

Reaching the hard to reach: Using social innovation to support low-income families' recreation participation

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Today's Agenda

- Who we are and why we are here
- Who are your hard to reach
- Parenting in poverty
- Social innovation
- Human centre design & ROC's Experiences
- Where are at today

Who are your hard to reach?

Uninformed

- Don't know what is available in the community

Uninterested

- Don't care and lacking motivation

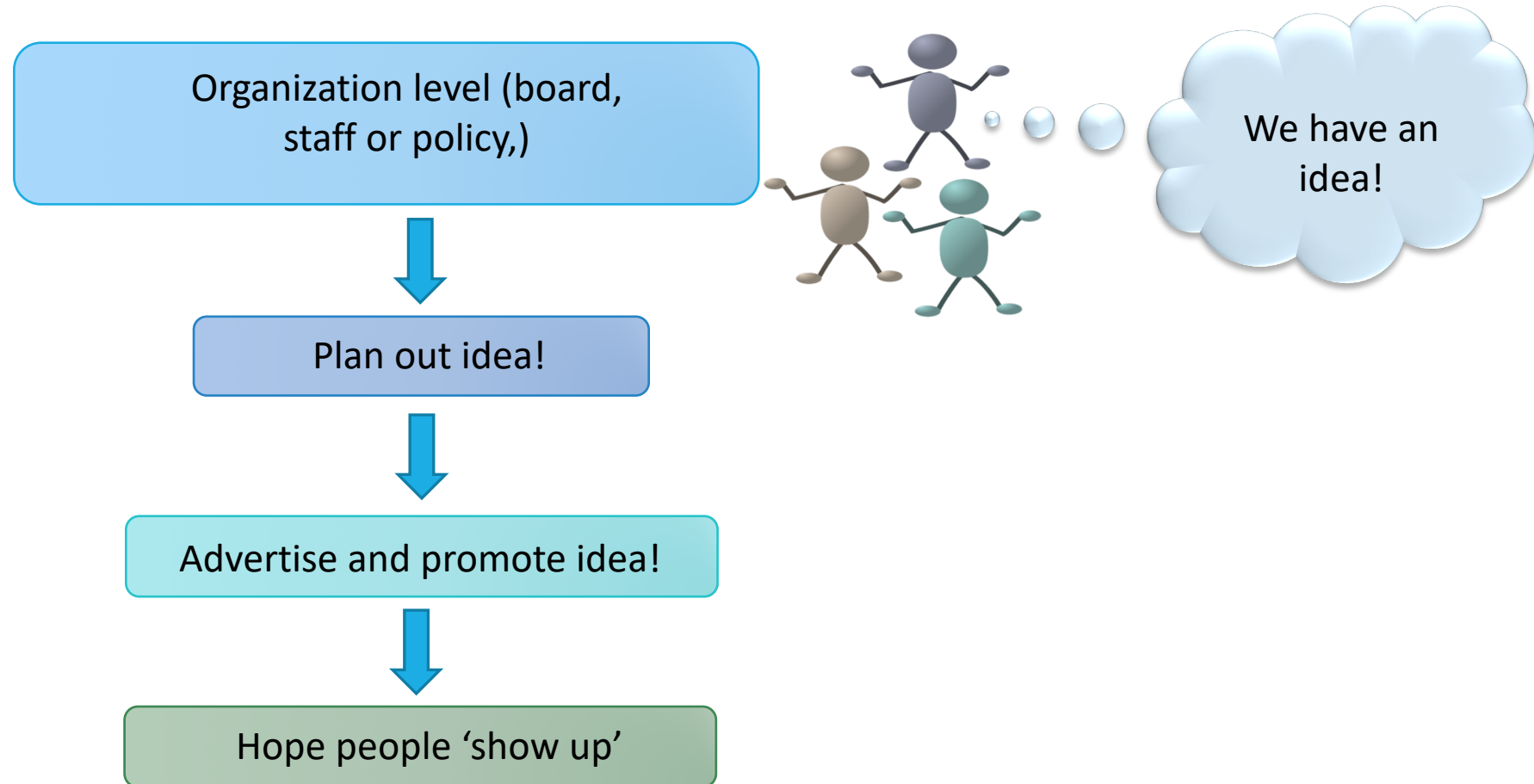
Unengaged

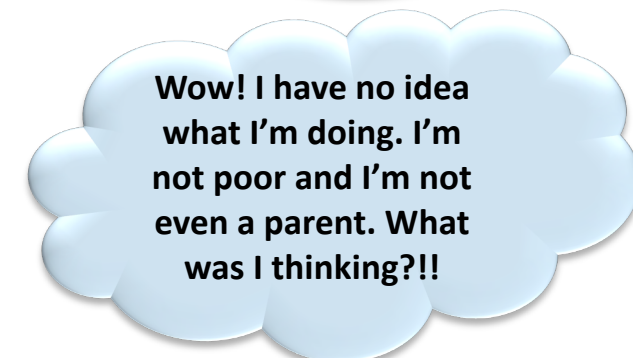
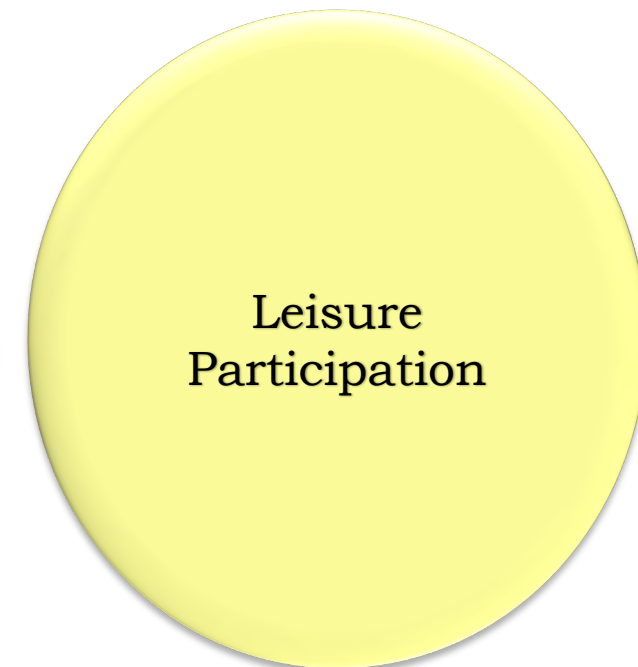
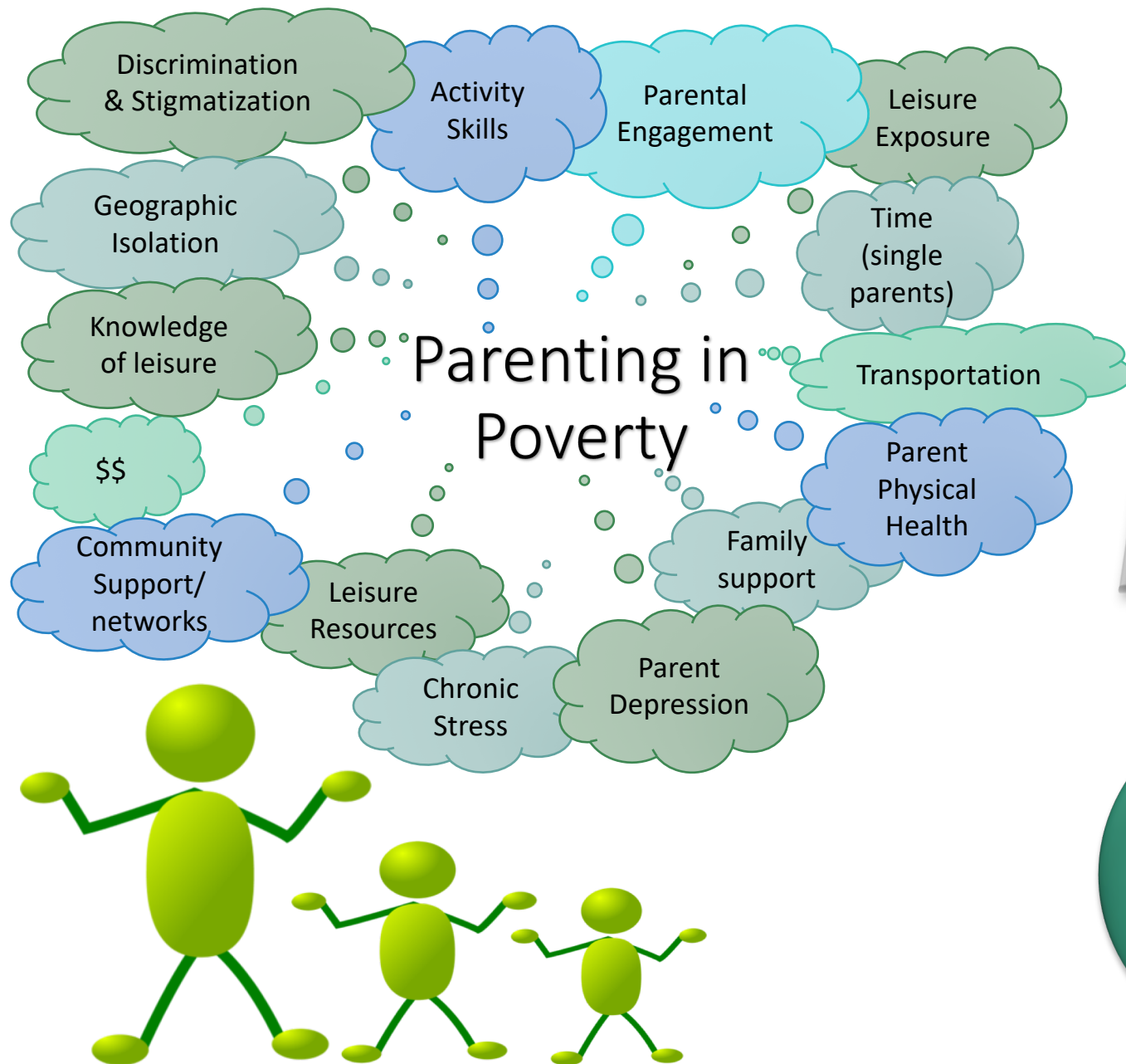
- There but don't want to be
- Activities I have access to are boring or uninteresting

