



City of
Peterborough

TO: Members of the Arenas, Parks and Recreation Advisory Committee

FROM: Ellen Stewart, Youth Recreationist

MEETING DATE: March 19, 2013

SUBJECT: Report APRAC13-011
HIGH FIVE® Re-verification

PURPOSE

A report to inform the Arenas, Parks and Recreation Advisory Committee of the City's requirement to undergo HIGH FIVE® re-verification in 2013.

RECOMMENDATIONS

That the Arenas, Parks and Recreation Advisory Committee approve the recommendations outlined in Report APRAC13-011 dated March 19, 2013, of the Youth Recreationist, as follows:

- a) That report APRAC13-011 be received for information; and
- b) That the City's HIGH FIVE® accredited organization designation be maintained by completing the HIGH FIVE® re-verification process.

BUDGET AND FINANCIAL IMPLICATIONS

The HIGH FIVE® re-verification fee is \$1,000, plus HST. This expense can be accommodated within the approved 2013 operating budgets of the Recreation Administration Division and Peterborough Sport and Wellness Centre.

BACKGROUND

In 2001, Parks and Recreation Ontario (PRO) launched the HIGH FIVE® quality program initiative. The HIGH FIVE® quality assurance framework is a national program specifically designed to guide decision making and program planning activities according to recognized quality and safety standards. Accreditation is a structured process that helps organizations mitigate risk by achieving and maintaining recognized standards for recreation and sport programming for children aged 6-12 years. Accreditation identifies a commitment to consistent high quality children's programming, in keeping with the principles of healthy child development.

In 2002, the City of Peterborough's Recreation Division began the process that would enable the City to become an accredited HIGH FIVE® organization. By November of 2007, the Recreation Division had completed all 5 accreditation levels and received the "Accredited Organization" designation. Accredited status is awarded for a three-year term, during which time maintenance standards must be met. In 2010, the City was successful in maintaining its accredited HIGH FIVE® organization status, through the re-verification process.

The Sport Trainer workshop is a significant new initiative introduced within the HIGH FIVE® program since the City's last re-verification, in 2010. It is designed to help coaches put children first, with the focus of helping children develop in positive ways and ensuring their involvement in sports is an encouraging experience. The City's Youth Recreationist is certified to teach the Sport Trainer Workshop.

In 2013, the City will be subject to the HIGH FIVE® re-verification process, which will focus on a review of 11 standards contained within the following 5 categories:

1. Training and Development
2. Policies and Procedures (Quest 1 - Quality Experience Scanning Tool)
3. Program Assessment (Quest 2 – Quality Experience Scanning Tool)
4. Internal/External Awareness/Communication
5. Meetings with Staff/Board Members/Politicians

HIGH FIVE® Impact on Children's Programs and Services

As a HIGH FIVE® accredited organization, the City of Peterborough has committed to continuous improvement to achieve high quality programming that is designed to promote healthy child development. Having access to HIGH FIVE® program tools and resources allows Recreation Staff to effectively evaluate the City's programs on a regular basis. For example; Quest 2 program evaluations have allowed us to identify areas requiring improvement and to make appropriate changes immediately. QUEST 1 requires the City's programs' policies and procedures to be reviewed annually, ensuring the City's program standards are in compliance with the HIGH FIVE® standards.

Creating a child-centered culture within programming has resulted in positive feedback from parents and children, which has helped to increase registration rates in children's programs. The frequency of complaints was dramatically reduced after becoming an accredited organization.

From a corporate perspective, HIGH FIVE® is beneficial by providing opportunities for City Staff to network and share best practices with other communities, improve internal communication, improve staff morale, and increase revenue. Increased revenue provides opportunity to purchase new program equipment, which enhances the overall experience for the child.

Stakeholder Awareness

It is the Recreation Division's objective to keep Stakeholders informed regarding the principles and purpose of HIGH FIVE®. These stakeholders include families who access City recreation programs and services, the sport and recreation community at large, and council/politicians who control funding.

Information about HIGH FIVE® is communicated to Stakeholders in the following manner:

- Parent Handbooks
- HIGH FIVE® inserts included with other program mail outs
- HIGH FIVE® program information printed in each edition of the Leisure Services Guide
- Information Board at the Peterborough Sport and Wellness Centre
- Banners and posters
- Reports to Council
- Principles of Healthy Child Development (PHCD) courses offered to the public on a yearly basis

Organizational Challenges

Access to a HIGH FIVE® coach through Parks and Recreation Ontario was helpful during implementation of the HIGH FIVE® initiative. However, the cost to implement HIGH FIVE® is always a concern, in terms of membership fees, service fees, re-evaluation fees, and staff time. There is a requirement to have a minimum of 85% of all front line staff trained in HIGH FIVE®, which has both financial and staff resource implications. Mandatory evaluation processes also consume a considerable amount of staff time.

Influence on Future Operations

The ability to have Recreation Division staff attend regional meetings has assisted in creating a vision for the future.

The priority focus areas for future operations are as follows:

- Expanding the HIGH FIVE® program to include more of our children and Youth programs and services
- Ensuring that all staff who interact with children in our facilities have received Principles of Healthy Child Development (PHCD) training
- Provide more opportunities for parent feedback
- Encourage the HIGH FIVE® organization to participate to a greater degree in educating the general public of HIGH FIVE® and the benefits of the program. Many parents entering our programs for the first time do not know what HIGH FIVE® is.
- Recommend that HIGH FIVE® introduce a national branding campaign so that it can be easily recognized by the community at large.

City staff recommends that the Recreation Division continue its commitment to high quality children's programming by completing the HIGH FIVE® re-verification process.

Submitted by,

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