



The best way to play™

THE IMPACT OF QUALITY

Benefits of HIGH FIVE® to Organizations and Communities

Summary Report, November 2016



PARKS AND RECREATION ONTARIO

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A quality standard for children’s sport and recreation
Founded by Parks and Recreation Ontario

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Measuring the Benefits of the HIGH FIVE Quality Standard

HIGH FIVE is Canada's quality standard for children's programs. Its framework consists of training, a robust database for program assessment and a suite of policies and procedures, all built on the five Principles of healthy child development: A Caring Adult, Friends, Play, Mastery and Participation.

HIGH FIVE is a research-based holistic framework used by organizations to help create positive experiences for children. It's trusted by hundreds of organizations across Canada and recognized as the benchmark of excellence in the public and private sectors.

HIGH FIVE was founded in 2001 by Parks and Recreation Ontario. In the last 15 years, it has grown so that now more than 1 million children each year are participating in programs operated by organizations implementing HIGH FIVE.

The purpose of this study was to better understand organizations' perceptions of the role the HIGH FIVE Standard plays in creating positive experiences for children, as well as the impact the implementation of HIGH FIVE has on organizations to carry out this objective. This study was conducted in 2015 by HIGH FIVE together with Environics Research.

Previous research shows that all types of children's programs, from arts to physical activity, provide opportunities for social interaction and help build resiliency and confidence in kids. ¹ However, it's whether that opportunity is a positive experience that can be the difference between a child growing up healthy and active or falling into a sedentary lifestyle. Organizations use HIGH FIVE to ensure they're providing positive experiences for kids to increase the chance they will stay active for life.

As this Summary Report indicates, the HIGH FIVE Standard provides families and organizations with peace of mind that kids are having positive experiences in programs.

The quality of a program matters as it can:

- Influence the duration that children stay active and engaged
- Impact the reputation of an organization and
- Build trust with families in a community

¹ HIGH FIVE: Resiliency & Recreation, Summary Report. Resiliency Initiatives, 2014.



This Summary Report highlights the powerful impact that HIGH FIVE has in children’s programs through:

- Improved children’s experiences
- Increased customer satisfaction
- Strengthened credibility and reputation of organizations

Study Parameters

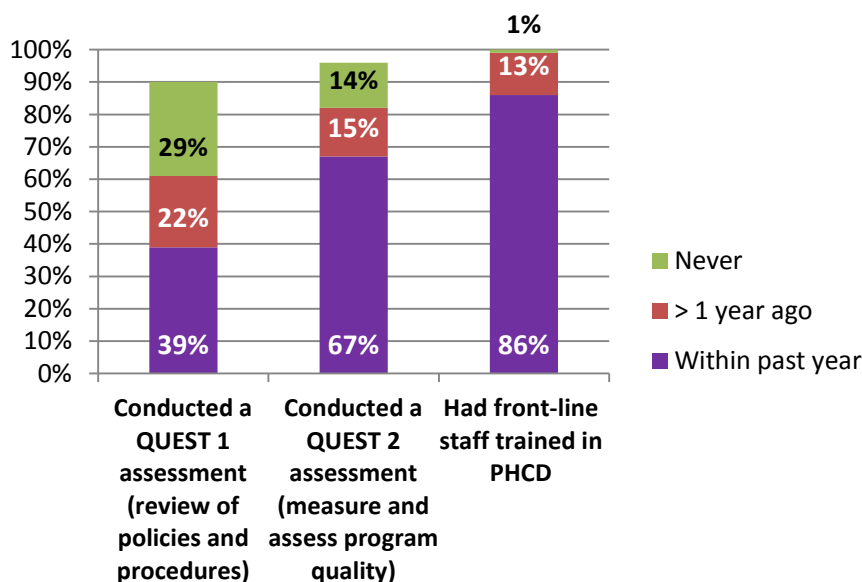
Whose voices did we hear?

An online survey of HIGH FIVE organizations was conducted from October 7 to 27, 2015. A total of 337 invitations were emailed, which represents most HIGH FIVE Registered and Accredited Organizations across the country. A total of 139 responses were received (n=139) during the available field period, for a response rate of 43%.

The largest group of survey respondents had registered with HIGH FIVE within the past five years (42%), compared to those who became involved 5 to 10 years ago (29%) or over 10 years ago (22%). The latter group is notably different: they are larger (in terms of the number of employees who work directly with children) and are more likely to be Accredited. At the present time there are no Accredited Organizations outside of Ontario though this is likely to change in

the near future as organizations in other provinces work towards Accreditation.