Unable

- Want to but have barriers...\$, transportation, depression...

Common Approach: Top Down





Social Innovation

Social innovation is a new way of thinking about how we approach wicked problems faced by society.

New or novel solutions to social needs and problems.

Human Centre Design (HCD)

Used to tackle wicked problems

Collaborative and multidisciplinary

Holistic community development

Focuses on empathy

Methods used to gain direct understanding of the lived experience

Empowers



Human Centre Design (HCD)

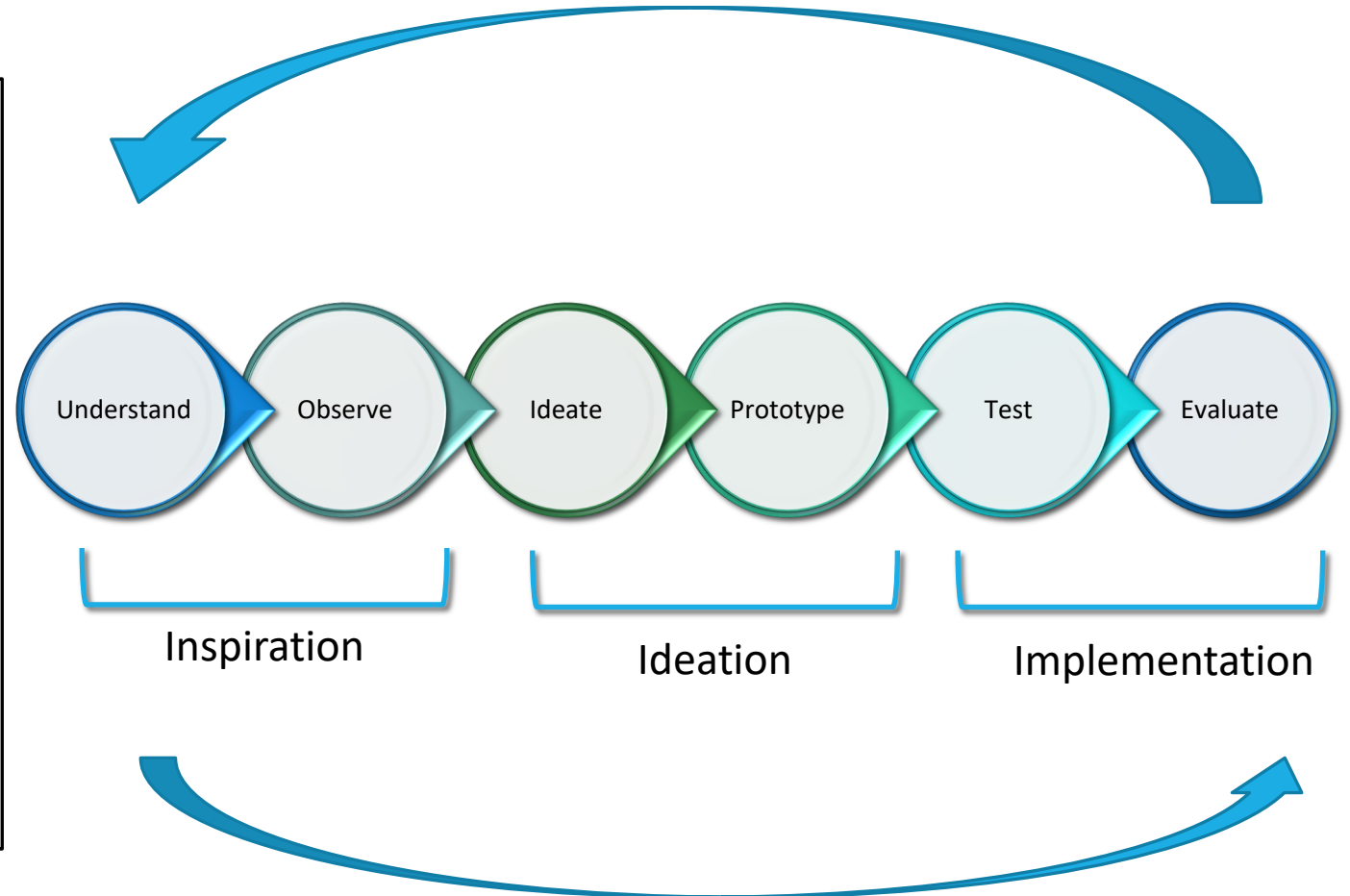
Humans are the centre of the process and outcome

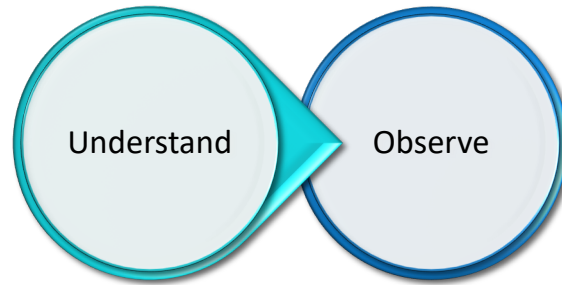
Demands involvement of user and stakeholders.

