

# COMMUNITY DEVELOPMENT TOOLS FOR ADVANCING RECREATION

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On the Hunt for Quality Recreation  
2017 Saskatchewan Parks and Recreation Association  
Conference

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# overview

» context

» strange bedfellows?

» innovative strategies

» parting words



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# context

- » “Framework for Recreation in Canada”
- » limited local/regional financial resources
- » changing dynamics in communities

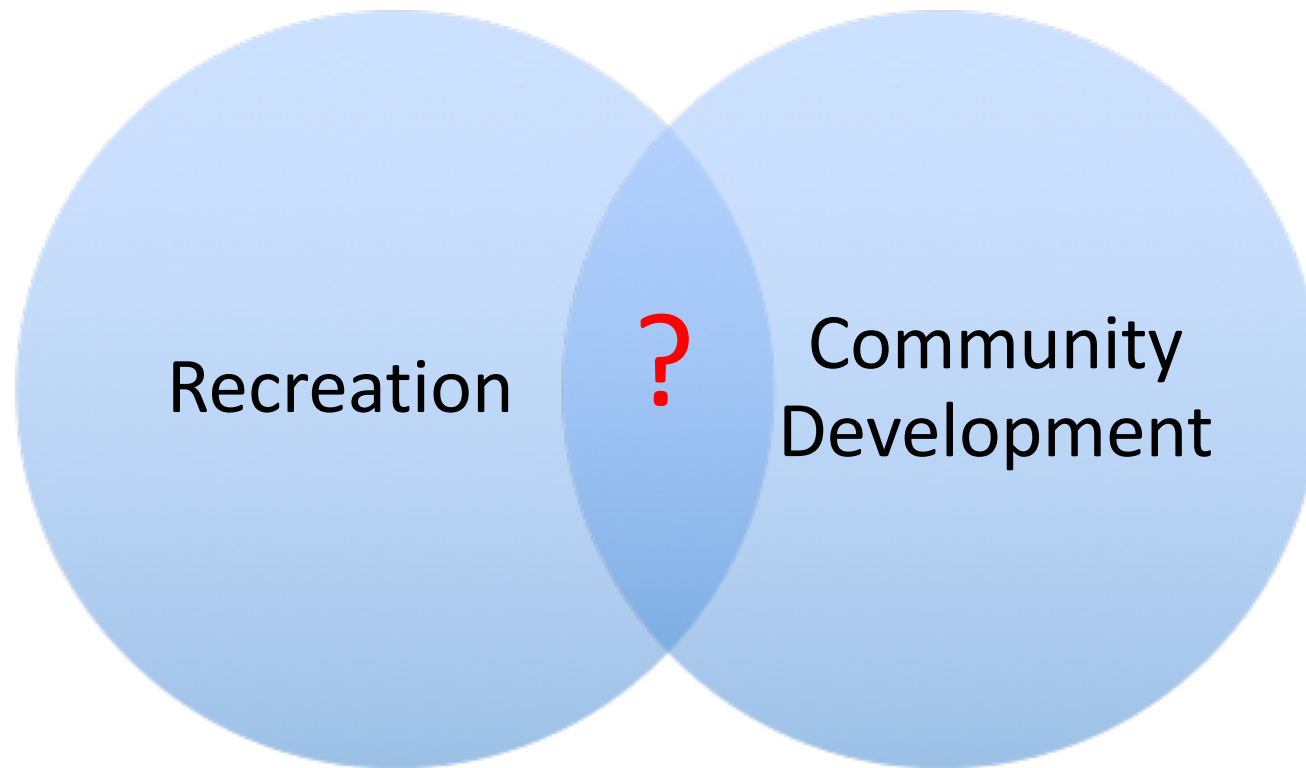


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# strange bedfellows?



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# strange bedfellows?



## Goal 1: Active Living

Foster active living through physical recreation.



## Goal 2: Inclusion and Access

Increase inclusion and access to recreation for populations that face constraints to participation.