Timeframe Organization used HIGH FIVE



Nearly nine in ten organizations had front-line staff trained in Principles of Healthy Child Development (PHCD) within the past year, and nearly seven in ten conducted a QUEST 2 program assessment during the same time period. By comparison, four in ten have done a QUEST 1 policies and procedures assessment in the past year.



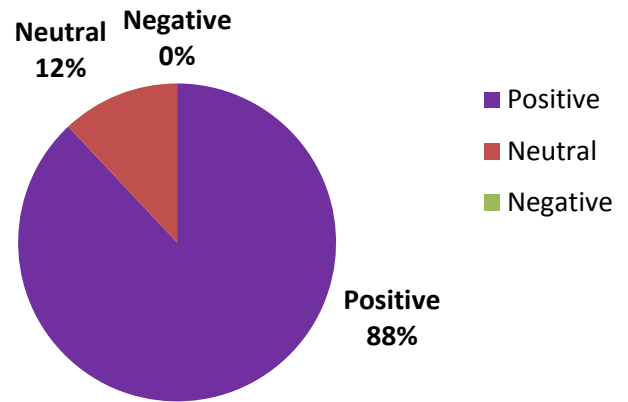
Study Highlights

Finding 1: Improved Children’s Experiences

Overall Positive Impact of Using HIGH FIVE

Overall, HIGH FIVE is overwhelmingly perceived by those using it in their organization as having a positive impact on their ability to deliver quality children’s programs. Better trained and more confident staff led organizations to report that their employees have been able to improve the quality of their programs, and were able to create a more positive and welcoming environment for children. Organizations cited that the top 2 benefits of HIGH FIVE are confident and skilled staff and access to best practices.

Has HIGH FIVE had a Positive, Neutral or Negative Impact on Your Organization's Ability to Deliver Quality?

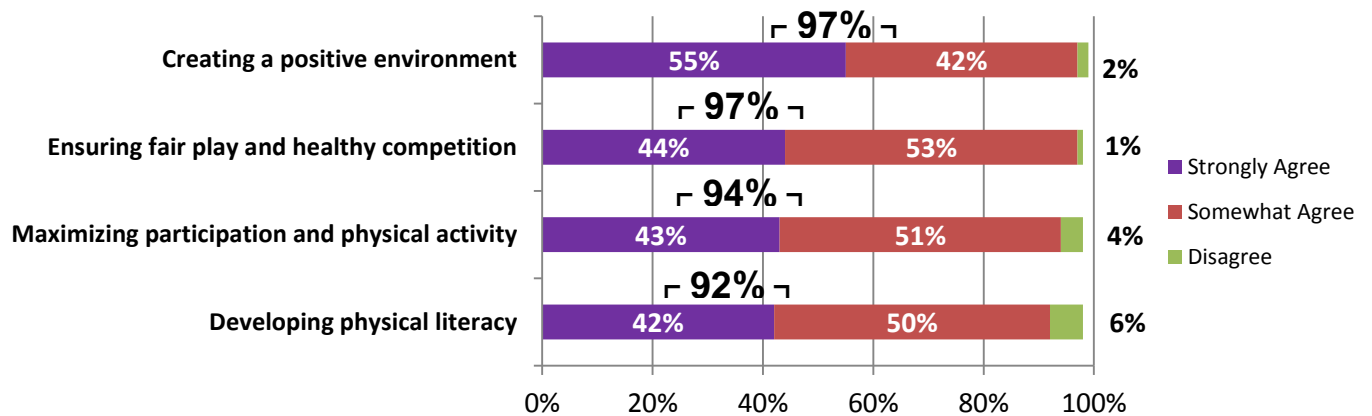


Most agree that HIGH FIVE has contributed to the skills and knowledge of front-line staff. This helps organizations create an environment that fosters healthy child development.

Competent and Confident Staff

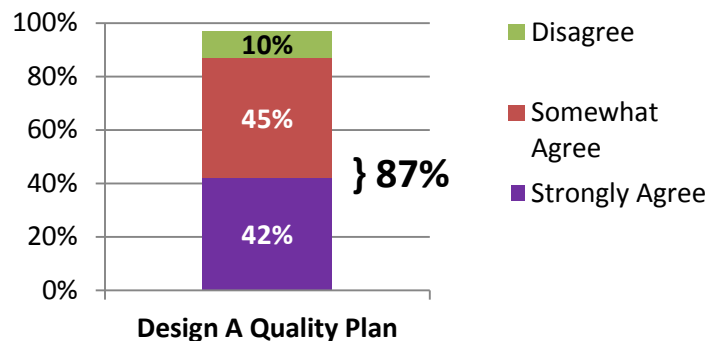
HIGH FIVE training, as it contributes to the confidence and competence of front-line staff, has helped organizations create a more positive experience and environment for children. The vast majority (97%) of respondents agree that HIGH FIVE training helps create a positive environment in programs that fosters healthy child development, 97% agree that HIGH FIVE helps ensure fair play in programs, 94% agree that HIGH FIVE helps maximize participation and physical activity of all children in programs and 92% agree that HIGH FIVE helps staff understand their role in helping children develop physical literacy.

