

KIDS Summer Camp 2021



Final Report



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Acknowledgements



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- Centre de services scolaire du Littoral
- Service Canada
- Parents (Registration Fees)
- St. Paul's School

In addition:

Special thanks to St. Paul's School for the use of their facilities at the camp location in St. Paul's River, and for allowing the use of equipment. The generosity of the Centre de Services Scolaire du Littoral was outstanding. It is an important partnership that we value and look forward to many more collaborations in the future.

Sincere thanks to Service Canada for approving of seven (7) student counselor positions, and Centre de Services Scolaire du Littoral in supporting the seven (7) positions, as well as a sincere thank you to Quebec 4-H for their continued support and expertise.

Heartfelt appreciation goes to the KIDS Summer Camp Committee of St. Paul's. Many of you went above and beyond your duties and for that we are very grateful. And, to the Board of Directors and staff of the Coasters Association for their continuing advice, support, throughout the duration of the 2021 camp season. Thank You.

Finally, an enormous thank you to ALL our partners for their guidance and advice, it is much appreciated. We could not have done it without you!



Background of K.I.D.S Summer Camp



In the summer of 2006, a six (6) week summer camp pilot project was undertaken in the Municipalities of Bonne Esperance and St. Augustine to provide a Summer Camp for youth. The summer camp entitled Kindness, Inspiration, Determination, Spirit, “KIDS”, has proven to be a great success.

In 2007, the Coasters Association expanded the KIDS Summer Camp to two (2) additional communities (La Tabatiere, and Blanc Sablon), as well worked in partnership with, and supported, the Eau-Naturelle Discovery Camp in Chevery, and the two (2) camps already established were maintained.

From 2008 to 2016 the five camps were in operation and ran very well. In 2017 & 2018, three (3) KIDS summer camps were supported in La Tabatiere, St. Paul’s and Blanc Sablon, St. Augustine implemented a new program – Bring Back Play. In 2019, the Municipality of Blanc Sablon operated the camp in Blanc Sabon, and the Coasters Association delivered the camps in St. Paul’s River and La Tabatiere.

In 2020 the camp was closed due to Covid 19; however, two (2) students (youth) were approved to carry out virtual family animation activities across the Lower North Shore, and it went very well. 2021 marked the 15th Anniversary of the KIDS Summer Camp, which was only held in St. Paul’s River, due to Covid 19.

The following chart provides an overview of the camps from 2006 to present.

Year	Theme	Youth	Counselors	Coordinator
2006	Kindness, Inspiration, Determination, Spirit (KIDS)	36	5	Volunteers
2007	Amazing Race	93	11	Full time/part-time
2008	Ocean Odyssey	90	12	Full time/part-time
2009	Going Green	68	11	Full time/part-time
2010	Green Adventure	132	14	Part-time
2011	Up in the Air	118	14	Part-time
2012	When I grow up	82	12	Part-time
2013	Exploration Celebration	85	13	Full-time



2014	Countries around the world	93	12	Part-time
2015	A Green Adventure	93	13	Part-time
2016	KIDS Summer Camp 10 th Anniversary	58	10	Part-time
2017	Adventures in Summer Camp	57	8	Part-time
2018	Going Green	61	11	Part-time
2019	Exploring our Environment	23	3	Part-time
2021	Magnificent Moments 15 years in operation	16	5	Full-Time

The mission of KIDS Summer Camp is to nurture and develop a safe and healthy environment in which youth can improve their health and obtain skills that will assist them in their future lives, through physical activities, mental development, artistic growth, environment awareness and community/family participation.

The KIDS Summer Camp not only fulfills its mission but provides employment opportunities for our students who are furthering their education. It is a social, educational, environmental, cultural, community and historical development activity. It is also known that kids who are involved in summer activities (such as the camp) do better in the up-coming school year and participate more in community events.

The KIDS Summer Camp is an exceptional program; however, through assessments we have realized that much work has to be done to ensure the sustainability of this worthwhile initiative in the areas of program development, setting up of operational structure and continued expansion of the KIDS Summer Camp Program.

Overview of K.I.D.S Summer Camp



In 2021, one (1) camp was in operation from June 28th to August 13th (7 weeks).

St. Paul's River:

- 7 counselors
 - 4 camp counsellors, 1 lead animator, 1 youth digital marketing camp counselor, 1 youth brand marketing camp counselor.
- 16 children registered.



It was a very successful camp as there were three (3) camp counsellors for the sixteen (16) kids registered and one (1) counsellor to begin early in the morning, work during lunch, and later in the evening to accommodate all the working parents. The KIDS camp lead animator (counsellor) was an additional support to the camp to ensure its success. The hiring of two (2) camp counsellors, provided us with the opportunity to do the digital marketing and branding of the camp, and amazing work was accomplished in the short timeframe of the project. (Please refer to Annexes 2 & 3)

KIDS Summer Camp 2021 Synopsis:

The KIDS Summer Camp 2021 season was, once again, a success. (Please refer to Annex 1 – camp program)

The counselors were animated and energetic which enabled the kids to experience a happy and safe environment. Facebook pages were created, including a weekly post of activities with photos, and introducing the counsellors, which allowed and informed parents of what their children were doing periodically.

Participation rate has increased slightly from the 2019 season; however, it is always a challenge to engage the 10 to 12-year-old age group, who are growing older and are becoming uninterested in the structured camp activities. Also, due to the lack of funds, it is impossible to offer outings and special events, which we believe have lessened the participation of this age group. We are currently striving to adjust the program to reflect this challenge as well as finding the necessary funds to keep the camps open on a regular basis. VERY IMPORTANT: A full time coordinator is a must to submit project applications, solicit partners, prepare and plan for the camp and ensure smooth running of the camps.

Recommendations



Each year a survey is forwarded to the parents of the children attending camp. It gives the parents an opportunity to express any recommendations and or concerns that they may have and to inform whether their children enjoyed camp or had difficulties. It also gave the Coasters Association an opportunity to recognize any issue that may have arisen and to provide any solutions if necessary.

The following are some of the recommendations that were obtained from parents in 2021:

- Have more activities for younger children
- Split up counsellors to take kids with different ages to do different activities
- When taking children out in the community for a walk, keep them all together
- A parent or grandparent day, with planned activities
- Face painting, play dough, toys, baking
- Special visitors (police, costume characters)
- Skills sessions (ice cream making)
- Positive discipline training for counsellors
- More toys for the kids if budget allows
- Train counsellors on proper supervision

As indicated above, the recommendations will be taken into consideration and will be considered in the planning for next years' camp season.

Evaluations were also done with the students and the following are their recommendations:

- If anyone else is using the school to clean up after they are done, because the counsellors had to clean up after the volleyball activity which is not a part of their job description
- Have parents explain to the children not to be rude to the counsellors and other children
- More toys for the kids



Conclusion



Living in such a remote area as the Lower North Shore, finding new and exciting activities for our youth is a constant challenge. We do not have access to the amenities of a larger community; therefore, we must be creative in our endeavor to provide a place where our youth can interact with other youth, as well as create an environment in which they can express themselves, learn new and exciting things and most importantly have fun.

Socialization is an important component of a well-rounded, healthy lifestyle. Isolation and a lack of interpersonal skills increase the stress of everyday situations and contribute to negative self esteem. Therefore, involvement with a social group increases the youth's sense of community and social support, as well as providing an environment in which youth can improve their health and obtain skills that will assist them in their future lives.

Furthermore, with the economic downfall on the Lower North Shore, many parents have no other choice but to leave the coast to seek employment, leaving their children behind for a period of four (4) to six (6) months, with grandparents or guardians, thus causing problems for youth in the early stages of his/her life. Through the KIDS Summer Camp, the goal is to provide services to assist parents and guardians, thereby leading to the improvement of the social and learning capacities of children ages four to twelve (4-12) years.

However, with pride we can say that the KIDS Summer Camp 2021 season was, once again, a success. We had pirates and princesses, mermaids, and superheroes. We learned about animals and the ocean. During the last week of camp, we learned about science.

During this year's camp we had a lot of fun, including an exciting activity during week 6. The Centre de Services Scolaire du Littoral connected us to Manek Kolhatkar, a postdoctoral individual from the University of Sherbrooke, who was in the region, and arranged to have him introduced the kids to archaeology. They learnt of archaeology and dig for artifacts which they kids loved.

The counsellors did an amazing job keeping the children happy and active, with every week being a different adventure the kids had a lot to look forward to, from learning with science experiments to enjoying the great outdoors.

We are hoping to have even more kids sign up next year and with the recommendations given to us by the parents and counsellors we will make next year even better!

Annex 1



KIDS Summer Camp 2021 Program

Theme: Magnificent Moments!

Week 1: Farm Week!

Barnyard Tag, Worm Farms, Seed Planting, Animal Quizzes. Plan, prepare and implement weekly activities, and crafts pertaining to the weekly theme

Week 2: Dinosaur Week!

Rainbow Volcanos, Dig For Fossils, Dinosaur Yoga, Salt Dough Fossils. Plan, prepare and implement weekly activities, and crafts pertaining to the weekly theme

Week 3: Superhero/Princess Week!

