILDS STRONG COMMUNITIES.

- One out of every four adults in Ontario volunteers for a voluntary organization. Twenty per cent volunteer for sport, fitness or recreation organizations — coaching, organizing leagues and events, running community recreation programs, operating clubs, and sitting on municipal recreation committees (Ontario Ministry of Tourism and Recreation 1990).

- Recreation is seen as an effective way to provide people of differing cultures with a sense of community and an opportunity to interact with people from other ethnic backgrounds (City of Toronto Department of Parks and Recreation 1989).

- The City of Guelph Parks and Recreation Department took a lead role in initiating and supporting a full citizen pesticide review committee for City Council. The City adopted the majority of that committee's recommendations to dramatically reduce pesticide use immediately and to eliminate use altogether in all City of Guelph public open space by the year 1994 (Woodburn et al. 1991).

- The Toronto Children's Breakfast Club, established by the Metropolitan Toronto Housing Authority in 1984, provides resident volunteers with significant personal and job-related skill development opportunities. These include fundraising, food preparation and program organization at different sites where the programs are held (MTHA Communications Section 1990).

2.2 Community recreation reduces ALIENATION, LONELINESS AND ANTI-SOCIAL BEHAVIOURS.

- Recreation is viewed as an agent of social change in remote northern communities of Manitoba. Dr. Neil Winther (1989) outlines comments from a conference which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviours or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."

  Winther also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of power and control over people in remote communities. However, when these allied fields linked forces and began working with local youth, feelings of trust and friendship were created which improved the community situation.

- A National survey on volunteers, conducted by Statistics Canada, allowed data to be extracted on Ontario volunteers (Ontario Ministry of Tourism and Recreation 1990). In the analysis, 35% of the respondents rated meeting people and companionship as very important.

- Recreation can serve to overcome isolation, a most basic cause of racism, where ethnic and non-ethnic groups are not in contact with each other. Unfamiliarity leads to contempt and mistrust, thus the need for social interaction through recreation services (Lynch, McCarney 1981).

- In a study done by the United Community Services of Metropolitan Detroit (1987), a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of negative uses of leisure. Providing recreation programs is a means of strengthening the community by teaching positive attitudes and values that can be used in a variety of situations, e.g., educational, social, therapeutic.

- Recreation activities can serve to release tensions; fulfil desires for risk, challenge and competition; and act as an outlet for violence. It is a preventive approach that can be implemented before any unnecessary racial violence occurs (Lynch, McCarney 1981).

- Intergenerational programming allows for the development of other roles by the elderly (e.g., foster grandparent, tutor, advisor, friend) in order to foster self-fulfilment (Ontario Ministry of Tourism and Recreation 1987).

- The social need for recreation has been identified as a means for community involvement and an expression of citizenship. Through this, a sense of community and social contact is fostered in order to combat urban social problems like loneliness and isolation (Lynch, McCarney 1981).

- A study of London, Ontario's human service needs ("Listening to London" Task Force 1991) by the United Way of Greater London and the Department of Employment and Immigration Canada, indicates that people working in social and community services with a treatment focus see the provision of affordable and accessible recreation as key to slowing the demand for more costly crisis intervention services. Providing adequate opportunities and supports is a long term investment in the healthiness of a community.

2.3 Community leisure is an ANTIDOTE TO RACIAL DISHARMONY.

- Recreation activities can serve to release tensions; fulfil desires for risk, challenge and competition; and act as an outlet for violence. It is a preventive approach that can be implemented before any unnecessary racial violence occurs (Lynch, McCarney 1981).

- Unicultural activity often leads into intercultural participation. Some members of ethno-cultural seniors' clubs located in community centres eventually participate in other activities within the centre (Dembroski 1987).

  The same report indicates that the most effective way to bring people of different ethno-cultural groups together is through annual festivals where the uniqueness of each culture is shared through food, crafts, or entertainment.

- Recreation is seen as an effective way to provide people of differing cultures with a sense of community and an opportunity to interact with those from other ethnic backgrounds (City of Toronto Department of Parks and Recreation 1989).

- Cultural activities for older adults 65–74 have an impact on life satisfaction (Searle 1989).

2.4 Recreating together BUILDS STRONG FAMILIES, the foundation of a stronger society.

- Coughlin (1988), in his extensive work with families, states that leisure is the single most important force developing cohesive, healthy relationships between husbands and wives, and between parents and their children.