Skills of Front-Line Staff Improved in....



As HIGH FIVE training helps create more knowledgeable staff, it also contributes to their ability to use HIGH FIVE tools and resources to develop plans for programs to enhance healthy child development. The majority (87%) of respondents agree that HIGH FIVE training helps its staff members design quality activity plans for children's programs.

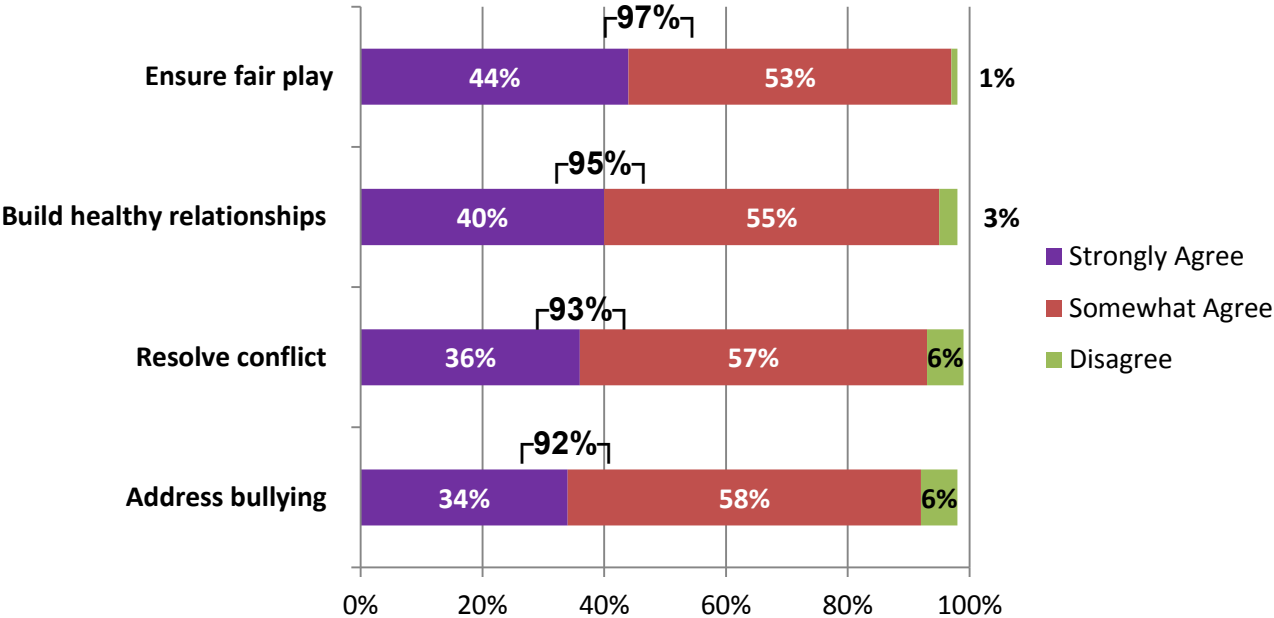
HIGH FIVE Helps Staff Design Quality Activity Plan



Conflict and Bullying

HIGH FIVE training helps create positive environments for children as it provides front-line staff with training in conflict resolution, bullying and fostering positive relationships. The overwhelming majority of respondents (95%) agree that HIGH FIVE training has helped staff members build healthy relationships with children, parents and other colleagues, while 93% agree that the training has helped staff members resolve conflict and 92% agree that the training has helped staff members address bullying in programs, all of which helps to create a positive environment.

HIGH FIVE Helps Front-Line Staff To.....



