

Program for Target Populations

PE103

A decorative graphic in the bottom right corner consisting of three overlapping triangles. The top triangle is red, the bottom-left triangle is teal, and the bottom-right triangle is gold. They are separated by thin white lines.



Program for Target Populations

PE103 explores characteristics often used to identify target groups in recreation. Your understanding of how to encourage active, healthy lifestyles for populations of different ages, interests and abilities will ensure accessible, inclusive, and relevant programs and events.



Learning Objectives

Upon completion of this learning event, participants will be able to:

- Describe motivations, trends, and barriers that influence participation in recreation.
- Explain target populations and categories of recreation that need to be considered.
- Plan appropriate, accessible, and relevant recreation opportunities for target groups (especially those who are underserved).

About Your Trainer

Add description



Required Learning Activity #1 – Part A

WEEK 1 Required Learning Activity Part A:

Read the following questions and be prepared to discuss on the first conference call :

1. Explain why you choose to participate in one recreation activity that is important to you. What motivates you?
2. Ask one other member of your family or the community the same question.
3. What trends or barriers do you see in your community that are impacting recreation?

NOTE: If you are not able to participate in the call please share your answers in the forum in the Learning Space (Moodle).



Required Learning Activity #1 – Part B

WEEK 1 Required Learning Activity Part B:

In order to better determine who is being served in your community, download and complete the **Community Scanning Tool** for your community. It should take you about 15 minutes and will be very informative. Be prepared to share your reflections and learnings on the first conference call and upload your file to the Learning Space (Moodle).

*NOTE: Even if you are not able to participate in the call please complete the Community Scan **prior** to the call.*




Required Learning Activity #2

Select one of the identified under-served target populations from the Community Scan.

Please answer the following questions and be prepared to share them on second conference call.

1. What barriers prevent this target audience from participating?
2. How can we address these barriers and help these people be more welcome? (please be specific...you may need to do some research)
3. What is one specific strategy you will implement to ensure appropriate, accessible, and relevant recreation opportunities in your community?

NOTE: If you are not able to participate in the call please share your answers in the Learning Space (Moodle)