Is an iterative process...

It never really stops!

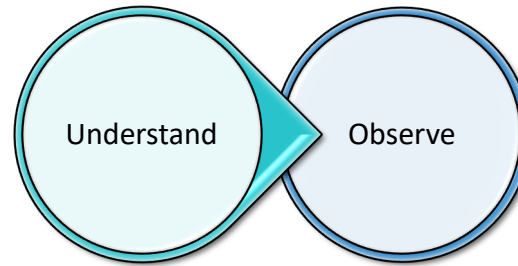
Starts off **messy** and through the process **clarity** is gained.



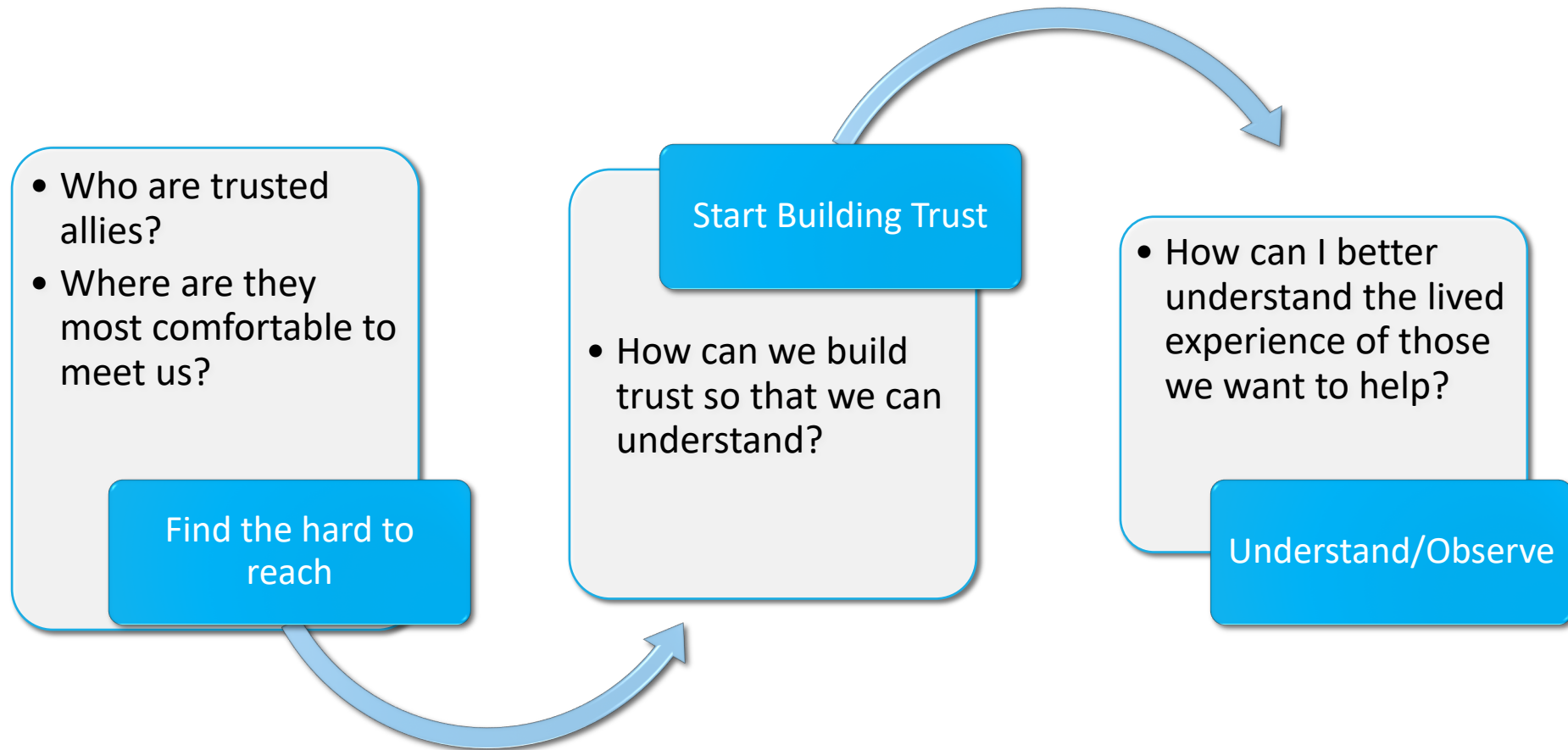


Phase 1 Inspiration

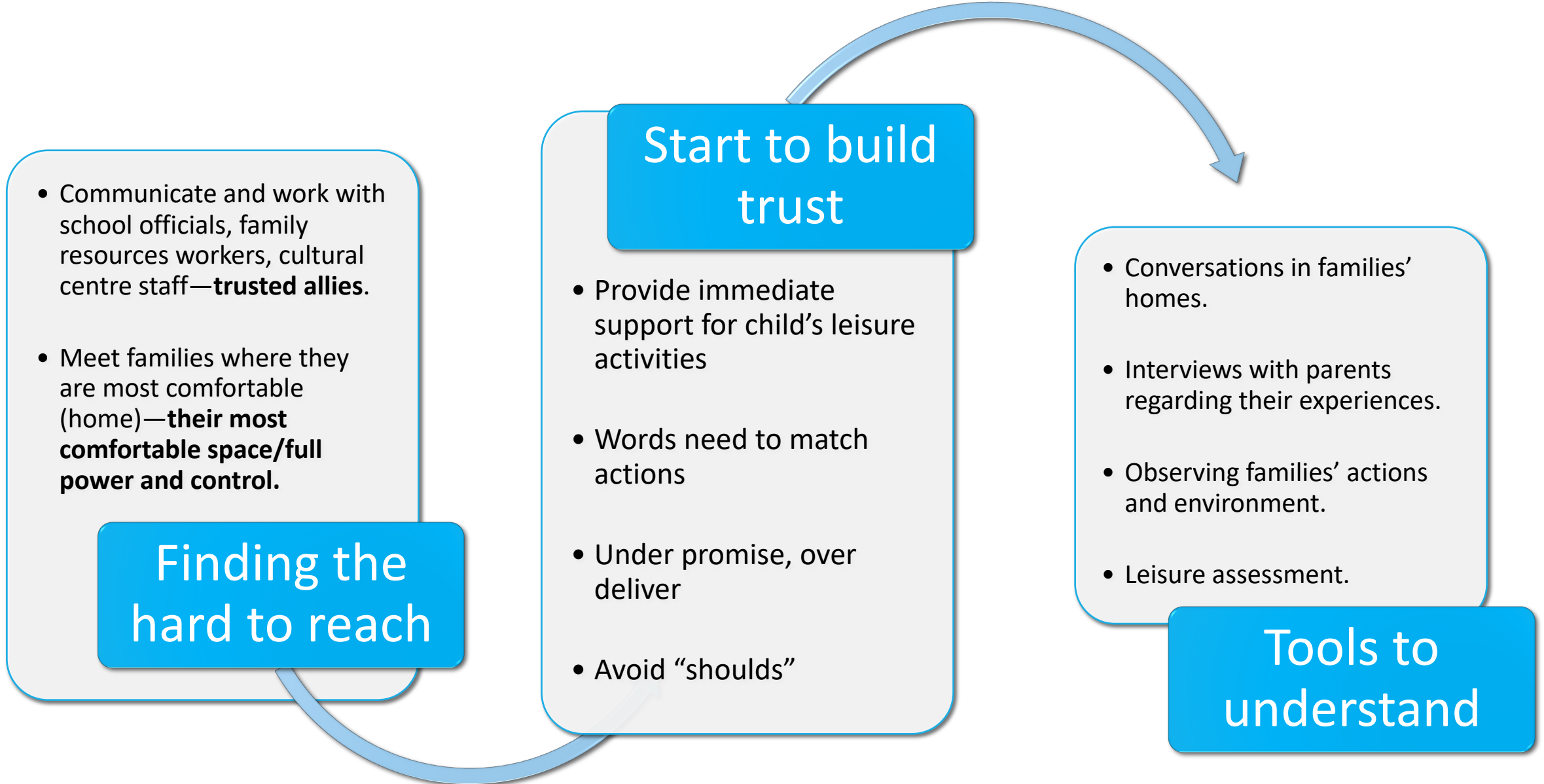
- *In this phase the goal is **empathy**. It's your goal as an innovator to gain an empathic understanding of the people you're designing for and the problem you are trying to solve. This involves empathizing with, engaging and observing the people you intend to help. (Interaction Design Foundation)*
- **The best way to gain an empathic understanding of people is immersion. Direct experiences in the lives, contexts, environments, and activities of the people you would like to understand better.**
- **To create solutions you must build empathy for who they are and what is important to them.**

