

Programs

Grab your writing tools and use this workbook in tandem with the interactive videos and/or website to work through your own project!

Community programming plays a vital role in supporting wellbeing by using recreation facilities and parks as hubs for connection and bridging gaps between diverse populations through play.

If you are looking to create a program or enhance an existing one– we’ve got you covered!

Let’s work through the steps!

Visit the Programs Pillar Online



STEP 1

Check-In

Whether you are a recreation professional, community volunteer, or local champion, we have the resources and guidance to lead your programs to enhance the wellness of your community. **Let’s get started with the who, what, and when of your program!**

To help you get started, think of:

- » **Who** is your program for? (individuals, families, organizations, or communities)
- » **What** are the specific objectives of your program?
- » **Can you leverage existing resources** (funding, people, other organizations) in your community to help reach your goals?
- » **When** do you plan to deliver your program?

★ Key Considerations

When in doubt of who your program should target and what the program should do for your community, ask!



STEP 2

Prioritize Your Focus

Remember: People are the experts of their own experiences; they best understand the gaps and which solutions are likely to work.

Develop a successful program by understanding your community's priorities:

- » **How** does the program work towards the community's larger vision of health and wellness?
- » **Who needs to be involved** in the planning process, and who is currently missing?
- » How does your program respectfully **acknowledge** the diverse lived experiences of individuals/communities?

STEP 3

Take Action!

Once you are familiar with your community's priorities:

1. **Compile a list** of strengths, gaps, and underutilized assets within your community.
2. **Write out your SMART** (specific, measurable, attainable, relevant, timely) **goals** for your program.
3. To help you **identify** which marketing channels most effectively reach your target audience and ensure your program is sustainable long-term, check out the [Promotions Pillar](#).

★ Key Considerations

Build an Asset Map with the community!
Pose a community wide-challenge, or host a town hall meeting and encourage local citizens from all walks of life to make their own Map of what they see as assets, strengths or resources within the community. This is a great tool to discover what they think makes their community valuable and strong.

Reflection

Reflecting and celebrating your work is essential to help you and your team learn and allow you to showcase your successes!

- » How often will you evaluate what your program has done well and what it can do better?