- A review of literature supporting recreation as a vehicle to a healthy society (1985) found support for family togetherness through recreation. Satisfaction gained from participation as a family in outdoor and social recreation opportunities leads to family cohesiveness. As well, family participation in recreation that requires high interaction results in mutual satisfaction for spouses.

- Families of women who took part in a Tryfit demonstration program enjoyed doing activities together outside of the program. The buddy system established to help motivate the group members grew into networks where participants had more than one buddy keeping in touch (Family Service Association of Metropolitan Toronto 1988).

- Camp has a positive impact on children who have cancer as well as their families (Smith, Gotlieb, Gurwitch, Blotcky 1987). Results of their study of a week long camping experience indicated a positive expansion of leisure activities and in the types of interactions family members had amongst each other.

- A close association with family members has a profound bearing on an older person's daily living and his/her overall recreation participation patterns. Older adults in small towns rely upon family members for much of their recreation (Payne, Johnson, Heywood, Smale 1990).

- The Report of the Advisory Committee on Children's Services (1990) indicates that promotion of the well-being of children and defending their entitlements must become society's highest priority. It is critical that promotion of increased physical, mental and social well-being for children occur through a system of interconnected and mutually supportive services working together. These services include recreation, the education and medical systems, public health, and child care services.

  Families are the cornerstone in promoting well-being and healthy development in children. Supporting families also requires combined efforts so that parents are able to balance their work and child-rearing responsibilities.

2.5 COMMUNITY INVOLVEMENT AND OWNERSHIP is essential in an age of government devolution, restraint and cut-back. Leisure provides a good opportunity for this involvement to happen.

- The effective delivery of recreation depends on citizen participation and the commitment of community volunteers through avenues like recreation advisory councils and facility boards of management (City of Toronto Department of Parks and Recreation 1990).

- The City of Guelph Parks and Recreation Department took a lead role in initiating and supporting a full citizen pesticide review committee for City Council. The City adopted the majority of that committee's recommendations to dramatically reduce pesticide use immediately and to eliminate use altogether in all City of Guelph public open space by the year 1994 (Woodburn et al. 1991).

- In the United States, Wicks (n.d.) identifies that including citizen groups in recreation services planning and policy development allows interaction between service providers and clientele. This has assisted in the equitable and fair allocation of municipal services throughout communities — a good preventive measure in keeping court cases and the resulting legal costs down.

- The social need for recreation has been identified as a means for community involvement and an expression of citizenship. Through this, a sense of community and social contact is fostered in order to combat urban social problems like loneliness and isolation (Lynch, McCarney 1981).

- Reid (n.d.), and a research team that reviewed the City of Sault Ste. Marie's unemployment rate and the recreation delivery system's response to that social problem, concluded that a community-development approach should be adopted. This approach, rather than a program approach, would strengthen community participation and integration, improve social conditions and services as well as **advance the interests of disadvantaged groups**.

2.6 Integrated and accessible leisure services are the best way to SUPPORT THE DISABLED AND DISADVANTAGED.

- Canada's Health Promotion Survey (1988) reports that an estimated 3,143,000 (16.1% of Canadians) 15 years and older, have some level of activity limitation because of a health problem. Leisure time and transportation are the most restricted activities for these people. Recreation constitutes a major opportunity for people with disabilities to socialize and enjoy social interaction. Leisure is a critical component to quality of life and contributes to health status (Perrin 1989).

- The benefits of a toy lending library have been documented by Lakeshore Toy Library (Toronto). For handicapped children, a toy library offers an experience to play in a non-clinical or integrated setting with exposure to other children and adults, and a chance to become a comfortable participant in the community.

- Jenkins et al. (1985) reports that handicapped children who were integrated into a normal educational program showed higher scores on social play measures than those in segregated settings.

- Outdoor adventure activities for people with limited physical ability give participants feelings of success and improved feelings of confidence (Searle 1989).

- Reid (n.d.), and a research team that reviewed the City of Sault Ste. Marie's unemployment rate and recreation delivery system, concluded that a community-development approach be adopted. This approach, rather than a program approach, would strengthen community participation and integration, improve social conditions and services as well as advance the interests of disadvantaged groups.

