



PARKS & TRAILS DAY NB

Event Planning Kit



WELCOME

Welcome to the Event Planning Kit for **Parks & Trails Day NB**, which is held each year, on the first Saturday of June. This province-wide event is an opportunity to promote healthy, active living in your community while celebrating the many incredible outdoor spaces in our beautiful province.

The **Parks & Trails Day NB** Committee is made up of wellness-oriented organizations across New Brunswick. Our aim is to encourage communities and organizations in the province to host fun outdoor events to get communities to celebrate being outdoors and active!

Every year, several thousand New Brunswickers take to their favourite trails, parks, paths and waterways. From a walking event in the Miramichi to a police-escorted family bike ride in Fredericton, more than 50 events take place every year across New Brunswick to celebrate International Trails Day and June is Recreation and Parks Month.

We hope to see communities, wellness networks, school leaders and other groups join our province's Wellness Movement and get their friends and family together by hosting a **Parks & Trails Day NB** event. Please refer to this Event Planning Kit for event ideas, sponsorship information, social media tips and more, and be sure to visit our website for updates: www.sentiernbtrail.com/parks-and-trails-day.

Sincerely,

Parks & Trails Day NB Committee



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WHAT IS... INTERNATIONAL TRAILS DAY?

International Trails Day is an annual celebration of trails to promote trail development, the use of trails and the healthy lifestyle they encourage.

The event was first celebrated in Nova Scotia and has gone on to be recognized across Canada and in Australia and Spain.

It is celebrated each year on the first Saturday in June. Learn more:
www.internationaltrailsday.com.



WHAT IS... "JUNE IS RECREATION AND PARKS MONTH"?

Parks & Trails Day NB is a great way to kick off June is Recreation and Parks Month!

"June is Recreation and Parks Month" (JRPM) is an excellent way to increase awareness of the value of recreation and parks to individuals, families, and communities.

Everyone can participate in "June is Recreation and Parks Month", from seniors walking groups to communities coming together for a festival or event. JRPM encourages all New Brunswickers to participate and experience the many wonderful recreation programs and services available to them. Recreation and Parks Month builds strong and vibrant communities and celebrates our spectacular parks, trails and green spaces and how they contribute to a happier, healthier province.

Visit www.recreationnb.ca to learn more about "June is Recreation and Parks Month."



TAKING YOUR FIRST STEPS

Create an Organizing Committee

- Recruit volunteers to work together in planning the event.
- Create a checklist to ensure all event details are covered.
- The scope of your event will impact the size of your organizing committee.
- A successful committee shares the responsibilities associated with event planning.
- Regular meetings will ensure the planning moves forward.

Choose a Location

Your event could take place on the trail, a local park, trail pavilion, green space, provincial or national park. Ensure that the location is easily accessible for anyone using a mobility device or families with strollers, and that it can accommodate a large number of people.

Share the Workload

In your initial meetings, determine who is responsible for what tasks, the steps involved to accomplish each task required and set deadlines for completion of each task.

Select a Day

Even though **Parks & Trails Day NB** is officially held on the first Saturday of June, you do not have to schedule your event on this day. There may be other factors in your community which make another day better for you. For example, you may wish to celebrate on the Friday, in order to include schools, or on another day in June.

Select a Time

Select a time that best fits the needs of your community. Your target population and the types of activity you plan to host will have an impact on when your event will take place. It is always a good practice to see what other events will be occurring in your region on the day of your event to avoid conflicts.

Identify Your Goals

Each **Parks & Trails Day NB** event can have different goals. In your planning, identify the purpose of your event and approach potential partners to work together to make the day a success.

Here are some ideas for partner organizations to approach for your **Parks & Trails Day NB** event:

- Health professionals
- Schools
- Historical societies
- Youth groups
- Local nature groups
- First Nations communities
- Natural history educators
- Businesses
- Artists
- Environmental organizations
- Seniors groups
- Fitness organizations and/or programs
- Dietitians
- Service clubs
- Other community-based organizations

CHOOSING ACTIVITIES

As you select the activities for your **Parks & Trails Day NB** event, use your available resources to work towards an achievable goal and be aware of your target demographics. Remember to include all modes of active transportation such as scooters, wheelchairs and bicycles, and consider adding parallel sport and recreation activities as well as offering healthy eating options.

We've put together a few ideas to get you started:

- Host a cycling tour to show off your community's greenways.
- Create a treasure hunt where participants follow a series of trails to explore the "treasures" of your community.
- Hold an activity fair with healthy food, music, tours and educational displays.
- Find hidden treasure through geocaching: Use some of the 10,000 existing geocaches in New Brunswick or create your own.
- Create a photo contest that requires participants to be active.
- Host a guided walk or expedition through a park or along a trail.
- Go bird or wildlife watching with a local expert.
- Use your favourite waterway to host canoeing or kayaking excursions such as poker runs, historical tours or nature watching.

