



Creating and Strengthening Park Prescription Programs: A Three-Part Webinar Series

Part III: Implementation & Evaluation

November 16, 2016, 1:30 – 2:30 pm ET



#ParkRx

Acknowledgements



This webinar series is made possible through support from Kaiser Permanente.



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Using the Technology

- To hear audio, call +1 (914) 614-3429, Access Code 865-445-456 (United States)
 - Attendee phone lines are automatically muted
- To download a pdf version of the slides, click on the document in the “Handouts” panel on your screen
- Questions?
 - For troubleshooting and technological support, visit <http://help.citrix.com/webinar/join>
 - During the Q&A session, type your questions into the “Questions” box and send them to the organizers.

Agenda

1. Introduction
2. Panelist presentations
3. Q&A session
4. Closing remarks

About the Speakers

Moderator: Anne O'Neill
Outdoor Recreation Planner
National Park Service



Kevin Wright
*Government and External
Affairs Coordinator*
Marin County Parks

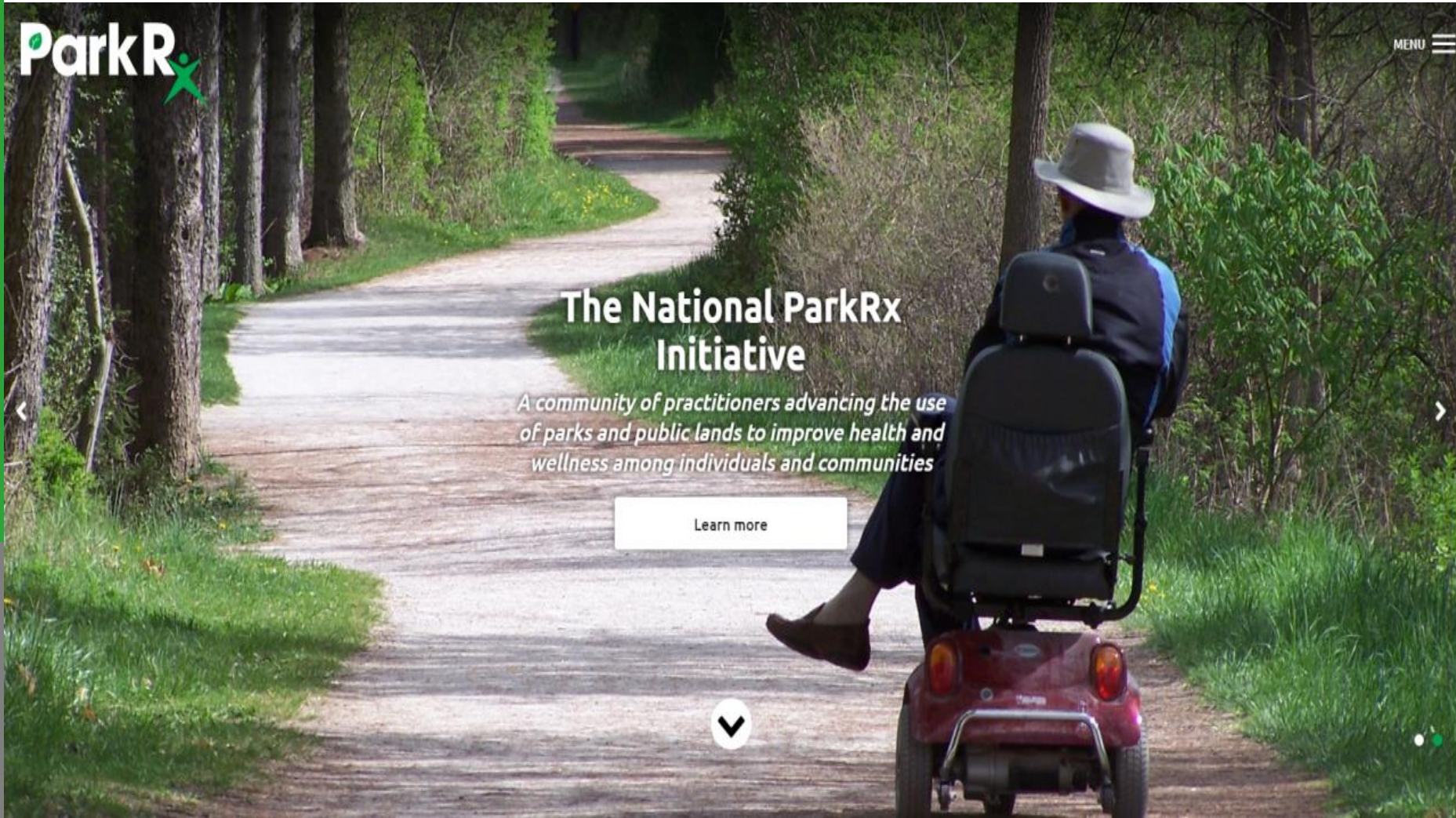


Dr. Sarah Messiah, PhD
Research Associate Professor
University of Miami School of
Medicine



Jason Urroz
Director of Kids in Parks
Blue Ridge Parkway Foundation

About the National ParkRx Initiative



MENU

The National ParkRx Initiative