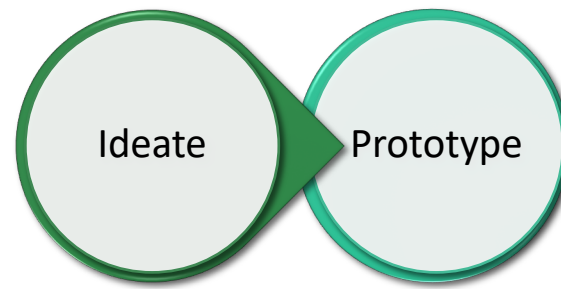


Phase 1 Inspiration



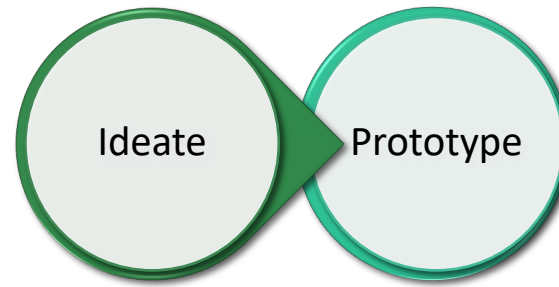
ROC's Approach to Empathy Building



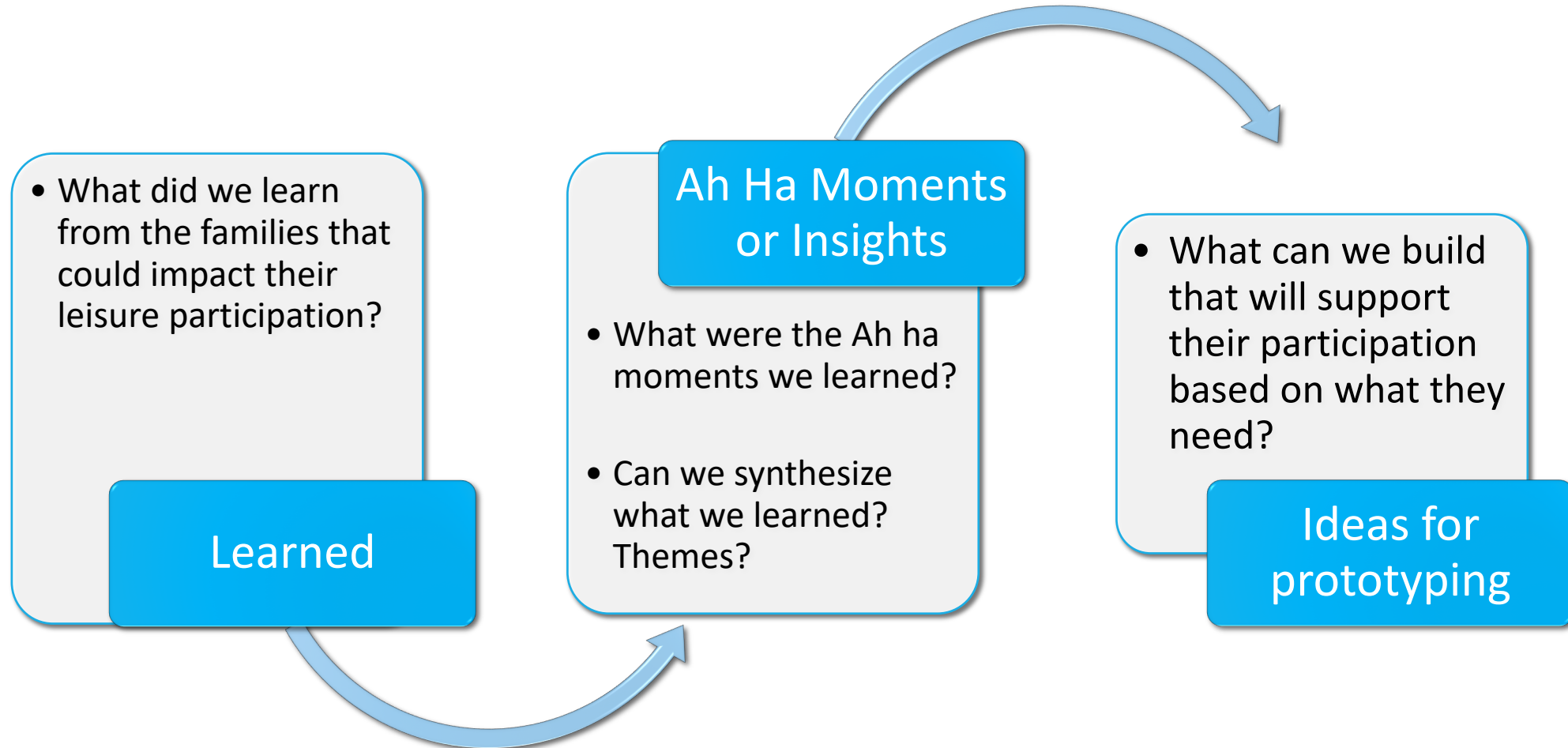


Phase 2 Inspiration

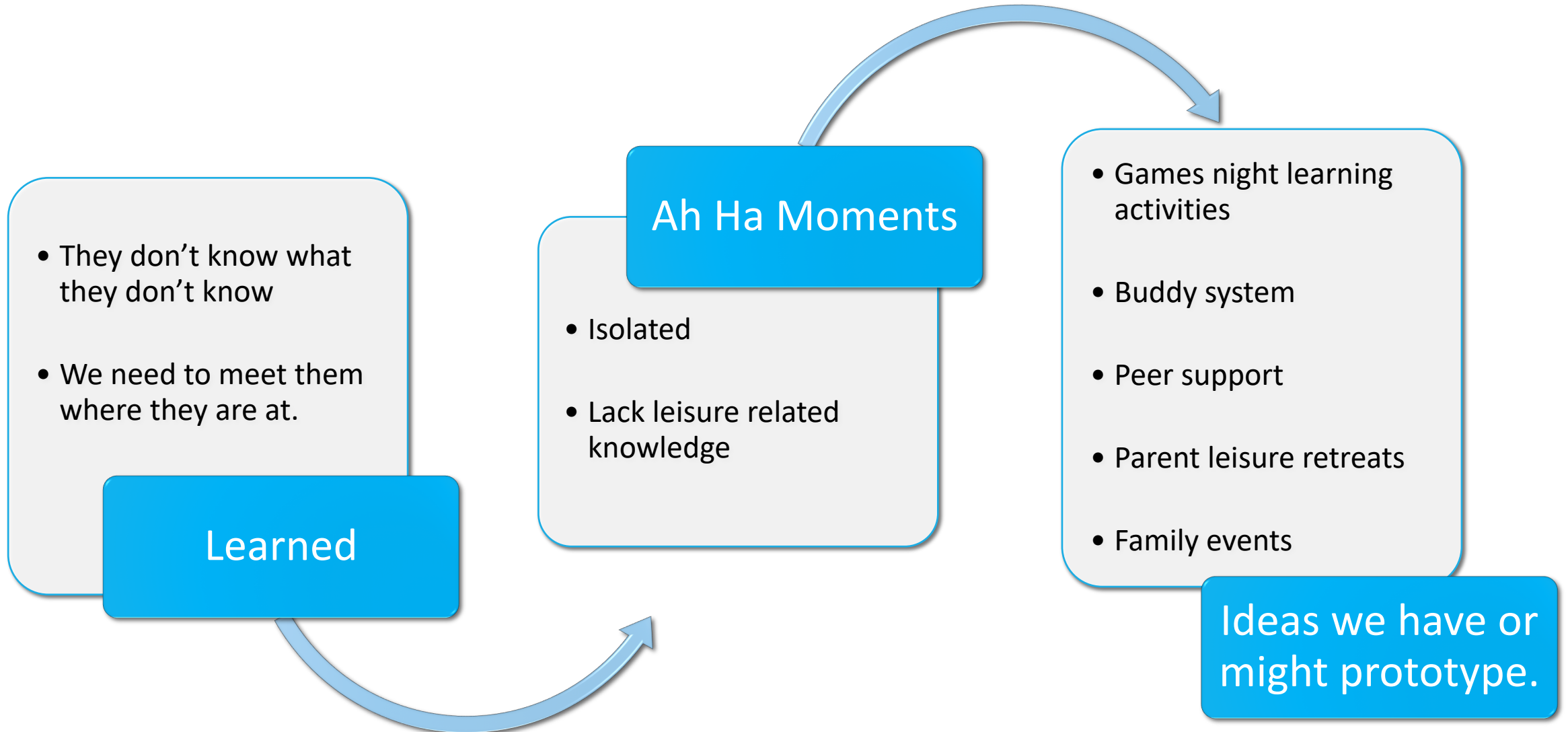
-
- *In this phase the goal is to brainstorming as many ideas as you can with your team based on what you learned from your observations and experiences in Phase 1.*
 - **“It’s not about coming up with the ‘right’ idea, it’s about generating the broadest range of possibilities.”**
 - Prototyping is the making of a representation of a solution to a design problem in such a way that a user can *experience* it.
 - Prototypes are not meant to function but rather to let users interact with them so as to provide feedback.

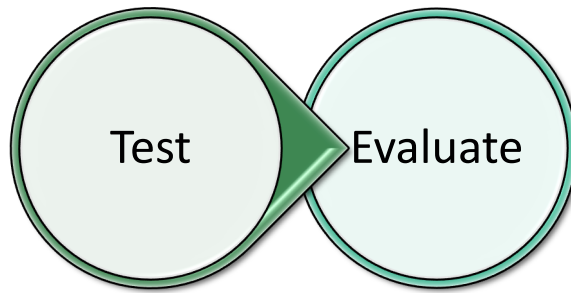


Phase 2 Brainstorming & Prototypes



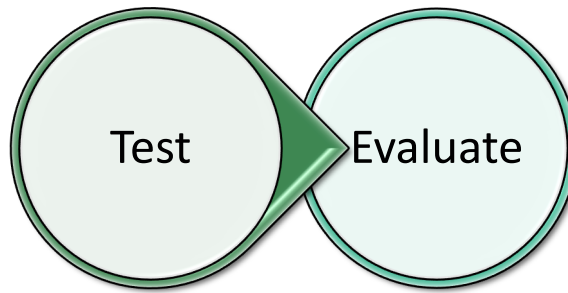
ROC's Approach to Brainstorming & Prototyping