MAKE YOUR EVENT AN OPPORTUNITY TO PROMOTE INCLUSIVENESS!



Contact Para NB to borrow adaptive sport and recreation equipment and set up a para sports demonstration and tryout activity!

The Para NB Equipment Loan Service is a provincial, bilingual service that increases access to adaptive sport and recreation equipment and devices for persons with a physical disability in New Brunswick.

The Equipment Loan Service can be accessed by provincial sport organizations, recreation organizations, para sport groups, municipalities, schools and persons with a physical disability throughout New Brunswick.

Available equipment includes multisport chairs, handcycles, goalball sets, boccia ramps and balls, hockey sledges, bowling ramps and adapted rowing seats.

To learn more, visit www.paranb.ca, email info@paranb.ca or call 1 (866) 462-9555.

BUDGETING & SPONSORSHIP

A budget is only as good as the information that goes into its preparation. It is important that all aspects of the event be properly planned and revenues and expenses be accurately defined before the event takes place.

Budgeting

Forecasting how much money will be available and where it will be spent is useful. By planning for key financial goals you should be able to identify, well in advance, any concerns that need to be addressed.

Grants

Your community may be eligible for funding. Visit www.wellnessnb.ca/resources-for-you/ to view a list of available grants in New Brunswick. Filter the resources by *Type* and choose "Grant Programs." There are also Regional Grants available to you. Refer to page 7 and 8 to contact your Regional Wellness Consultant or your Regional Sport and Recreation Branch Consultant for more information about these.

Find Local Sponsors

Sponsors can maximize the potential of your event. There are many opportunities for everyone in your community to get involved, so pool your friends' and family's knowledge for ideas.

Before contacting a potential sponsor, make sure you have established the goal(s) of the event and how the potential sponsor can benefit from supporting your event.

Look for ways to place local sponsors in your promotional material as well as ways to recognize these sponsors during and after the event. This could be as simple as thanking them at the event, allowing them to have a booth at the event and to display banners.



Sponsors Can Participate by:

- Providing financial support
- Donating goods or services
- Related organizations could provide specific services, goods or prizes
- Providing space for the event
- Assisting with set up and take-down
- Participating in the event or providing volunteers

WELLNESS BRANCH REGIONAL OFFICES DEPARTMENT OF SOCIAL DEVELOPMENT

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Region 2 - Western Valley

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Wellness Consultant:
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Region 5 - South East

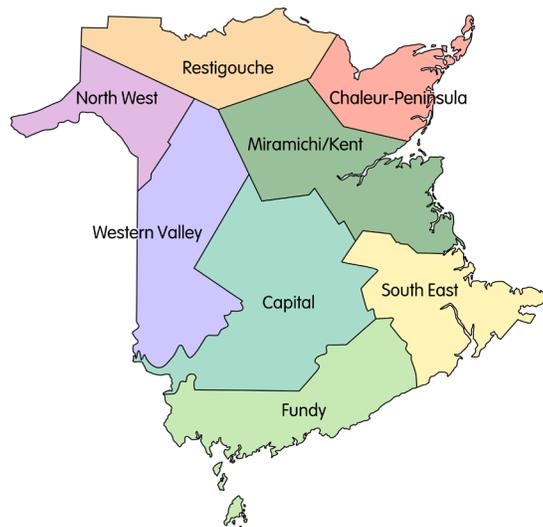
Assomption Place
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SPORT AND RECREATION BRANCH

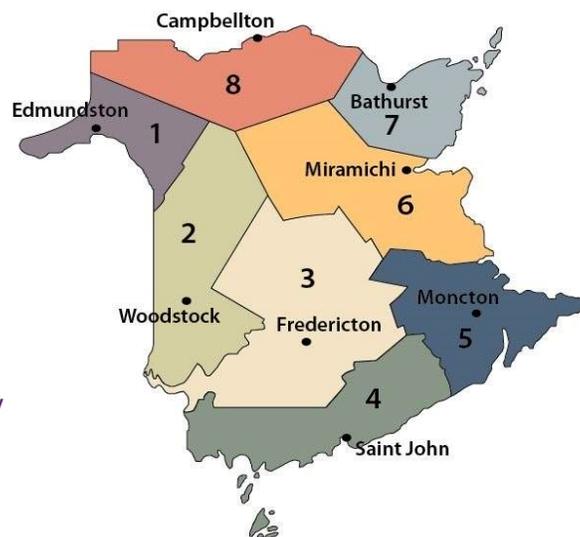
REGIONAL OFFICES

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FINDING VOLUNTEERS

Recruiting Volunteers

A key resource for any successful event is volunteers. Many events would not exist without the people who volunteer their time, energy and expertise to make them happen. Volunteers are needed both for planning and carrying out the event. Be sure you have an adequate number of volunteers in place for the day of your event.

