MEET OUR NEWLY ELECTED CHAIR, VICE-CHAIR AND TREASURER!
Dear members, dear colleagues,

First of all, I would like to express our solidarity, on behalf of WLO Board of Directors and the staff at the Technical and Scientific Secretariat, to the people suffering from the effects of coronavirus outbreak, in China but more and more in other parts of the world too. We are closely following the developments concerning this issue, in particular in what may affect our events and activities. We will keep you all posted about any new developments resulting from this situation. We also want to thank the people who have expressed their concern and solidarity with our Board members and colleagues in China and beyond.

In this issue of the newsletter, we have a couple of important announcements to make. First is the appointment of our newly elected officers: Chair, Vice-chair and Treasurer. Scroll down to learn more, but here you are a little spoiler: the first WLO’s woman chair is in office! In the Encounter section, we bring you a message the outgoing and incoming Chairs send each other. We are excited of having such a competent and committed team of people to lead us into the future.

We are also announcing in this issue the winner of the last call of the WLO Strategic Priorities Grants (SPGs). We thank all applicants for their interest, and congratulate the winning project for the wonderful initiative!

Finally, I would like to remind you that this newsletter is meant to be space for the dissemination of our premium members’ news. Please use the form above to send us your news, or contact us at media@worldleisure.org

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer

Watch the message the outgoing and incoming Chairs send each other in the Encounter section below!
After an open call for expressions of interest for the positions of Chair, Vice-chair and Treasurer, the WLO Board of Directors has now elected the organization’s officers for the term 2020-2022. Ms. Joanne Schroeder, Professor at the Department Recreation and Tourism at the World Leisure Center of Excellence (WLCE) at Vancouver Island University (VIU), has been appointed as the first woman chair of the WLO. Joanne is a WLO Board member, and occupied the Vice-chair position during the past term. Dr. Lawal Marafa, Professor and Director of the Master of Social Science in Sustainable Tourism at The Chinese University of Hong Kong, and also a WLO Board member, has been elected Vice-chair for the next three years. Finally, Board member Ms. Yvonne Klerks, Lecturer and Coordinator of International Relations at the Academy for Leisure & Events of Breda University of Applied Sciences (BUas, also a WLCE), has been re-elected for a new term as WLO Treasurer. We congratulate Joanne, Lawal and Yvonne for their new positions, and thank all other candidates for their interest and contribution to our organization. With such brilliant and committed leaders, the future looks bright for the WLO!

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We are very happy to share with you the winning project which has been awarded a Strategic Priorities Grant (SPGs) in the second call of this program! Designed to support members’ projects that further the development of leisure as a means to enhance the human condition, this program awards SPGs of $2,000-$5,000 (USD) on average per project. A new call will be launched soon, so stay tuned to any updates!
From World Leisure Organization, we are pleased to announce the recipient of the SPGs program’s second call! Designed to support members’ projects that further the development of leisure as a means to enhance the human condition, this program awards SPGs of $2,000-$5,000 (USD) on average per project supporting leadership, advocacy, research, education, and engagement initiatives which promote socio-cultural development, encourage sustainable economic growth, or improve people’s quality of life. We got very varied proposals in terms of aims and leisure perspectives, hence, a series of meetings and evaluations have been undertaken by the program’s committee.

On this occasion, the applicant supported by the WL Strategic Priorities Grants program is Dr. Cari E. Autry, presenting the project “Adapted Sailing and Quality of Life of Persons with Physical Disabilities”. The project raises the hypothesis that “participation in sailing by people with disabilities is regarded as having positive outcomes on their quality of life physically, cognitively, emotionally and socially”. Therefore, virtual reality sailing simulation (VRSS) – Phase I of the project – was implemented to improve the quality of life for people with physical disabilities. Five participants – three of whom have spinal cord injuries and two have spina bifida – already completed (successfully) Phase I and want to transition to sailing on the water (Phase II). Additional participants (at least three more at this time) are completing or being recruited to complete Phase I and move to Phase II. Five on-the-water sailing instruction sessions will be offered, and each session will last approx. 2 hours on the water. The Adapted Sailing Program (Phase II) will be offered from April 1 to May 15, 2020, at the Little Washington Sailing School in Washington, North Carolina.