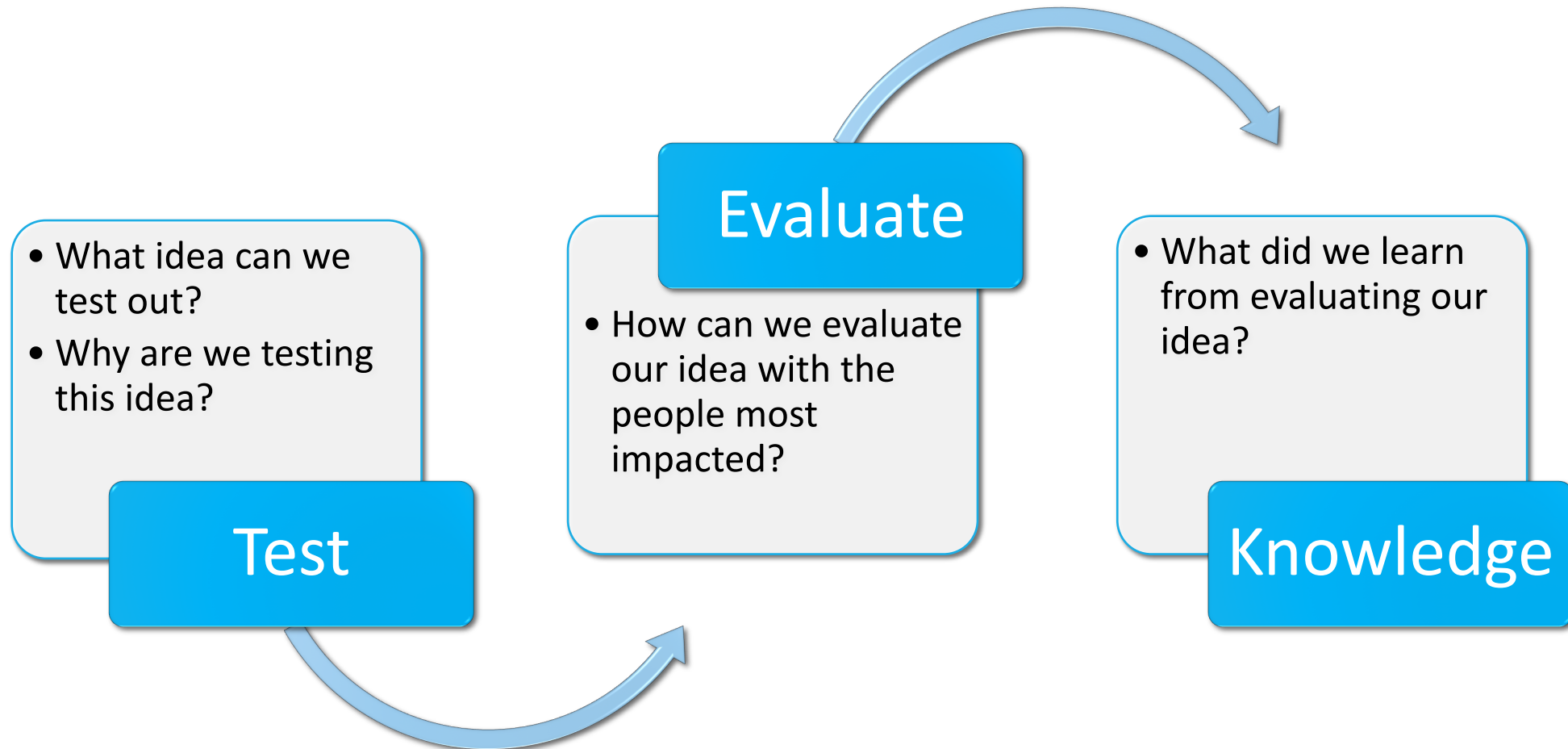


Phase 3 Implementation

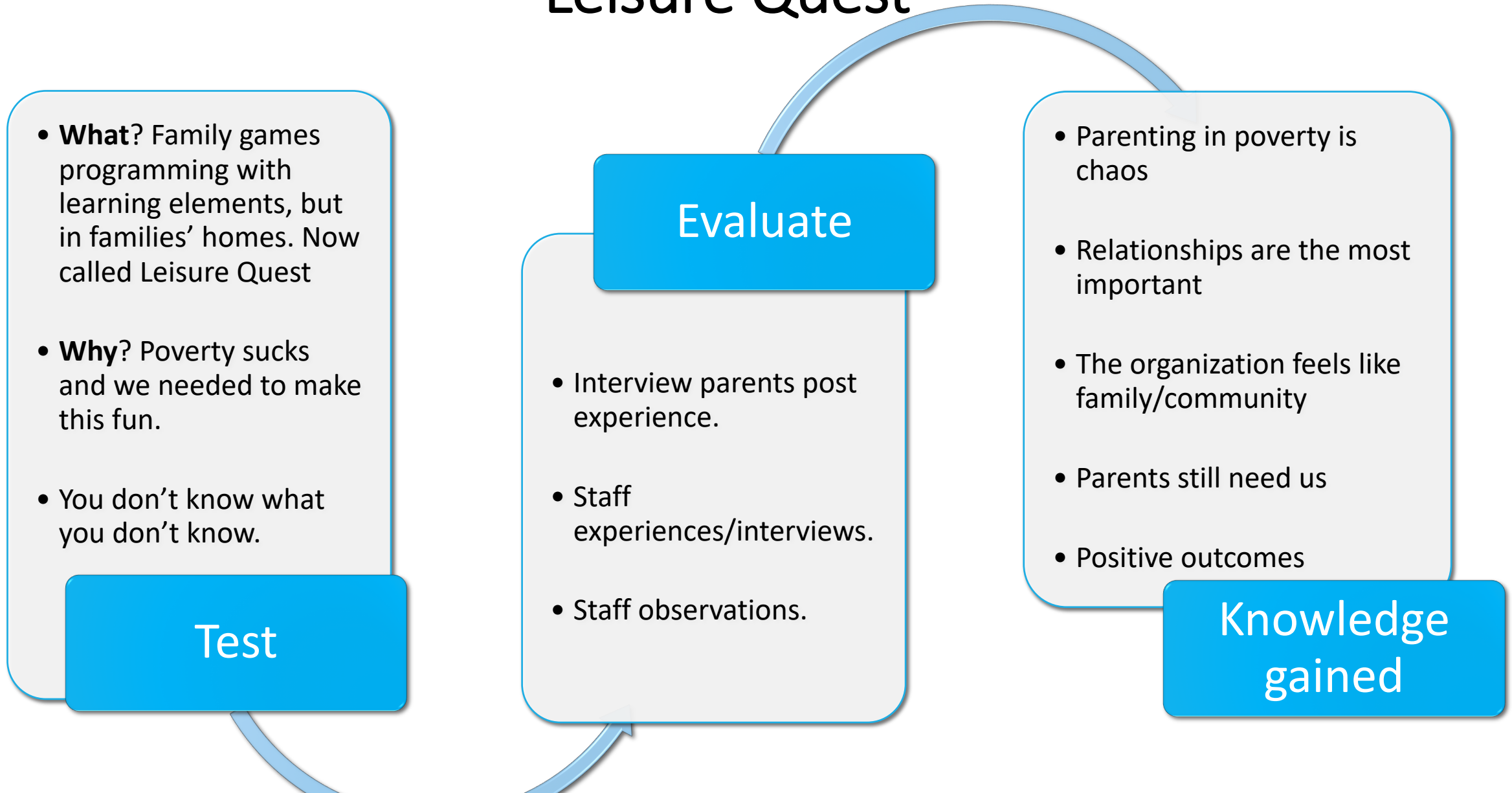
- In this phase the goal is to figure out if what you are prototyping is working for your users.
- Opportunity to rework and return to the drawing board if needed
- Opportunity to start over or recreate more ideas for testing.