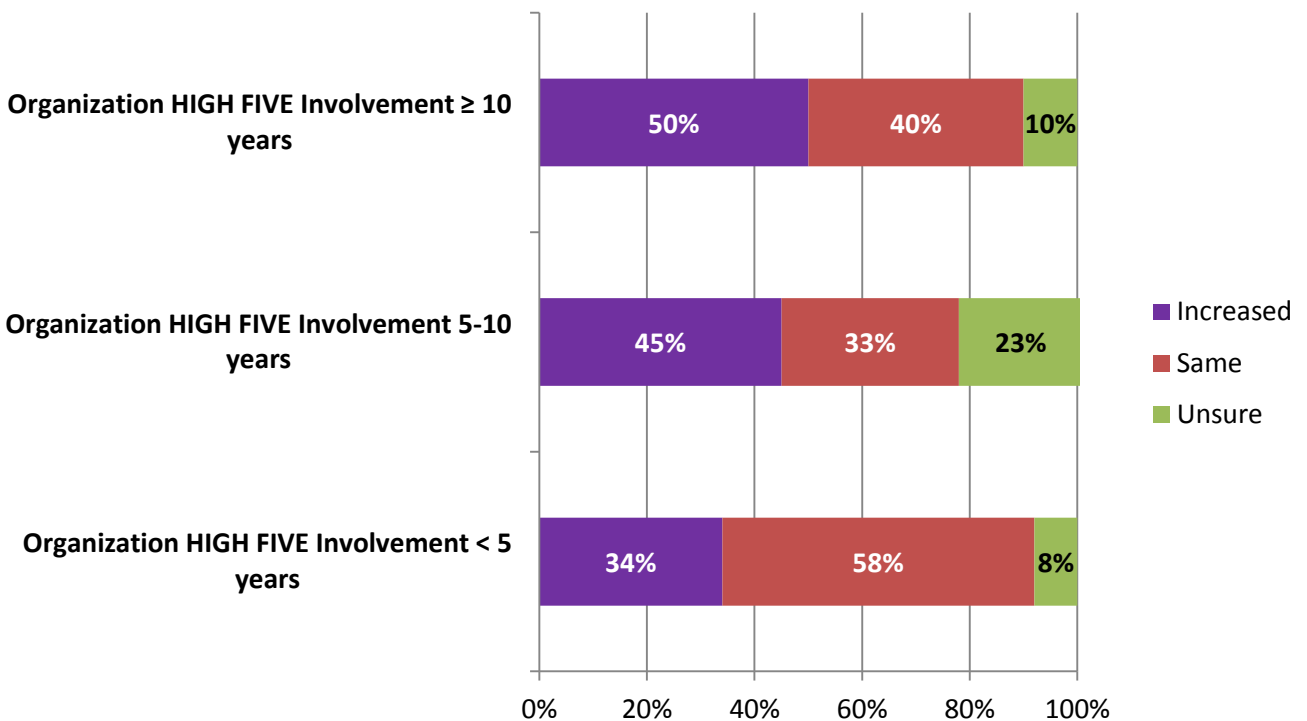
Finding 2: Increased Customer Satisfaction

Positive feedback from Parents/Caregivers

Using HIGH FIVE's suite of training and resources has helped organizations create positive experiences not just for the children in its programs, but also for the families of those children. The benefit of competent and qualified program leaders extends beyond the scope of just those in the programs.

Organizations with over 5 years using the HIGH FIVE Standard reported greater positive feedback from parents/caregivers. As indicated in the figure below, over one-third (34%) of organizations with less than 5 years of involvement with HIGH FIVE reported an increase in positive feedback from parents versus half of organizations with involvement ≥ 10 years with HIGH FIVE who reported an increase in positive feedback.

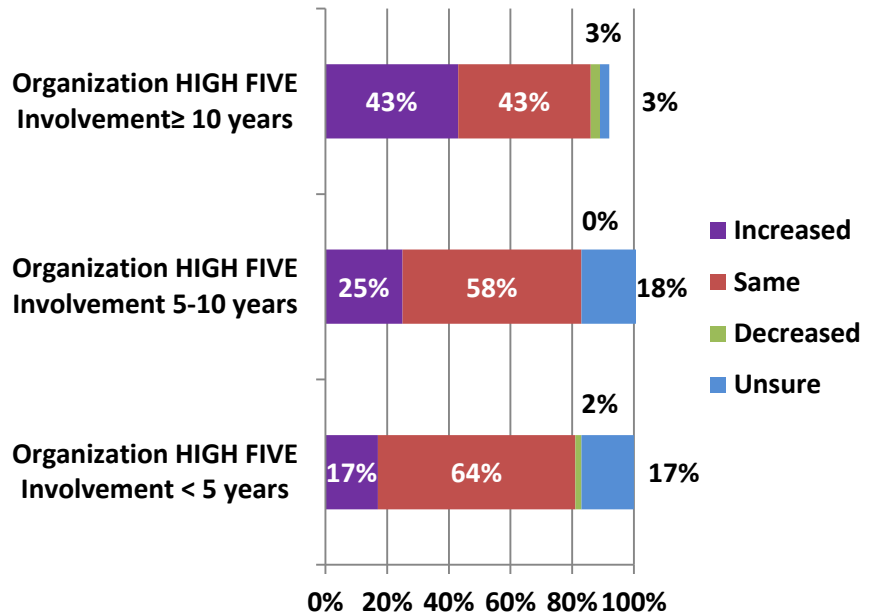
Positive Feedback from Parents/Caregivers



Keeping kids active and engaged

HIGH FIVE training is creating a more confident staff and more positive experiences for kids. Research has consistently showed kids who have a positive experience are more likely to continue to participate in programs, and as the chart to the right indicates, involvement with the HIGH FIVE Standard makes a difference: organizations with more than 5 years involvement are more likely to report an increase in participant retention rates. A significant minority (17%) of organizations with less than 5 years involvement with HIGH FIVE reported an increase in participant retention versus 43% of organizations with involvement ≥ 10 years.