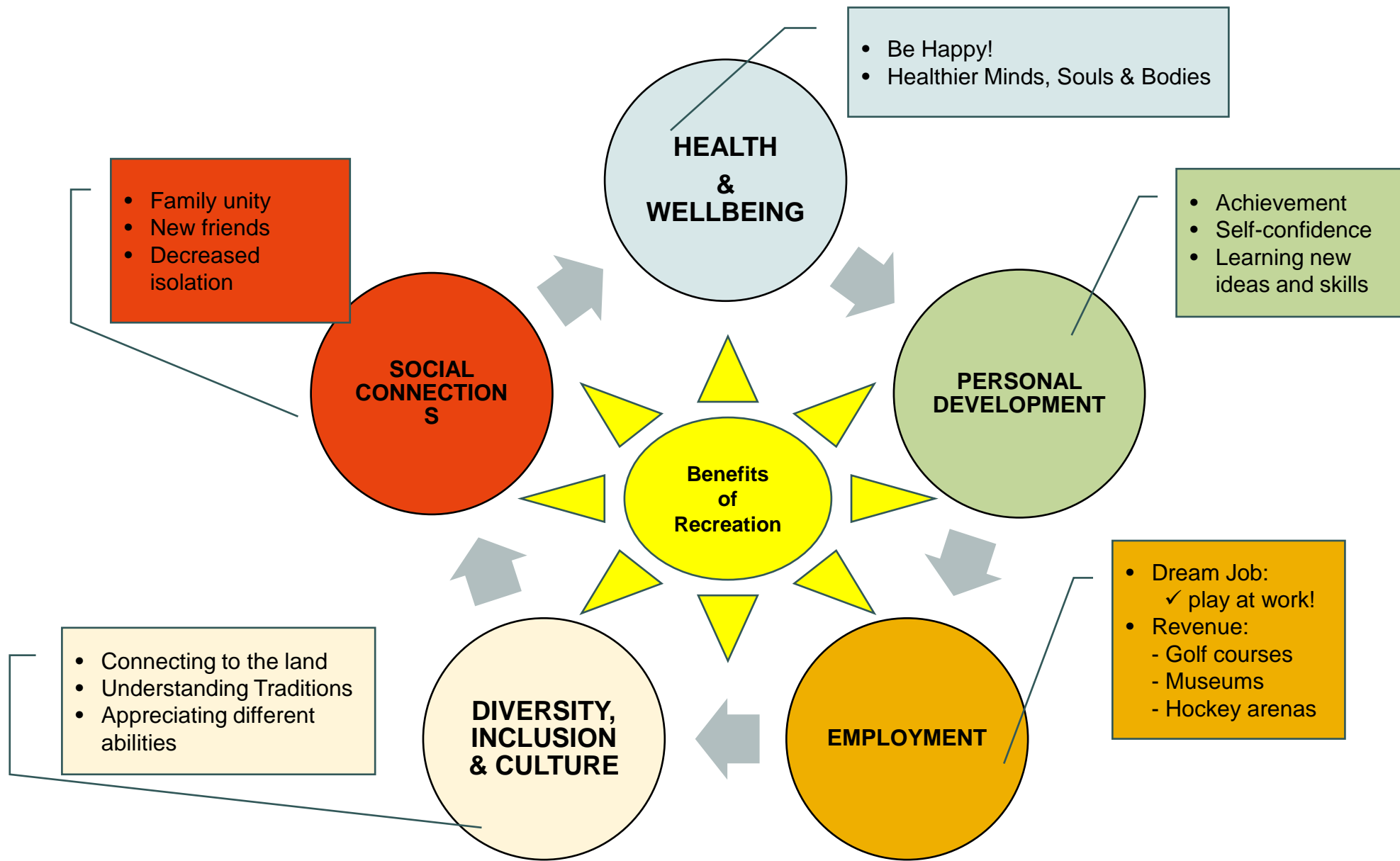
Why Do People Participate in Recreation?



Why Participate?

1. Explain why you choose to participate in one of the recreation activities that is important to you. What *motivates* you?
2. What was the answer from the other member of your family or the community when you asked the same question?





(Crompton, 2011; Stebbins 2001a; Stebbins 2001b.)