A community of practitioners advancing the use of parks and public lands to improve health and wellness among individuals and communities

[Learn more](#)



What are Park Prescriptions?



About the Audience

- **Professional breakdown:**
 - **50%** Parks
 - **20%** Public health/medical
 - **30%** Other
- **Stage of Park Prescription program:**
 - **70%** Interested in learning about/starting a Park Prescription program
 - **30%** Currently creating or already have a Park Prescription program
- **Most common challenges in creating/implementing Park Prescription programs:**
 - **20%** Partnering with other agencies/sectors
 - **15%** Funding

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Learning Objectives

- Participants will learn about initial Park Prescription program implementation, scaling-up, and sustainability over time.
- Participants will learn how to collect and evaluate data to assess Park Prescription program success and impact.
- Participants will learn about Park Prescription program outreach and marketing in order to reach broad audiences.



Kevin Wright
Government and External Affairs
Coordinator
Marin County Parks

Creating and Strengthening Park Prescription Programs, Part III: Implementation & Evaluation

Marin City Park Prescriptions Program

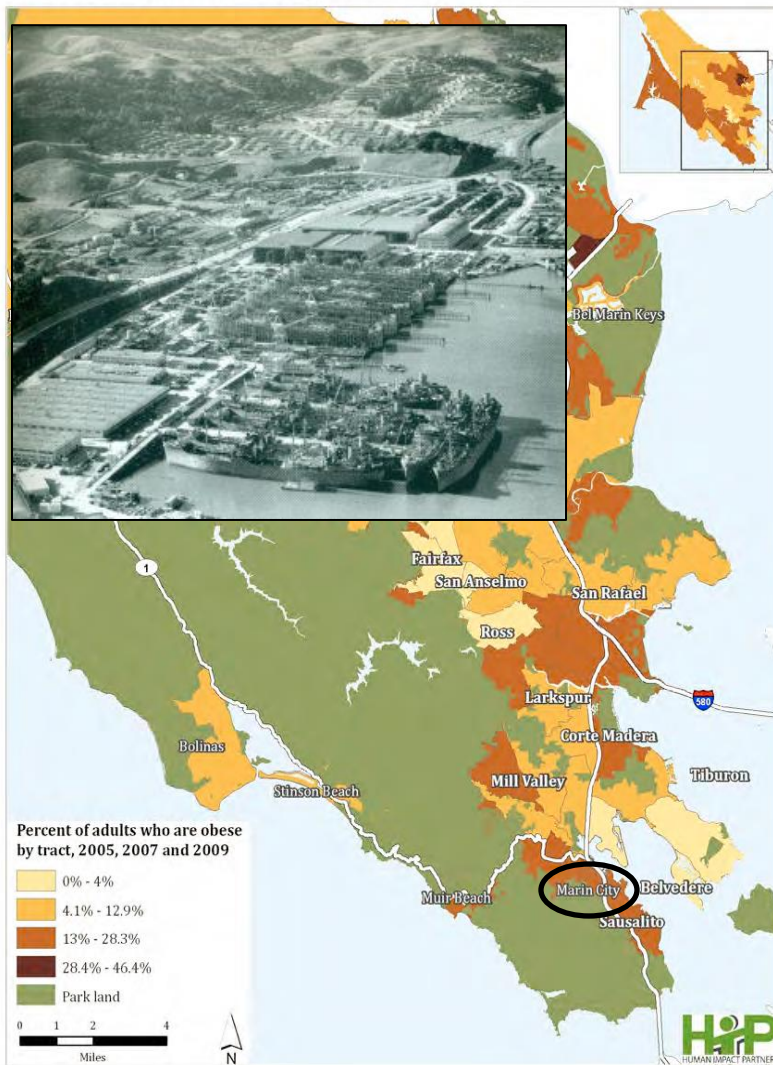
Kevin Wright



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Marin City Park Prescriptions Program

