

QUALITY Matters



The best way to play™

REPORT ON HIGH FIVE®

Canada's quality standard for children's
sport and recreation



Quality matters because research shows people are more likely to stay active for life if they have a positive experience in sport, recreation and physical activity when they are a child.

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Forewords



Larry Ketcheson CEO, Parks and Recreation Ontario

Parks and Recreation Ontario (PRO) is pleased to present this very first Quality Matters Report on HIGH FIVE. For almost two decades, PRO has continued to invest in research and development on healthy child development. The result is a robust and comprehensive quality assurance standard for children's sport and recreation.

This report captures the achievements of HIGH FIVE as it has grown to become a nationally recognized standard, being delivered in both official languages across Canada. It also outlines current trends that are having an impact on the health of our children and how HIGH FIVE is responding. You'll see how HIGH FIVE makes a difference in the lives of thousands of children each year.

PRO would like to recognize its many stakeholders, from new Registered Organizations to Authorized Providers across the country, who share our commitment to children and contribute to the success of HIGH FIVE.

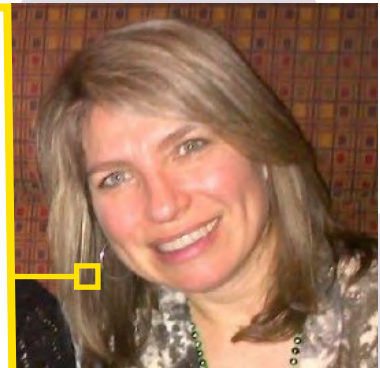
LJ Bartle Director, HIGH FIVE National Standard

People often take quality for granted and they don't necessarily look for it. Before HIGH FIVE, there was no comprehensive quality standard for children's sport and recreation. Now organizations are taking quality seriously. They train their staff to ensure kids have a positive experience. They assess their programs using HIGH FIVE's scientifically validated tools and they ensure key policies and procedures are in place and being used on the front lines.

But it's definitely intentional. And those running quality programs for children want you to know that. HIGH FIVE helps hundreds of organizations working with more than 600,000 kids all over Canada to provide them with the positive experience they need so they keep coming back.

50,000 children live on Canadian Forces Bases across Canada. Those kids participate in sport and recreation and are having positive experiences there because of the military's commitment to providing their families with quality.

HIGH FIVE supports all Canadians who value quality and are committed to keeping kids physically active and emotionally healthy for life.



Acknowledgements

Many governments, funders and community agencies have contributed to the development of HIGH FIVE since research began in 1994. Because of the vision of these leaders, HIGH FIVE has been able to grow and thrive ensuring long term sustainability.

What is HIGH FIVE®?

Canada's quality standard for children's recreation and sport.



Vision

Through *sustained involvement* in quality recreation and sport activities, all children aged 6 to 12 are experiencing healthy child development.

Mission

Ensure that sport and recreation practitioners develop a high level of expertise in child development
Help parents to make informed choices
Provide practitioners with tools for enhancing and maintaining a high level of program quality



History

- Developed and licensed by Parks and Recreation Ontario
- Research began in 1994 and continues to be the basis for HIGH FIVE's resources and initiatives
- Launched in 2001
- Available across Canada in English and French

Quality Framework for
Healthy Child Development

Why?

People and organizations trust HIGH FIVE to help them make a difference in children's lives by giving them 'the best way to play'



HIGH FIVE Works

- Comprehensive, evidence-based approach
- Measurable through scientifically-proven tools
- Improves quality and overall satisfaction
- Meets increasing demands for quality assurance certification

HIGH FIVE Matters

- Kids excel in life through positive sport and recreation experiences
- Kids are encouraged to stay active for life
- Addresses societal challenges including mental health and physical inactivity
- Educates the sector on the emotional, social and cognitive needs of kids
- Provides parents with an identifiable standard

Because of the dedication and commitment of valued stakeholders and delivery partners, who bring HIGH FIVE to life in programming each day, we're proud to share these achievements.

Reaching for the Top

Recognized as a Best Practice for Accreditation in a federal report "Reaching for the Top – A report by the Advisor on Healthy Children and Youth" (Dr. K. Leitch, 2008)

"HIGH FIVE® has developed quality assurance standards designed to support the safety, well-being and healthy development of children in all recreation and sport programs. This doesn't just apply to physical health but mental health as well."