Testing ideas & evaluating



ROC's Approach to Testing & Evaluation #1: Leisure Quest



Example of ROC's Implementation

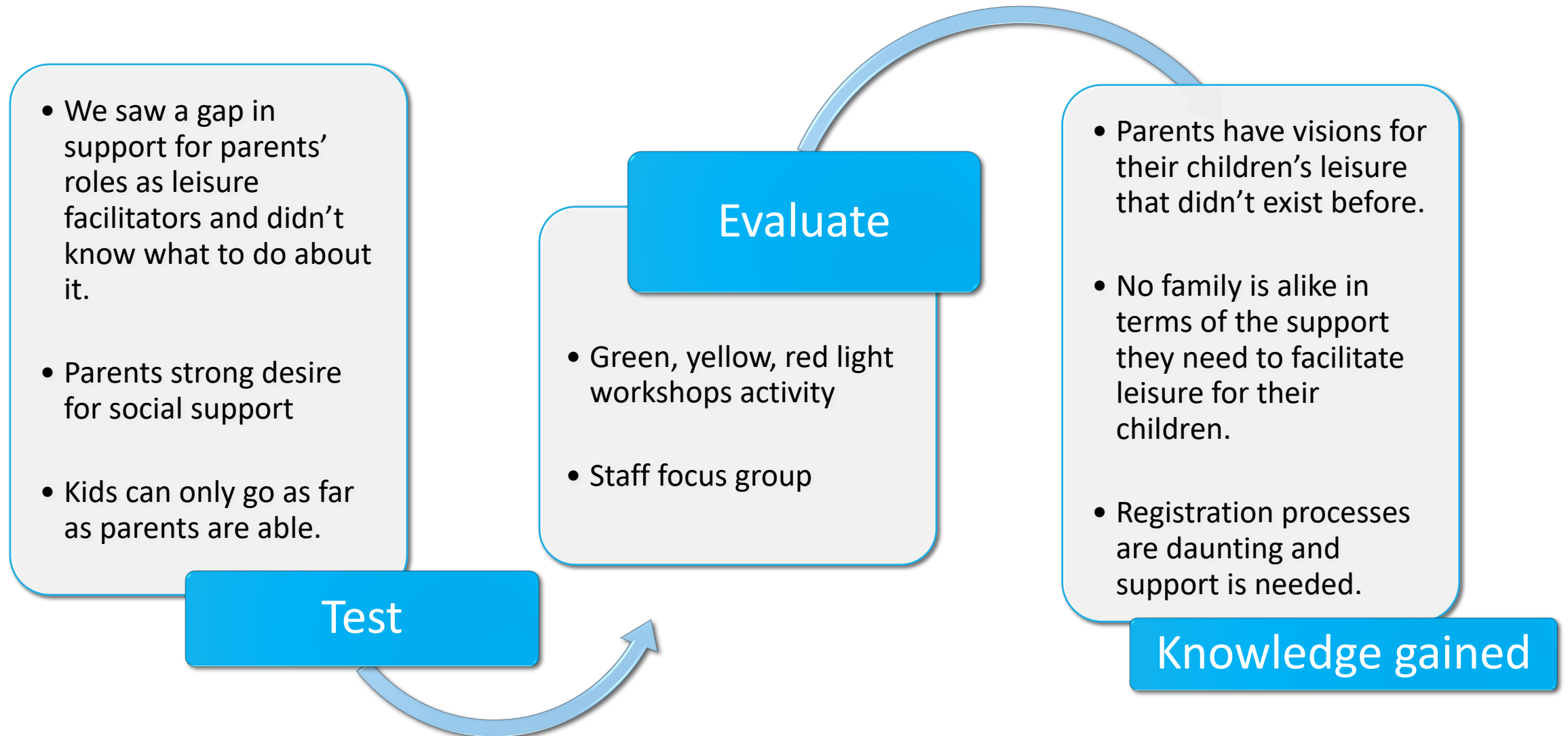


Leisure Quest Programs



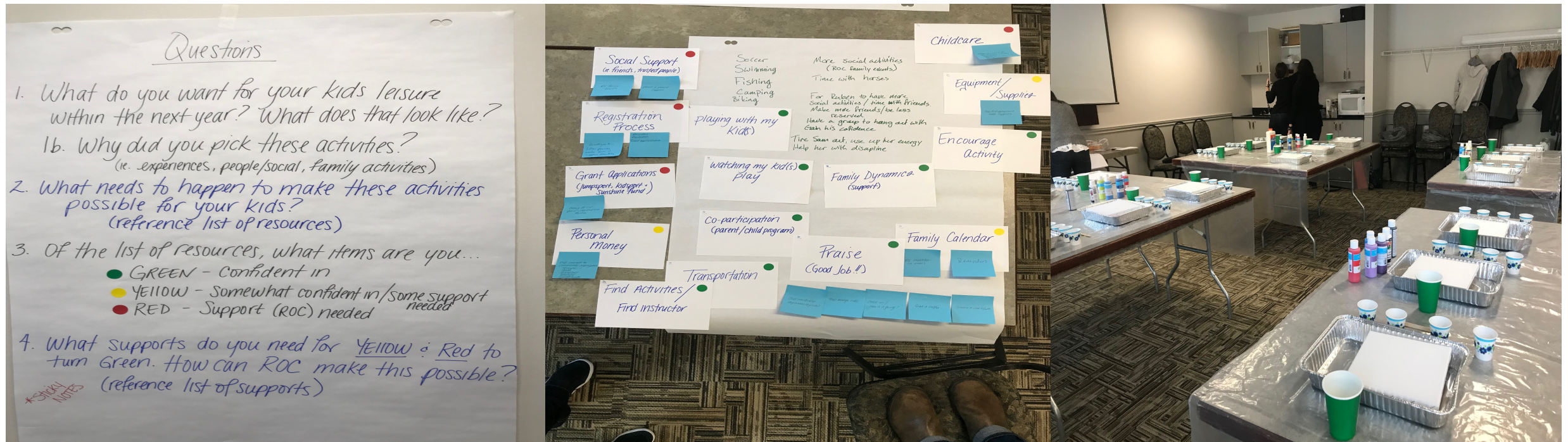
Family	Parent as Facilitator	Parent
1. Leisure awareness	1. Leisure Awareness	1. Leisure Awareness
2. Benefits of leisure	2. Leisure values and interests	2. Benefits of leisure
3. Leisure values and interests	3. Leisure skills	3. Leisure values and interests
4. Leisure skills	4. Leisure influencers	4. Leisure skills
5. Leisure constraints	5. Benefits of leisure	5. Leisure constraints
6. Leisure resources	6. Leisure constraints	6. Leisure resources & planning
7. Self-as-entertainment	7. Leisure resources & planning	
8. Leisure budgets		
9. Leisure planning		

ROC's Approach to Testing & Evaluation #2: Parent Leisure Retreat



ROC's Approach to Ideation & Prototyping

#2: Parent Leisure Retreat



Green, Yellow & Red Light Activity

#1. What would you like your kids' leisure to look like this coming year? Why did you select these experiences?

#2. What needs to happen to make these experiences possible? Refer to the list of tasks and supports, but also include your own.



- Praise
- Encourage activity
- Watching my kids play
- Playing with my kids
- Co-participation
- Equipment/supplies
- Transportation
- Family calendar
- Personal \$
- Family dynamics
- Childcare
- Grant applications
- Registration
- Process
- Find activity/instructor
- Social support (trusted people)

Green, Yellow & Red Light Activity

#3 From your list of “needs to happen” what are you confident in? Place the sticker beside the “needs to happen”

- Green sticker—I am confident