Adult Obesity in Marin County, CA



Marin City Facts

Families Living in Poverty - 24%

Life Expectancy - 78.6 years

Adult Obesity – 60%

Childhood Obesity – 38.9%

Marin City Park Prescriptions Program: Process



Patient visit

Chart
flagged or
self-referral

Health
Educator
(HE) meets
patient for
Care Plan
and activity
referral

HE follows
up before
1st outing

HE may
attend
outing with
patient

HE follows
up after
outing

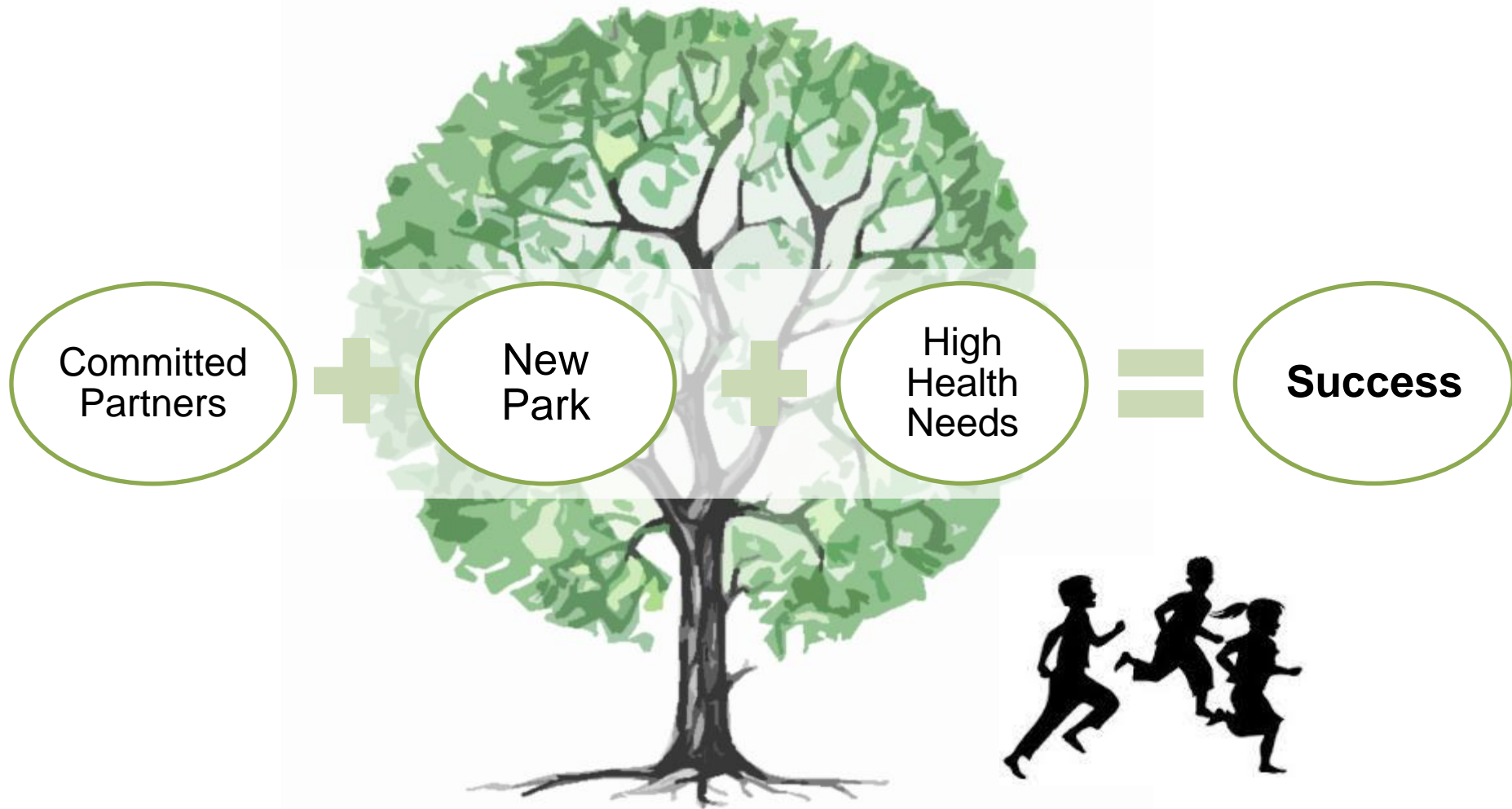
Regular
follow up to
monitor
changes in
health and
behavior