Do you have a project idea in mind and consider it matches WLO’s mission and Strategic Plan? Don’t worry if you missed the past deadline, because a new call will be launched soon, so stay tuned for updates!

Read the outcome statement on “Challenging Inequalities” of the 11th International Forum of NGOs in official partnership with UNESCO

On the 16-17th December, WLO Chief Operating Officer (COO), Dr. Cristina Ortega, participated in the 11th International Forum of NGOs in official partnership with UNESCO. The outcome statement of the 11th International Forum “Challenging Inequalities” is now available for online consultation, reaffirming participants’ “commitment to the United Nations’ 2030 Agenda for Sustainable Development, and the pledge to end all forms of poverty, reduce inequalities, tackle climate change, and promote prosperity, peace, and justice”. READ MORE...
16th WL CONGRESS
PINGGU-BEIJING
17th-23rd OCTOBER
Extended abstracts submission deadline: 31 March 2020
Park Rx America participates in research on the health outcomes of medical prescriptions to visit parks

Dr. Robert Zarr, MD, Founder and Medical Director Park Rx America
John Henderson, JD, CPRE, Executive Director Park Rx America

A “nature as medicine” movement has emerged in the United States and other countries to encourage doctors and other healthcare providers to write medical prescriptions to visit parks and other natural areas for the physical and mental health benefits. The programs that have been developed to implement the concept typically incorporate the term Park Rx or Nature Rx with “Rx” being a common abbreviation for “medical prescription”. Although there are over 80 local park prescription programs in the United States, Park Rx America is the only nature prescription organization that is national in scope. The first multi-year Randomized Controlled Trial of Park Rx is about to commence in Washington DC. The study, which is funded by the National Institutes of Health of the United States, will look at the physical and mental health outcomes of park prescriptions issued using the electronic prescribing platform developed by Park Rx America. Dr. Robert Zarr, MD, Founder of Park Rx America, is a co-principal investigator on this study.

Park Rx America boasts 770 registered prescribers, mostly in the US, but now also including Australia and Mexico. The platform currently holds 6,287 parks which are prescribed routinely by a growing number of health and education professionals. By prescribing nature using Park Rx America platform, clinicians and educators take advantage of the added clinical value of specificity of prescription (place, activity, frequency and dose), electronic reminders, and a patient/client-centered commitment to take the first step to redirect their trajectory of illness into one of health.

Social prescribing is popular in the National Health Services of the United Kingdom as well as in Ireland and the Netherlands. Health professionals refer patients with social, emotional, or practical needs to resources available in their communities. It is a way to combat the growing epidemic of loneliness and reduce the spiraling costs of delivering traditional medicine for a variety of chronic diseases through non-clinical methods.

People of all ages are feeling left out, disconnected, and alone despite the unparalleled connectivity afforded by the Internet. In the social prescribing model, the healthcare provider refers the patient to a link worker who facilitates connections to a host of local resources such as cooking classes, dancing, swimming, and gardening that provide social and psychological benefits. A subset of social prescribing is the nature prescription, which is a specific treatment based upon the benefits
of being outdoors in nature. It is based on the biophilia hypothesis that posits that humans have an innate connection to nature and that when that connection is severed, we become more vulnerable to a variety of chronic maladies. Hundreds of research studies show the effectiveness of being in nature on reducing blood pressure, reducing anxiety and increasing happiness.

The concept of Park Rx evolved from the Healthy Parks Healthy People (HPHP) program that originated at Parks Victoria in Australia. Today HPHP is a global movement that promotes parks and natural areas as health resources and shows that spending more time in them is a key to improved societal health. In the United States HPHP and Park Rx have been promoted by the National Park Service.