- Yellow sticker—I am somewhat confident but might need support
- Red sticker—I am not confident and need support for this to happen

#4 What supports are needed to make yellow and red go green? Stick the support post notes next to “needs to happen” that were tagged yellow and red. Also include your own.



- Go with you to...
- ROC newsletter via email
- Help find equipment/supplies
- ROC family events
- Help arrange rides
- Grab a coffee together
- Check in—how’s it going
- Mentor/coach
- Filling out forms for registration
- Filling out forms for grant applications
- Parent to parent support
- Help connect to other organizations
- Help connect to community members
- Reminders for registration and grant applications
- Buy gas

Parents Most Needed Support

Intangible

- Praise
- Encourage activity
- Watching my kids play
- Playing with my kids
- Co-participation

Tangible

- Equipment/supplies
- Transportation
- Personal \$
- Childcare

Process

- Grant applications
- Registration process
- Find activity/instructor

Other

- Family calendar
- Social support (trusted people)
- Family dynamics

How The Parents Want to be Supported

Intangible

- Emails
- Check ins- how's it going

Tangible

- Help find equipment/supplies
- ROC family events
- Parent swap items
- Help arrange rides
- Gas money
- Rob a bank
- Life coach
- Help connect to community organizations

Process

- ROC newsletters
- Reminders
- Help filling out forms
- Go with you to...
- Help understanding information (forms)

Other

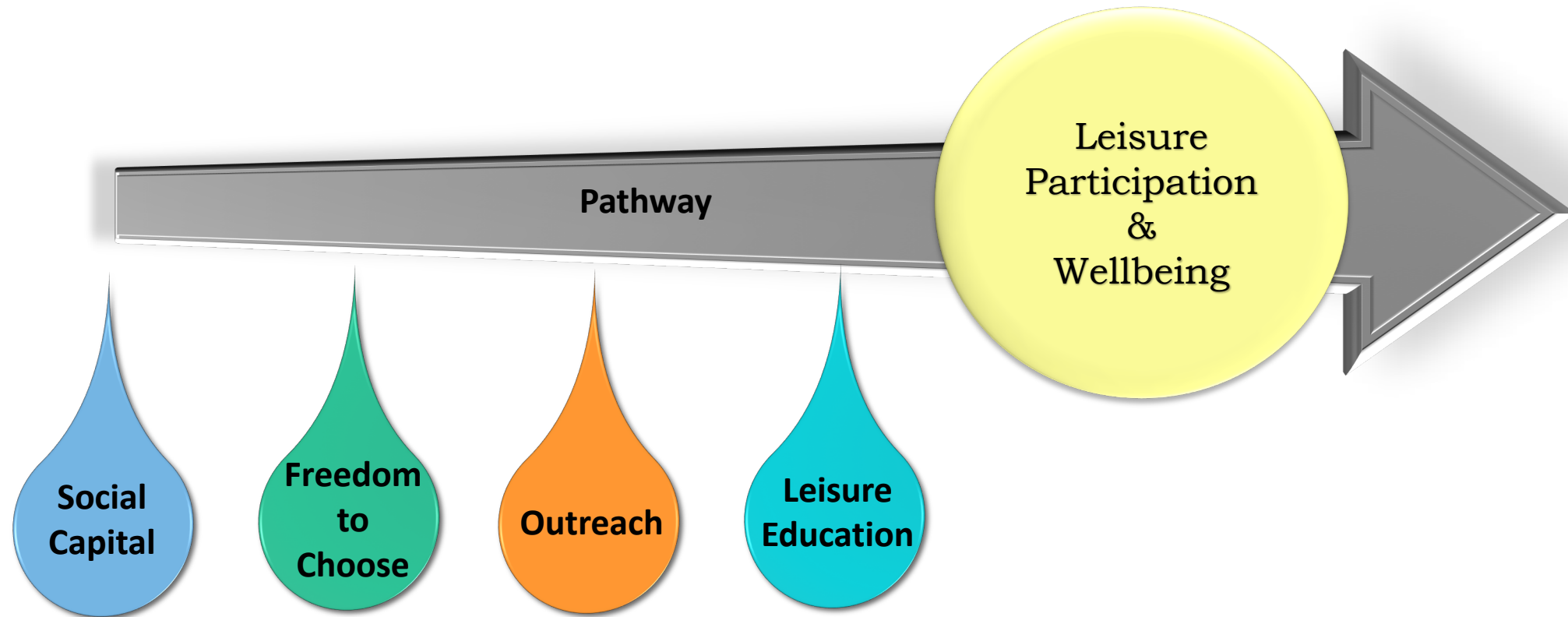
- Grab a coffee together
- Check in- how's it going
- Every person needs a mentor coach for life
- Child mentorship (big brother/big sister)
- Parent to parent support
- ROC family events