- Ward (1990) indicates in his study of the recreational needs of homeless and recently homeless people that good recreational opportunities are essential and can make substantial differences to the quality of life for those tending to survival matters like shelter, food and jobs. Accessibility to recreation opportunities increases self-esteem and provides a wide range of choices for being involved in community activities.

2.7 Leisure opportunities and facilities and the quality of the local environment are the foundations of COMMUNITY PRIDE.

- Marsh, Good and Seabrooke (1989), in a study of directors of parks and recreation in Ontario, determined that the economic roles of urban parks were not the primary reason for justification. Personal-oriented roles (e.g., children's play), aesthetics and strengthening the city's identity were the strongest justifications.

- "Greenways, rivers, and trails can play an important role in increasing a community's quality of life, and are attractive to businesses and corporations. Office site locations adjacent to rivers, trails and greenways are also likely to be more attractive to prospective tenants than sites lacking such amenities" (National Park Service 1990).

- The open space system in Calgary provides a number of benefits to users and non-users alike because it is viewed as contributing to the aesthetic appeal of the community and results in civic identity and pride (Balmer, Harper 1989).

- Muller (1990) studied what aspects of city life makes the citizens of Toronto, Montreal and Vancouver happiest. For people in Montreal, overall satisfaction depended on recreational facilities while in Toronto and Montreal satisfaction with recreation facilities was second most important. Thus he concluded that a city's recreation amenities have a strong influence on whether or not residents will find happiness, satisfaction and the desire to stay in the city where they live, work and play.

- In a review of research studies, Allen (in press) found that there is conceptual and empirical support for recreation and leisure areas, services and opportunities as contributors to community life satisfaction. He cites one study by Allen and Beattie (1984) that found a recreation dimension to be the best predictor of overall satisfaction with community life and a subsequent study by Allen et al. (1987) that indicated the recreation dimension to be the third best predictor of community life satisfaction.

- In the United States, Wicks (n.d.) identifies that including citizen groups in recreation services planning and policy development allows interaction between service providers and clientele. This has assisted in the equitable and fair allocation of municipal services throughout communities — a good preventive measure in keeping court cases and the resulting legal costs down.

The Economic Benefits

Economic Benefits

3.1 PAY NOW OR PAY MORE LATER! Investment in recreation as a preventive health service makes sense.

- A study in 1976 of Ontario Health Insurance Plan (OHIP) participants indicated if all adults 20 to 69 years of age reached a modest level of aerobic fitness, the immediate annual savings in OHIP payments would be $31 million. Also, the associated decrease of coronary factors would lower future OHIP costs by an additional $13 million per year (Fitness Canada 1988).

  Another Canadian study done in 1983 and focusing on corporate health-care costs, showed that OHIP costs increased sharply at one corporation while showing almost no change at an experimental company that had a fitness program for employees. A direct saving to OHIP was calculated at $130. per participant.

- Exercise produces fiscal benefits which can outweigh immediate program costs (The International Conference on Exercise, Fitness, and Health 1988). Regular activity may reduce the incidence and severity of chronic disease and perhaps extend the lifespan by a few years. The benefits are a reduction in demands for acute and chronic medical services, lower indirect costs of illness, and less costly physical dependence during retirement.

- A 1988 Australian study (Department of the Arts, Sport, the Environment, Tourism and Territories) looking at heart disease, estimates potential savings of $103.75 million for every 10% of the population which is active. When examining low back pain, the potential estimated saving was $48.8 million.

- The "Listening to London" Task Force (1991) on human services needs indicated that a significant theme was preventive leisure programming and meeting peoples' needs before expensive and specialized treatment services were necessary.

3.2 A fit work force is A PRODUCTIVE WORK FORCE.

- There is an increasing interest in the preventive health efforts that employee fitness programs can contribute especially in corporate settings. Research cited in Dr. Michael Cox's article on Costs and Benefits (Fitness Canada, 1988) illustrates the links between fitness, productivity, absenteeism, industrial injuries, and employee turnover.

  The Canada Life Assurance Company study (Cox et al. 1981) showed a 22 percent reduction in absenteeism for employees participating regularly in a fitness program compared with non-participants and employees from a similar, nearby company. Productivity was shown to increase by seven percent. With reduced employee turnover, large economic gains were realized because fitness program adherents showed less turnover than non-participants.

