



Parks and Recreation Ontario
1 Concorde Gate, Suite 302
Toronto, Ontario M3C 3N6
www.prontario.org/www.HIGHFIVE.org
Phone: 416-426-7142



National Child Day marks launch of the new HIGH FIVE® Principles of Healthy Child Development (PHCD) Training

For Immediate Release

Toronto, November 20, 2009 – HIGH FIVE® National, a division of Parks and Recreation Ontario, is pleased to announce the launch of the new Principles of Healthy Child Development (PHCD) in conjunction with National Child Day which is celebrated on the 20th of November each year.

HIGH FIVE® is Canada's only comprehensive quality standard for organizations providing recreation and sport programs to children aged 6 to 12. Recreation and sport activities make a significant contribution to how children develop – both physically and mentally. HIGH FIVE® is based on the belief that all children deserve to have sport and recreation experiences that support their healthy development.

PHCD training is a component of HIGH FIVE® which has been delivered for the past 10 years to front line sport and recreation leaders to provide them with the vital skills and tools needed to ensure that children have positive experiences in sport. As the leader in providing child development expertise in sport and recreation, HIGH FIVE® has updated the PHCD to ensure that the training meets the emerging needs and growing diversity of its stakeholders and includes the most recent research on healthy child development.

“This leading edge training helps front line leaders nurture children’s mental health,” says National Manager LJ Bartle, “It reflects the current expertise in healthy child development and is more inclusive of underserved communities and their focus on resiliency.”

The new PHCD uses the HIGH FIVE® Principles to emphasize the social, emotional and cognitive needs of children to help front line leaders engage children, build relationships and resolve conflict.

“Using HIGH FIVE® has helped organizations showcase their commitment to children by setting in place standards and procedures to assure parents that their children will have quality experiences in sport and recreation.” Larry Ketcheson – CEO, Parks and Recreation Ontario

Authorized providers in eight provinces across Canada offer PHCD. HIGH FIVE® currently has more than 200 Registered Organizations and has trained 48,000 front line leaders working directly with hundreds of thousands of children in communities across the country.

HIGH FIVE® is proud to celebrate National Child Day and to celebrate our most precious resource, children.

BACKGROUND

National Child Day marks the day on which the United Nations General Assembly adopted the *Declaration of the Rights of the Child* in 1959 and the *Convention the Rights of the Child* in 1989. The Convention spells out the basic human rights to which all children under the age of 18 are entitled. In 1993, the Government of Canada enacted legislation to designate November 20th of each year as a national day of the child in order to promote an awareness of the Convention in Canada and to encourage child-related organizations to raise awareness of child rights.

HIGH FIVE[®] was founded by Parks and Recreation Ontario for children's sport and recreation programs. HIGH FIVE[®]'s PHCD is specialized training which teaches participants how to use the five principles of healthy child development to provide an exceptional learning experience for children in their care.

HIGH FIVE[®] is a quality standard committed to assisting children along the path of healthy child development by:

- ensuring that recreation and sport practitioners develop a high level of knowledge and expertise in child development;
- helping parents to make informed choices; and
- providing practitioners with the tools for enhancing and maintaining a high level of program quality.

Parks and Recreation Ontario (PRO) is an all-inclusive member-based association dedicated to enhancing the quality of life of the people in Ontario.

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For more information please contact:

Simone McArthur
Parks and Recreation Ontario
Phone: 416-426-7429 work/416-274-9267 cell
Email: smcarthur@prontario.org

