



## Charter of Physical Activity, Sport, Recreation, Play and Well-Being for all Citizens in Cambridge, Ontario, Canada

The strength and success of Cambridge lies in the well-being of all members of its community. This Charter aims to contribute to community building, to enhance the general well-being and to improve the quality of life of all Cambridge, Ontario citizens by ensuring that:

- (i) The positive holistic impact of physical activity, sport, recreation, and play is acknowledged,
- (ii) Cambridge citizens, regardless of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status, and / or disability have the right to be physically active,
- (iii) Opportunities and facilities to participate in physical activity, sport, recreation, and play should be equally accessible and available to all,
- (iv) Coaches, volunteers, instructors, event organizers, and other Cambridge citizens who provide opportunities to become active, hereby known as “Activators”, are recognized for their valuable contributions to the community,
- (v) All Cambridge citizens can be active participants in promoting participation in physical activity, sport, recreation, and play,
- (vi) Physical activity, sport, recreation, and play can occur anywhere,
- (vii) The diversity of Cambridge citizens, geography, natural resources and infrastructure is recognized, embraced, and continues to develop in order to positively increase physical activity participation and,
- (viii) The successful promotion of this message is achieved through partnerships among various stakeholders including federal, provincial, and local government, universities, colleges, schools, not-for-profit organizations, sporting organizations, faith-based organizations, the private sector, clubs, and families.

This Charter has been developed for all Cambridge citizens and should be supported by Cambridge citizens to improve the quality of life for all citizens and enhance the potential of each person. Physical activity, sport, recreation, and play are meaningful channels through which Cambridge can embrace its people and achieve this goal.



## Article 1: FUNDAMENTALS

All Cambridge citizens have a fundamental right to participate in physical activity, sport, recreation, and play.

- 1.1 Every citizen should have the opportunity to participate in physical activity, sport, recreation, and play regardless of their race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, marital status, family status, and /or disability
- 1.2 Policy makers, legislators, city planners, administrators, parents/guardians, educators, the public sector and the private sector should take into consideration the implications and consequences that their decisions could have on the opportunity for participation in physical activity, sport, recreation, and play.

## Article 2: DIVERSITY AND COMMUNITY BUILDING

Physical activity, sport, recreation, and play can assist in community building and in overcoming barriers to integration and the reduction of discrimination in our community.

- 2.1 Recognition of diversity in physical activity, sport, recreation, and play should ensure that the special circumstances surrounding the participation of people distinguished by, for example, language, culture, religion, gender and disability are dealt with sensitively.
- 2.2 Diversity, in all forms, is a source of strength in Cambridge and interaction among people should be promoted in a manner that is beneficial to all.
- 2.3 Participation in all types of sport, recreation, physical activity and play at all levels should be based on appropriate skill set, equity, and equal opportunity.

## Article 3: WELL-BEING

Physical activity, sport, recreation, and play form an essential element of integrated development and growth, leading to lifelong positive lifestyles.

- 3.1 Participation in physical activity, sport, recreation, and play should be encouraged to enhance the holistic well-being for all citizens.
- 3.2 The value of all physical activity, sport, recreation, and play for children, youth, and adults should be recognized and acknowledged, with participation encouraged.



- 3.3 When promoting participation in physical activity, sport, recreation, and play, emphasis should be placed on safety, variety, enjoyment, fair play, positive attitudes and the need to accommodate and accept individual differences and abilities.
- 3.4 The promotion of participation in physical activity, sport, recreation, and play for all children and youth should be conducted in a suitable and safe environment and in a caring, encouraging and supportive manner.
- 3.5 Leaders in physical activity, sport, recreation, play, and well-being should act as role models to support and facilitate fair play, respect for others, and a sense of right and wrong for all children and youth.