Park Outings

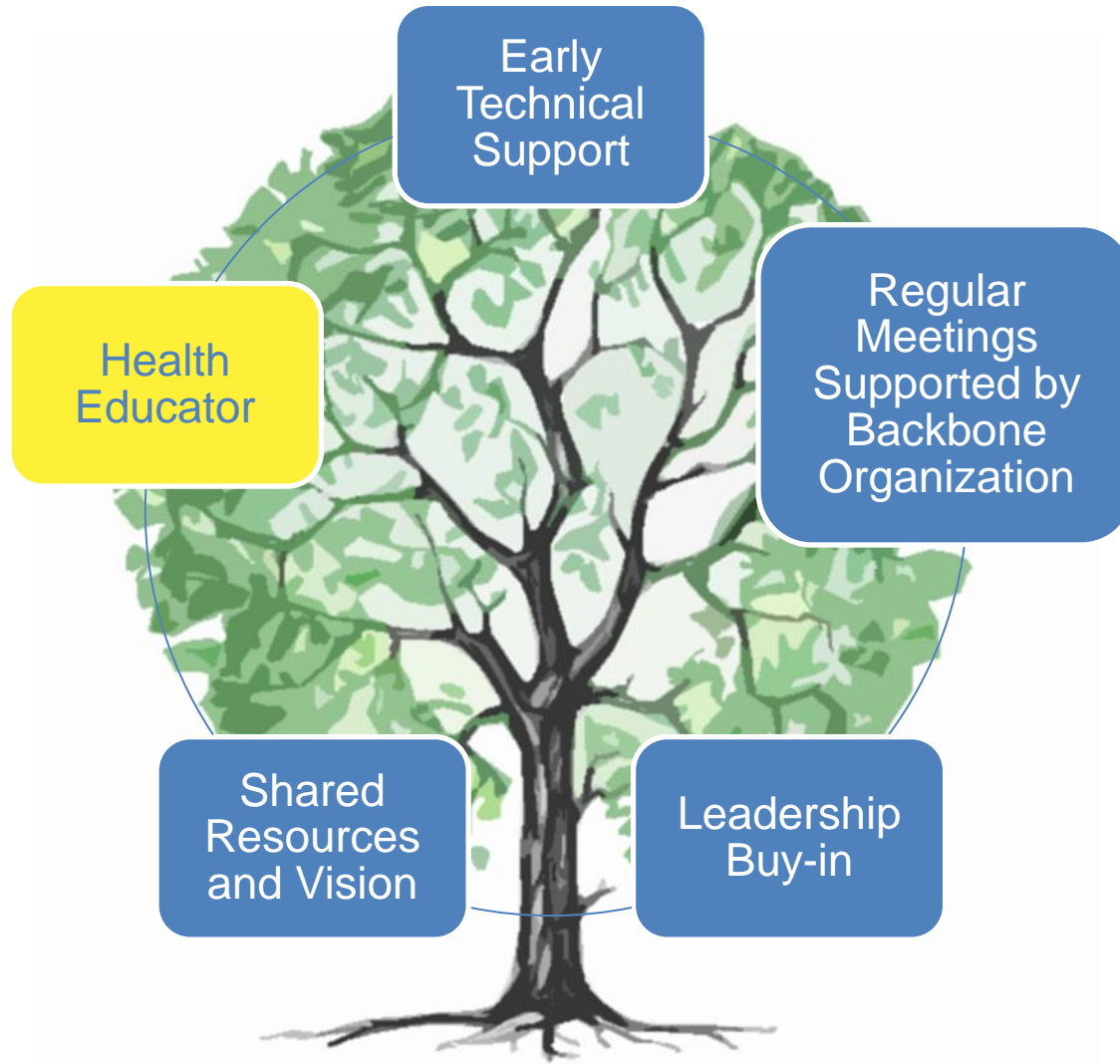
- Convenient to get to
- Inviting and reliable
- Accommodate ability level of the patient
- Provide opportunities for regular engagement
- Hosted by partners, health educator, contractors