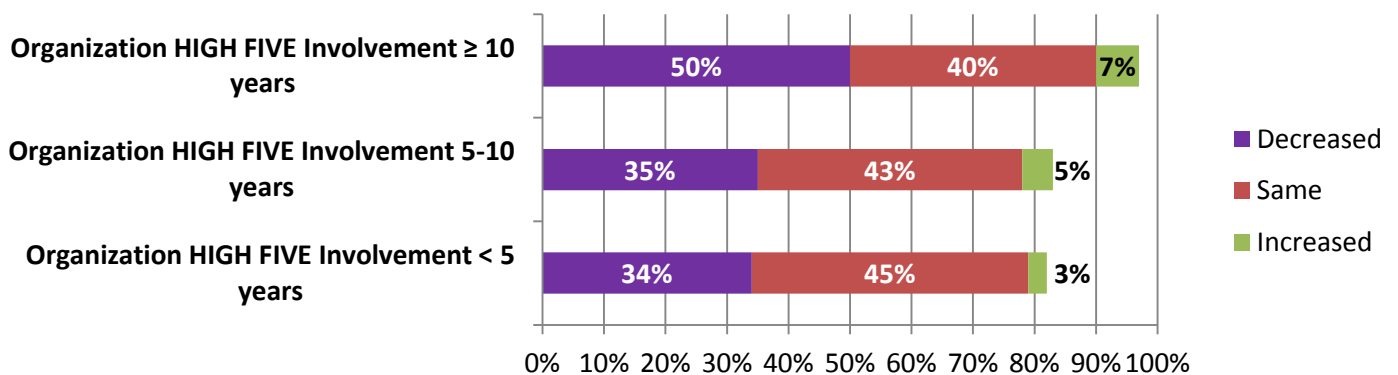
Participant Retention Rates in Programs



Decline of Incidents

Half of organizations with over 10 years of involvement with HIGH FIVE report a decrease in incidents that required reporting. Over a quarter of organizations report a decrease in incidents that require reporting since implementing HIGH FIVE. This further demonstrated how HIGH FIVE training equips organizations with resources, tools and skills to execute quality programs leading to a decrease in incident reports.

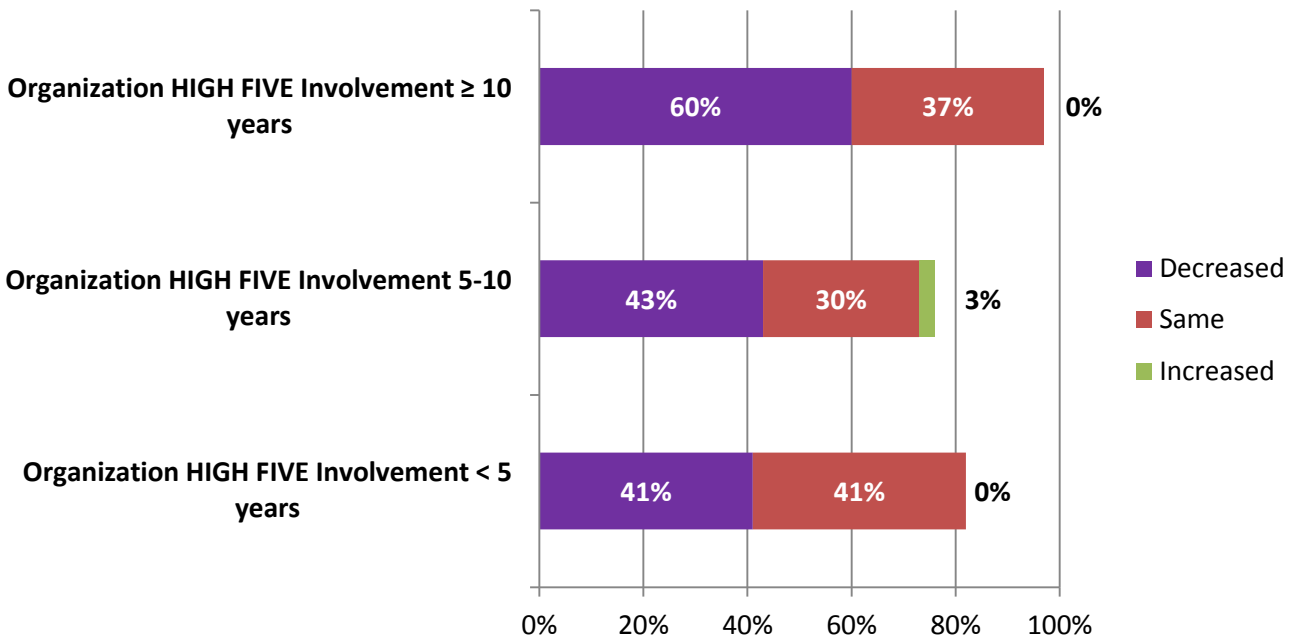
Amount of Incidents that Require Reporting