ROC's Leisure Delivery System

Families



Rec Providers &
Allied
Professionals





Social Capital

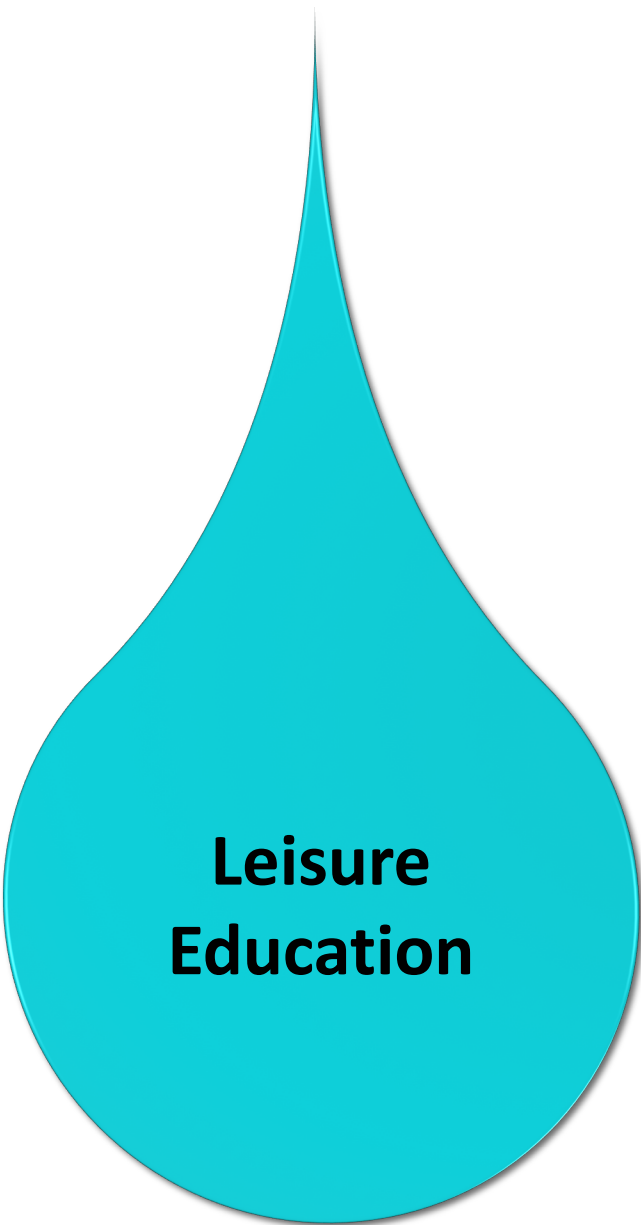
ROC Does this...	Mothers described...	Mothers said this...
<ul style="list-style-type: none">• Act as supportive neighbours• Provide mentorship• Connect families to community recreation providers (programmers, instructors, etc.)	<ul style="list-style-type: none">• Relationships that were supportive and felt like friendship and family (bonding)<ul style="list-style-type: none">• Trust• Relationships (friends/family)• Connections	<p>“Yeah, ROC is like a bit of an extension of the family. Well, I mean family work together, not only through the good times but bad times...so, I see the ROC as extended family in the sense of, because you could get [us] out of the rut.</p> <p>“It was the fact that you're not like, I'm higher than you, you became our friends and it was so good, hanging out with you was just enough.”</p>



ROC Does this...	Mothers described...	Quote
<ul style="list-style-type: none">• Provide funds for non-fundable leisure activities (i.e. creative arts)• Provide leisure equipment and supplies• Provide transportation support• Provide a safe, supportive environment to dream and scheme• Brainstorm home based leisure activities if that works better for a family	<ul style="list-style-type: none">• How exposure to opportunities and choices opened up opportunities to experience more leisure, feeling free and not poor.<ul style="list-style-type: none">• Free choice• Exposed to more opportunities• Possibilities	<p>“I guess maybe they don't, but the kids don't feel like oh we are poor, we can't have this or that, and they actually have nice things. And nobody needs to ask.”</p> <p>“Like it's – you're not constricted anymore, you're free. You have an opportunity to let your children enjoy activities that before they couldn't be involved in and increase their social skills, increase their physical activity and just the times that we get together as a group.”</p>



ROC Does this...	Mothers described...	Quote
<ul style="list-style-type: none">Delivers programs and supports in families' homes/coffee, shops/parks - wherever they feel the most comfortable	<ul style="list-style-type: none">ROC's approach as one that didn't stigmatize or discriminate them.	"Yeah it [ROC's outreach] was just so nice. It's not like going to a food bank. We are lucky to have a program like ROC where we don't have to go to a food bank to stand in that line and degrade yourself... but with ROC, we don't have to. "



ROC Does this...	Mothers described...	Quote
<ul style="list-style-type: none">• Deliver Leisure Quest (family focused leisure education program)• Provides knowledge supports for fee assistant applications and recreation activity registration processes	<ul style="list-style-type: none">• Learning about leisure, leisure activities, but also the different leisure resources and supports available to them.	<p>“So, ROC has opened a lot of windows for me. Like, now I know that there is an organization, a place where you can get the bursary or whatever. And, now, I have more information about these things that I can apply for. For help with bringing them into courses or whatever. “</p> <p>“the sunshine fund, I didn’t even know that existed. Or maybe it was kids’ sport. Anyway, the kids’ sports and the sky fund, I didn't even know that that stuff even existed until ROC.”</p>

Final Thoughts and Next Steps

- It's tough work, but it is worth it.
- Focus on understanding your hard to reach first and trust ideas to test will follow.
- Not sure where we are headed, but we will figure it out with the families as we go.

Thank you!



Reflecting on your own hard to reach

Who are your hard to reach?

Why are they hard to reach? 4 un's, maybe others?

How do you understand and learn about your hard to reach?

How do you currently reach and work with the hard to reach?

Who are your hard to reach trusted allies?

Who's the best partner to work with the hard reach?

How can you be involved in reaching the hard to reach?

Why do you want to reach the hard to reach?

How ROC's builds empathy?

1. Be present
2. Don't pontificate/stand on soap boxes—enter every conversation assuming you have something to learn
3. Use open ended questions
4. Go with the flow—let go of your agenda and follow others' thoughts.
5. If you don't know, say that
6. It's not about you; don't equate your experience with theirs; don't promote yourself
7. Try not to repeat yourself
8. People don't care about lots of details
9. Listen—if your mouth is open, you're not learning
10. Be brief