  The same document refers to a study at Esso Resources in Calgary where participation in aerobic fitness and strength training activities related significantly to reduced absence from work and days absent from work. Similar results were found when workers in the industrial sector were studied. Also, in a Los Angeles study of fire fighters, significant decreases in disabling injuries and reduced workers' compensation costs were found for those participating in fitness activities.

- In 1987 a survey of business students in the Greater Cincinnati area revealed that those students who believe that good physical fitness contributes to increased job productivity are more likely to perceive an employee fitness centre as a deciding factor in choosing a company to work for (Isaksen, Crabtree 1987).

- A consensus statement concludes that industrial benefits from appropriate types of fitness programming include an enhancement of corporate image, an increase of worker satisfaction and productivity, a decrease of absenteeism and personnel turnover, and in some situations, a decrease of industrial injuries (The International Conference on Exercise, Fitness and Health, 1988).

- Highlights of the 1988 Campbell's Survey on The Well Being of Canadians indicates that employed Canadians who maintained or increased their activity level from 1981 to 1988 were more likely than others to report access to a variety of recreational opportunities near work, especially organized activities like fitness classes and team activities. Such opportunities appear to play a role in the maintenance or cessation of an active lifestyle (Stephens, Craig 1990).

3.3 Small investments yield BIG ECONOMIC RETURNS.

- A major study by the Ontario Ministry of Tourism and Recreation estimated that the economic impact of total Recreation Division expenditures is about 1:9.07 or for every dollar spent by the Division, $9.07 is generated in the provincial economy (Berger 1983). Two case studies were analyzed for further information: ice skating (exclusive of recreational skating) and the city of Sault Ste. Marie.

- In a case study of two short-term recreation based tourism events (amateur hockey tournaments) in Sarnia, Ontario, one conclusion reached was that the economic returns of the events far outweighed their costs (Department of Parks and Recreation City of Sarnia 1984).

  Direct expenditures (and estimated indirect expenditures) made by participants and their families were great, even when calculated to provide a conservative result.

- According to a literature review of municipalities across Canada, one of the benefits of support for art and cultural development is increased tax revenues resulting from job creation (Municipal Arts Policy Advisory Committee, City of Thunder Bay 1990).

- A study to estimate the economic contribution of golf to the Arizona economy found that the golf scene was responsible for creating 12,403 full and part time jobs, generating $155,802,800 in wages, supporting 50 employees elsewhere in the state economy for each employee in the golf industry, and generating $0.40 in income for every dollar paid in wages at golf courses (Barkley n.d.).

- Alpine skiing in Quebec generates a higher number of jobs in the province than the manufacturing industry and has a lower volume of imports (Canadian Ski Council 1991).

- Municipal governments can assess the economic implications of municipally-supported recreation activities on the local economy by using the Economic Impact Model for Municipal Recreation (Ministry of Tourism and Recreation 1988). The model is designed to identify changes in the economic impact in order to adjust planning and resources. It also acts as an effective planning and management tool.

- Numerous towns and cities in Ontario have applied the Economic Impact Model for Municipal Recreation (Ministry of Tourism and Recreation 1988). Places like Peterborough, Red Lake, Woolich Township, Uxbridge, Midland and Burlington have analyzed how municipal expenditures in

recreation have affected expenditure patterns in the private and public sectors of their communities. Each have determined what the economic multiplier is for their community.

- A study by Goaltech Management Ltd. (1990) for the Saskatchewan Parks and Recreation Association Inc. showed conclusively that the three types of parks studied (national, provincial, urban/regional) have "significant impact on the Saskatchewan economy".

3.4 Parks and recreation services motivate BUSINESS RELOCATION AND EXPANSION in your community.

- Documents produced by the National Park Service in the United States cite numerous examples based on different communities that support quality of life as the main factor in locating a business (National Park Service 1990). Quality of life includes convenient access to natural settings; recreational and cultural opportunities and open space; and greenways, rivers and trails adjacent to office sites.