Dr. K. Leitch

Most Promising Solution

Recommended as a best practice in the 2010 report from the Federal/Provincial/Territorial Ministers' Meeting addressing the After-School Time Period and Physical Activity.

After School Training Opportunities

Recognized by federal government in 2012 within the Multi-sectoral Framework for Action on the After School Time Period as part of the shared areas of action for training.

2013 Canadian Red Cross Injury Prevention Award

Awarded to Parks and Recreation Ontario for its outstanding achievement and commitment to improving the lives of vulnerable people in Canada through the HIGH FIVE Standard.



Success Stories

Our collaboration with HIGH FIVE helps our Training Partners achieve their goal of providing their employees with knowledge on how to create safe, fun, and positive experiences for children within an aquatic environment. We value our relationship with HIGH FIVE and their expertise in healthy child development. ”

Gail Botten, Provincial Program Manager
Canadian Red Cross

I trained my staff in HIGH FIVE Sport and the outcome was incredible. For the first time in 11 seasons, I had no complaints from parents. Normally I receive at least one complaint a weekend over the 9 week program block. It is usually about how the coach is not interested in their child, or they are not challenging the athletes enough. To go a full season with 140 children and no complaints is a minor miracle and HIGH FIVE Sport played a huge part in that. Not only did the coaches learn what it meant to be a good coach, how to stay in the challenge zone and appeal to their mental health but it bonded them as a group. The staff felt like a team and the goal was to develop strong athletes and relationships. ”

Shawn Letton, Former Progression Programs Director,
The Georgian Peaks Ski Club

Through our partnership with HIGH FIVE, we have received excellent support to help us build stronger recreation programs and staff that meet the needs of military communities coast to coast. Through HIGH FIVE, our staff is taught to build supportive relationships that strengthen resiliency and boost self esteem. And our programs and policies are assessed using the QUEST tools, which enable us to address concerns and build on successes supporting the safety, well-being and the healthy development of participants. ”

Ryan Cane, Senior Manager Recreation Programs, Director General Personnel and Family Support Services
Canadian Forces Bases



Trends

HIGH FIVE is proactively responding to societal challenges and initiatives related to healthy child development.

This section outlines some of the key trends in which we've been actively involved this year, along with the action taken through our leadership in quality sport and recreation for children.

1. Physical Literacy

2. Mental Health

3. Healthy Competition



Trend #1: Physical Literacy

Individuals who are physically literate move with competence and confidence in a wide variety of physical activities in multiple environments that benefit the healthy development of the whole person.

Physical Literacy has been a growing trend that HIGH FIVE has been involved with for the past 5 years through its alignment with Canadian Sport for Life (CS4L) and other organizations such as Physical and Health Education Canada (PHE Canada) and Active for Life. To achieve shared goals of strong health and lifelong participation, it is important to ensure that sport and recreation experiences meet the physical and emotional needs of Canadian children.

HIGH FIVE has worked cooperatively with CS4L and others to provide HIGH FIVE Trainers and participants the latest research on children's physical needs to develop physical literacy, which also helps to prevent injuries. This gives those working directly with children the knowledge needed to design children's programs with physical literacy in mind since research has shown that these skills are best taught before the age of 12 or onset of puberty.

"We believe every child is born a little athlete, therefore CS4L outlines a pathway for long-term athlete development with two goals; firstly, lifelong participation in sport and physical activity and secondly, the proper development to allow Canadians to excel in sport. CS4L is designed to support parents in understanding what they need to consider in helping their child to enjoy being active for life and supports HIGH FIVE® in creating the best way for children to play."

- Richard Way, CS4L Expert Group

HIGH FIVE Alignment

1. Physical Literacy messages and activities have been incorporated into all front line leader and coach training to help those working directly with children identify where they can enhance their programming to achieve mutually beneficial goals.
2. The HIGH FIVE Physical Activity Toolkit provides information and activities related to physical literacy, fundamental movement skills and moderate to vigorous physical activity that can be easily adapted into existing programming. It was created in collaboration with PHE Canada and is available as a download from the HIGH FIVE Database.
3. HIGH FIVE's Authorized Providers across Canada have added extra professional development to HIGH FIVE Trainer Upgrades through NCCP's Fundamental Movement Skills and/or CS4L's Physical Literacy 101 to enhance knowledge base in Physical Literacy for HIGH FIVE Organizations providing programming for children.