## Goal 3: Connecting People and Nature

Help people connect to nature through recreation.



## Goal 4

Ensure physical recreation that enhances community well-being.



## Goal 5

Ensure sustainable recreation.



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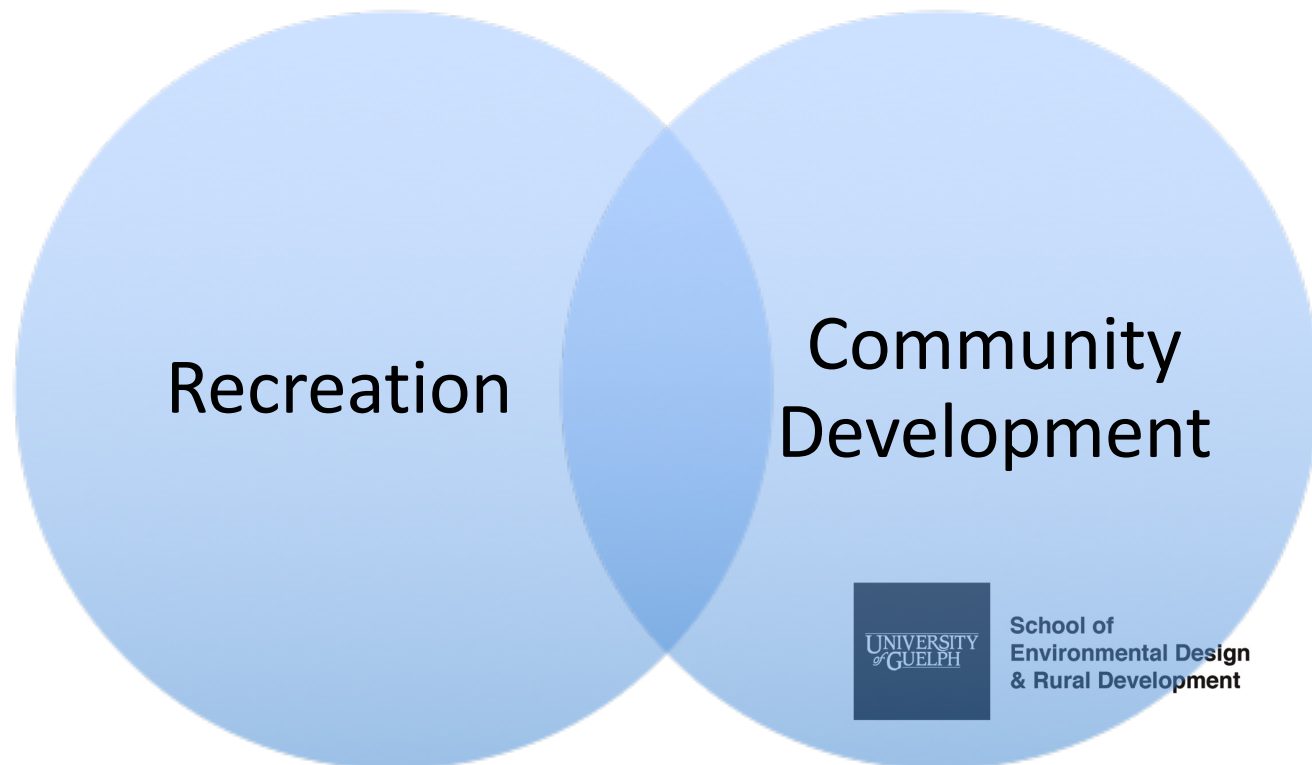
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# strange bedfellows?

Overlaps in

- » audience
- » infrastructure
- » mandate
- » ...



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# Community Development Tools



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# PHOTOVOICE

a method that enables people to define for themselves and others, including policy makers, what is worth remembering and what needs to be changed.