Due to the proliferation of electronic devices that provide instant access to addictive content, the amount of time spent viewing screens in the United States has escalated to a per person average of over 8 hours per day. This sedentary activity has reduced physical activity and increased the amount of time spent indoors. At the same time, we are seeing dramatic increases in a variety of chronic diseases, including, obesity, diabetes, hypertension, anxiety, and depression.

The concept of Park Rx leverages the trust relationship between the healthcare provider and the patient to incentivize patient visits to parks and other outdoor locations. Prescriptions are written within the clinical setting for patients to visit parks and other nature-rich areas for the physical and mental health benefits. The prescriptions provide information on where to go, when and how often to go, and what activity to perform while there. The mission is to get the patient to have a series of positive experiences outdoors that develop into a life-long habit of spending time outdoors.

Research challenges include learning more about dosage. How much time does someone need to spend outdoors in a particular setting to receive the intended health benefit?

Although there are hundreds of research studies showing correlation between spending time in nature and improved health they vary significantly in methodological rigor. The gold standard for research among healthcare providers is the randomized controlled trial. The first multi-year RCT of Park Rx is about to commence in Washington DC. The study, which is funded by the National Institutes of Health, will look at the physical and mental health outcomes of park prescriptions issued using the electronic prescribing platform developed by Park Rx America. Dr. Robert Zarr, MD, Founder of Park Rx America, is a co-principal investigator on this study.

The increasing pressure of the medical industrial complex on doctors to see more patients in less time, the increasing demands on doctors’ time spent on documentation in the electronic health record, and the stress of having to work with the labyrinth of insurance and pharmaceutical companies in the United States, collectively make it difficult to get the attention of health care professionals to experiment with nature prescriptions. Likewise, the fragmentation and absence of uniformity among health policy organizations with overlapping agendas in the arenas of integrative medicine, preventive medicine, and lifestyle medicine have frustrated the promotion and adoption of clear guidance on the use of Park Rx in the United States. However, the level of interest in “nature as medicine” continues to grow as evidenced by a proliferation of research studies on the connection between nature and human health and the success of US-based international NGOs such as Walk with a Doc and the Association for Nature and Forest Therapy.

Walk with a Doc with 455 chapters in 33 countries is about doctors sharing health information while leading walks tailored to the pace of the participants. Association for Nature and Forest Therapy has trained over 800 guides in 48 countries on how to engage people in a series of experiences in a forest setting or nature-rich environment. The work of ANFT is based on the Japanese concept of Shinrin-Yoku, which translates to “forest bathing.” The concept of Park Rx is also expanding internationally. In October 2018, the National Health Service Shetland (Scotland) adopted “nature prescriptions” as an authorized tool to help treat a range of medical conditions, including high blood pressure, anxiety and depression.

Going forward, Park Rx America is working to normalize the concept of Park Rx in a variety of non-medical settings. Programs in public schools, colleges and universities, and integration with corporate health and wellness programs will establish a broad base of information and support to promote the health benefits of being outdoors. Partnerships, such as with Exercise is Medicine, a global initiative of the American College of Sports Medicine that promotes the inclusion of physical activity in patient treatment plans, are helping drive the message that exercise is good, but doing it outside is even better.
The rationale for the LM SIG is the need to better coordinate and collaborate regarding measurement of the outcomes that leisure management initiatives are achieving. The LM SIG complements the WLO vision by documenting how leisure programs, facilities and services are enhancing the human condition and contributing to communities’ quality of life. Furthermore, the LM SIG complements WLO’s focus on the UN SDGs by documenting successful leisure achievements and sharing the success stories via WLO and the wider leisure communities’ information sharing systems.

Read more and join the SIGs here!
HCM People: Jean-Michel Fournier – CEO, Les Mills Media

“In the long term, the fitness industry will utilise technological advances in augmented reality and holographic telepresence”, says Jean-Michel Fournier, CEO at Les Mills Media.

What’s your story?

I dropped out of school aged 16 to become an electrician in a small village in the south of France, where I grew up. Not long after, I met a business leader who gave me a different perspective about the endless possibilities of life and the confidence that I could do more. I went back to school, on to university and began my career during the tech boom, working at some of the world’s largest tech companies. Along the way, I’ve been fortunate enough to live and work in multiple countries. I’ve always enjoyed having a rich blend of experiences and my whole journey has been about learning more,
In order to strengthen institutional capacities for information management and monitoring in support of decision and policymaking, UNWTO launched in 2004 the concept of the International Network of Sustainable Tourism Observatories (INSTO) based on the UNWTO methodology for sustainable tourism indicators.

INSTO’s mission is to facilitate the establishment of a network of observatories at all levels, through the use of a systematic application of monitoring, evaluation (sustainable tourism indicators) and information management techniques, as key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes. With sustainability discourses being very high in the agenda during the recent years, it has to be noted that UNWTO has been promoting the use of sustainable tourism indicators since the early 1990s, as essential instruments for policymaking, planning and management processes at destinations. They have also published a guidebook that still is the most comprehensive resource on this topic, the result of an extensive study on indicator initiatives worldwide, involving 62 experts from more than 20 countries, and describing over 40 major sustainability issues, ranging from the management of natural resources (waste, water, energy, etc.), to development control, satisfaction of tourists and host communities, preservation of cultural heritage, seasonality, economic leakages, or climate change.

China led the pioneering work of the network in its early years, but since then more and more local and national entities are looking up to the UNWTO methodology in order to establish Observatories of Sustainable Tourism in their own territories. By the end of 2019, the International Network of Sustainable Tourism Observatories (INSTO) promoted by UNWTO held its global annual meeting in Madrid and there it also welcomed to the network the five new destinations that joined INSTO in 2019.
It was in Greece that first European Observatory for Sustainable Tourism was established, back in 2013. Established by the University of the Aegean in collaboration with UNWTO and with the support of the Ministry of Tourism of Greece, the centre’s mission was to monitor and implement sustainable tourism practices in close cooperation with the tourism public and private sector in the area of the Aegean and to serve as a model to expand the concept to a national level.

According to the announcement, the first step for the creation of a National Observatory in Greece will be the establishment of a working group that will consist of seven senior Tourism Ministry officials, tourism experts and academics. During the next few months and before summer 2020, the working group will:

- Gather information for the development of an indicator system on sustainable tourism.
- Submit a proposal for the development of a registration and information system based on secondary data and indicators including key tourism figures.
- Gather tourism and other data for the analysis of trends on a local, regional, national and international level, that will enable timely decision-making for the management and promotion of Greece as a destination on a national and regional level.
- Draw up a plan for the identification of areas that fulfill the criteria for the establishment of observatories based on the UNWTO methodology.
- Submit proposals and guidelines for the development of information systems that will facilitate sustainable tourism development and the transformation of the country’s tourism destinations.

More info:

Outcomes of the INSTO 2019 annual event as well as videos of all presentations can be found at: http://insto.unwto.org/event/2019-global-insto-meeting/


“I participate in WLO because I really enjoy meeting and sharing information with great minds from around the world who are interested in creating quality of life, health, and re-creation of body, mind, and spirt on a daily basis. I like the mix of practitioners and researchers, and it is very interesting to learn how these aspects are managed and funded in different countries and cultures”

Teresa Penbrooke, PhD, MAOM, CPRE; CEO and Founder - GreenPlay, LLC.
WLCE at Universidade de São Paulo (USP) welcomes new students!

With a special program aimed at new students from the 11 undergraduate courses at the USP School of Arts, Sciences and Humanities – one of our World Leisure Centers of Excellence (WLCE) – the school period began in a welcoming atmosphere at the School. The wide program included lectures, presentations of the main sectors at the School, special welcome by undergraduate courses, as well as desks for information on these programs, among others. Additionally, further activities aiming to present what the School of Arts, Sciences and Humanities of USP offers to its students took place. During the presentations, the newcomers had the opportunity to ask questions, meet veteran students and get used to one of the newest USP units, which celebrates its 15th anniversary this year.

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WLCE at Vancouver Island University (VIU) – Shed Your Threads Campaign

Did you know that many kids cannot participate in recreation and sporting activities because they don’t have the gear? Aiming to reduce leisure barriers through access to appropriate gear, VIU together with School District 68, City of Nanaimo Parks, Recreation and Culture, and Island Health have joined together for a Shed Your Threads Campaign. Starting the first week in February, collections bins are placed at World Leisure Center of Excellence (WLCE) at VIU, in the Nanaimo community and schools in hopes, to collect as many athletic clothes, shoes, jackets, recreation, and sporting equipment as possible for the youth. This initiative is based on a circular economy approach which encourages recovery, reuse, recycling, product life extensions, and new business models (e.g., sharing platforms), for more efficient use of goods. Shed Your
The World Heritage Cities Group Mayors meet at the International Tourism Fair in Madrid (FITUR)

During this meeting, the mayors approved the international annual promotion plan, which will be carried out in collaboration with Turespaña, with the purpose of reinforcing the Group’s image in various countries and to highlight the 15 cities potential as cultural destinations through 2020. (…) Among other

Threads proposes a change from a consumer model of “take, make and dispose”, to a more collaborative and sustainable model, in which sharing, swapping, and repairing can give unused items a new purpose.

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Sesc São Paulo celebrates Sesc Verão!

The Summer Sesc (Sesc Verão) project introduces concepts, innovative ideas and the practice of sports to the Brazilian society, based on three pillars: Knowledge, Practice and Show. 2020 Sesc Verão theme is “Grassroots Sports Diplomacy”. The idea is that all participating Sesc Centers choose from two to five Olympics and/or Paralympics sports to work with, contacting NGOs, private companies, federations, confederations, other centers and public authorities, pursuing the creation of a network for the development of each chosen sport. The aim is to introduce sport as an option in the leisure time of the highest number of people possible, hence, decreasing sedentarism locally and, eventually, joining the global movement of increasing the number of active people worldwide.

Furthermore, after being exposed to a program of diverse sports and physical activities, the public will find the one that best suit them, understanding that the regular practice of sports and an active lifestyle will make their lives more pleasant and healthier. Last but not least, in the Summer Sesc project, São Paulo State citizens will have the opportunity of learning about the big sports events of the year, meeting iconic national and international athletes and, of course, enjoying the experience!
actions, the Group is expected to take part in some of the most relevant tourism trade fairs around the world: the Salon des Vacances in Brussels, Salon Mondial du Tourism in Paris, ITB Berlin, JATA Japan; ITB Asia Singapore and WTM London, as well as the organization of direct presentations in source markets: Mexico City, Munich, Frankfurt, Dublin, Paris, Seoul and Tokyo. The Group’s Mayors’ Assembly has also approved the signing of a framework agreement with the UN Alliance of Civilizations (UNAOC), since both institutions strive to achieve objectives related to shared values such as democracy, human rights and fundamental freedoms, in full accordance with what is set forth in the United Nations Charter.

UN-Habitat – 2020 World Forum (8-13 February, Abu Dhabi)

Organized and convened by UN-Habitat, the World Urban Forum has become the foremost international gathering for exchanging views and experiences on sustainable urbanization in all its ramifications. The inclusive nature of the Forum, combined with high-level participation, makes it a unique UN conference and the premier international gathering on urban issues. This year, the 10th session of the Forum (WUF10) has been celebrated in Abu Dhabi, during the 8-13 February. Culture, creativity, and innovation were at the center of the global conversation regarding the livability, vitality and sustainability of cities. Creativity and cultural diversity have always been key drivers of urban success. Our cities require public spaces for innovation and collaboration where people can tinker and experiment. Hence, on this event culture has been considered a key driver for urban sustainability and a strategic asset for creating cities that are more inclusive, innovative and sustainable.
FREE ACCESS WL Journal articles on leisure and health

We bring you a new selection of World Leisure Journal articles available with free access until the end of March thanks to our publisher Taylor and Francis. In this case, we have focused on the exploration of the connections between leisure and health and, more specifically, between leisure and diseases. The selected articles are: “Changes in Participation in Leisure and Outdoor Recreation Activities Among Hong Kong People during the SARS outbreak”, by Lawal M. Marafa & Prof. Fung Tung (2004); “Linking recreation and health with people living with chronic conditions”, by Martha Barnes, Heidi Lauckner & Susan Hutchinson (2017), and “HIV/AIDS Prevention Education With Youth: The World-Wide Challenge to Community Recreation”, by Arnold H. Grossman (1992).

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UNESCO – Educational content up close: examining the learning dimensions of Education for Sustainable Development and Global Citizenship Education

As societies and economies undergo deep transformations and face new challenges, new forms of education are required to foster the knowledge, skills and values that they need to thrive and prosper. This implies ensuring education goes beyond literacy and numeracy. (...) This publication summarizes the findings of a study commissioned by UNESCO on the extent to which the three dimensions of learning (cognitive, socio-emotional and behavioral learning), believed to be at the core of ESD [Education for Sustainable Development] and GCED [Global Citizenship Education], are reflected in pre-primary, primary and secondary education in ten countries, two from each UNESCO region.

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Opportunities

Job offer: Chief Executive at Community Leisure UK (closing date: 22 March 2020)

Fantastic opportunity to lead the next exciting stage in the development of the only membership association bringing together and representing leisure and cultural trusts across the UK. Community Leisure UK is a national members’ association representing leisure and culture charitable trusts and social enterprises across the UK. The association is a small, agile and values-driven organisation. The Chief Executive role is an integral part of this team and wider trust collective. Members range from small trusts operating one or two facilities, to very large trusts operating in multiple geographical locations. The trusts play a major and distinctive role in the national delivery of vital local services and Community Leisure UK works closely with our members and many national bodies to assist this role and support best practice.

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From Leisure Opportunities
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 Courtesy of Leisure Media
Find out more at www.leisuremedia.com
Mobile Learning Week (MLW) is the United Nations’ flagship event on Information and Communication Technology (ICT) in education, and has been organized by UNESCO and its partners for eight years consecutively. The 2020 edition of MLW will be held from 2 to 6 March 2020 in the organization’s headquarters (Paris, France), under the theme “Artificial Intelligence and Inclusion”. It is designed to steer the use of Artificial Intelligence (AI) towards the direction of inclusion and equity in education – core values underpinning the Sustainable Development Goals (SDGs) and digital opportunities for all.

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The 2020 ECOSOC Youth Forum will take place on 1-2 April 2020 at the United Nations (UN) Headquarters in New York. Every year, the ECOSOC Youth Forum provides an opportunity for young people to engage in a dialogue with Member States. They discuss policy frameworks and promote innovative, institutionalized approaches and initiatives for advancing the youth development agenda at national, regional and global levels. The ECOSOC Youth Forum 2020 will be guided by the high-level political forum theme on “Accelerated Action and Transformative Pathways: realizing the decade of action and delivery for sustainable development”.

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WLO outgoing and incoming Chairs send a message to each other

In this video, our outgoing Chair, Roger Coles, and incoming Chair, Joanne Schroeder, send a message to each other. You can see that they hold each other in high regard, and so do we! We are very fortunate that they are part of the WLO family, and are totally sure that transition will be more than smooth!
WORLD LEISURE ORGANIZATION (WLO)

World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.