  These documents provide many ways of calculating economic impacts of parks and recreation and many, many examples of case studies and economic "zingers" to assist in selling parks and recreation services. Some examples are:

  > Quality of life for employees was the third most important factor in locating a business, according to an annual survey of chief executive officers conducted by Cushman and Wakefield in 1989.
  >
  > The Joint Economic Committee of the U.S. Congress reported that a city's quality of life is more important than purely business-related factors when it comes to attracting new businesses.
  >
  > Location of a business on the San Antonio, Texas Riverwalk is considered very desirable. It provides a retreat for employees during lunch and offers a valuable greenspace in the central business district.
  >
  > The American River Bike Trail in Sacramento, California, is included as an important outdoor recreation amenity in the Chamber of Commerce's publication All About Business in Sacramento.
  >
  > Greenways help promote fitness by providing convenient opportunities for exercise (walking, jogging, exercise courses). Greenways and trails also help reduce firms' employees' commuting costs because they provide opportunities to commute by foot or bicycle and they offer an alternative to using congested roadways to get to work.

3.5 Meaningful leisure services REDUCE COSTLY VANDALISM.

- Recreation is viewed as an agent of social change in remote northern communities of Manitoba. Dr. Neil Winther (1989) outlines comments from a conference which reinforce the statement that recreation is a powerful social force. "The delegates [representatives of 35,000 Native Manitobans] felt that recreation is an essential service that can help alleviate or lessen the impact of negative behaviours or problems. The majority of participants felt that positive leisure opportunities must be provided for people in their communities to help prevent negative leisure time pursuits."

  Winther also indicates that many outside agencies (nursing stations, police, schools) are vandalized because they are perceived to hold positions of power and control over people in remote communities. However, when these allied fields linked forces and began working with local youth, feelings of trust and friendship were created which improved the community situation.

- When PALS (Participate and Learn Skills) was initiated for poor children in a U.S. community, a cost-benefit analysis indicated that savings, primarily in reduced vandalism, police and fire costs, greatly exceeded the cost of mounting the program (Child Psychology and Psychiatry 1989).

- In a study done by the United Community Services of Metropolitan Detroit (1987), a review of community activities indicates that a basic philosophy of all the different agencies involved is prevention of negative uses of leisure. Providing recreation programs helps strengthen the community by teaching positive attitudes and values that can be used in a variety of situations, e.g., educational, social, therapeutic.

- In the United States in 1986, the annual cost per person incarcerated averaged $27,000. This reflects a higher cost than sending one student to Harvard or Stanford for one year (National Park Service 1989).

- A survey of the attitudes of correctional staff towards recreation programs at the Ontario Correctional Institute (Wolfus 1988), indicated that the three most important rehabilitation roles of recreation were teaching residents how to make new friends, how to become part of a group, and how to plan their free time.

- Recreation and fitness programs can provide positive activities for youth leisure time. It costs more than one hundred times per youth to incarcerate a child than it does to provide recreation programs (National Park Service 1989).

3.6 Leisure services enrich and complement protective services for LATCHKEY CHILDREN through after-school and other protective services.

- The Metropolitan Toronto Housing Authority (1990) initiated the Toronto Children's Breakfast Club in 1984 to provide the children of working parents with early morning supervision and a nutritious meal before school. Over 30 MTHA communities have been serving about 4500 children with a hot breakfast on a regular basis. A substantial contribution to the participating communities has been made. In addition, significant improvements in scholastic performance and behavioural problems among young children have been made.

- The Report of the Advisory Committee on Children's Services (1990) indicates that promotion of the well-being of children and defending their entitlements must become society's highest priority. It is critical that promotion of increased physical, mental and social well-being for children occur through a system of interconnected and mutually supportive services working together. These services include recreation, the education and medical systems, public health, and child care services.

  Families are the cornerstone in promoting well-being and healthy development in children. Supporting families also requires combined efforts so that parents are able to balance their work and child-rearing responsibilities.

- Recent studies show disturbing trends: greater degrees of truancy, dropping out of school, drug abuse and childhood depression are found among children who regularly come home to an empty house. A joint U.S. and Canadian school age program development task force established a commitment to family life — support of people as they try to make their own unique family the best possible social structure for themselves (Task Force of the Urban Group and Metropolitan Cities Consortium of YMCAs 1982).

  One way the YMCAs' School Age Child Care is responding is assisting families in their abilities to work and play together, and providing program activities that are geared for physical, mental, social and spiritual development.

- Science News (1989) reports that a study by Jean L. Richardson, University of Southern California in Los Angeles, of 4,932 middle-class eighth-graders attending public schools indicates that the children at highest risk of substance use were the 28.6 percent who spent the most unsupervised time after school (11 hours or more per week). Those

students were twice as likely to use alcohol, cigarettes or marijuana compared with students who had constant adult supervision after school.