Different Strokes for Different Folks

- Fun
- Excitement
- To compete

- Do something different from work
- Support my community

- To compete
- To have alone time
- Enjoy nature

- To relax
- Be with family
- Learn new skills

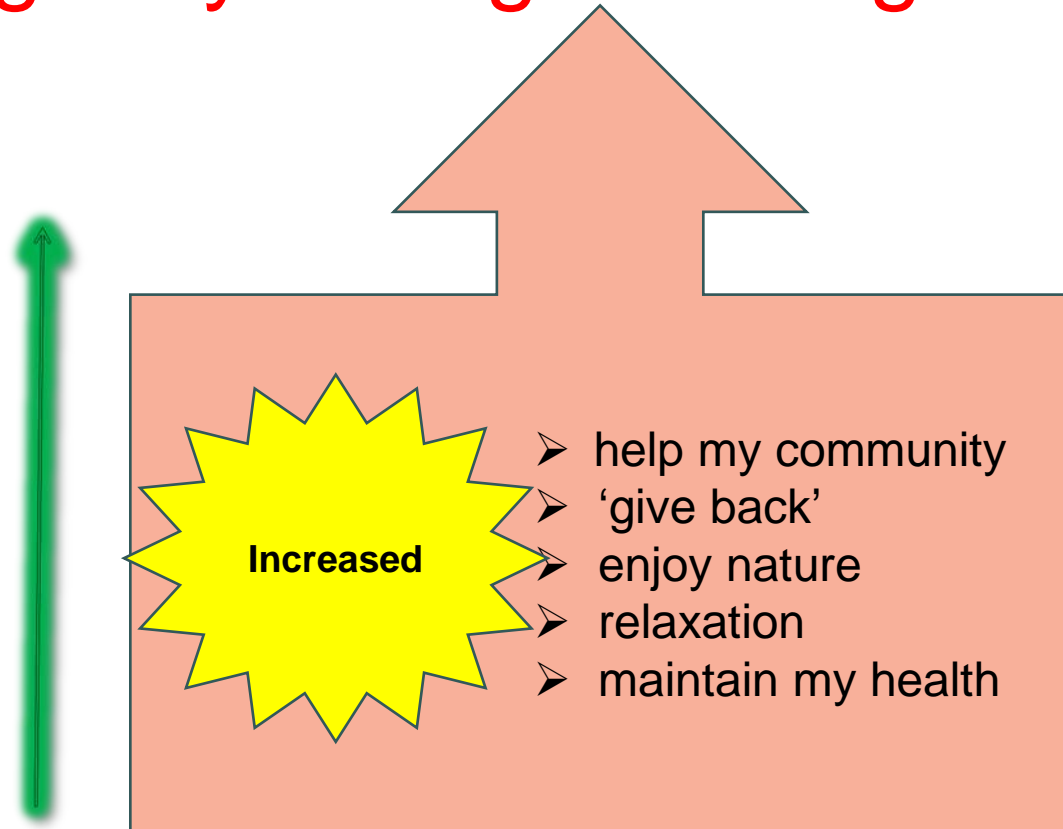
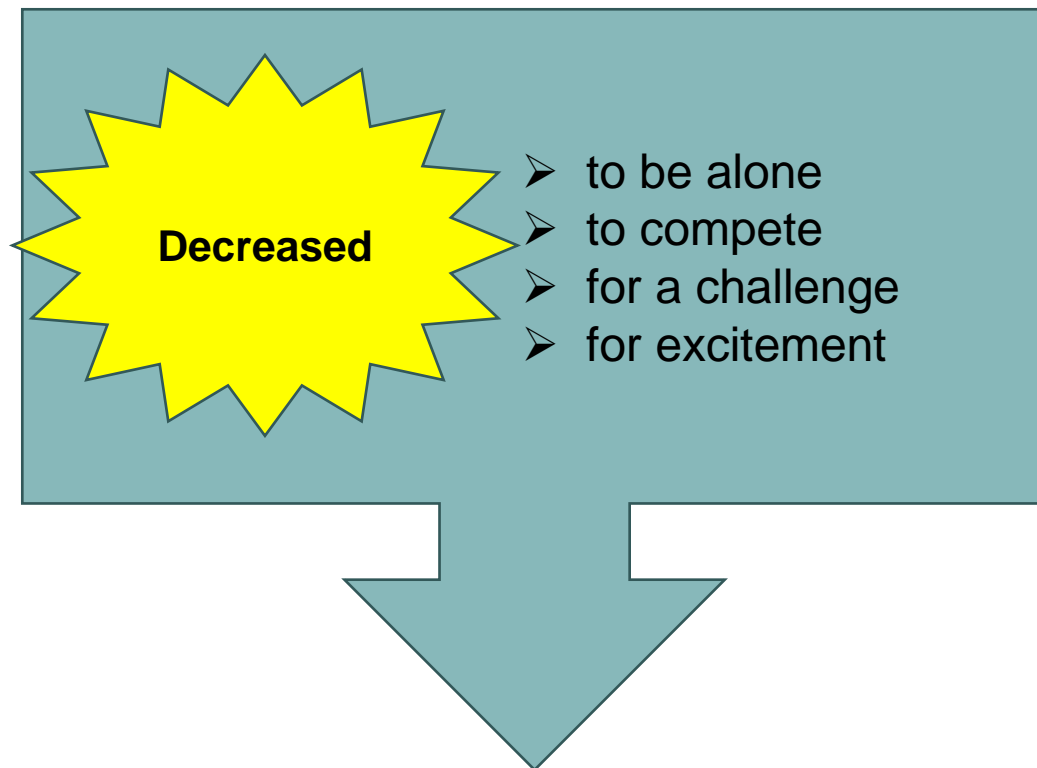
- Challenge!
- Make friends

- Keep busy
- Relaxation



Additionally.....