## Article 4: HOLISTIC HEALTH

All citizens should be encouraged to participate in physical activity, sport, recreation, and play to improve overall well-being and, as a way to

- (i) prevent or help mitigate chronic diseases,
  - (ii) develop knowledge and life skills,
  - (iii) to encourage optimal nutrition,
  - (iv) to foster health promoting behaviour and
  - (v) to become a more productive member of the Cambridge community
- 4.1 Physical activity, sport, recreation, and play should be used effectively to promote health and well-being among all citizens and to make a key contribution towards addressing and preventing chronic diseases of lifestyle.
  - 4.2 The beneficial outcomes of being physically active, playing sport and healthy eating are all aspects of healthy living and well-being and should be promoted and encouraged as an alternative to a sedentary lifestyle.
  - 4.3 Where appropriate, nutrition education and healthy eating skills should be considered by stakeholders.

## Article 5: PARTNERSHIPS

Community members, parents/guardians, sporting organizations, local government, not-for-profit organizations, education institutions, clubs, schools, faith-based organizations, the public sector, and the private sector (collectively referred to hereafter as ‘stakeholders’) should work together to provide opportunities for citizens to participate safely in physical activity, sport, recreation, and play.



- 5.1 Educators, parents/guardians, guardians and care-givers should encourage and exert a positive influence on all children and youth to participate in physical activity, sport, recreation, and play.
- 5.2 Physical activity, sport, recreation, and play within the school, home environment and community, should be promoted and conducted in ways that contribute to positive holistic development.
- 5.3 Stakeholders should recognize the importance of the equally beneficial outcomes of both organized sport and recreational activities for the physical, social and emotional development of all Cambridge citizens.
- 5.4 Stakeholders responsible for the organization and conduct of physical activity, sport, recreation, and play for citizens should adopt good governance practices to both uphold and ensure the achievement of the benefits of physical activity highlighted by this Charter and to minimize risk of physical and psychological injuries.
- 5.5 Stakeholders should recognize the need for qualified professionals and volunteers in sport. These professionals and volunteers should have a commitment to continually educate themselves. Local government, the private sector, and service providers should collaborate to provide opportunities for training of staff and volunteers through new or existing training programmes. All training programmes should be appropriately accredited.
- 5.5 Stakeholders should recognize the need for integration and collaboration in order to provide opportunities and facilities for all citizens to participate in physical activity, sport, recreation, and play.
- 5.6 Stakeholders should recognize as significant the contribution of local activators, both professional and not-for-profit, that create opportunities for citizens to participate in physical activity.

## Article 6: EDUCATION & TRAINING

The education system continue to assume responsibility for the provision of appropriate formal movement education programs, physical activity, sport, recreation, and play for all children and youth in safe and healthy environments.

- 6.1 All levels of the education system should promote participation in physical activity and recognize and emphasize the central role that this participation has on both individual and community development and well-being.
- 6.2 Multilateral development education, physical activity, sport / recreation, programmes and play should be assigned a prominent and meaningful place in the school curriculum and should be given sufficient time in the weekly timetable.



- 6.3 Qualified professionals and trained volunteers undertaking the instruction of formal movement education, physical activity and sport programmes for children and youth should be suitably trained and fully understand and appreciate child growth and development, as well as all issues related to all aspects of diversity, including religion, gender and disability.
- 6.4 Teachers should be encouraged to engage in a communicative link between local activators and the school system.

## Article 7: FACILITIES AND INFRASTRUCTURE

Local government, in partnership with the private sector, communities and stakeholders should provide a sustainable infrastructure that includes safe access, facilities, equipment and, where appropriate, transport for all citizens.

- 7.1 The Canadian Constitution encourages local government to provide accessible, safe and healthy environments which would facilitate equal access to sporting facilities for physical activity, sport, recreation, and play for all citizens.
- 7.2 Organizations involved in urban planning should provide the infrastructure, facilities and equipment for formal and informal physical activity, sport, recreation, and play, for all citizens, including those with disabilities.
- 7.3 Stakeholders should ensure that adaptations made to facilities, equipment and/or rules and regulations of any activity should be appropriate to the developmental age, gender, culture and ability of all citizens.
- 7.4 Individuals, communities and stakeholders should co-operate to promote the sustainable use and maintenance of facilities.
- 7.5 Communities that have sporting facilities should be strongly encouraged to share the use of their facilities with less equipped communities. Schools or similar institutions should be encouraged to become “hubs” for sport and recreation participation and needs-based programmes in their community.