Thus, structured after-school programs (like those of the YMCA and other organizations) provide an invaluable service to working parents.

3.7 Recreation and park services are often the CATALYST FOR TOURISM, a growing sector in our economy.

- In a case study of two short-term recreation based tourism events (amateur hockey tournaments) in Sarnia, Ontario, one conclusion reached was that the economic returns of the events far outweighed their costs (Department of Parks and Recreation City of Sarnia 1984).

- The economic impact of the Peterborough Church League Atom Hockey Tournament in 1982 (Marsh 1984) resulted in $165,165 in expenditures in the city. A larger proportion of this expenditure was made by distant teams who needed hotel accommodation.

- Snowmobiling in the province of Ontario has grown tremendously within the last five years. Registered snowmobiles have increased by 33%. This winter activity has contributed to the economy of towns, especially single economy ones, by boosting tourism and related seasonal business (e.g., lodging and meals purchased by visiting snowmobile clubs) (Restaurant News 1991).

- Getz and Frisby (1990) cite that the goals of festivals and special events often include generating revenue, increasing tourism, fostering appreciation of the arts, heritage, and multiculturalism, creating leisure opportunities for visitors, creating a positive community image and encouraging local leadership and community development. They indicate that municipalities support festivals and special events by providing grant facilities, finances, staff, clean-up, equipment, and promotions.

- Travellers are attracted to education oriented experiences provided by cultural and historic sites. One of the fastest growing areas of tourism in the U.S. includes cultural and historic community festivals, events and competitions. This is a boon to community-based tourism (National Park Service 1990).

3.8 INVESTMENTS IN ENVIRONMENTAL PROTECTION PAY FOR THEMSELVES.

- An environmental benefit, before it can accrue to persons, must first maintain, improve or prevent degradation of the natural world. The immediate beneficiary is not humans; they are the secondary beneficiary. The environment is the direct beneficiary. For example, trees can be in good or bad condition; ecosystems can be stable or degraded. Human behaviour can hurt or help the vitality of all these things. So the environment can be benefitted.

  Human well-being is tied into the condition of natural things. When resources are used for human benefit, it often follows that wildlife, forests, species and ecosystems suffer. For example, industry, agriculture, and business are in conflict with preservation. So renewability or conservation is good economically. It causes us to use less of our resource base (Rolston III, in press).

- Use of geologically or environmentally sensitive areas for open space or recreation purposes can reduce potential property damage costs and loss of life. Hazards which can be mitigated through conservation of open space include flooding, slope instability, structural fire damage, and earthquake losses. For example, Johnson County, Kansas leaders expected to spend $120 million on stormwater control projects but voters passed a $600,000. levy to develop a county-wide streamway park system. This system addresses flooding while providing a valuable recreation resource (National Park Service 1990).

The Environmental Benefits

4.1 Parks and open spaces bring beauty to an area while GIVING PEOPLE SATISFACTION AND IMPROVING THEIR QUALITY OF LIFE.

- The Ontario Trails Council represents over twenty organizations with almost 500,000 members from urban and rural areas of Ontario. They state firmly that trails offer environmentally friendly solutions to Ontario's social, economic, cultural, and wellness needs (Ontario Trails Council 1990). Trails contribute to provision of low cost recreation, heritage preservation (value given to natural and historic qualities of corridors), and community pride and distinction.

- Public involvement in a voluntary environmental organization like a waterfront trail development group allows opportunities for the public to develop awareness of recreational and environmental values and provide valuable input into planning of sensitive environmental areas and appropriate recreation activities. Some examples are organizing hikes, being trail guides, developing promotional material, and acting as advocates with local municipalities (The Royal Commission on the Future of the Toronto Waterfront 1990).

- In an American study of the use of urban parks, Godbey and Blazey found that use by older adults contributed positively to their mental health. Those who used the parks seemed to have a positive state of mind (Searle 1989). Also, a study by Ulrich and Addoms indicated that great importance is attached to the passive nature benefits of a residential park, e.g., aesthetic amenity, environmental variety, and contact with nature. Even low users reported benefits from such parks.

- Nature and water are environmental features which evoke pleasure and relaxation responses in most persons (Hull, in press).