Reasons for participating may change with age:



Things May Change:

We enjoy things that we:

- Take pleasure in
- Help us relax
- Help exercise our brains and bodies to maintain our health



We want to:

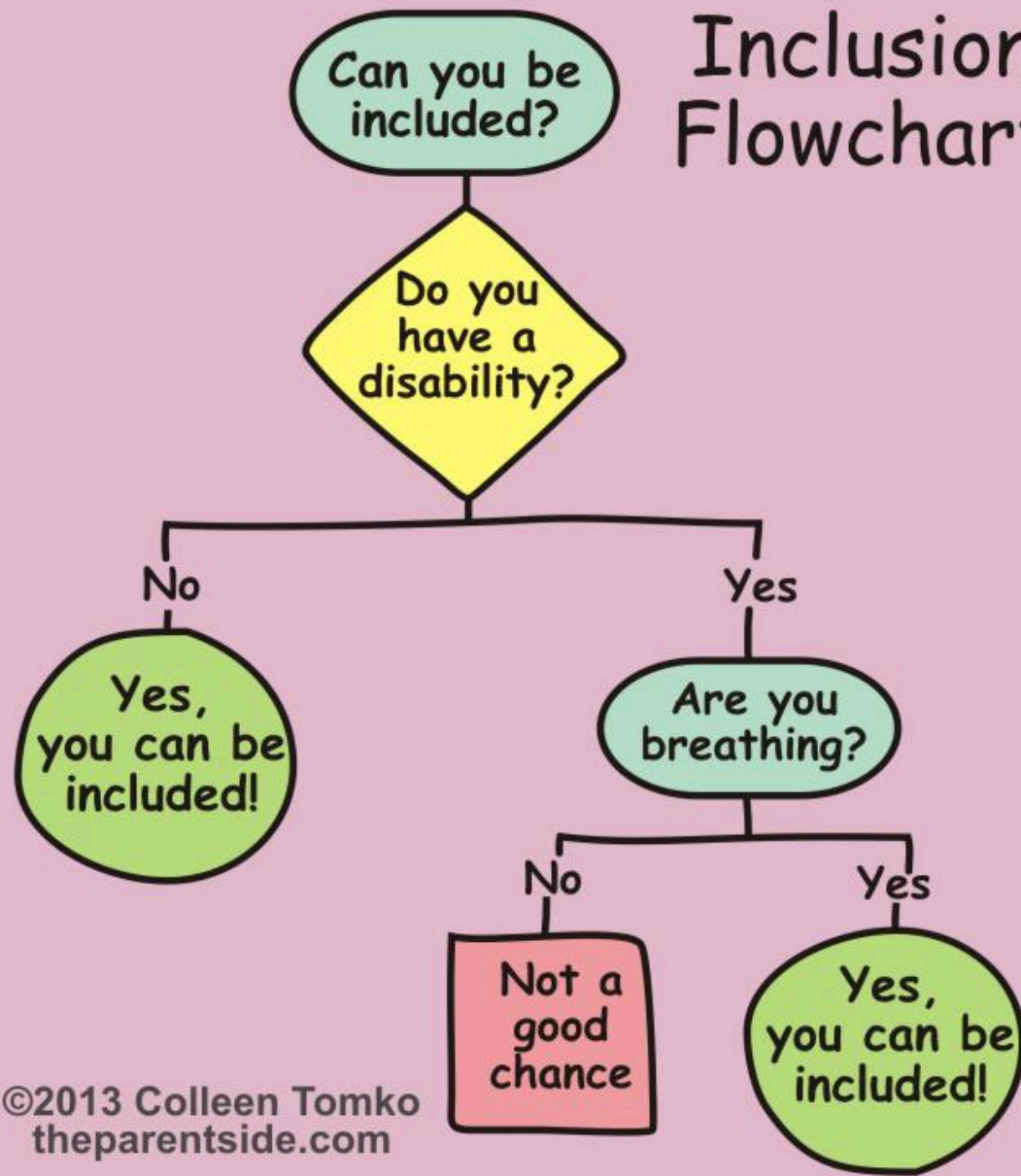
- Hang with friends!
- Work out
- Belong or fit in