Decline of Complaints from Parents/Caregivers

Four in ten organizations report fewer complaints from parents since implementing the HIGH FIVE Standard. Over half (60%) of organizations with greater than 10 years of involvement with HIGH FIVE report a decrease in complaints versus 41% of organizations with less than 5 years' involvement.

Amount of Complaints from Parents/Caregivers

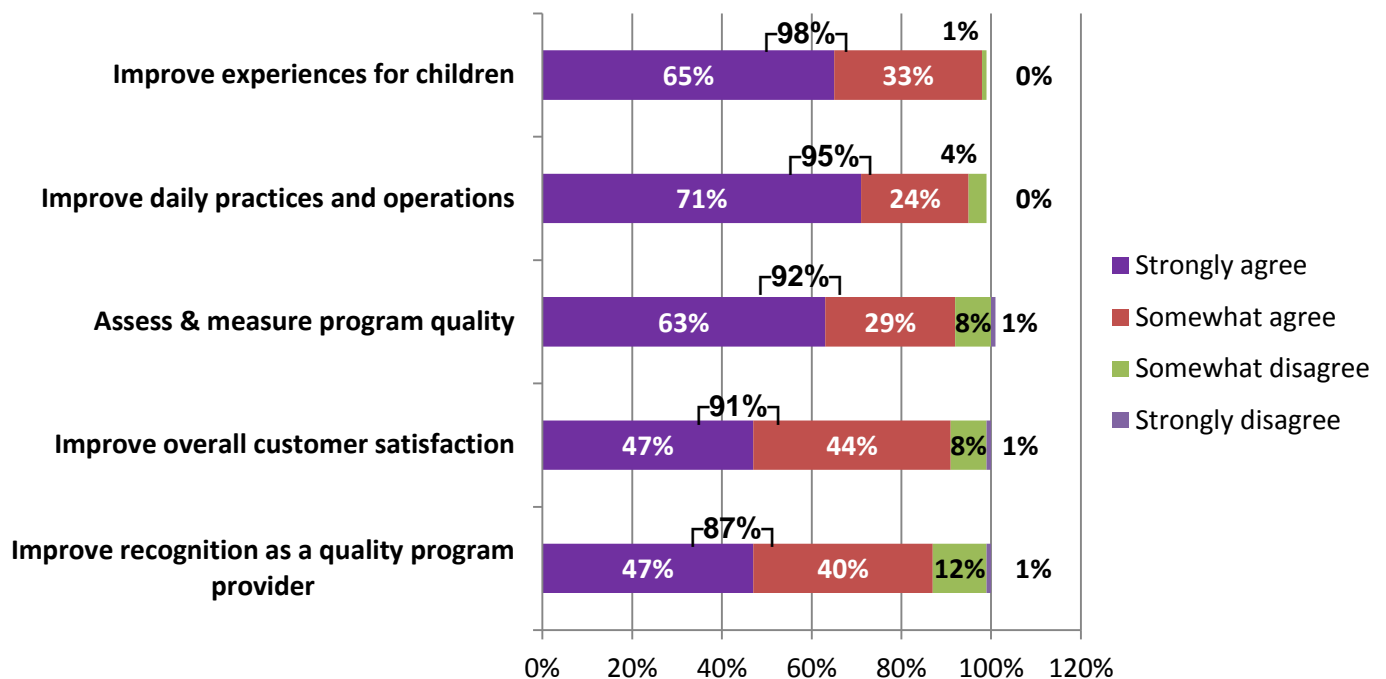


Finding 3: Strengthened Reputation and Credibility of Organizations

The HIGH FIVE impact study shows that using the HIGH FIVE Standard as part of an organizations' proactive risk management strategy can strengthen its credibility and trust from its community. Quality is critical to building strong relationships with families and a healthy reputation.

