



ONTARIO CAMPING ASSOCIATION



APRIL 1992

EDITOR: JANET ADAMSON

"Spring appears, and we are once more children." - Anonymous

#### PRESIDENT'S MESSAGE

With March Break over and Easter not far off, I look at my calendar to see that it's only five weeks till I go to camp. Fantastic!

It has indeed been a busy winter at the OCA. The number of students registering with the Staff Placement Bureau has been absolutely phenomenal and has put an enormous load on our office staff, Wendy and Fiora.

The Board at their January meeting made a commitment to work hard at raising the profile of the OCA and allocated \$5,000 towards that end. Jim Blake, as Director responsible for Current Issues, took this project on and accomplished a great deal in short order. Jim's report on this project is in this newsletter.

The membership has indicated that they wanted the Board to be more aggressive in putting the OCA name in front of the public. Interestingly, however, in a survey of ads put in camping advertising sections - the most recent being the Globe and Mail insert - the vast majority of the camps did not use the OCA logo.

As members of the OCA, we have made a commitment to use the OCA logo when promoting ourselves to the public.

Is the OCA logo on your camp letterhead; is it on all your print advertising; is it on your camp brochure; is there a sign on your camp booth? If not, well, why not?

As one who works for an agency, I know the problems - on my print ads I have to fit in the camp logo, the YWCA logo, the United Way

logo and the OCA logo. Sometimes it's hard to find the space for either the logo or the words, "Accredited Member Ontario Camping Association". When you work for an agency, somebody else in another department can mistakenly remove the logo for space reasons as happened to me.

It seems to me essential however. We can't on the one hand ask the Board to raise the profile of the OCA if the member camps don't care enough or bother to indicate their affiliation with the OCA.

We said when we joined we would use the logo. That is still our expectation. Use it. Please.

If you have any questions or if you think that's unreasonable, call me.

Happy Easter!

LIZ GREENWAY  
President

Ontario Camping Association  
1806 Avenue Rd., Ste. 2, Toronto, Ont. M5M 3Z1  
(416) 781-0525; Fax (416) 781-7875

## BOARD NEWS

Workers Compensation Board: A response (see below) to our concerns was received by letter. We are now attempting to set up a meeting with the officials.

The Board has agreed to keep the 1994 Annual General Meeting in January rather than stress out all our volunteers. We will therefore not run it in conjunction with the International Congress, but rather as a separate event.

The new Board met for the first time in March.

A Task Force was established to bring forward recommendations on the addition of a staff member at the OCA.

A review of office function and workload was done; the volume of work moving through the OCA office is nearly double the same time last year.

The ozone issue was discussed. Jim Blake and John Jorgenson provided the Board with information on this issue. An article based on the most recent information is included in this Newsletter.

## WORKERS' COMPENSATION

Over the last twelve months the Executive of the OCA has been attempting to get a response from Workers' Compensation Board regarding the classification of summer camps under the new classification scheme.

Dealing with WCB could test the patience of a saint - no one knows anything, or they aren't in, or they don't return calls, or they can't find our letter... However, our scattergun approach worked; Larry Bell finally got someone to reply to Ted Cole's letter. I want to share with you excerpts from that letter:

"The new classification scheme is based upon a number of principles which form the foundation of the scheme, namely: similarities of business activities, commonality of risk, statistical credibility and clarity of distinction among rate groups. The new classification system will ensure that employers are more appropriately classified with their competitors within the same rate group.

"In developing the scheme, the Standards Industrial Classification scheme was used as a reference point. The operation of 'children's summer camps' clearly falls within SIC code 9149 which reads "employers engaged in operating recreational and vacation camps" and includes boys and girls. Therefore, I do not believe there is any question as to the appropriate classification unit into which your operations fall.

"Under the new scheme, employers are grouped along with other employers performing similar activities. SIC 9149 is currently included within new rate group 249-Hotels, Motels and Camping along with operators of motels, ho-

tels, motor hotels, camping grounds, travel trailer parks, lodging houses, and residential clubs.

"We understand your concerns with respect to the significant increase in your assessment premiums under the proposed new scheme. In seeking to realign industries into new groupings which are more consistent with the nature of their activities and associated risks, it is inevitable that some groups will experience changes, upwards or downwards, in their assessment rates. It is not expected that these changes can or should be absorbed immediately. Instead, the Board has approved that all necessary adjustments be spread over a three-year transition period so that their impact will take effect gradually.

