

COMMUNITY DEVELOPMENT TOOLS FOR ADVANCING RECREATION

Ryan Gibson

Recreation: Make it Matter
22nd Provincial Recreation Conference
Winnipeg, Manitoba

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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

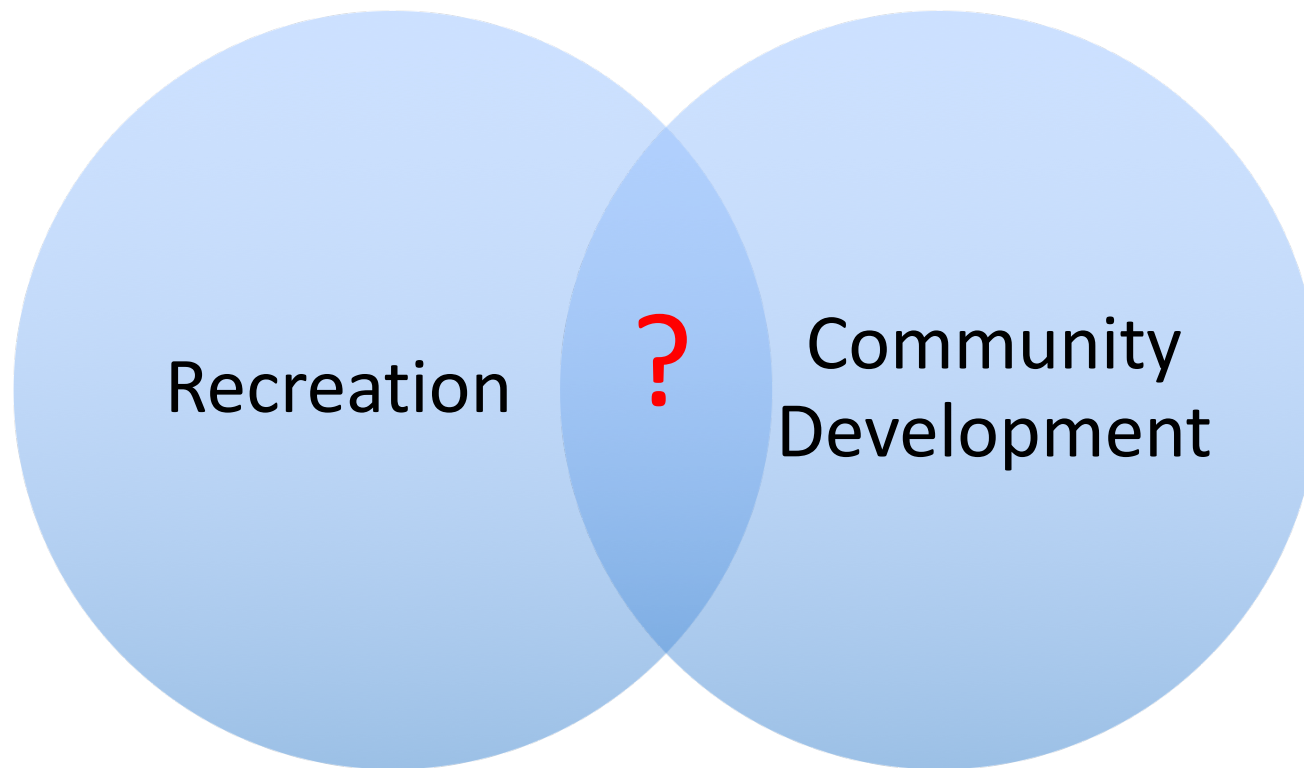


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strange bedfellows?