Prepared and confident front-line staff with HIGH FIVE training helps improve children's and family experiences. An overwhelming majority cited HIGH FIVE as having helped them to improve their daily operations, assess and measure program quality, improve customer satisfaction and strengthen reputation by improving recognition as a quality program provider.

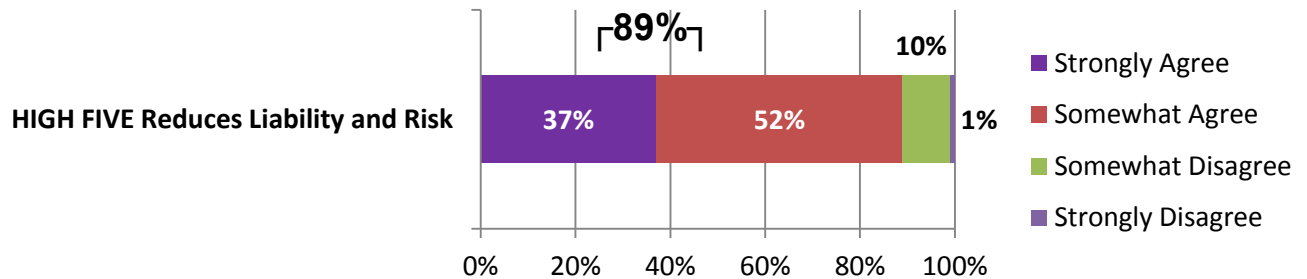
HIGH FIVE Helps Organizations To...



Liability and Risk Management

HIGH FIVE helps to protect the reputation of organizations through risk minimization. One of the main benefits of HIGH FIVE's framework is that it gives organizations more peace of mind as 89% of respondents agree that HIGH FIVE has helped their organization reduce liability and risk.

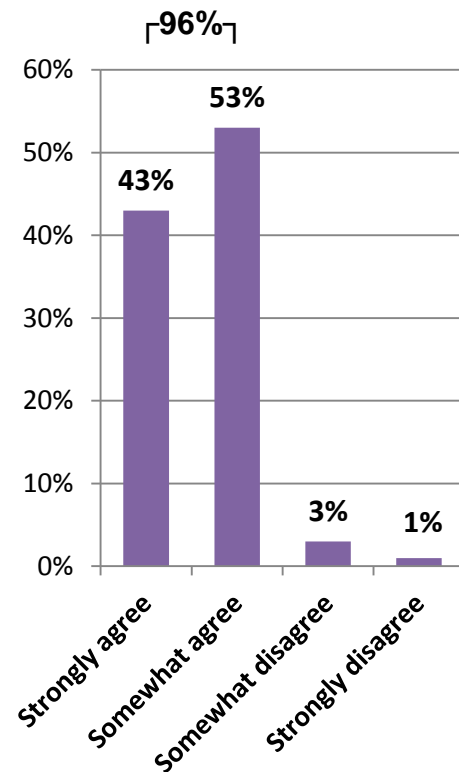
HIGH FIVE Reduces Liability and Risk



Strategic Objectives

The HIGH FIVE Standard is intended to be in line with an organization's overall customer satisfaction strategy, and the vast majority of respondents (96%) agree that HIGH FIVE has helped them reach their organization's strategic objectives.

HIGH FIVE Helps Organizations Reach Objectives



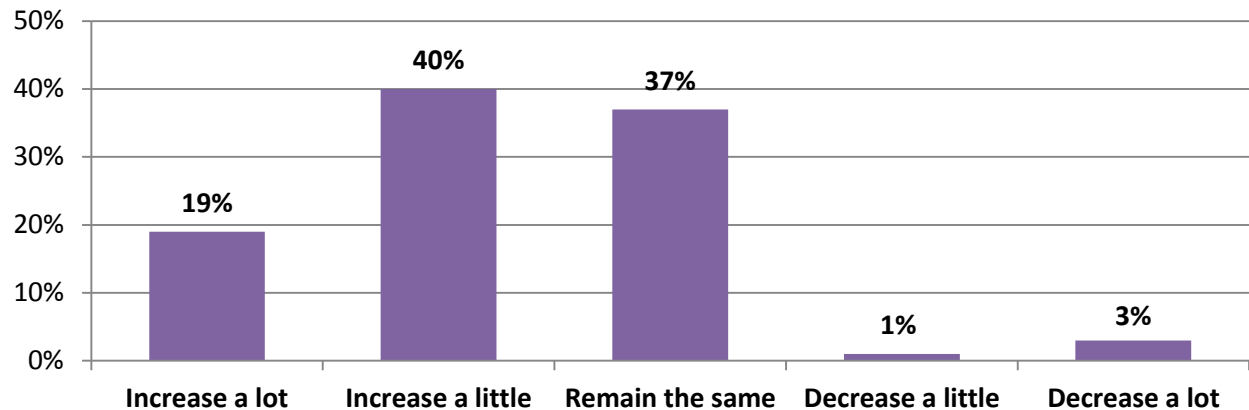
Finding 4: Organization Involvement and Challenges

Organizations involvement with HIGH FIVE is expected to increase over the next five years

HIGH FIVE continues to work together with organizations to ensure that its positive impact on children's programs progressively grows. Organizations recognize the benefit that HIGH FIVE brings and therefore intend to continue involvement with HIGH FIVE to achieve the best positive impact.