Additionally:

- people are seeking experiences which will satisfy many different needs
- understanding these needs is important for community recreation leaders to develop appropriate programs and events



Inclusion Flowchart

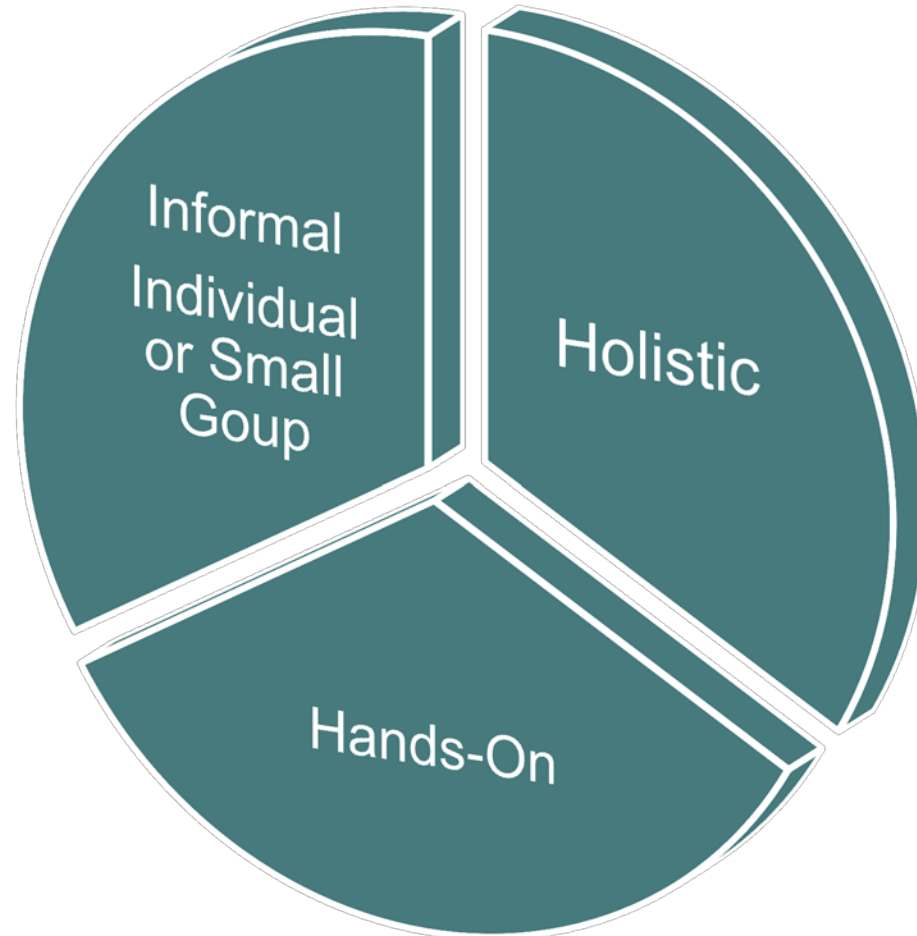


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Trend is Toward a Different Kind of Recreation