## Article 8: PROTECTION

National Sporting Federations and regulating bodies should provide guidelines for key role players to support the delivery of programmes that have a positive impact on physical, mental, social, and emotional well-being on all citizens. These guidelines should address the protection of children, youth, and adults participating in organized physical activity and sport, recreation, at all levels, including those performing at an elite level. Local sport, recreation, providers should work to adopt these positive values.



- 8.1 Local sport, recreation, providers should lobby their National Sporting Federations and regulating bodies, in consultation with appropriate role players, in order to improve national guidelines that govern all levels of organized physical activity and sport, recreation,.
- 8.2 All citizens have the right to report any situation that they believe places them at risk or that they perceive may have a negative impact on their physical, mental, social and emotional well-being and development.
- 8.3 Citizens participating at all levels of physical activity and sport, recreation, should be protected against all forms of abuse, including physical, psychological and sexual abuse.
- 8.4 Qualified professionals and trained volunteers instructing children, youth, and adults in physical activity, sport, recreation, and play should apply appropriate methods in practice and competition, the appropriate use of all equipment and the adherence to the rules of fair play, in order to reduce the incidence of injury.
- 8.5 The provision of first aid facilities and medical personnel should be considered a priority by stakeholders in order to reduce the consequences of injury to participants.
- 8.6 Children and youth involved at all levels of physical activity and sport should be educated about and protected from the use of illegal performance enhancing substances, inappropriate use of prescribed drugs and performance enhancing supplements.
- 8.7 Children and youth involved at all levels of physical activity and sport should be educated about and protected from exploitation for political, commercial and financial purpose.
- 8.8 Citizens involved at all levels of physical activity and sport should have their legal rights determined and protected by local governments, governing bodies, and sporting organizations.
- 8.9 Children and youth participating in physical activity and sport, especially those performing at an elite level, should be protected against inappropriate and/or excessive training and competition.
- 8.10 Citizens involved at all levels of physical activity and sport should have access to mediation and independent counseling for conflicts that may arise with coaches, parents/guardians, fellow athletes and/or other role players.



## Article 9: MEDIA

Recognizing the value of communication, all media should strive to become a positive influence on participation of citizens in physical activity, sport, recreation, and play. Through responsible reporting, the media should:

- 9.1 Promote the social importance and health benefits of participation in physical activity, sport, recreation, and play by all citizens.
- 9.2 Promote the positive moral values associated with participation in physical activity, sport, recreation, and play by all citizens.
- 9.3 Promote participation in physical activity, sport, recreation, and play and a balanced diet as an essential part of healthy daily living and well-being.
- 9.4 Inform and educate the public about the negative consequences of sedentary lifestyles, risky behaviour and an unhealthy diet for all citizens.
- 9.5 Address issues of stereotyping of sport in marginalized groups including citizens in rural areas, low socio-economic backgrounds, females, diverse ethnic backgrounds, and those with disabilities.
- 9.6 Promote a positive environment for participation in physical activity, sport, recreation, and play that can contribute to sustainable community building.

## Article 10: RESEARCH

Research should inform the decision-making processes surrounding the provision of facilities, equipment and development of appropriate physical activity, sport, recreation, and play guidelines and programmes for all citizens.

- 10.1 Research campaigns should be initiated and sustained by stakeholders that address the issues identified in the Charter
- 10.2 Local, regional, provincial, national and international funding organizations should be approached to support research campaigns relevant to the Charter.
- 10.3 Monitoring and evaluating strategies should be implemented as part of the research campaign.
- 10.4 Reporting of research outcomes should be presented in ways that make the results accessible and understandable to the public.