

Program for Target Populations

PE103 – Part 2



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).

Required Learning Activity #2

- a) Review the group answers from the Community Scan
- b) Select one of the identified underserved target populations.
- c) Using the template provided, please answer the following questions and be prepared to share them on the second conference call.
 - i. *What barriers prevent this target audience from participating?*
 - ii. *How can we address these barriers and help these people be more welcome? (please be specific...you may need to do some research)*
 - iii. *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 upload your template in the forum in the Learning Centre (Moodle).

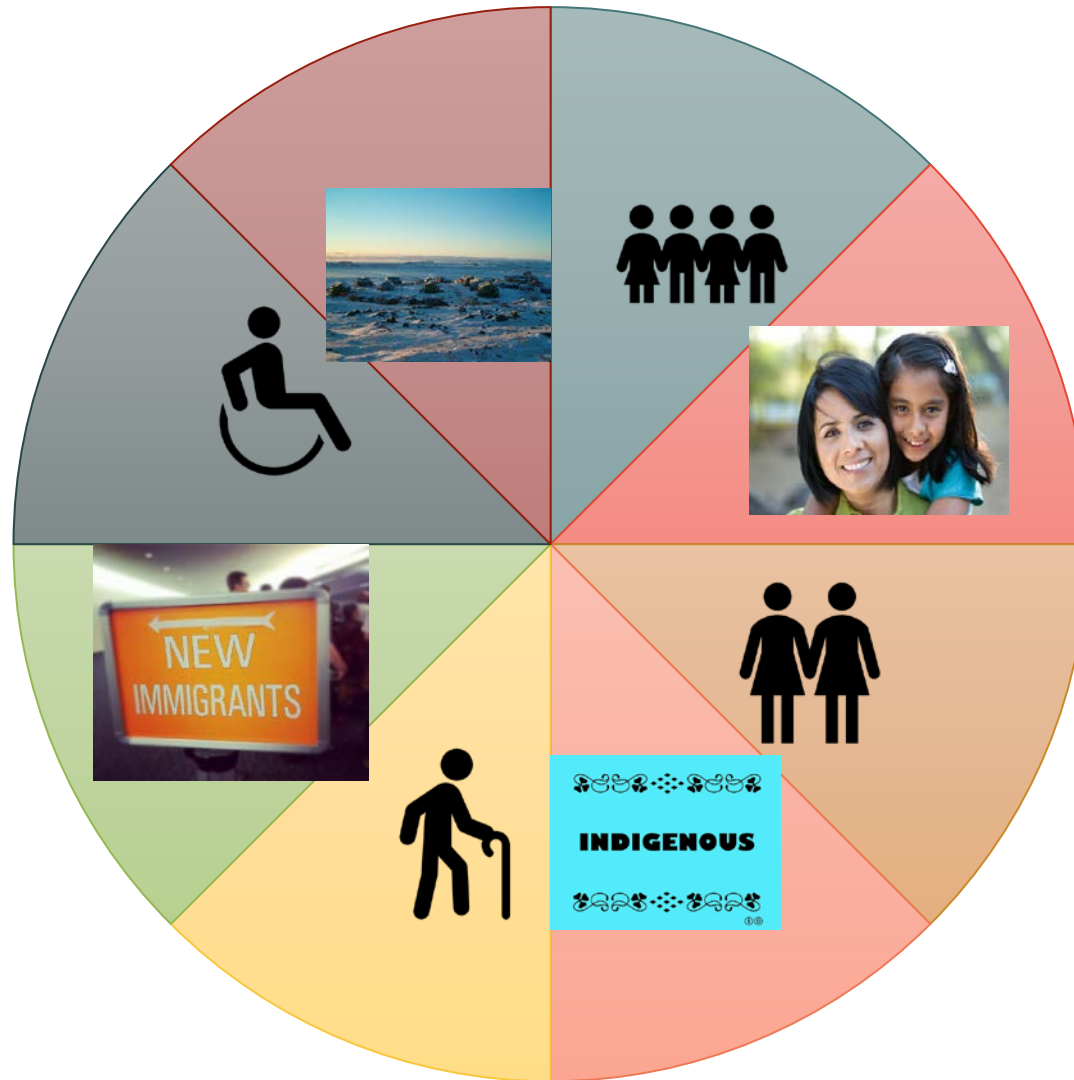


As a Result of Your Community Scan....

- As a result of completing the scan, who are the underserved populations in your community?
- What were your takeaway learnings and reflections?



Underserved Populations




Underserved Populations (cont'd)

- 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



Think about the population you chose:

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 thing you could do to to ensure appropriate, accessible, and relevant recreation opportunities in your community?*
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The Importance of People First Language

- All people are — first and foremost — people
- **People-First Language** emphasizes the **person**, not the disability
- It's saying “a child with autism” instead of “the autistic child”



Questions?

Trainer's Contact Information:





With support from:





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