*Wang and Burris, 1997, p. 369*



# GOALS OF PHOTOVOICE

- To enable people to record and reflect their community's strengths and concerns,
- To promote critical dialogue and knowledge about important community strengths and concerns,
- To reach policy makers
- To contribute to development practice
- To contribute and advance theory





# IMPLEMENTING PHOTOVOICE

1. Conceptualizing the problem
  2. Defining goals/objectives
  3. Selecting sites/unit of analysis
  4. Sampling and recruitment
  5. Taking photos/data collection
  6. Analysis
  7. Dissemination
- 



## Benefits

- Provide a voice to non-traditional populations
- Involves individuals as agents of change
- Opportunity to engage participants at multiple stages, enhancing empowerment and analysis
- Rich data collected (photographs and interviews)

## Challenges

- Limited to what can be observed
- Considerable time and energy; potentially cost
- Familiarity with photography can vary by individuals within target audience.
- Ethical considerations, depending on the unit of analysis



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# COMMUNITY THROUGH THE EYES OF YOUTH

# Leaf Rapids – A community in transition

- 1971 created to meet mining demands
- Mine closure in 2002; population decline exceeding 75%
- Regional development research initiative funded to examine transitions, planning, and policy implications



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# changes



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# My brother playing soccer



Soccer is something that is developing in our community. Souris used to be a hockey town but now there are so many more sports that people enjoy.

Natasha age 16



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Sports are important to me and my community. They encourage people to come together and have fun.

Cassie age 17

# asset based community development

» local assets are the foundation to sustainable community development

» may need to re-envision what is an asset



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# process

- » an **inventory** of all the good things about your community
- » a **ranking** of the most valued aspects of your community
- » the **reasons** why people place high value on assets in your community



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# ***Community Asset Inventory***

## **Political Assets**

Elected and appointed officials  
Representatives of political groups

## **Built Infrastructure Assets**

Utilities  
Telecommunications  
Healthcare facilities  
Industrial parks  
Main Street  
Farmers market  
Recreation center

## **Human Assets**

Organizations that enrich the community  
Schools,  
Government agencies,  
Healthcare providers,  
Economic developers

## **Natural Assets**

Special geographic features (mountains, rivers, lakes, trees etc.)  
Outdoor recreation opportunities (hunting, fishing, biking, hiking, canoeing, camping...)  
Parks  
Farms and Ranches

## **Financial Assets**

Sources of funding  
Incentive programs  
Banks  
Private foundations  
Not for profit organizations

## **Social Networks**

Civic organizations  
Agricultural organizations  
Choirs  
Book clubs  
Youth groups

## **Cultural Assets**

Museums  
Historical places  
Annual festivals  
Studio Arts  
Spiritual groups  
Performing Arts  
Culinary Arts



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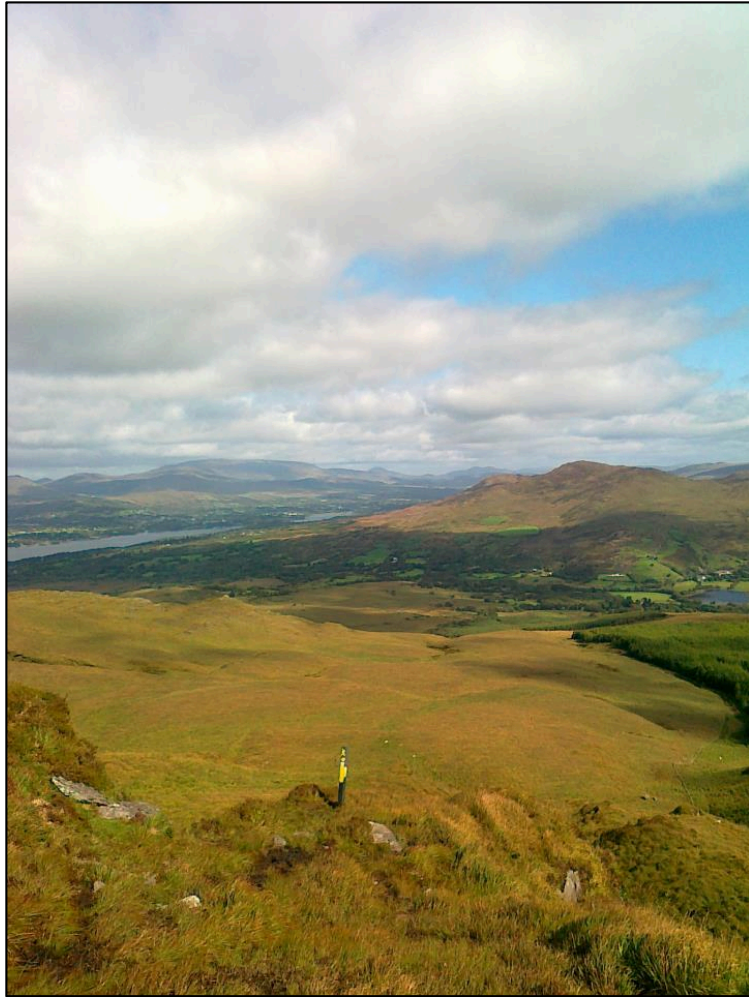
# Rural Walks