Finding Volunteers

Look for people from within your organization. Your volunteers, staff and acquaintances may know people who are interested in volunteering. Contact service clubs and advertise for volunteer help. This can be done through bulletins, newspapers or social media. When recruiting volunteers, communicate the time commitment that is required and the type of responsibilities involved.



Manage, Train and Recognize your Volunteers

Since volunteers are not paid, provide them with a job that is worthwhile and rewarding. Give volunteers an overview of the event, its goals and the organization. Introduce them to the people that they will be working alongside and make them aware of any relevant policies and procedures, and create a plan to recognize them by either a party, letter, certificate or special gift.

PLANNING: GET ORGANIZED

Create a Checklist

Avoid last-minute issues and stressful situations. Create an event checklist outlining all tasks, timelines and people responsible for each.

Don't forget to include all the supplies/equipment required as well as basic needs such as pens, scissors or tape. Consider other items, such as name tags for the organizers and volunteers, First Aid kits, and all necessary contact numbers.

Arrange Event Permits if Needed

Permits might be required for the displaying of banners, street closures or food preparation during your event. Contact your municipality to find out about any requirements and procedures.

Prepare for Plan B

Always have a contingency plan in the event of inclement weather. You could plan a rain date or have shelter for activities. Depending on the activity, it could be held "rain or shine" after encouraging participants to be prepared for the weather as forecast.

All events should be stopped immediately if there is a possibility of lightning. Have a safe, sheltered

MAKE YOUR EVENT SMOKE-FREE

Remember that as per New Brunswick's Smoke-Free Places Act, smoking as well as using e-cigarettes and water pipes is now prohibited on all trails, beaches, playgrounds, sports fields (including the spectators stand), in parks and other public spaces.

Outdoor events provide a wonderful opportunity for community activity and engagement. Most New Brunswickers don't want to breathe in second-hand tobacco smoke. Creating a smoke-free outdoor event protects people, especially children, from exposure to dangerous tobacco smoke.

The New Brunswick Anti-Tobacco Coalition's **Making my Outdoor Event Smoke-Free Guide** provides tips and tools to help you promote your event as smoke-free including sample signage and promotional materials. Find it at www.nbatc.ca

Ultimately, we all want opportunities to live, work and play in healthier communities. This is a great way to contribute.



area to potentially wait out the weather and be prepared to reschedule the event for another time or cancel all together.

Booking Experts and Equipment

If you plan on booking a local expert to provide a service at your event, make sure they will be available on the day and or rain date. Contact them early, determine their specific needs

and ensure that someone on your committee is responsible to assist this individual and to have what is required on site.

Ensure other event needs, such as specific equipment, electrical needs, portable toilets or sound equipment are planned for and secured for your event date, taking all populations into account. Do not leave these requirements to be secured at the last minute.

Photos and Photo Permissions

Make sure you have photos of your **Parks and Trails Day NB** event! Plan ahead to have someone designated to take photos.

Also, make sure you integrate an appropriate, visible notice regarding photography to ensure people are aware photos are being taken during the activity and may be used for future promotional purposes. This may take the form of a waiver that people sign upon arrival on the site, posters and signage giving notice to participants in a few areas around the site or

even a short notice to include in a program, map or any other printed piece visitors receive upon arrival.

Find an example of such a notice, in both official languages, on www.sentierbtrail.com/parks-and-trails-day.

Safety and Risks

Safety and risk are linked and are both positive parts of any successful outdoor event. The key to safety lies in creating a holistic safety approach to manage risk, minimize the chance of mishap and be prepared to respond and manage the unpredictable.

Most of all, ensure at least one person on site has current first aid and CPR training, and all volunteers know how to contact him or her in case of need. Some local bylaws may require you to have a trained first responder on site if you are expecting more than a certain number of people attending your event. Make those verifications in advance to avoid having to deal with this at the last minute.

