JUNE

IS RECREATION & PARKS MONTH

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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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 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 your 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

8.5 X 11
Printable Poster

JUNE PLAY LIST

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. Rivervalley Fruit Picking
20. Walk in a Park
21. Baseball
22. Outdoor Swimming
23. Check out the Theatre

INCLUSION & ACCESS
24. Tag
25. Wheelchair Basketball
26. Folk Culture Dancing
27. Pull Stick
28. Royal Games
29. Highland Games
30. Capture the Flag

Daily Social Media Photos

Click the photos to download the resources!
WHEREAS, in Alberta, we are fortunate to have a variety of recreation and parks systems providing countless recreational opportunities for residents and visitors from around the world; and

WHEREAS, recreation enhances quality of life, active living and lifelong learning, helps people live happier and longer, develops skills and positive self-image in children and youth, develops creativity and builds healthy bodies and positive lifestyles; and

WHEREAS, recreation participation builds family unity and social capital, strengthens volunteer and community development, enhances social interaction, creates community pride and vitality, and promotes sensitivity and understanding to cultural diversity; and

WHEREAS, recreation, therapeutic recreation and leisure education are essential to the rehabilitation of individuals who have become ill or disabled, or disadvantaged, or who have demonstrated antisocial behaviour; and

WHEREAS, the benefits provided by recreation and parks programs and services reduce healthcare costs, reduce employee absenteeism, increase tourism and visitation, create new business and employment, enhance property values, attract new businesses, increase tax revenue and support local economies and

WHEREAS, our parks, open space and trails ensure ecological sustainability, provide space to enjoy nature, help maintain clean air and water, and preserve plant and animal wildlife; and

WHEREAS, all levels of government, the voluntary sector and private enterprise throughout the Province participate in the planning, development and operation of recreation and parks programs, services and facilities.

NOW, THEREFORE, for the reasons set forth above, the Alberta Recreation and Parks Association (ARPA) does hereby proclaim that June, which witnesses the greening of Alberta and serves as a significant gateway to family activities, is hereby designated as June is Recreation & Parks Month, which will annually recognize and celebrate the benefits derived year round from quality public and private recreation and parks resources at the local, regional and provincial levels.

Therefore, (name of municipality/organization), in recognition of the benefits and values that recreation, parks and leisure services provide, does hereby designate the month of June as June is Recreation & Parks Month.

Signed this ___ day of ___ 2017 by:
(print name and title)
(signature)

Click the photos to download the resources!
OTHER RESOURCES

Phone Backgrounds
These four phone backgrounds 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**

- **Active Living**
- **Connecting People & Nature**
- **Supportive Environments**
- **Inclusion & Access**
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.