- » recreation opportunity
- » community development opportunities



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# Rural Walks

- » 29 km of walking trails
- » 287 participating landowners
- » required new and updated infrastructure
- » new skill development, new jobs



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# Cochrane

- » recreation opportunity
- » community development opportunity
- » 'doable cities project'



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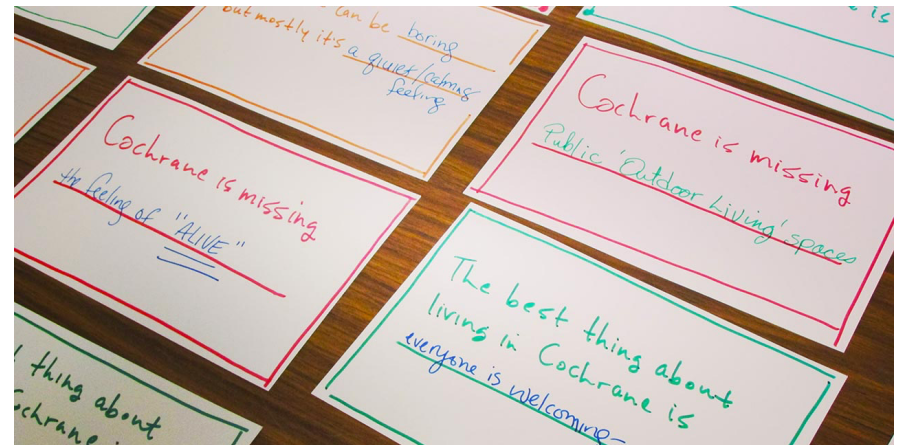


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# Cochrane

» community engagement sessions on current and future needs

»



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# Cochrane

» Bike share program



» Waterslide



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# social network analysis

- » connections between individuals and organizations
- » Connections in social networks are not created equally.
  - » Bonds vs. Bridges
  - » Strong vs. Weak
  - » Reciprocal vs. one-way flow of information



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# process

- » Social network analysis generates network maps for analysis
- » Analysis can uncover strengths or weaknesses
- » Outline the flow of information
- » Visualize the connections of important actors, or the lack of connections to fringe network members