Six in ten see their organization's involvement with HIGH FIVE increasing over the next five years, with most of the remainder expecting this level to remain the same.

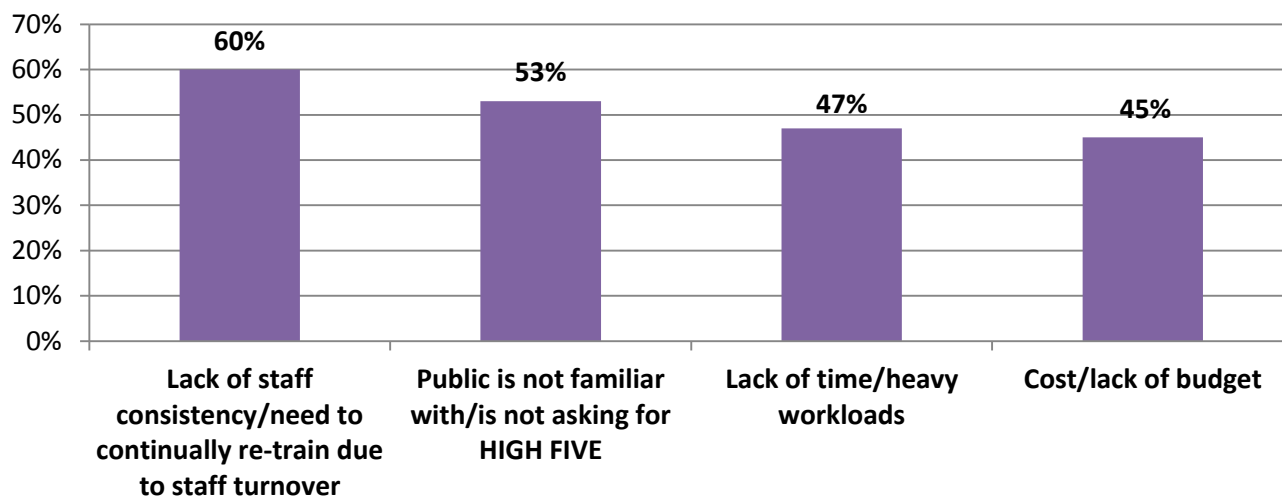
Is your organization's involvement with HIGH FIVE likely to increase, remain the same or decrease over the next five years?



Challenges

Organizations were asked about the challenges in implementing HIGH FIVE and reported that lack of staff consistency/staff turnover, lack of awareness of the HIGH FIVE Quality Standard, lack of time and the cost of implementation were among the top issues they had faced. HIGH FIVE is currently working with organizations to address these challenges in order to maximize its benefits.

Challenges Implementing HIGH FIVE



Final Note

In summary, the impact of the HIGH FIVE Standard results in:

- Positive experiences for kids;
- Increased customer satisfaction;
- Strengthened organization credibility.

This report also finds that the longer an organization is involved with HIGH FIVE, the greater the benefit. Organizations involved with HIGH FIVE for over five years consistently reported a greater positive impact in all areas surveyed.

It is important to note the HIGH FIVE Standard is evolving so organizations can continue to create positive experiences in programs, reach more audiences and address the challenges organization face when implementing HIGH FIVE. Organizations intend to continue with the HIGH FIVE Standard and seek accreditation as they experience the value that the Standard brings to their organization and community.

The impact of the HIGH FIVE Standard extends beyond children; it also impacts families and communities. Positive experiences in children's programs are essential in order to set a pattern to keep children engaged and active for life.

For more information, visit www.HIGHFIVE.org

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Appendix

Sample Profile of Survey Participants

EMPLOYEES WORKING WITH KIDS AGED 6-12

38% ≤ 20
33% 21 – 70
29% >70



ACCREDITATION STATUS

7% Accredited
93% Registered



EMPLOYEES WHO HAVE RECEIVED HIGH FIVE TRAINING

34% ≤ 10
35% 11 – 50
32% >50



PROVINCE

17% Atlantic
61% Ontario
13% Prairies
8% BC





Available Across Canada

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