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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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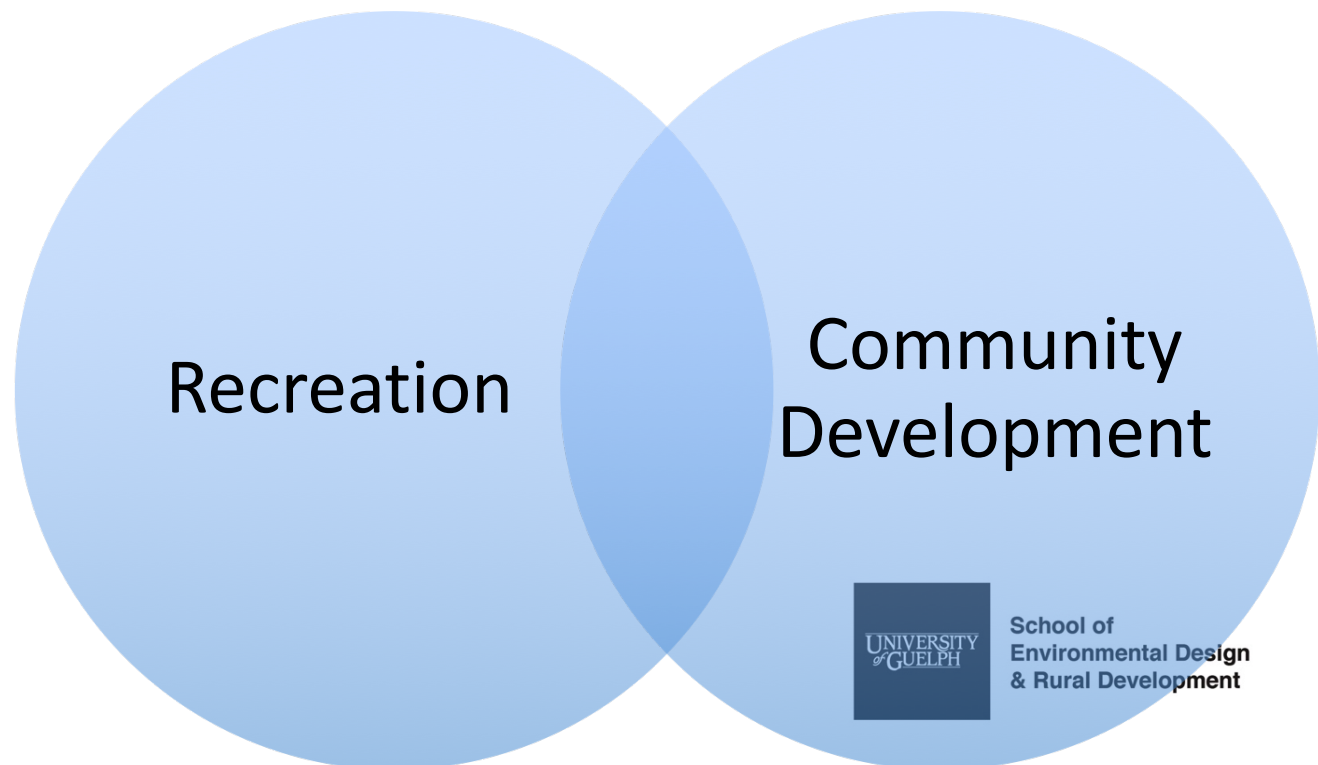


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strange bedfellows?

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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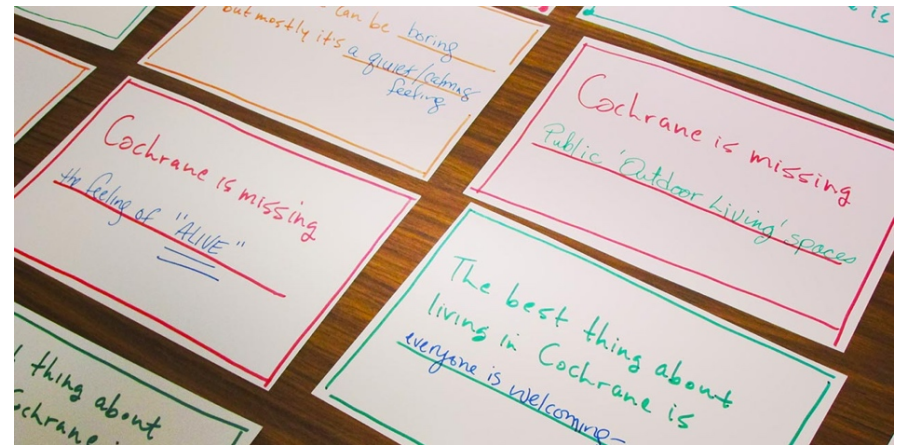


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» community engagement sessions on current and future needs

»



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» 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