Who do we work with on this initiative?



Trend #2: Mental Health

“1 in 5 Canadian children are suffering from a mental health disorder.”

Dr. Stanley Kutcher, Sun Life Financial Chair in Adolescent Mental Health, Dalhousie University and the IWK Health Centre, Healthcare Quarterly, 2011

It is estimated that more than 800,000 Canadian children experience mental health disorders such as anxiety, Attention Deficit Hyperactivity Disorder (ADHD) and depression. These conditions can cause significant symptoms and impaired functioning at home, at school and in the community.

HIGH FIVE has always been focused on nurturing kids’ emotional health and all HIGH FIVE training is based on the principles of healthy child development. During the past few years, HIGH FIVE has put more emphasis on supporting front line leaders and coaches around children’s mental health. Many of these leaders are young and lack experience when dealing with children with such challenges.

HIGH FIVE took note of this gap and created an online module and resource to positively influence children’s mental health. Healthy Minds for Healthy Children is specifically aimed at those working directly with children in sport and recreation. Developed with expertise from Dr. Stanley Kutcher and Dr. Wayne Hammond, Resiliency Initiatives, this new training offers engagement strategies for nurturing resiliency in children and provides insights into common mental health distress or disorders that children could be experiencing.

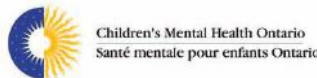
“Our children and youth are often excluded from recreational activities due to their mental health challenges and we are thrilled to see training like HIGH FIVE Healthy Minds for Healthy Children that will provide information that can hopefully enhance our children’s ability to participate once again in sports and recreation programs.”

- Keli Anderson, Executive Director, The F.O.R.C.E. Society for Kids’ Mental Health

HIGH FIVE Alignment

1. HIGH FIVE Healthy Minds for Healthy Children online training is available free of charge to anyone who has completed HIGH FIVE Principles of Healthy Child Development (PHCD) or HIGH FIVE Sport training so 85,000 front line leaders and coaches have easy access to engagement strategies for kids who are not engaging.
2. HIGH FIVE Healthy Minds for Healthy Children resource has additional activities and information including communication techniques for sensitive discussions with parents so organizations feel supported in their efforts to address kids’ mental health. It is available as a download from the HIGH FIVE Database.
3. HIGH FIVE National Director, LJ Bartle, sits on a number of national committees focused on children’s mental health and physical activity to help promote proactive and preventative approaches to healthy child development in sport and recreation.

Who do we work with on this initiative?



Dr. Stan Kutcher

Professor of Psychiatry, Sun Life Financial Chair in Adolescent Mental Health; Director, WHO Collaborating Centre; Dalhousie University and IWK Health Centre

Trend #3: Healthy Competition

“90% of children would rather play on a losing team than sit on the bench of a winning team.”

- Dr. Rainer Martens, Sport Psychologist, Author of Best Selling ‘Successful Coaching’

Several years ago, sport organizations who were using HIGH FIVE training asked for a sport module that dealt with competitive environments. So HIGH FIVE and the Offord Centre for Child Studies did a literature review to evaluate whether or not competition was good for children. The findings were that competition can be good or bad for children depending on these factors:

- The developmental readiness of the child
- The support and attitudes of the parents/guardians
- The environment created by the coach, club or league

While HIGH FIVE cannot change the developmental readiness of the child, it can help improve the environments and attitudes of those around the child to enhance everyone’s competitive experience.

HIGH FIVE also surveyed community coaches to find out what their top 5 challenges were. They said:

1. Dealing with parents
2. Ensuring fair play
3. Keeping child’s interest
4. Developing new skills
5. Dealing effectively with bullying and teasing

HIGH FIVE Sport was developed taking all that into consideration and is now being used by national, provincial and local sport organizations to help coaches to have a better understanding of children’s mental health and emotional needs in a competitive environment.