- Searle's review of literature (1989) found that awareness of a park's presence is a psychological benefit not dependent on frequency of use.

4.2 The PUBLIC IS PREPARED TO PAY THE BILL for environmental protection in their communities.

- Total recreation benefits are defined as the sum of the maximum amount individuals are willing to pay to engage in a recreation activity rather than forego it. This concept is known as willingness-to-pay and is an appropriate economic measure of the benefits of outdoor recreation (National Park Service 1990).

- Proof of support for conservation programs has been evidenced in taxpayer donations. In Colorado, state income tax voluntary contributions to non-game wildlife programs generated sizeable revenues between 1978 and 1980 (National Park Service 1990).

- Only six percent of the American public uses wilderness areas, yet 60 to 95 percent are willing to be taxed to support preservation of wilderness areas (National Park Service 1990).

- Marsh, Good and Seabrooke (1989), in a study of directors of parks and recreation in Ontario, determined that the economic roles of urban parks were not the primary reason for justification. Personal-oriented roles (e.g., children's play), aesthetics and strengthening the city's identity were the strongest justifications.

- Use of geologically or environmentally sensitive areas for open space or recreation purposes can reduce potential property damage costs and loss of life. Hazards which can be mitigated through conservation of open space include flooding, slope instability, structural fire damage, and earthquake losses. For example, Johnson County, Kansas leaders expected to spend $120 million on stormwater control projects but voters passed a $600,000. levy to develop a county-wide streamway park system. This system addresses flooding while providing a valuable recreation resource (National Park Service 1990).

4.3 Parks, open spaces and protected natural environments are ESSENTIAL TO THE ENVIRONMENTAL HEALTH OF OUR COMMUNITIES.

- Greenways which help conserve plants and trees provide a valuable contribution toward pollution control because they mitigate water, air and noise pollution (National Park Service 1990).

- Watershed (Royal Commission on the Future of the Toronto Waterfront 1990) outlines in detail, our human dependency on the environment and the connections we have to the ecosystem. It provides many examples of the types of recreation limitations placed upon us through misdirected policies and mismanagement of the environment while also acknowledging the importance of correcting the situation so that recreation benefits for individuals and groups can be experienced.

- In exploring the perceived benefits of Calgary's public leisure services, Balmer and Harper (1989) asked key decision makers and community leaders to rank the relative importance of each benefit. The benefit receiving the highest level of importance was basic service to poorer residents followed by **protection of natural environments**. A National panel of experts then assessed the degree to which traditional parks and recreation services (like parks and facilities) help to respond to perceived benefits. Neighbourhood mini and community parks, regional parks, and natural areas were seen as supportive of protection of natural areas.

- Brantford Parks and Recreation has a valuable partnership with S.C. Johnson and Son Ltd. The corporation has provided valuable funds for a tree planting program in this city and has been involved in an annual tree planting program with elementary schools and neighbourhood associations. S.C. Johnson has examined a way of supporting a larger tree planting program throughout the province of Ontario in conjunction with the Ministry of Natural Resources (NOW — The Ontario Recreation Society Newsletter 1991).

- The Ministry of Natural Resources, in partnership with the Ontario Science Centre and conservation groups (Trout Unlimited), is working to restore the geomorphology of the Don River by recreating the riffles and pools necessary for many aquatic animals and plants (Newsletter of the Canadian Waterfront Resource Centre 1991). Public participation with this project has been developed by displays at the Ontario Science Centre.

- Eagles (1980), in his work on describing recreation in the natural environment, outlines a series of ten diverse attitudes towards the natural environment, i.e., negativistic, dominionistic, utilitarian, scientistic,

neutralistic, aesthetic, naturalistic, ecologistic, humanistic, moralistic. Each attitude is defined by key indicators that describe feelings, common manifestations associated with each attitude, and then examples of activities. He points out the need to protect ecosystems for their own sake in view of the conflict between parks, which house important and sensitive landscapes, and use of these parks for public recreation.

4.4 Property tax revenues from the provision of parks and open spaces in established and new residential areas PROVIDE PAYBACKS TO A CITY while also investing in the environment.