Make Shields and Wands, Storage Jars, Superhero Training, Building Castles and Forts. Plan, prepare and implement weekly activities, and crafts pertaining to the weekly theme

Week 4: Animal Week!

Build Bird Houses, Jungle Yoga, Snake Bubbles, Animal Relay Race. Plan, prepare and implement weekly activities and crafts pertaining to the weekly theme

Week 5: Pirate/Mermaid Week!

Making Spy Glasses, Cannon Ball Toss, Making Sand Dollars, Building Sandcastles. Plan, prepare and implement weekly activities, and crafts pertaining to the weekly theme

Week 6: Ocean Week!

Bubble Wrap Jellyfish, Octopus tag, Beachcombing, how big is a blue whale, Ocean waves in a bottle. Plan, prepare and implement weekly games and activities, and crafts pertaining to the weekly theme

Week 7: Science Week!

Exploding Sandwich bags, Cloud in a jar, Fireworks in a jar, Elephant toothpaste, Fire on the mountain. Plan, prepare and implement weekly games and activities, and crafts pertaining to the weekly theme.

Annex 2



Youth Brand Marketing K.I.D.S Camp Counsellor

I started off by meeting with my supervisor to go over what the KIDS Summer Camp was and how I would be working with them. The first thing I did for the summer camp was create and design new permission slips and sign-up forms so that they could be used right away by parents to sign up their kids.

After this I spent the first week working entirely on a Research report for the KIDS Summer Camp. I researched statistics and articles to get a better idea of the type of social media content and platforms that would be the best for their needs. I wrote up a short report and created the document.

I began brainstorming different logo types that would suit the camp and researched logos that other summer camps were using to get an idea for the brand. In this report I included a mood board for the KIDS branding as well as some examples of social media posts.

Next, I was introduced to the Lead Camp Animator and was informed on their valued brand elements. We went over what was important to have on the logo and how much freedom there was to create the brand colours. They decided that the camp's mantra, "Kindness, Inspiration, Determination, Spirit" would be incorporated into the logo itself. We also came to the decision that the two brand colours for the Coasters Association would need to be included along with two colours of my choosing. I spent the week creating three different and unique logo concepts for the team to choose from and then made changes to the logo that was picked.

Once the logo was chosen, I had the task of creating a brand book for the KIDS Summer Camp. This brand book included logo specifications like minimum sizing and safety margins along with a page for the brands colours and a page outlining what to do and not to do with the logo. To complete this I had to do research on the most important elements of brand books and appropriate sizing for different logo types. Overall, the branding for KIDS Summer Camp went by smoothly and successfully.

Please refer to the attached link to review all the work that was accomplished.

<https://drive.google.com/drive/folders/1-T4pMvW7NL5T6n-9U0c9i88IDQ5SFDdc?usp=sharing>

Prepared by: Callie Evans

Annex 3



Youth Digital Marketing K.I.D.S Camp Counsellor

At the beginning of the project, I focused on getting to know the Coasters Association and its two divisions by going through the Facebook pages. It was important that I understood the style of posts that were being used for each page. Also, I began with a meeting to introduce both me and the marketing student Callie Evans to the Coasters Association and our positions.

My focus continued on finishing the social media strategy and beginning the creation of social media posts for the KIDS Summer Camp. Like my research for the social media strategy, I searched post ideas for summer camps and found many great techniques to involve everyone in the community.

I travelled to Tabatiere collecting footage, which included a lobster fishing experience to start off the week where lots of great footage was taken and collected. Also, I was given tours of the AGRO lab, nursery, and fields with backstories, explanations, and history of the project and how far it has come. This experience could be shared with future KIDS summer camps. A lot of time was I spent on dissecting the video footage and uploading and editing the pictures collected during my time in La Tabatiere.

Later in the project I contacted all relevant parties and scheduled meetings to discuss social media needs. Also, I focused on the early childhood development, Nutrition North, community wellness, and an event post for an upcoming book club in St. Augustine, which will benefit the KIDS summer camp and all the Lower North Shore youth in the future.

I also created a content calendar for the Coasters Association and its divisions to use to plan social media postings. Finally, my time was spent on wrapping up all projects that had not been completed in previous weeks. Therefore, I finished strong in completing my projects for the KIDS Summer Camp, and other programs to support youth initiatives on the LNS.

Please refer to the attached link to review all the work that was accomplished.
<https://drive.google.com/drive/folders/1RiX7dz6CZHUD3admo-d2dnc3RqpMRCQh>

Prepared by: Brianna Monger

Annex 4



Additional Pictures

