



JRPM Ambassador
GETTING STARTED GUIDE



THE BASICS

WHAT'S IT ALL ABOUT?

June is Recreation & Parks Month (JRPM) is our opportunity to celebrate beautiful Alberta by getting outdoors with our families, friends and neighbours.

We believe recreation and parks are essential to creating positive physical, mental, and social health. Let's help Albertans experience those benefits!

WHAT DO AMBASSADORS DO?

They promote recreation and parks in their community. Simple as that!

If you're already planning recreation and parks themed activities in June, you can promote them as "supporting JRPM" or if you have the resources, create new ones! There's no wrong way to celebrate recreation and parks.

If you haven't signed up as an ambassador yet, make sure to do it now by [clicking here](#).

HOW DO I CELEBRATE IF I DON'T HAVE RESOURCES TO PLAN ACTIVITIES?

We've developed an exciting, easy challenge you can promote to your entire community. All the resources necessary to help you promote the June Play List are included in this guide.

CONTACT

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JUNE PLAY LIST

BACKGROUND

This year ARPA is celebrating our JRPM through four key themes:

Active Living

- One of the best ways to improve your health, mood, and quality of life is to get active, and June is a great time to get active outdoors! Physical activity has been linked with decreased rates of many major health issues, including hypertension, obesity, diabetes, and even cancer.

Connecting People with Nature

- We want Albertans to experience and enjoy the benefits of being outdoors, gaining a greater appreciation for the protection of our natural resources and environment.

Supportive Environments

- People are more likely to be active if the world around them supports it. Things like community green spaces, walkable neighbourhoods, access to recreation centres and recreation activities, and other aspects of the environment to go a long way to supporting healthy lifestyles.

Inclusion & Access

- We believe recreation and parks should be inclusive and accessible for all! This includes sports like sitting volleyball for those with limited accessibility, or tai chi and other activities originating outside of Canada. It's important that all Canadians participate in recreation in a way that works for them.

HOW WE'RE CELEBRATING

This June, we will be posting on the ARPA and Communities ChooseWell social media (linked below), and anyone who wants to participate can post a picture of themselves engaging in our weekly theme, tag it with #JRPM2018, and be entered into a draw for one of five \$100 Sport Chek gift cards.

Posts can be made on Facebook, Twitter, or Instagram (but make sure you have a public Profile, otherwise we can't see your post!) Our social media posts will follow along with our calendar, which will be attached to the same email where you found this Getting Started Guide.

HOW TO PROMOTE

1. Plan events to try the daily activities in your community! Explain the theme of the week and why it's important (ie. Inclusion & Access, Active Living, Supportive Environments, Connecting People with Nature).
2. Put up challenge posters and hand-out postcards around your community, school or organization
3. Use social media! Share the posts we provide each day encouraging your followers to take part in JRPM

OTHER RESOURCES

CHALLENGE RESOURCES

11 X 17 Poster

JUNE PLAY LIST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

ACTIVE LIVING

1. Running
2. Double Ball
3. Volleyball
4. Frisbee
5. Tennis
6. Biking
7. Soccer
8. Jump Rope
9. Golf

CONNECTING PEOPLE & NATURE

10. Hiking
11. Bird Watching
12. Canoeing
13. Gardening
14. Camping
15. Photography
16. Star Gazing

SUPPORTIVE ENVIRONMENTS

17. Yoga Class
18. Rock Climbing
19. River Valley Fruit Picking
20. Walk in a Park
21. Baseball
22. Local Swimming
23. Check out the Theatre

INCLUSION & ACCESS

24. Tag
25. Wheelchair Basketball
26. Folk / Culture Dancing
27. Pull Stick
28. Board Game
29. Highland Games
30. Capture the Flag

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8.5 X 11
Printable Poster

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SUPPORTIVE ENVIRONMENTS

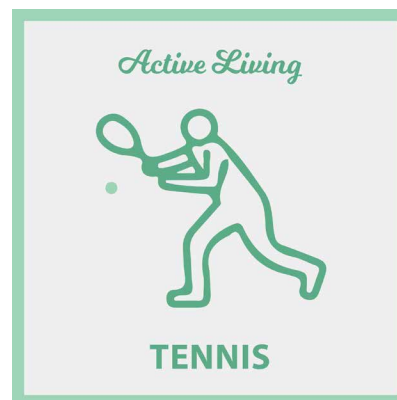
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INCLUSION & ACCESS

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Daily Social Media Photos



Click the photos to download the resources!

OTHER RESOURCES

Logo



Social Media Banners



[Facebook](#)

[Twitter](#)

Postcard

Ambassadors that requested print resources will receive a set of postcards they can use to promote JRPM in their community. An electronic version of the postcard is available by clicking the image here.



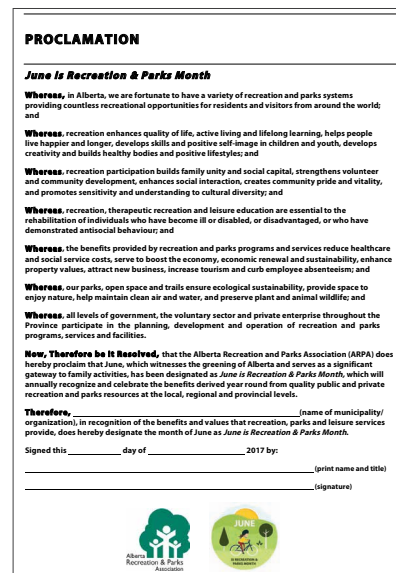
Customizable Poster

Edit this 11x17 poster in Microsoft Word to promote your local activities, events and challenges.



Proclamation

Use this template to have your local city council officially proclaim June as Recreation & Parks Month.



Click the photos to download the resources!

OTHER RESOURCES

Phone Backgrounds

These four phone background were each made to represent the themed weeks for JRPM. For a fun reminder download and put them on the background of your phone each week.

iPhone

Samsung



iPhone

Samsung



iPhone

Samsung



iPhone

Samsung



JRPM WEBSITE

The ARPA website (june.arpaonline.ca) is where you can download all of the materials shown in this guide, as well as access the following resources:

CALENDAR OF EVENTS

Send your JRPM local events, activities and challenges to pmacquarrie@arpaonline.ca to have them added to the ARPA online calendar of events.

LIST OF AMBASSADORS

A list of all 2018 JRPM Ambassadors will be added to the website. Ambassadors wanting to add contact information and/or a link to their website, please contact pmacquarrie@arpaonline.ca.