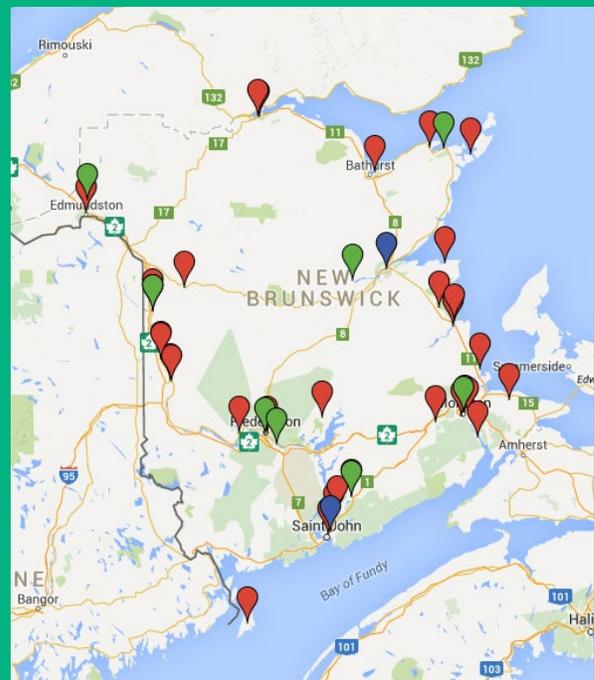
Visit www.sentierbtrail.com/parks-and-trails-day to find examples of security checklists, first aid kit supplies list and other useful resources.

REGISTER YOUR EVENT

Register your **Parks & Trails Day NB** event so it will be featured with the other activities being held across the province! This links your community to dozens of others across N.B., collectively showing the support and appreciation we New Brunswickers have for our parks, trails and waterways.

A mapping of all the **Parks & Trails Day NB** events will be hosted on the NB Trails website at www.sentierbtrail.com/news-calendar. This will be the go-to hub for New Brunswick families looking for **Parks & Trails Day NB** events in their community. Take advantage of this great exposure!

Register online at www.sentierbtrail.com/parks-and-trails-day



PROMOTION: GET THE WORD OUT

Promotion is crucial to the success of your event. A well-executed communication plan will make a big difference in the number of people you attract to your event and also determine the influence it will have in the long run in your community.



Posters

Create a plan of where you can place posters to attract interest: community boards, arenas and businesses that are willing to support the event. Modifyable Parks and Trails Day NB poster templates are available for you at www.sentiernbtrail.com/parks-and-trails-day



Social Media

Use Facebook, Twitter, YouTube and other forms of social media to share information about your event. Ask your friends and colleagues to “like” and “share” your posts using hashtag **#ParksTrailsDayNB**.



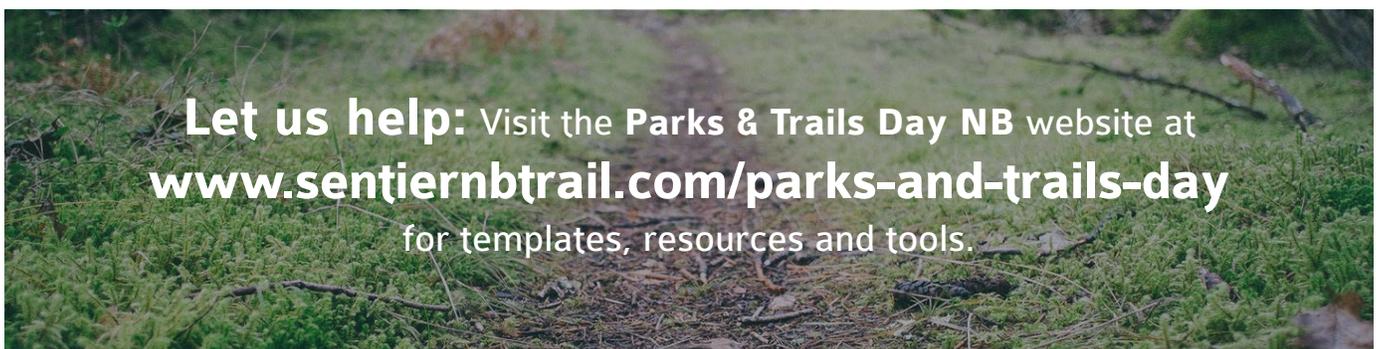
Radio, Public Service Announcements

PSAs can be useful in reaching a mass audience, although you may not be able to determine when the spots will be aired. Look to convince the station that your message is especially important to their local audience. Contact the station personally and be aware that guidelines for acceptance may vary from station to station.



Invite the Media

Invite local TV stations, radio stations and newspapers to your event. Provide them with all detailed information about the event: date, location, start and end time, purpose/goal and the phone and email address of a contact person. Find a list of all New Brunswick media here: http://www2.gnb.ca/content/gnb/en/news/media_list.html.