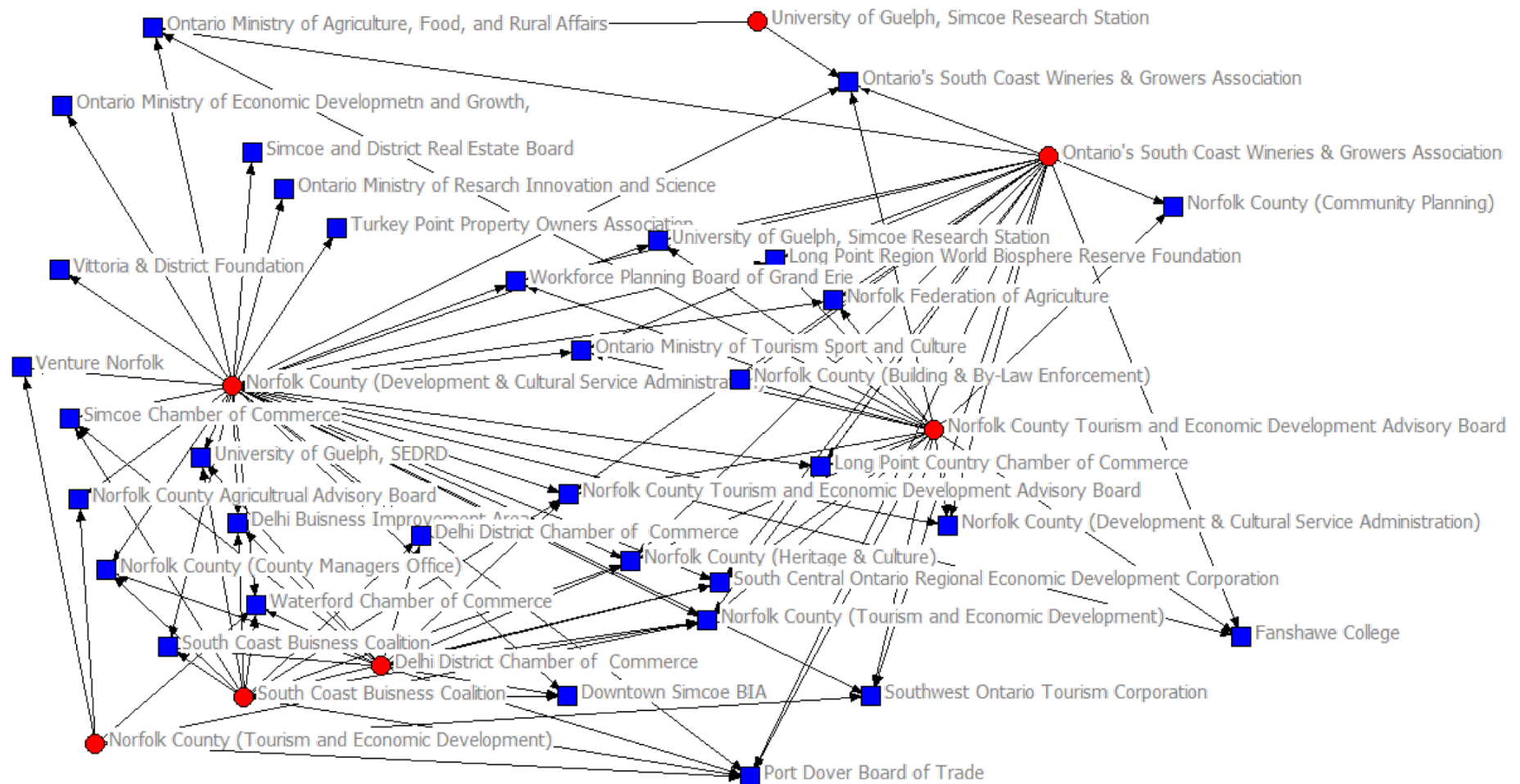


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social network



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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



gibsonr@uoguelph.ca



www.ruraldev.ca



[@ryanfgibson](https://twitter.com/ryanfgibson)



[ryanfgibson](https://www.linkedin.com/in/ryanfgibson)

Resources

Photovoice: Participatory Photography for Change – www.photovoice.org

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