“It is so easy to get caught up in competition and lose sight of the overall objective. HIGH FIVE, and other organizations that work with children, who are really interested in development of children, really remind us that this is what we’re here to do.”

- Dr. Peter Jensen, Sport Psychology Expert, Canadian Olympic Team

A competitive environment can also exist within swimming lessons as kids work their way through multiple levels and HIGH FIVE is working with 3 Canadian aquatics organizations (The Canadian Red Cross, the Lifesaving Society in Ontario and I Can Swim) to ensure kids learn to swim in a positive environment.

HIGH FIVE Alignment

1. The HIGH FIVE Coach Kit, available to anyone who has taken HIGH FIVE Sport, provides coaches with a reflection journal for self-evaluation and goal setting as well as other planning tools including a Code of Ethics for Sport Parents/Guardians so coaches can run organized and evidence-based programs. All of these resources are available as a download from the HIGH FIVE Database.
2. HIGH FIVE Authorized Providers have collaborated with provincial coaching associations and governments to offer HIGH FIVE Sport with community sport training as a one-day professional development for coaches and recreation professionals to address kids’ emotional and physical needs.
3. The Canadian Red Cross, the Lifesaving Society in Ontario and I Can Swim are all HIGH FIVE Affiliate Providers who have collaborated to offer HIGH FIVE training within their teaching environments to earn dual certification and provide a more holistic aquatic experience for kids.

Who do we work with on this initiative?



We're Growing up!

HIGH FIVE has greater impact than ever before thanks to our Authorized Providers, delivery partners, and Organizations!

79%
total growth
in 2013



2012



2013

Measuring Quality

Quantifying our national growth is vital to understanding the tangible effects that quality experiences in sport and recreation have on children.

5% Growth
+675,000 children

are being positively affected by their experiences with HIGH FIVE® Organizations across the country, which will keep them coming back for more.

15% Growth
+86,000 front line leaders

in sport and recreation have been trained in HIGH FIVE Principles of Healthy Child Development, giving them the knowledge and resources to provide quality experiences for children.

12% Growth
+9,300 supervisors

in sport and recreation have conducted QUEST 2 assessments to ensure program quality.

9% Growth
+400 managers

in sport and recreation have conducted QUEST 1 assessments of their policies and procedures to ensure they have key policies and procedures being used on the front lines.

12% Growth
+1,300 Trainers

have been certified to deliver HIGH FIVE training for organizations seeking quality trained staff.

12% Growth
+350 Registered Organizations

including Municipalities, Boys and Girls Clubs, YMCA's, YWCA's, Colleges and Sport Organizations, are committed to offering quality programs for children.

5% Growth
20 Accredited Organizations

have gone above and beyond to achieve the highest level of excellence for quality assurance in children's sport and recreation.

9% Growth
11 Authorized Providers across Canada

are licensed to deliver HIGH FIVE within their province/territory because they value the role of quality assurance in the sector.



Saskatchewan
Parks and Recreation
Association



HIGH FIVE holds true to the following five Principles of healthy child development that the **research** indicates are essential for quality programs.



A Caring Adult



Friends



Play



Mastery



Participation

Defin

QU

□ Quality programs ensure:

1. Practitioners have knowledge and training on the development of children
2. Practitioners are able to assess the impact of all aspects of their program on children
3. Practitioners adhere to the 5 Principles of healthy child development in:
 - The design and development of programs and activities,
 - the delivery of programs and activities,
 - the hiring and training of staff, and
 - the selection of sites and environments
4. Significant emphasis is placed on interactions between children and staff as recreation and sport leaders are perfectly situated to play this critical role



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QUALITY

Connect to Quality!

www.HIGHFIVE.org



/HIGHFIVECANADA



@HIGHFIVE_CANADA



HIGHFIVECanada1

See who's involved

www.HIGHFIVE.org/who-involved



Take Action!

Join HIGH FIVE and commit to quality for children

Learn about HIGH FIVE training

www.HIGHFIVE.org/take-action/get-trained

Register your organization

www.HIGHFIVE.org/take-action/become-high-five-organization

Help Spread the word

www.HIGHFIVE.org/take-action/become-high-five-advocate





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