"Children's camps are correctly classified within SIC 9149-Other Recreation and Vacation Camps. The placement of children's educational camps within the proposed classification scheme has been reviewed, and it has been decided that no change will be made at this time.

"If you feel it necessary to discuss this further, you may contact Mr. J. Morsillo, Manager, of our Strategic Policy Branch at [416] 927-3463.

"As you have indicated, coverage for children's educational camps is by application and employers have the option of terminating coverage upon appropriate notice to the Board."

## HUMAN RESOURCES COMMITTEE

We were very pleased with the response from the membership to our survey and this has allowed us to place over 75 new volunteers on committees or into specific short term tasks.

Many of these committees have met since at the Conference for Directors and Senior Staff in January and many more new volunteers have been contacted by their Chairperson.

We hope that anyone who is interested in working on a committee is presently involved. If you feel that you can give some time please contact me at (416) 670-4447 and I will make sure that you are directed to the correct person.

Our committee continues to meet on a monthly basis and we are always looking for new ways to recognize our many dedicated volunteers. Starting in the next issue, we will have a special column spotlighting a specific volunteer. If you know of a special person that you would like to see featured in this column please let me know.

Thanks to all present volunteers for their hard work on so many committees.

CATHY HITCHCOCK  
Chairperson,  
Human Resources Committee



## INTEGRATION TASK FORCE

On February 3, the OCA Integration Task Force held a focus group of members representing the camping community. The goal was to solicit information regarding suggestions, issues, concerns, etc., related to integration in camping. We are inviting any interested OCA members to attend an open meeting on Monday, April 27, to discuss the results and recommendations of this group. We will also be planning for an upcoming newsletter and are interested in input from the camp community. This newsletter will be aimed at recreationists and those of us in camping services interested in policy, funding opportunities, and all-round successful programming for a broad spectrum of children.

Our open meeting will be held at the Integra Office, 25 Imperial St., 4th Floor, in Toronto (1 block north of Davisville, west from Yonge), on Monday April 27, at 6:30 p.m.

RSVP to Vince Murphy at (416) 486-8055 prior to the date if you wish to attend. We look forward to seeing a number of our colleagues that evening!

LARRY HIMEL  
Chairperson,  
Integration Task Force

## NOTICE

If anyone took a draft copy of the "Green Guide" at the January Conference, please return it, with comments, to the OCA office. Thanks!

## THE OZONE LAYER

Although the camping community has been aware of the harmful effects of the sun's rays for many years, the recent articles in the media about the depletion of the ozone layer has almost created a panic among our parents. This is an important issue! We need to reassure our parents that with the proper care and concern from the home and at camp we can make certain their children, our campers and staff can continue to enjoy the out-of-doors. Below is an article that was included in a day camp newsletter that was sent to the parents of campers. Perhaps the tone of the article and the information it includes might be helpful to you.

LARRY BELL  
Vice President

### The Sun Is A Hot Item!

We were pleased to see the parents of our campers react so quickly to the announcements by NASA about the possible depletion of the ozone layer over North America. They called our office in increasing numbers asking us what we were going to do! They need to be concerned. This isn't a new issue; we have known for years that the effect of the sun's rays can be damaging. This isn't even a seasonal problem. It is a concern that must be addressed all year long! We must teach our children to protect themselves from the sun.

Over the years our Health Centre has helped our staff understand the problem and has established some specific policies.

We have and will continue to ask our staff to be vigilant and ask campers to do the following:

- 1) Always wear a hat!
- 2) Always wear protective clothing, in particular light coloured, loose fitting clothing.
- 3) Always wear sunscreen. Waterproof sunscreens are expected to last an entire day which includes up to an hour in the water. However, if sunscreen is sent from home our counsellors will re-apply it or have the camper re-apply it after lunch.
- 4) Where practical due to age and activity, wear proper sunglasses.
- 5) Avoid sunbathing or baking in the sun.

In Australia the Anti-Cancer Council, made up of many health and recreation groups, defines this policy as SLIP...on a shirt; SLOP...on some sunscreen; SLAP...on a hat; and SLIDE...on the sunglasses. You can contact your local Canada Cancer Society office for more information or their sun-sense pamphlet.

These are a few items that Marilyn Bucher, B.Sc.Phm., who is at the Ambulatory Patient Pharmacy at Sunnybrook Hospital in Toronto, recently wrote about:

1) Sunscreen should be used all year long. Reflective surfaces such as sand and snow can reflect up to 85% of sun's damaging rays. Harmful rays can penetrate haze, light clouds and fog.