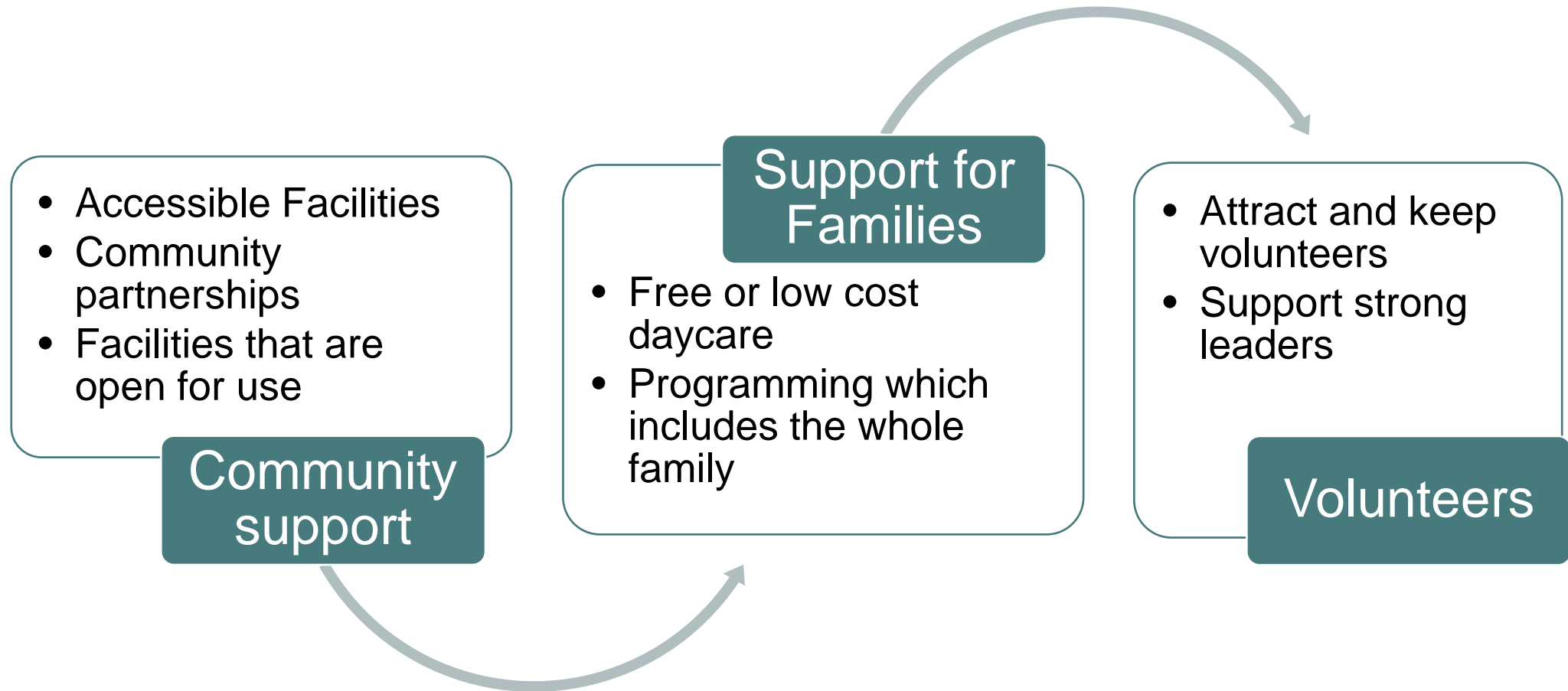


What are the trends in your community?

