



**JESS JONES**  
RECREATION THERAPY  
CONNECTION · CREATIVITY · CURIOSITY

# FROM VISION TO REALITY: BUILDING A THRIVING COMMUNITY-DRIVEN THERAPEUTIC RECREATION PRACTICE

Based on Jess Jones Recreation Therapy

Jessie Jones, RecT  
June 5th 2024



# HI! I'M JESS.

- 2-Year Culinary Management Diploma
- 2-Year Recreation Therapy Diploma
- Honours Bachelor in Recreation & Leisure Studies (Concentration in Therapeutic Recreation)
- Current – Master of Arts in Psychology & Counselling
- Practice owner of JJRT and soon-to-be CTRS (October!)
- Mother of two daughters, ages 9 and 11
- Partner of Musician Andy Chillman
- Multi-Passionate Leisure Enthusiast, Musician, Artist, Storyteller, Therapist and Entrepreneur.

# Motivation and Intent Pre-Assessment

To measure participants' motivation and intent to implement innovative approaches in their therapeutic recreation practices before and after the presentation.





# JESS JONES

## RECREATION THERAPY

CONNECTION CREATIVITY CURIOSITY

### Overview of JJRT:

- We offer classes, programs, and workshops (unstructured and structured), as well as one-to-one, group, couples, and family leisure counselling, day trips, and wellness retreats.
- **Target Audience:** All ages and abilities across the lifespan.
- **Individuals served monthly:** 350-500
- **Team:**
  - 1 Therapeutic Recreation Specialist (soon to be CTRS) (That's me!)
  - 1 Executive Assistant
  - 2 Therapeutic Recreation Assistants (TRA)
  - 1 Early childhood Educator/OCT
  - 1 Child Youth Worker (CYC)
  - Resident Artist
  - 1 Marketing Communications Coordinator (MCC)
  - Bookkeeper/Accountant/Lawyer



# TIMELINE OF JESS JONES RECREATION THERAPY (JJRT) (2021-PRESENT)

## Initial Growth and Program Development

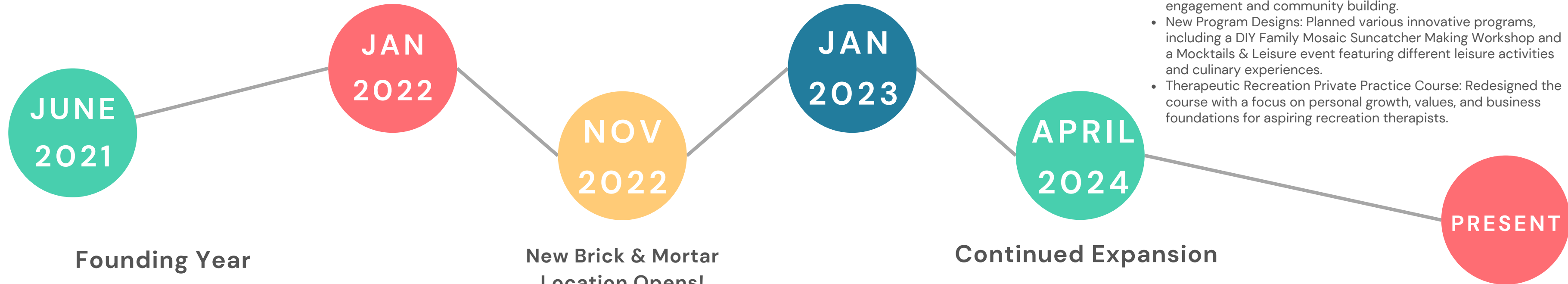
- Incorporated as a Social Enterprise
- Program Launch: Launched initial programs focused on creative leisure-based counseling and community engagement.
- Workshops and Classes: Started offering workshops, classes, and programs for various age groups and abilities.
- Social Media Presence: Began building a following on social media to connect with the community and promote JJRT's offerings.

## Expansion and Community Engagement

- Building a strong, diverse team of RTs, ECEs and CYCS
- Partnered with Psychology and Counselling practices
- Retirement/LTC, Group Homes, Community Living, Catholic School Board,, Childcan and Ronald McDonald House

## Strategic Planning and Innovative Initiatives

- Strategic Plan Development: Created a comprehensive strategic plan for 2024-2025, focusing on sustainable frameworks for care, community partnerships, and enhancing understanding of recreation therapy.
- Corporate Connections: Developed and facilitated meaningful corporate connections and corporate wellness programs.
- Online Training Modules: Created online training modules for recreation therapists to enhance professional development.
- Youth Connection Camping Trip: Secured Spencer Park & Bryson Camp Centre for a Youth Connection Camping trip, including activities for youth and adult respite, fostering family engagement and community building.
- New Program Designs: Planned various innovative programs, including a DIY Family Mosaic Suncatcher Making Workshop and a Mocktails & Leisure event featuring different leisure activities and culinary experiences.
- Therapeutic Recreation Private Practice Course: Redesigned the course with a focus on personal growth, values, and business foundations for aspiring recreation therapists.



## Founding Year

- Founding: Jess Jones Recreation Therapy (JJRT) was founded in 2021 by Jess Jones.
- Mission Established: Established the mission to empower individuals of all abilities to explore their creativity, nurture curiosity, and build meaningful connections through engaging and inclusive recreational and leisure activities.
- Core Values: Defined core values of Creativity, Connection, and Curiosity.

## New Brick & Mortar Location Opens!

- Opened our current location in Hyde Park, London, Ontario
- Santa Clause Parade, Hyde Park Business Association Member
- Chamber of Commerce Member
- Winner of Adrienne Gilbert Award (TRO)

## Continued Expansion

- Youth Connection Bridge Program: Initiated a Youth Connection Bridge Program over the summer, running on the 1st and 3rd Thursday of each month.
- Leisure Lumination Sessions: Introduced single-session leisure counseling for all ages and abilities, focusing on personal discovery and emotional regulation.
- Community Partnerships: Built strategic partnerships with local organizations to enhance program offerings and community impact.
- Monthly Program Launches: Established "Day 15" for launching new programs each month, creating a big "DAY 15" poster for social media to build excitement.



## VISION

**We envision a community where leisure is prioritized as a life component.**

## MISSION

**Empower individuals of all abilities to explore their creativity, nurture curiosity, and build meaningful connections through engaging and inclusive recreational and leisure activities.**

**“Guiding individuals to live well through connection, creativity, and curiosity.”**



# Leisure is Living



Turn to your neighbor and share one leisure activity that brings you joy.

## 01 - UNDERSTANDING KEY CONCEPTS

Demonstrate an understanding of at least 3 key concepts related to innovative approaches and community engagement in therapeutic recreation.

## 02 - INCREASE IN MOTIVATION AND INTENT

Express an increase of at least 5 points on a motivation and intent scale for implementing innovative approaches in their practices.

## 03 - GENERATION OF ACTIONABLE IDEAS

Actively participate in discussions and generate at least three actionable ideas for innovative approaches and community-driven practices.



**Write down one goal you have for this session.**



# FOUNDING PRINCIPLES

## Core Values

### CONNECTION

We believe that creativity gives permission to explore all possibilities

### CREATIVITY

We believe that connection to the world around us makes ideas, resources and opportunities possible.

### CURIOSITY

We believe that curiosity is the first step in overcoming impossibility.

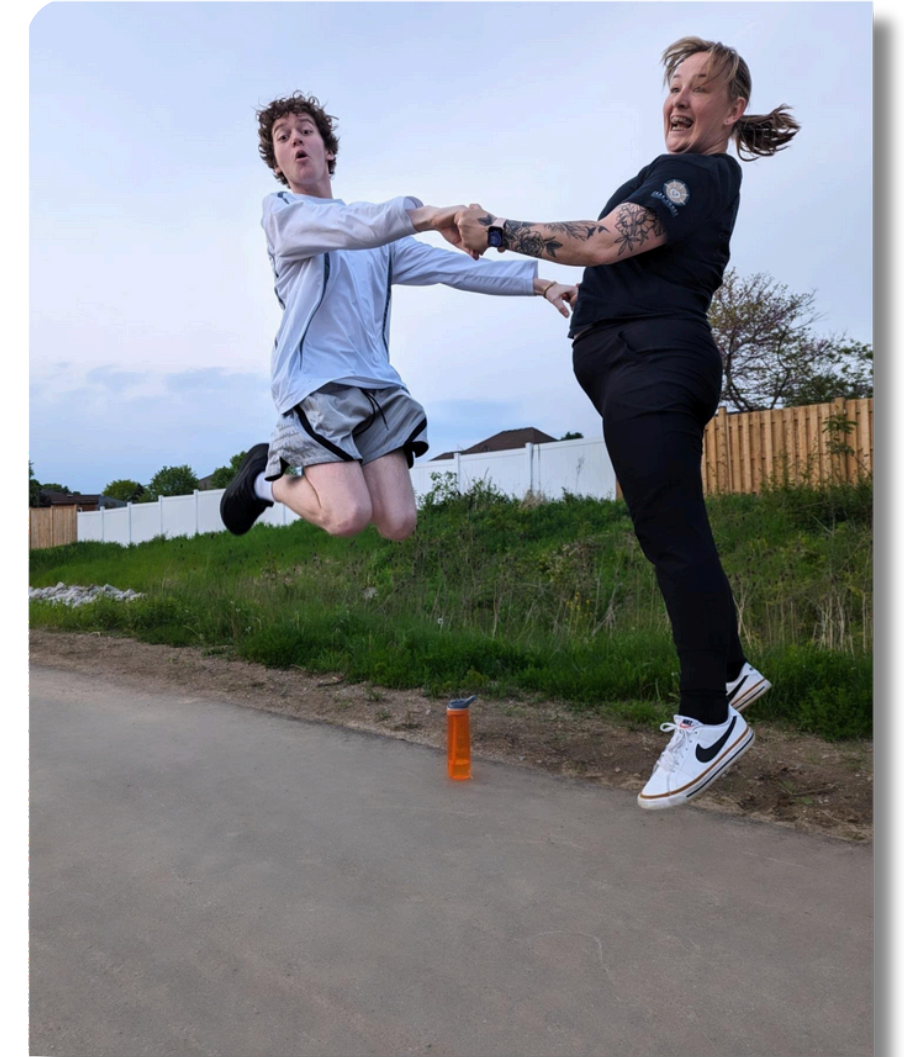


**How can you incorporate one of these core values into your daily practice? Write your thoughts!**

# ESTABLISHING A VISION

## Crafting a Clear, Community-Driven Vision

- **Provides Direction and Focus**
  - Guides decision-making and prioritization.
  - Keeps the practice aligned with its core goals and objectives.
- **Motivates & Inspires**
  - Energizes and engages staff, clients, and stakeholders.
  - Creates a sense of purpose and commitment.
- **Facilitates Strategic Planning**
  - It helps in setting clear, actionable goals.
  - Aids in developing long-term strategies and initiatives.
- **Enhances Communication and Cohesion**
  - Ensures all team members are on the same page.
  - Strengthens teamwork and collaboration by aligning efforts towards a common goal.
- **Attracts Clients and Partners**
  - Clearly communicates the practice's purpose and values.
  - Draws clients and partners who share similar values and goals.



# ESTABLISHING A VISION

## Role of Personal Growth and Reflection

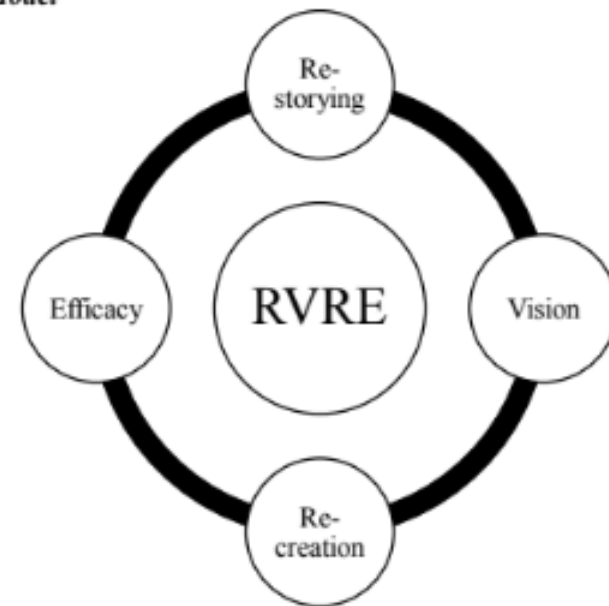
- Reflecting on personal and professional values.
- Aligning personal growth with the vision of the practice.
- The practice vision is tied to the client's vision
  - How do we see ourselves supporting our clients? How do we envision supporting the community? How does the client envision their goals?



**Write down your personal vision for your practice in one sentence.**

# DEVELOPING A FRAMEWORK

Figure 1  
RVRE Model



*Note.* The RVRE model is an iterative and reflexive process as these steps can either be repeated or overlooked to achieve person-centred care.

## Introduction to the RVRE Model:

- Restorying, Vision, Re-creation, Efficacy.
- Integrating RVRE with the APIE model (Assessment, Planning, Implementation, Evaluation).

## Steps in the RVRE Model:

- **Restorying:** Assessing current strengths and areas for growth.
- **Vision:** Setting clear, actionable goals.
- **Re-creation:** Implementing strategies to achieve the vision.
- **Efficacy:** Continuously assessing progress and making adjustments.

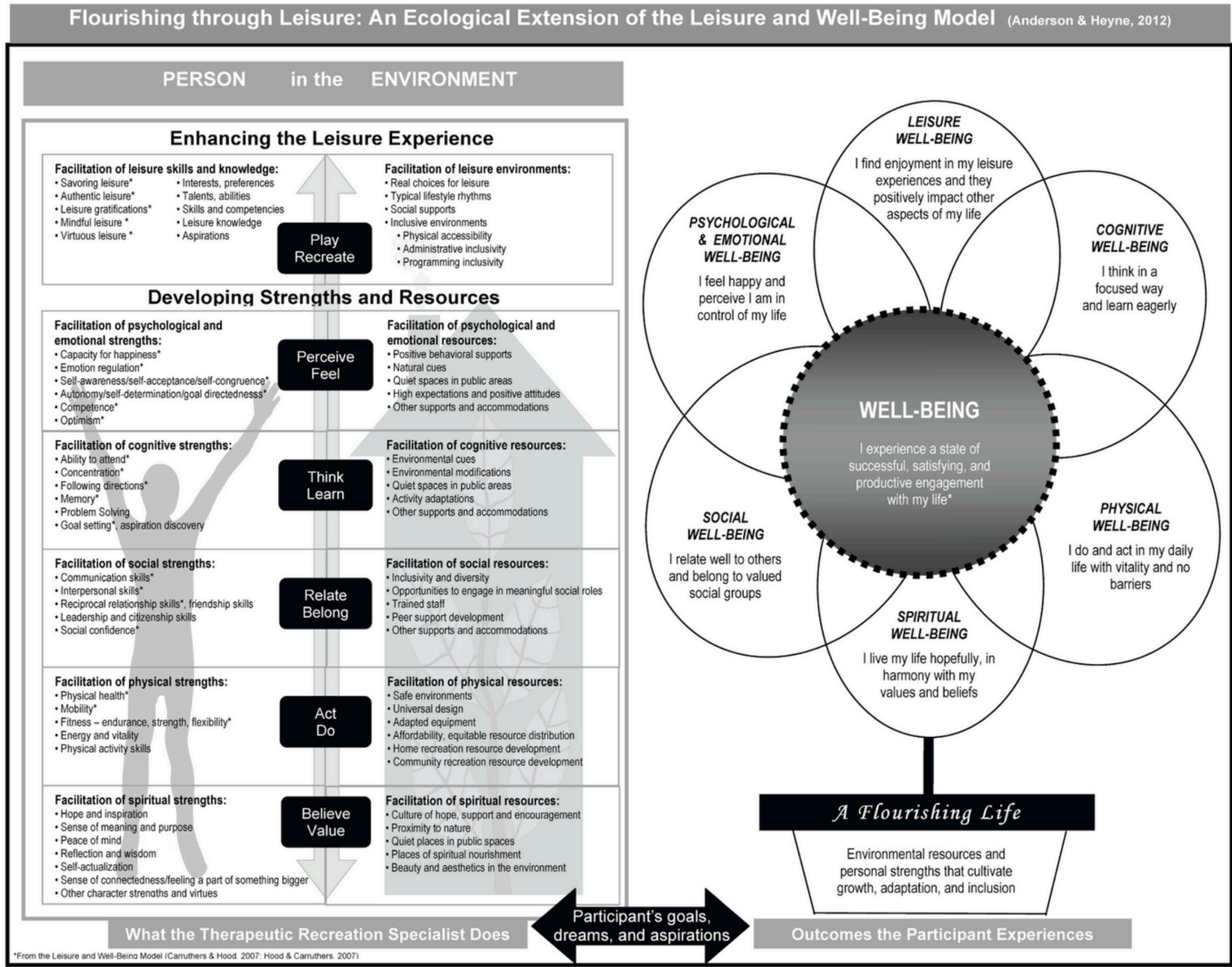
<b>APIE Model</b>				<b>RVRE Model</b>
<i>Assessment</i>	Objective/Evidence based	→	Relational	= <i>Re-storying</i>
<i>Planning</i>	Goal of rehabilitation	→	Goal of reflexivity	= <i>Vision</i>
<i>Implementation</i>	Facilitation techniques	→	Recreation techniques	= <i>Re-creation</i>
<i>Evaluation</i>	Medicalized	→	Person-centred	= <i>Efficacy</i>

*Note.* This table summarizes the reconceptualization of APIE as RVRE, which outlines the deficits of each step of APIE and the alternatives presented by the RVRE model.



## Importance of a Strengths-Based Approach:

- Focus on individual strengths and interests.
- Encourage positive development and self-efficacy
- Enhances Client Empowerment and Motivation
- Fosters a Positive Therapeutic Relationship
- Promotes Resilience and Long-Term Well-Being
- Flourishing through leisure model



# BUILDING A COMMUNITY-DRIVEN PRACTICE

## Importance of Community Engagement and Partnerships

### Fosters Trust and Relationships:

- Engaging with the community builds trust and fosters lasting relationships.
- Creates a sense of belonging and mutual support between the practice and the community.

### Enhances Program Relevance and Impact:

- Community input ensures programs are relevant and meet actual needs.
- Increases the impact and effectiveness of services offered.

### Encourages Shared Ownership and Participation:

- Involves community members in the planning and implementation process.
- Encourages active participation and shared ownership of programs.



# BUILDING A COMMUNITY-DRIVEN PRACTICE

## Strategies for Creating Inclusive Programs

### Conduct Community Needs Assessments:

- Regularly gather feedback from community members.
- Identify unmet needs and preferences to tailor programs accordingly.

### Design Accessible and Inclusive Activities:

- Ensure programs are accessible to people of all abilities and backgrounds.
- Use inclusive language and materials.
- Safe Spaces, including gender and cultural safety.

### Collaborate with Local Organizations:

- Partner with schools, non-profits, businesses, and other community groups.
- Leverage existing networks and resources to enhance program offerings.



# BUILDING A COMMUNITY-DRIVEN PRACTICE

## Examples of Community Engagement Activities

### Community Workshops and Events

- Host workshops, fairs, and events to engage with the community.
- Provide platforms for community members to share their ideas and feedback.

### Advisory Boards and Focus Groups

- Establish advisory boards with community representatives.
- Conduct focus groups to gather in-depth insights and suggestions.

### Volunteer and Internship Programs

- Offer opportunities for community members to volunteer or intern.
- Engage local students and professionals in meaningful roles.





# BUILDING A COMMUNITY-DRIVEN PRACTICE

## Benefits of a Community-Driven Approach

### Increased Program Sustainability:

- Programs that reflect community needs are more likely to be supported and sustained.
- Builds a loyal base of participants and advocates.

### Enhanced Social Capital:

- Strengthens social networks and community bonds.
- Encourages a supportive and collaborative community environment.

### Improved Outcomes for Clients

- Tailored programs lead to better engagement and outcomes for clients.
- Clients feel more connected and supported within their community.



**List two potential community partners in your area and brainstorm ways to collaborate with them.**



# INNOVATIVE PROGRAM DESIGN



## Examples of Successful Programs at JJRT:

- **Social Sprouts:** Focusing on social skills for neurodivergent children.
- **Youth Connection Bridge Program:** Supporting youth with leisure activities and social connections.
- **Mocktails & Leisure:** Engaging adults with creative leisure activities and social interactions.
- **Culinary Armchair Travel:** Engaging seniors with a travel-inspired program; includes live cooking demo, food sampling, music, trivia and passports with destination stickers

## Incorporating Creativity and Adaptability in Program Design:

- Tailoring programs to individual and community needs.
- Adapting to feedback and changing circumstances.
  - JJRT has a robust evaluation program that includes post-evaluation surveys, ongoing evaluation feedback surveys, guest book, debriefing in each session/workshop

# MARKETING & OUTREACH

## Effective Use of Social Media and Networking

- Utilizing platforms like Facebook, Instagram, and LinkedIn.
- Engaging with followers through regular, meaningful content.
- Balance between Program Sales and Education

## Building a Brand and a Following

- Developing a unique brand identity and voice.
- Creating a sense of community and belonging among clients.

## Using Unique Language and Culture Around Our Services

- Day 15
- Leisure Luminary Sessions
- Leisure is Living
- Mocktails & Leisure
- Leisure Counselling



**Sketch a quick logo or tagline that represents your practice.**



“Creating a unique language and culture around our services builds excitement and engagement.”

# SUSTAINABILITY AND GROWTH

## Financial Sustainability Through Diverse Offerings

- Offering a variety of services: workshops, retreats, one-on-one sessions, group, couples, families
- Contract work with community-partnerships
- Developing revenue streams that support long-term sustainability.

## Long-Term Growth Strategies:

- Setting realistic goals and benchmarks for growth.
- Continuously evaluating and refining business practices.
- Considering the 17 Sustainable Development Goals (SDG's) developed by United Nations
  - JJRT's Goals include Good Health & Well-being, Gender Equity, Quality Education, Responsible consumption and production,



**“Sustainability comes from a balance of passion and practical planning.”**



Identify one way you can contribute to a sustainable framework in your practice. What small steps can you take today?

# OVERCOMING CHALLENGES

## Common Challenges in Therapeutic Recreation Practice:

- Securing funding and resources.
- Engaging and retaining clients.
  - Commit to eight-week TR Programming, then transition to Leisure Luminary Sessions.

## Strategies to Overcome Obstacles:

- Developing strong grant proposals.
- Funding Opportunities for services that quality
  - SSAH, OAP, Passport, CAS, Jordan's Principle
- Building a supportive community and client base.
- Networking and Collaboration
  - TR Associations, NCTRC Pre-Approved Courses, Universities & Colleges
- Resident Artists
  - Musicians, Artists
- Marginalized Communities
  - Supporting rural and remote areas with satellite locations and travel
  - Collaborating with the Government and Government Agencies such as Health Nexus (FASD), CAS, LTC, Metis Nation of Ontario, First Nations, etc



# TOOLS AND TECHNIQUES

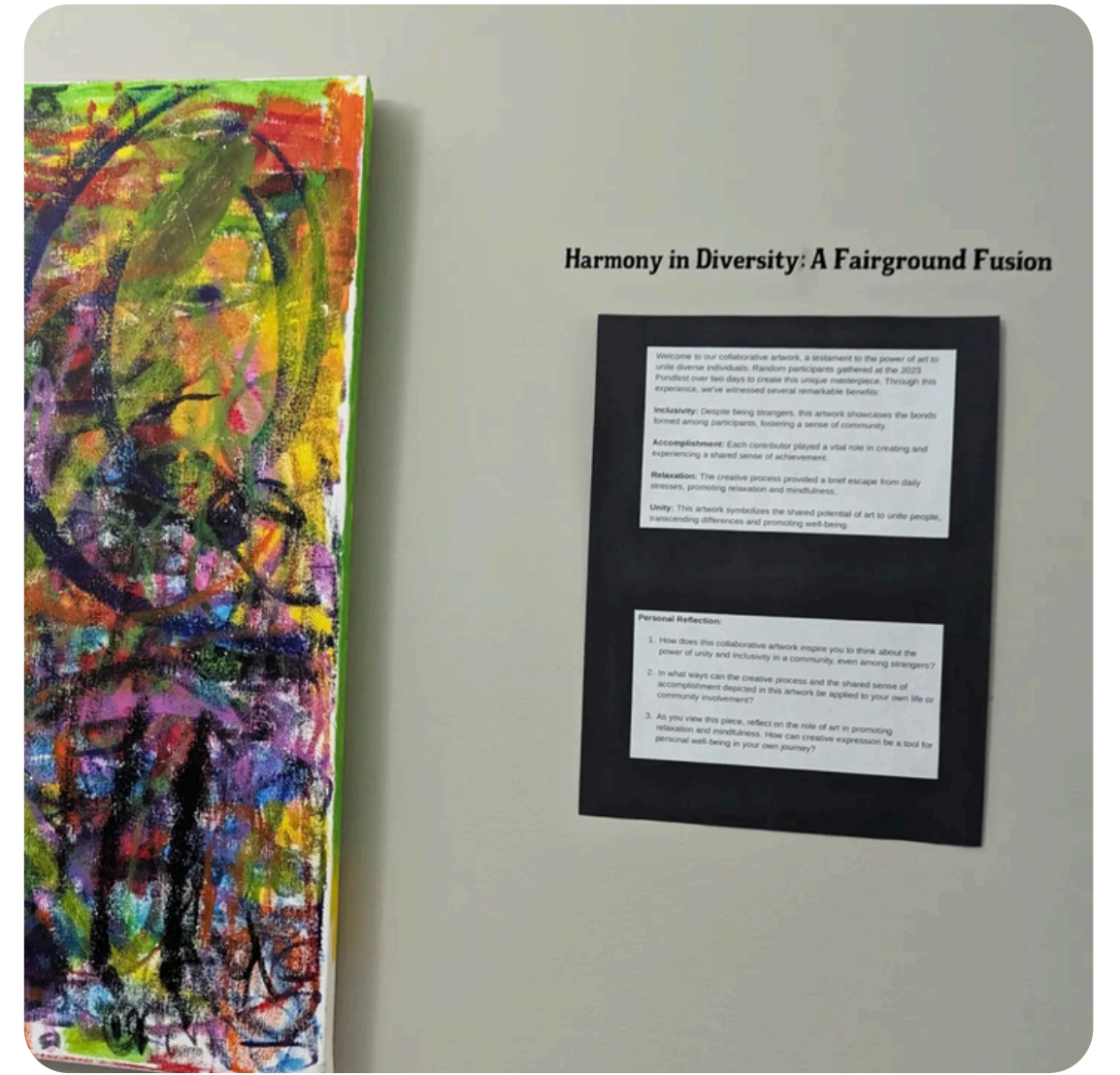
## Overview of Tools Used at JJRT:

- Leisure Mapping: Identifying and planning leisure activities.
- VIA Strengths Assessment: Assessing and leveraging individual strengths.
- Personal Leisure Profile: Tailoring activities to individual interests and abilities
- Evidence of Learning – Installations, provocations and invitations

## How to Apply These Tools in Your Practice:

- Leisure Map & Routing Activity Kit can be used as an assessment and a leisure education tool
  - Through identifying leisure activities via the domains of wellness
  - Findings map and calendar
  - Feelings key
- Using an individual's perceived strengths to build a vision (RVRE)





# PRESENTATION WORKSHEET



Welcome to Your Practice Framework Worksheet!

Hello!

We are thrilled to have you here and excited for you to start building your own thriving therapeutic recreation practice. This worksheet will guide you through key concepts and reflections, helping you create a strong foundation for your practice.

Happy reflecting and planning!

Warm regards,  
The JJRT Team

1. What leisure activity brings you joy? What about this activity brings you?

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2. Write down one goal you have for this session.

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3. Resources - Strength-based Assessment Tools

- a. Personal Leisure Profile
- b. Leisure Map & Routing Activity
- c. Qualitative & Motivational Interviewing
- d. Leisurescope Plus

4. How can you incorporate one of JJRT's core values into your daily practice? Write your thoughts!

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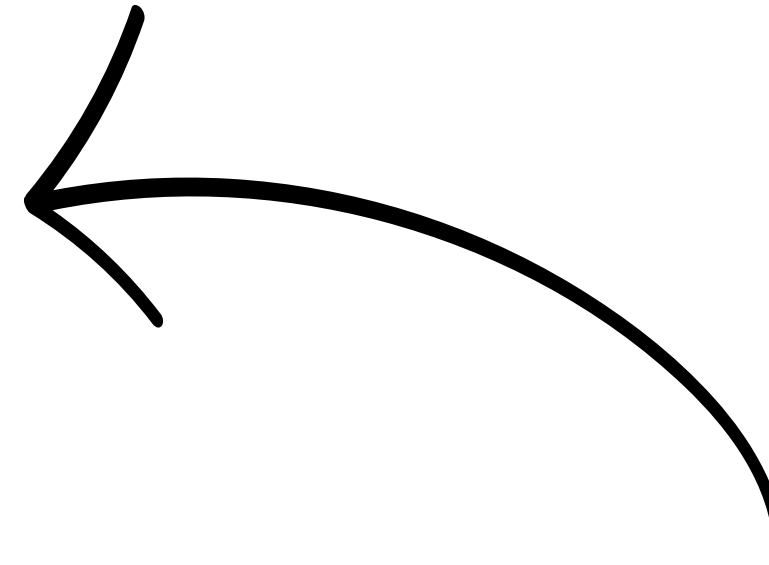
5. Write down your personal vision for your Therapeutic Recreation Practice?

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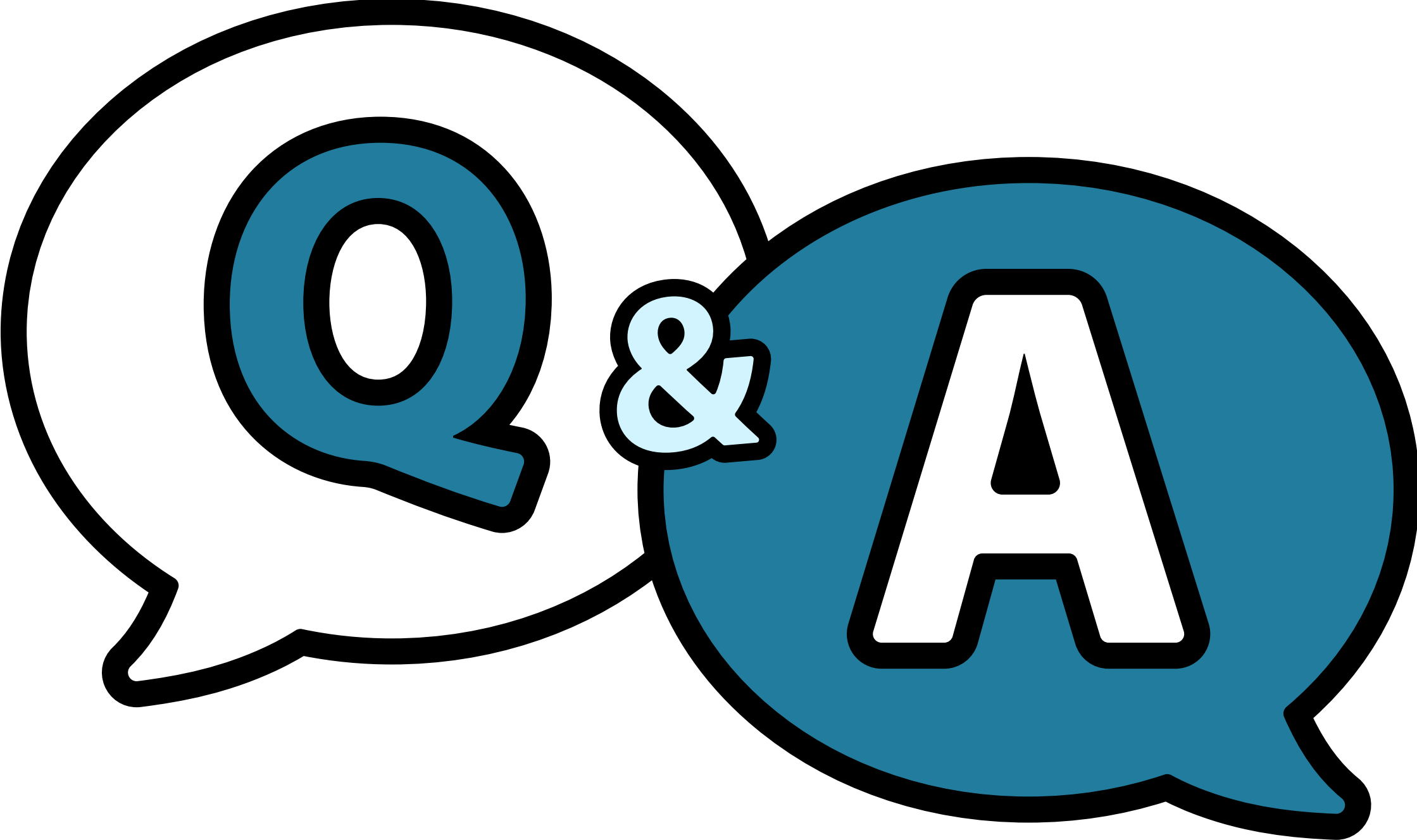
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## Let's talk about it!





# PRESENTATION WORKSHEET

## **SUMMARY OF KEY POINTS**

- Introduction to Jess Jones and the mission of JJRT.
- Learning objectives and the importance of understanding innovative approaches and community engagement in therapeutic recreation.
- Detailed exploration of JJRT's vision and mission.
- Expanded mission to empower individuals through creativity, curiosity, and connections.
- Overview of strategic priorities: sustainable framework, community partnerships, and enhancing understanding of recreation therapy.
- Innovative programs and community impact.
- Activity Reflection Worksheet to build a framework for opening your own practice.

## **IMPORTANCE OF VISION, COMMUNITY ENGAGEMENT, AND INNOVATION**

- Vision: Creating a community where leisure is a life component.
- Community Engagement: Building meaningful connections and partnerships to enhance impact.
- Innovation: Implementing creative and inclusive practices to drive growth and success in therapeutic recreation.

## **ENCOURAGEMENT TO CONTINUE GROWING AND INNOVATING**

Motivation:

- Use the insights and strategies discussed today to implement new ideas in your practice.
- Continuously seek opportunities for personal and professional growth.
- Stay committed to creating a positive impact in your community through innovative and inclusive recreational activities.

# Before you go!

What did you learn today?





Thank you!



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