2) Always check SPF (Sun Protection Factor). It is a measure of effectiveness in protecting against UVB (burning) radiation. If you turn red in 15 minutes in the sun, then with proper application of SPF 2 it would take 30 minutes to turn red.

3) Apply sunscreen 30 to 60 minutes before sun exposure to allow for penetration.

4) A measure of sunscreen is approximately 1/2 teaspoon. Apply 1 measure to each: face and neck; arm and shoulder; front of torso; back of torso; and 2 measures for each leg and top of foot.

5) Sunscreens with SPF of 15 or more containing UVA (tanning) and UVB (burning) protection are preferable.

6) Use waterproof or water-resistant sunscreens.

7) Some medications can make skins more sensitive; for example, some antibiotics and antihistamines. Allergic reactions to some sunscreens may also occur. Check with your physician.

We know every person's sensitivity is different and we can't avoid all burning; we will, however, with the assistance of our parents make every attempt to help our campers safely enjoy the out-of-doors.

## DO YOUR CAMP PARENTS KNOW WHY YOU'RE AN OCA MEMBER?

During a very informative "Parents Panel" at the OCA Conference in January one of the things revealed by a number of parents was that they had no idea what the Ontario Camping Association was about or what it meant for their child's camp to be a member. In response to this information the OCA is making an effort to let all camp parents know why their camp's OCA Accreditation makes a difference.

A generic "Dear Parents" letter master has been sent to all member camps. This letter tells parents what the OCA symbol on the camp's brochure means and why the camp is proud to be an accredited member. Camp directors received a cover letter encouraging them to send this letter to all of their parents.

Help spread the word:


The OCA symbol is...

THE SYMBOL OF QUALITY FOR CHILDREN'S CAMPS IN ONTARIO!

JIM BLAKE  
Director, Current Affairs

2,489,675

THAT'S HOW MANY CANADIANS ARE SOFTBALL PLAYERS



M FOG

Way to go, Canada!

PARTICIPATION

## SPREADING THE WORD

In response to recommendations from a number of member camps the OCA Board of Directors decided to commit additional funds and energy towards promotion.

This initiative takes positive action against the effects of the recession on camp registrations and raises the public awareness of the OCA.

Since a promotion campaign can be an extremely costly undertaking, we chose to focus on less expensive print media and to access any available free promotional opportunities.

The most useful promotional tool produced by the OCA is the Directory of Member Camps. We felt if we were able to get this directory into more people's hands we would assist all OCA camps with their promotion and encourage parents to choose an Accredited camp.

To accomplish these goals the following actions were taken.

1) A series of professionally developed print ads was developed promoting: a) OCA as "The Symbol of Quality for Children's Camps in Ontario"; b) Free Guide of Over 200 Accredited Camps.

2) Major producers of Camp Advertising Supplements were contacted and asked to provide free editorial content; free advertising; and reduced rate advertising.

Ads were placed in: London

Magazine, London Free Press, Ottawa Magazine, Toronto Magazine, Kids Magazine, Kids Magazine Directories, Post Newspapers, and the Globe & Mail.

In addition to this print advertising, the OCA received a tremendous boost in a wide range of print, radio and television exposure thanks to the efforts of Ted Cole of Camp Walden through his own camp's promotional efforts. In each media opportunity he emphasized the benefits of camping, the importance of Accreditation and the availability of the Directory.

Liz Greenway, OCA President, was featured on an hour long phone radio show on CBC radio which was broadcast across the province. Liz was not only an articulate and entertaining ambassador, she also got the number of the OCA office broadcast four times in an hour.

Since the beginning of this campaign our office phone has been ringing off the hook and over 1500 directories have been distributed. This is more than double the number that have been sent out during the same period in other years. A special thanks goes to Wendy and Fiora in the OCA office and the many volunteers who handled all the phone calls.

Please drop a line or call the OCA office if you have other ideas about promotion.

JIM BLAKE  
Director, Current Affairs

## "COMMON IMAGE"

By now every camp should have received the OCA Style Sheet and photo-ready OCA accredited member seal and an OCA logo. As part of our effort to raise the profile of the OCA we would like to have member camps present a "common OCA image" using the same edition of the OCA logo and using it consistently on brochures, flyers, letterhead and advertising copy.

When you replenish your letterhead or brochures or produce an ad please make sure you use this most recent edition.

## REGIONAL NEWS

Southwestern Ontario - Great news! I have had many interested parents calling me for the OCA Camp Directory and general OCA information as a result of the recent advertising in the London Free Press. I have also sent information to the non-OCA camps in the area and hopefully they will see the benefits of what have to offer.

RICK ROMMAN  
Southwestern Ontario Rep  
(519) 471-3799

Thunder Bay - Meeting of the Thunder Bay Camping Association to be held April 6 (7:30-9 p.m.) at the Oliver Road Community Centre, 563 Oliver Road. We welcome anyone interested in camping to attend.

ELAINE KALNBACH  
Northwestern Ontario Rep  
(807) 857-2331

## SKILLS WEEKEND

Each June, at that magical place called Bark Lake, many of the finest instructors and leaders gather to lend their expertise to the OCA Skills Weekend.

This year's Weekend will be held June 5-8. The intent once again is to provide camp staff with skills that will allow them to be effective in teaching and leading a wide range of programs at camp.

For 1992 we have selected six "streams" for the weekend: **Canoeing** (led by Wendell White), **Arts and Crafts** (Kathy Roi), **Eco-Skills** (Pascal Baillargeon), **Outtripping and Overnights** (Krista Simonnott), **Program Potpourri** (Don Haag), and **Leadership** (Barb Jorgenson). These folks will be assisted by 20 other Skills Weekend staff.

Participants are welcome from any and all OCA and non-OCA camps. A registration form is in this month's Newsletter. Please don't delay... spots are limited. For further information, contact the OCA office.

JEFF BRADSHAW  
Skills Weekend Coordinator

## BACK BY POPULAR DEMAND

**Directors and Senior Staff** come gather for fun, friendship and a sharing of ideas on the November 6-8 weekend at the Bolton Conference Centre. More news and registration literature at a later date. Be sure to mark your calendars now!

## HELP WANTED

Wanted: **Program Director** and **Assistant Program Director**. Due to existing staff graduating to full time professional employment, an outstanding opportunity exists for two talented, experienced people to fill the above roles. Beautiful island camp in Temagami - co-ed ages 6-16 - high-energy operation. Contact Skip Connott at Canadian Adventure Camp, (416) 226-2672.

**Nurses Wanted** - The Ontario March of Dimes offers ten-day, summer long holidays to physically disabled adults. Registered Nurses, Graduate Nurses and Nursing Assistants are required to work from mid-June until the third week in August. Full accomodation; meals; travel expenses; competitive salary. Please contact: Ontario March of Dimes, Camp and Recreation Department, 60 Overlea Blvd., Toronto, Ont. M4H 1B6; (416) 425-0501 ext. 40 or fax (416) 425-0488.

## WELCOME NEW MEMBERS

**New Commercial Members:**  
FOUNDATION FARMS MINIATURE HORSES  
R.R. 1, Holstein, NoG 2A0  
(519) 334-3121 (Tel & Fax)  
Breeder of registered miniature horses - perfect for the inexperienced horse lover!

STUART & MILLER INC.  
21 Denver Cres.,  
Willowdale, M2J 1G6  
(416) 226-2445 (Tel & Fax)  
Pentapure antimicrobial water purifiers - permanent or portable for safe water

## OCA CALENDAR OF EVENTS

**Counsellor Conference**.....  
.....May 23, 1992  
**Health Care Workshop**.....  
.....May 23, 1992  
**Skills Weekend**.....  
.....June 5-8, 1992  
**Directors/Sr. Staff Weekend**  
.....November 6-8, 1992  
**1993 Annual Conference**.....  
.....January 28-30, 1993  
**3rd International Camping Congress**....March 2-5, 1994

**CAMP DIRECTORS!  
CAMP DIRECTORS!**  
Come to the 1992 OCA  
Counsellor Conference!  
Bring Your Counsellors  
and Section Heads!  
Staff Training  
Begins Now!



LAWRENCE PARK COLLEGIATE  
INSTITUTE  
MAY 23, 1992  
FOR MORE INFORMATION,  
CONTACT  
THE OCA OFFICE  
416 781 0525

## Ontario Camp Directors' Workshop

May 28-31/92-OCLC Bark Lake  
Fee: \$125 p.p. (includes all meals, resources and accomodation). For more information and registration, contact Jennifer Richmond, Box 103, Dunrobin, Ont. KOA 1T0, (613) 788-5040.

The OCDW is presented in co-operation with the Ministry of Tourism and Recreation, and is recognized as an educational event of the OCA.

# 1992 SKILLS WEEK-END REGISTRATION



ONTARIO CAMPING ASSOCIATION

Name:

Address:

Are you 17 years or older:

Phone - Home:

Work:

Camp Affiliation:

Position at Camp for Summer 1992:

Is this your first time attending Skills Week-end?     Yes     No

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Please register me in the following stream:

		With GST:
<input type="checkbox"/> Canoeing	\$102.80	\$110
<input type="checkbox"/> Eco Skills	\$102.80	\$110
<input type="checkbox"/> Arts and Crafts (includes materials fee)	\$116.82	\$125
<input type="checkbox"/> Leadership	\$102.80	\$110
<input type="checkbox"/> Outdoor Living Skills	\$102.80	\$110
<input type="checkbox"/> Program Potpourri	\$102.80	\$110

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## NOTES:

1. Stream costs are all inclusive (food, accommodation, equipment) except for transportation.
2. Participants register in one stream ONLY. Participants may not switch streams during the week-end. Participants from the same camp are encouraged to register in separate streams.
3. Both Bark Lake and Skills Week-end are alcohol, tobacco and drug free.
4. Start: Friday, June 5 at 7:00 pm / Finish: Monday, June 8 at 3:00 pm.
5. Before June 1, 1992...refunds less \$25 cancellation fee / After June 1, 1992...no refunds.
6. A full registration kit including map, stream specifics, receipt, equipment lists and final instructions will be sent by May 22 to all participants. Late registrations (after May 22) should call the OCA office to confirm final arrangements.
7. Stream size is limited...please register early!

Please include a cheque for the full amount and send it,  
with this registration form to:

Ontario Camping Association  
1806 Avenue Road Suite #2  
Toronto, Ontario M5M 3Z1

The Ontario Camping Association is pleased to present the...

## 1992 SKILLS WEEK-END



ONTARIO CAMPING ASSOCIATION



Friday, June 5 - Monday, June 8, 1992

At the Ontario Camp Leadership Centre  
Bark Lake, Haliburton

The OCA Skills Week-end is intended to serve as:

- a tool for continuous program development
- a forum for exchange of information
- an incentive to translate philosophy into safe, effective camping practices

Camp Directors can expect to see specific benefits from sending their staff to the OCA Skills Week-end. Participants take away significant contributions for this summer's program a broader perspective on programming in the specific skill stream which they join.

Featuring **SIX** exciting program streams

Our three traditional favorites:



### Canoeing Skills and Leadership

This stream is geared to meet the needs of the In-Camp Canoe instructor. The program is designed to help participants develop as both canoeists and instructors. Participants can expect more confidence and ability in their canoeing programs...both activities and administration.

- Teaching Progressions and Tips
- Programs for Skill Development
- Personal Skill Development
- Safety and Rescue Procedures
- Canoeing Games and Activities
- Resource Materials



### "Eco" Skills...Nature Program and Leadership

The nature program and the environment of your camp has many different facets. This stream offers introduction, principles and solid programming ideas in the areas of nature games, earth education, interpretation techniques, sensory activities, crafts, environmental projects. The role of environmental awareness in all aspects of camp will be emphasized.

- How to set-up an effective nature program
- Practice teaching activities
- Special Nature experiences
- Developing "eco-attitude"





## Arts and Crafts

Come and be creatively energized! This creative week-end training opportunity will provide participants with hands-on ideas, ideas, ideas!!! A contact list of "freebies" and low cost materials will be compiled. We will experience process vs. product by using a variety of medium such as paper, leather, wood, nature...

Three streams **NEW** for '92:



## Leadership

This dynamic leadership workshop will provide your camp with a unique opportunity to strengthen your pre-camp and in-camp leadership with experienced camp and recreation leaders. This event is designed specifically for LIT/CIT directors, section heads, resource staff supervisors and others supervising staff directly. Workshop content will cover the following training and supervisory techniques:

- Training programs
- Evaluation
- Conflict Resolution
- Effective Communication
- Organization
- Group Management
- Summer Survival Skills
- Motivation
- Decision Making



## Outdoor Living Skills

From day outtings to extended trips to a lesson on knots, this stream is designed to assist participants to explore the many, varied and fun aspects of an outtripping program. Participants can expect to review basic skills, to adopt new program ideas, to work through safety and risk management situations and to discover the special role outtripping can play in a child's camping experience.

- Personal Skill Development
- Program Ideas and Teaching Tips
- Safety and Prevention Procedures
- Positive Environmental Practices
- Outting Special Effects



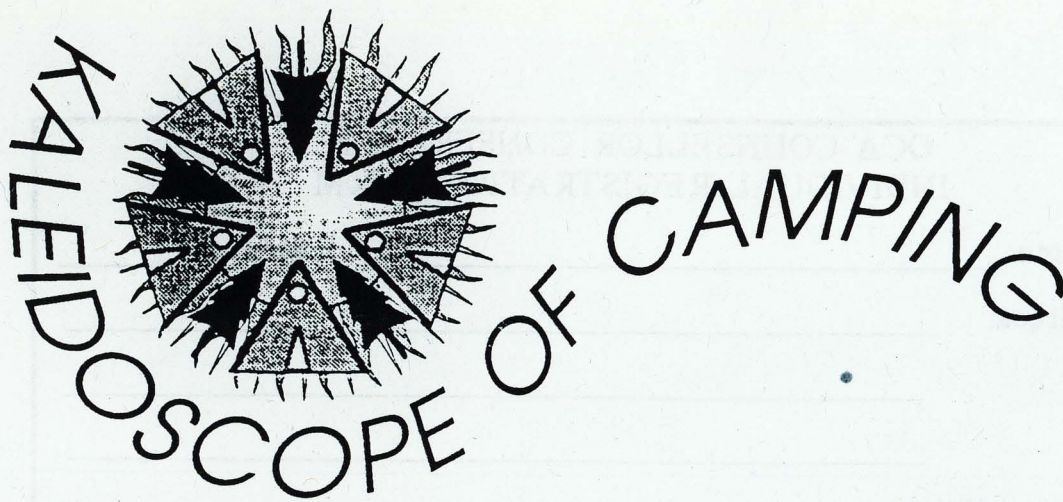
## Program Potpourri!

This stream is geared to assist and arm staff - at all types of camps - with new programming ideas and activities which will translate into a fruitful, fun and positive summer experience for the campers. Participants can expect to review programming philosophies and goals, to create new and innovative programs, to learn and take home ideas in many different camp activities, and to realize the importance of positive and exciting programming in a camper's summer experience.

- Songleading
- Storytelling
- Campfire Workshop
- Backpocket activities
- Games Leadership

Please send the enclosed registration form or contact the OCA office (416-781-0525) for further information.

Skills Week-end is funded in part by the Ministry of Tourism and Recreation.



**VIEWING THE WORLD IN A DIFFERENT WAY**  
**Ontario Camping Association**  
**Counsellor Conference**

**Saturday May 23rd, 1992**

**Lawrence Park Collegiate Institute, Toronto**

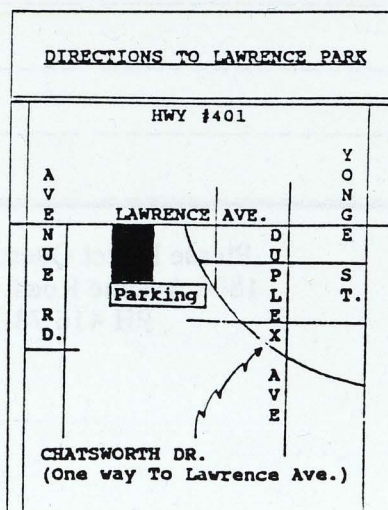
Don't Miss Great New Ideas On:

- Crafts
- Waterfront
- Tripping
- Games
- Activities
- Drama
- Conflict/Communications
- Programming
- Senior Staff

**PRIZES, GAMES, ACTIVITIES ALL DAY!**

**CCA BOOKSTORE WILL BE OPEN.**

Prices:	
Conference Fees:	(includes lunch)
OCA Camp Staff .....	\$16
Non-OCA Camp Staff .....	\$19
At the Conference .....	\$21
(GST is included.)	
<b>REGISTRATION STARTS AT 8:00 AM.</b>	



OCA COUNSELLOR CONFERENCE  
INDIVIDUAL REGISTRATION FORM

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Camp Affiliation: \_\_\_\_\_

Conference Fees: (includes lunch)

OCA Camp Staff ----- \$16

Non-OCA Camp Staff -- \$19

At the Conference ----- \$21

(GST is included)

OCA COUNSELLOR CONFERENCE  
GROUP REGISTRATION FORM

CAMP NAME \_\_\_\_\_

Enter individual names onto the lines below

PLEASE PRINT

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-----  
-----  
-----  
-----  
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Please Direct Questions and Mail Cheques to OCA Office  
1806 Avenue Road, Suite #2, Toronto, Ontario M5M 3Z1  
PH 416 781 0525 FX 416 781 7875