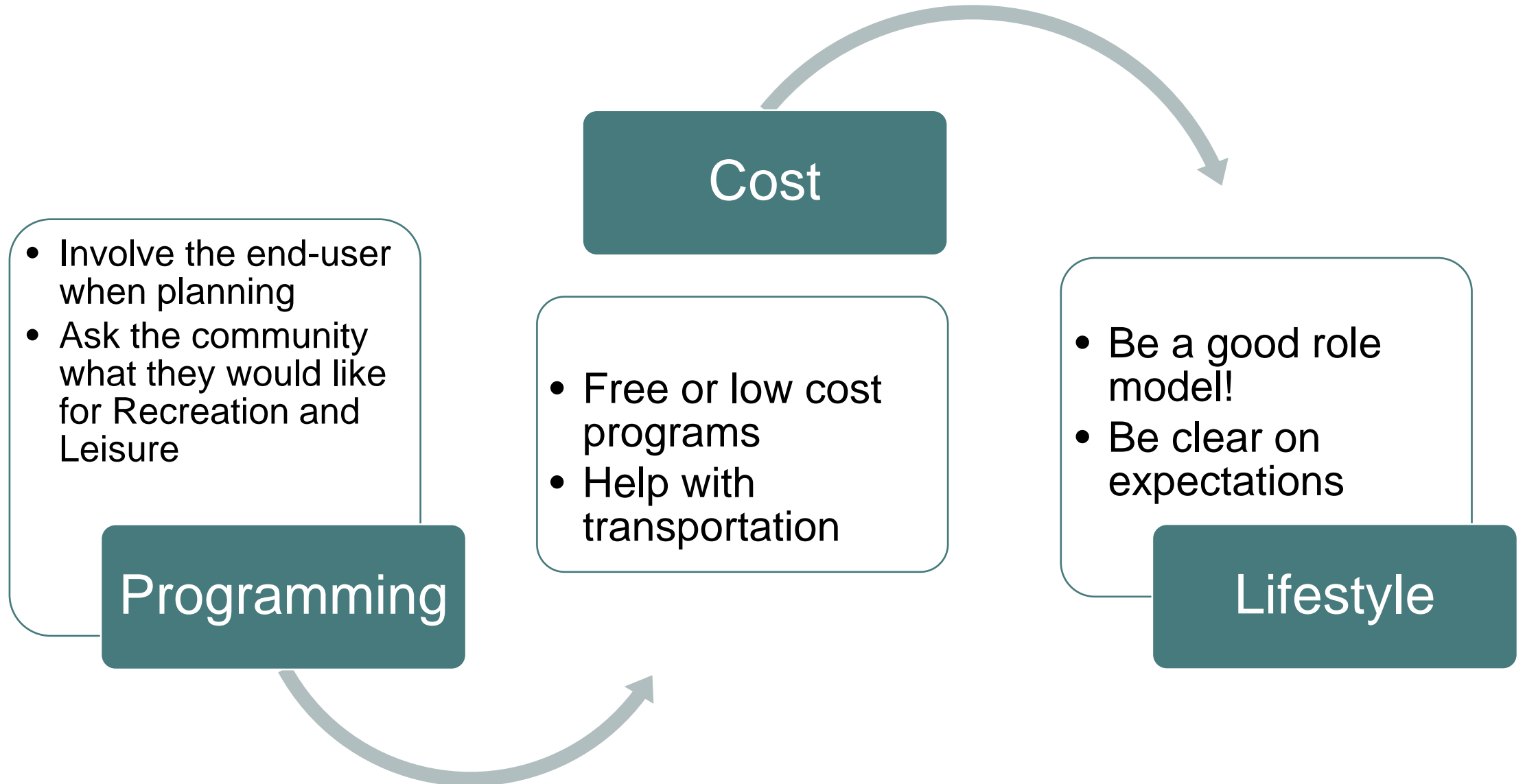


(Balmer & Clarke, 2011)

What Leads to Increased Participation?



Increased Participation (cont'd)



Scanning Tool

- socio-economically disadvantaged
- children and youth from disadvantaged families
- older adults who are frail and/or isolated
- various ethnocultural groups including newcomers to Canada
- Indigenous peoples
- women and girls
- gender identity and gender expression or LGTBQ Canadians
- persons with disabilities and special needs
- people living in rural, remote and isolated areas



Questions?

Trainer's Contact Information:



With support from:





With support from:

