


MUNICIPAL POLICIES THAT REDUCE POVERTY

POVERTY REDUCTION SUMMIT MAY 6-8, 2015

MEDICINE HAT CITY COUNCIL ASPIRATIONS 2014-2018

Vibrant Communities in a Developing City


- ◆ ⑤ our residents proudly proclaim Medicine Hat a great place they have chosen to live, work and play.
 - ◆ Medicine Hat is a healthy society, made stronger through inspired community design, social supports, embracing diversity, and celebrating change.
 - ◆ Quality opportunities to play, to compete, to recreate and to enjoy our environment are available to the full diversity of our citizens; we build healthy community capacity through outdoor environments and recreation and facilities.
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MEDICINE HAT STRATEGIC PRIORITY #3

2014-2018

Strategic Priority 3:

Social Wellness: A safe community that welcomes diversity and supports all citizens with high quality and accessible cultural, recreational and public services.



MOVING FROM CHARITY TO INVESTMENT: REDUCING THE COST OF POVERTY IN MEDICINE HAT

SIX KEY PRIORITY AREAS:

- LIVING WAGE
- AFFORDABLE AND ACCESSIBLE HOUSING
- AFFORDABLE AND ACCESSIBLE TRANSPORTATION
- SUCCESSFUL EDUCATION COMPLETION OF HIGH SCHOOL
- FOOD SECURITY
- AFFORDABLE AND ACCESSIBLE RECREATION

<http://www.city.medicine-hat.ab.ca/modules/showdocument.aspx?documentid=9204>

February 2013

BENEFITS OF RECREATION

Sheri Torjman (2012) suggest the following benefits of recreation:

- Decreased boredom
- Improved social skills
- Equalizing effect on social, physical and academic competence

Lee and Briggs (2013) suggest that subsidizing recreation can pay for itself:

- Children with subsidized recreation showed a decrease of use of specialist services aimed and emotional/behavioural problems

CITY OF MEDICINE HAT: FREE RECREATION

20 PLAY GROUNDS

4 OUTDOOR SUMMER WATER PARKS

92 KM OF ACCESSIBLE WALKING TRAILS

ECHODALE PARK SUMMER SHUTTLE

- July and August Free Transit Shuttle (1500 riders in 2014)



CITY SUBSIDY

FCSS funding for senior services

\$32/ year membership for various clubs eg, cards, line dancing , arts and crafts, pickle ball, subsidized hot meal program

\$70/ year full access to a fitness facility and equipment

Community Development Grants

Roving Gym Program ((Free)

Weekly on Wednesday and Friday Evenings

Up to 100 people per evening

PARTNERSHIPS

KINSMEN CLUB OF MEDICINE HAT

- ANNUALLY SPONSORS FREE SKATING AND SWIMS (approx \$50K/year)

FREE SKATING ...OPEN TO THE ENTIRE COMMUNITY

- MINIMUM 1 HOUR PER WEEK AT EACH OF THE 5 MUNICIPAL ARENAS OCTOBER THRU MARCH

FREE SWIM OPEN TO THE ENTIRE COMMUNITY

- JUNE THRU AUGUST AT EACH OF THE 5 OUTDOOR POOLS 5200 PEOPLE IN 2014
- KINSMEN BUCKS ...2 FOR 1 FAMILY PASS THE FIRST SUNDAY OF EACH MONTH AT ONE OF THE TWO INDOOR POOLS ...600 PASSES IN 2014

PARTNERSHIPS

YMCA

Contract with the City of Medicine Hat through Family and Community Support Services (FCSS) funding to provide a summer day camp subsidies.

This contract facilitated attendance by:

150 children from 100 unique families in 2014

144 children in 2013

128 children in 2012



PARTNERSHIPS

YMCA SUMMER DAYCAMP OUTCOMES:

GOAL: CHILDREN HAVE INCREASED PERSONAL DEVELOPMENT

- CHILDREN LEARNED NEW THINGS ABOUT THEMSELVES
- CHILDREN MADE NEW FRIENDS (77%)

GOAL: CHILDREN ARE TAUGHT NEW SKILLS

- CHILDREN DEVELOPED NEW SKILLS OR ABILITIES (82%)



PARTNERSHIPS

YMCA/ COMMUNITY FOUNDATION OF SOUTH EAST ALBERTA/SCHOOLS

GET ACTIVE PROGRAM

- **AFTER SCHOOL PROGRAM FOR 300 KIDS FROM TWO SCHOOLS IN THE MOST ECONOMICALLY CHALLENGED PART OF THE CITY**
- **TEACHES PHYSICAL LITERACY**
- **PROVIDES POSITIVE ADULT ROLE MODELING**
- **STORY OF JOSH.....**



CORPORATE INITIATIVES

Kidsport

Supported 250 children and youth in 2014 thru \$55000 raised locally

<http://www.kidsportcanada.ca>

Jumpstart

280 kids registration for activities including sports, martial arts, Girl Guides and YMCA memberships

<http://jumpstart.canadiantire.ca/en/>



SERVICE CLUBS

Medicine Hat Lions Club

Gear Up Sports

Goodwill equipment program that involves recycling gently used sports equipment for kids six to twelve years of age. All equipment is donated and is provided to those who need it at no cost. Sports equipment provided by this program is for minor hockey, ringette and indoor soccer.

NEXT STEPS

- FIND GREATER SUPPORT OR ARTS AND CULTURAL ACTIVITIES
 - CONTINUE TO PROMOTE AND ADVERTISE FREE OR LOW COST RECREATIONAL OPPORTUNITIES
 - CONTINUE TO DEVELOP NEW PARTNERSHIPS IN THE COMMUNITY
 - EXPLORE MORE OPPORTUNITIES FOR FREE TRANSIT TO RECREATIONAL FACILITIES E.G FREE SWIMS AND SKATES
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