- Many studies have revealed increases in property values where the property is located near or adjacent to open spaces, including traditional parks, greenbelts (large open space areas) and greenways. Some studies have further determined that the potential for an increase in property value depends upon the characteristics of the open space and the orientation of surrounding properties. For example, property value increases are likely to be highest near greenways that: highlight open space not highly developed facilities; have limited vehicular access; and have effective maintenance and security (National Park Service 1990).

- An increase in property values generally results in increased property tax for local governments. For example, a study in Boulder, Colorado revealed the aggregate property value for one neighbourhood was approximately $5.4 million greater than if there had been no greenbelt. This results in about $500,000. additional potential property tax revenue annually (National Park Service 1990).

- Proximity of residential developments to greenways, rivers and trails can increase sales price and the marketability of adjacent properties as well as promoting faster sales (National Park Service 1990).

- A study of the economic significance of Saskatchewan parks illustrates that substantial returns are realized on taxpayers dollars spent in the development, operations and maintenance of parks (Goaltech Management Ltd. 1990).

4.5 The trend toward natural environment based activities IS INSURANCE FOR A NEW AND DIFFERENT ENVIRONMENTAL FUTURE.

- Membership in environmental groups is soaring and a trend toward natural environment based recreational activities indicates strong emphasis on nature learning (Foot 1990).

- Public involvement in a voluntary environmental organization like a waterfront trail development group allows opportunities for the public to develop awareness of recreational and environmental values and provide valuable input into the planning of sensitive areas and appropriate recreation activities. Some examples are organizing hikes, being trail guides, developing promotional material, and acting as advocates with local municipalities (The Royal Commission on the Future of the Toronto Waterfront 1990).

- The City of North York, between 1980 and 1984, developed many productive partnerships with individual citizens, and a wide variety of "nature" related organizations. For example, North York Parks staff and the Toronto Field Naturalists made an inventory of significant natural areas, culminating in a report on natural areas in parks; with local schools, they worked to plant trees and educate students about the value of natural areas. As well, a naturalization process has been followed in some park areas so that regeneration of natural habitat could occur (Newsletter of the Canadian Waterfront Resource Centre 1991).

- Outdoor education/recreation is the best available method for fostering environmental sensitivity (Roggenbuck, Loomis, Dagostino, in press). Long-term experience with relatively pristine environments beginning at an early age, has prompted active citizen conservationists and educators to be involved and successful in environmental issues. Outdoor experiences include activities such as hunting, fishing, family vacations/outings, and camping begun early in life and continued to present.

- Dr. David Foot's article on The Age of Outdoor Recreation in Canada (Recreation Canada 1990) suggests that the influence of population growth and aging on recreational activities will see a gradual focus away from facility based recreational activities towards natural environment based recreational activities. To the year 2001, birdwatching will likely be the fastest growing outdoor recreational activity.

- The City of Sudbury has adopted a Community Leisure Plan (1990) that will move them strongly towards protection, preservation, enhancement and development of the natural environment.

- Outdoor activities showing an upward trend include: cycling, walking for fitness and pleasure, swimming, soccer, softball, urban gardening, golf, backpacking, birdwatching, orienteering, nature study, hunting, cricket and baseball (Wilkinson, Daigle et al. 1991). Environmental education will become a priority recreation service. In particular, the approach to educating people for leisure will need to incorporate environmental awareness.

- The most popular physical leisure activities among Ontarians include going for walks (36% of Ontarians walk regularly or occasionally), skiing (downhill, cross-country and water-skiing), swimming and bicycling (Ontario Ministry of Tourism and Recreation 1991).

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PARKS AND RECREATION FEDERATION OF ONTARIO

CATALOGUE OF THE BENEFITS OF PARKS AND RECREATION--UPDATE SHEET

This is volume one of the Catalogue of the Benefits of Parks and Recreation, one of the primary products of the Recreation: An Essential Service Project. Even though the scan for arguments that support our field have been extensive, the management committee feel that there are other arguments that are supportable, and that can be proven by solid data or research. We are asking you to take the opportunity to contribute to future volumes of this catalogue by submitting information on other arguments that may have been missed, or additional sources of research that support the existing arguments that we have compiled.

BENEFIT AREA (CIRCLE) PERSONAL SOCIAL ECONOMIC ENVIRONMENT

DESCRIPTION OF BENEFIT

SUPPORT DOCUMENTATION AND SOURCE

NAME AND CONTACT ADDRESS FOR FURTHER CLARIFICATION

Please return this form to:

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