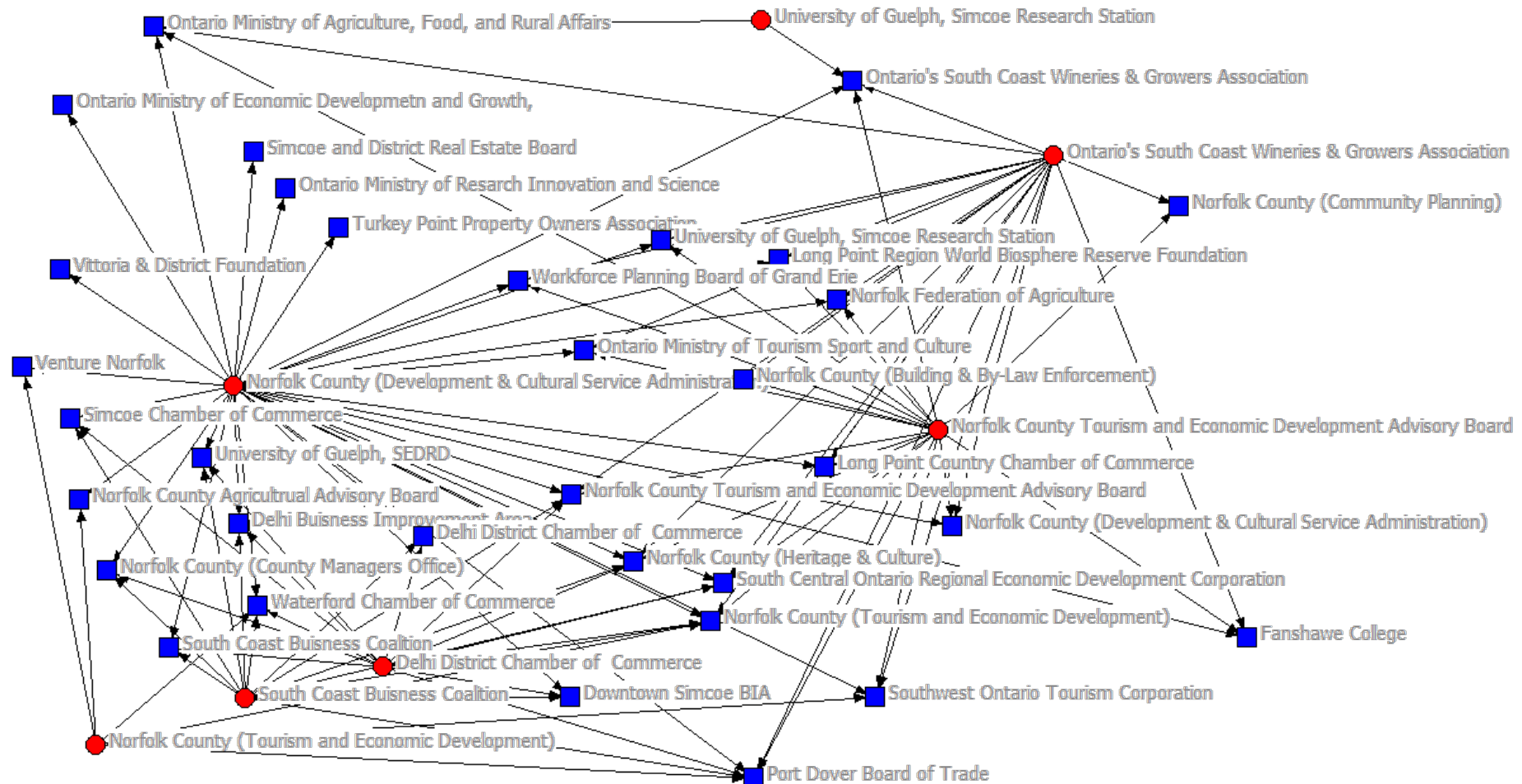


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# social network



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# social network

<https://sites.google.com/site/ucinetsoftware/home>



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# Lessons for Moving Forward



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# Re-envisioning Local Assets



**Ourselves**





**Weave  
together  
recreation and  
community  
development**



# contact



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# Resources

Photovoice: Participatory Photography for Change – [www.photovoice.org](http://www.photovoice.org)

Castleden, H., Garvin, T., & Huu-ay-aht First Nation (2008). Modifying photovoice for community-based participatory Indigenous research. *Social Science and Medicine*, 66, 1393-1405.

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