THE BIG DAY: BRING IT ALL TOGETHER

Once everything is organized, volunteers know what they are required to do and participants are beginning to arrive, it is time to put your plan into action.

During Your Event

Have fun and enjoy the event! Have someone be responsible to either video or take photos of the event.

Remember to record observations so that these ideas can be shared and reviewed in the post-event wrap-up.

After the Event

Review the planning process:

- Walk through all aspects of the planning to evaluate and discuss how each could be improved.
- Make detailed notes that will be helpful in next year's planning process.
- We will email you a survey after the event. Please take a moment to share your feedback with us.
- Identify partners, sponsors and volunteers that should be contacted for future events!
- Celebrate your success! Share your photos and thank those who came out through social media and other channels.

EXPLORE ECO NB

This neat mobile app may come in handy as part of your **Parks and Trails Day NB** event if your participants are invited to explore a local park or trail. The app was built using the Google Maps platform and offers a pretty extensive inventory of New Brunswick's parks, trails and other natural attractions, many of which include a detailed trace to guide users along the paths. A great tool to feature as part of your event!

Check it out at <http://exploreconb.ca>



ADDITIONAL RESOURCES

You will find resources and tools to help with your event planning at www.sentiernbtrail.com/parks-and-trails-day. Here are a few other documents, apps, resources and websites you may find helpful.

Best of NB Pocket Cards - <http://hepac.ca/the-best-of-nb-pocket-cards>

These **Pocket Cards** showcase a series of activities and recipes that aim to support front-line leaders of children and youth in promoting outdoor play, physical literacy and healthy eating. The activities included in these cards provide a sneak peek into some of New Brunswick's most useful resources in the fields of recreation, health and wellness. The **Pocket Cards** are composed of 20 physical activity cards and 8 healthy eating recipes which are written in a user-friendly format to promote play and proper nutrition.

Explore Eco NB - <http://exploreconb.ca>

This free mapping application for your mobile device connects you with nature, encouraging outdoor physical activity and exploration and appreciation of natural places in the province of New Brunswick. The app allows you to browse through various natural attractions in the province thanks to its Google Maps-based platform and to learn more about the activities and ecology of each.

The Green Book • Guide for Connecting with Nature - https://issuu.com/nbtourism_tourismenb/docs/2016_green_book_june17

The **GetOutside! NB Green Book** provides information aimed to serve as a guide for all outdoor educators who wish to safely connect people to nature. The guide is intended to take you along the outdoor education cycle from planning to delivery. Find an introduction to basic ecological concepts, an overview of safety and risk concerns, as well as a section on outdoor education and topics such as leadership, program planning, and program delivery. The fourth section includes examples of games and activities for outdoor education programs, and presents some sample programs. The final section contains reference information and contacts to aid in the development of outdoor education experiences.

Making my Outdoor Event Smoke-Free Guide - <http://nbatc.ca/en/index.php?page=making-my-event-smoke-free>

Enjoying the fresh air of outdoor activity in our beautiful parks and trails is a perk of living in New Brunswick, but exposure to second-hand smoke is not. In addition, in many of these spaces, smoking is now prohibited by N.B. legislation. To help you make your **Parks & Trails Day NB** event smoke-free, the New Brunswick Anti-Tobacco Coalition (NBATC) has the tools to get you started! The **Making My Outdoor Event Smoke-Free Guide** offers plenty of ideas to assist you with planning, organizing and hosting your event. It includes handy links to resources such as signs, banners and a smoke-free logo, which you can download, adapt and print for your event signage.

The NB PLAYS! Resources - <https://www.nbplays.ca>

NB PLAYS! is a holistic approach to recreation in New Brunswick. It has produced a variety of quality resources to support leaders and strengthen capacity for recreation programming that fosters health and wellness in our province, with different population subsets as well as different settings and contexts. The **NB PLAYS!** resources are rich in ideas, suggestions, tips and pertinent information to help any recreation leader build an activity or event for **Parks & Trails Day NB**.

The Wellness Events Calendar - <http://calendar.wellnessnb.ca>

Add your **Parks & Trails Day NB** event to *The Wellness Movement's* online **Wellness Events Calendar** to take advantage of additional exposure and get more people to hear about your event. *The Wellness Movement* is a grassroots initiative that encourages the creation of supportive environments in New Brunswick. **Parks & Trails Day NB** is a great way to feature, celebrate and enjoy the physical environments that nourish our wellness. *The Wellness Movement's* **Wellness Events Calendar** is available for any organization, community group, school or workplace to share and promote a wellness-related event or activity.