Marin City Park Prescriptions Program: Site Selection



Marin City Park Prescriptions Program: Implementation



Marin City Park Prescriptions Program: Sustaining Success

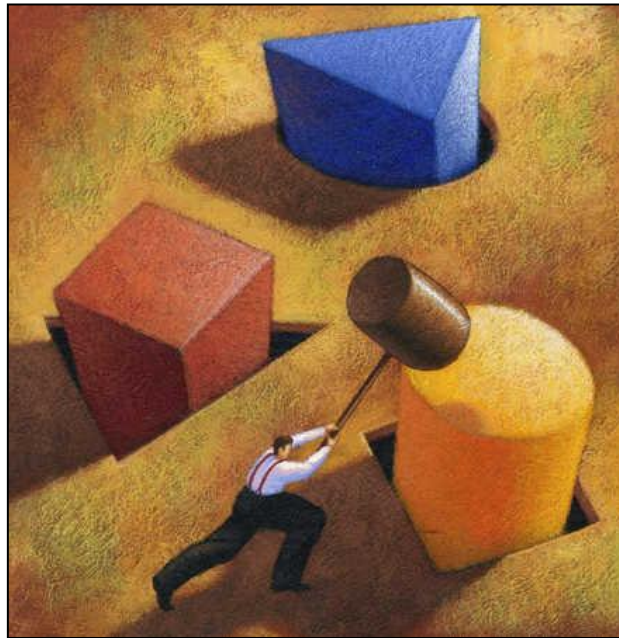


Ongoing Regular Meetings with Backbone Support

- Turnover and problem solving
- Connection/Communication
- Reaffirm commitments
- Work on marketing and outreach tasks
- Share updates
- Celebrate success

Marin City Park Prescriptions Program: Thank You

Kevin Wright
Government and External Affairs
Marin County Parks
KWright@marincounty.org



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Research Associate Professor
University of Miami School of Medicine

Creating and Strengthening Park Prescription Programs, Part III: Implementation & Evaluation

Parks Rx 4Health

Dr. Sarah Messiah, PhD



#ParkRx

SUMMARY of EVIDENCE-BASED RESULTS TO SUPPORT



1. Collectively maintained (and improved) healthy weight and body mass index (BMI) throughout the school year
2. Lowered their blood pressure (increased healthy BP)
3. Improved their physical health, fitness levels and knowledge about nutrition and healthy lifestyle behavior
4. Children with disabilities equally benefit



Park RX
Program



Parks & 4Health

Your child's physician has suggested that he/she would benefit from participating in a daily physical activity program. The Miami-Dade County Parks, Recreation and Open Spaces Department provides you with a convenient program, "Fit2Play" Afterschool, designed to help your child get active through evidence-based recreation activities and nutrition education lessons that will teach them to eat better.

Fit2Play Families: Youth

What is Fit2Play?
Fit2Play Afterschool is a program designed by the Miami-Dade County Parks, Recreation and Open Spaces Department and the University of Miami Miller School of Medicine that is helping to make kids healthier in a fun way. Proven and affordable, it is recognized as a health, wellness and nutrition solution for children conveniently located at Miami-Dade County parks. As an added convenience to parents, transportation from any school located within a two mile radius of a Fit2Play program park is provided.

Fit2Play Afterschool
SPARK
(Sports, Play and Active Recreation for Kids)
Forty-five (45) minutes of structured, active recreation activities and games that focus on developing and improving motor skills, movement knowledge, social and personal skills.

EmpowerMe 4Life Nutrition
EmpowerMe 4Life nutrition (12 lessons) provides information that promotes a healthier attitude toward food and provides children with the knowledge to make better decisions about food choices.

Homework Time
Up to thirty (30) minutes are set aside for homework help.

Recreation Games
Recreation Games introduce children to team sports that promote physical activity, build and nurture leadership skills and help develop social skills.

Life Sports (Golf and Tennis)
Life Sports introduce children to the basics of golf and tennis. For some, it is the first time holding tennis racquet or golf club.

Attending homework help

For more information: (305) 755-7879

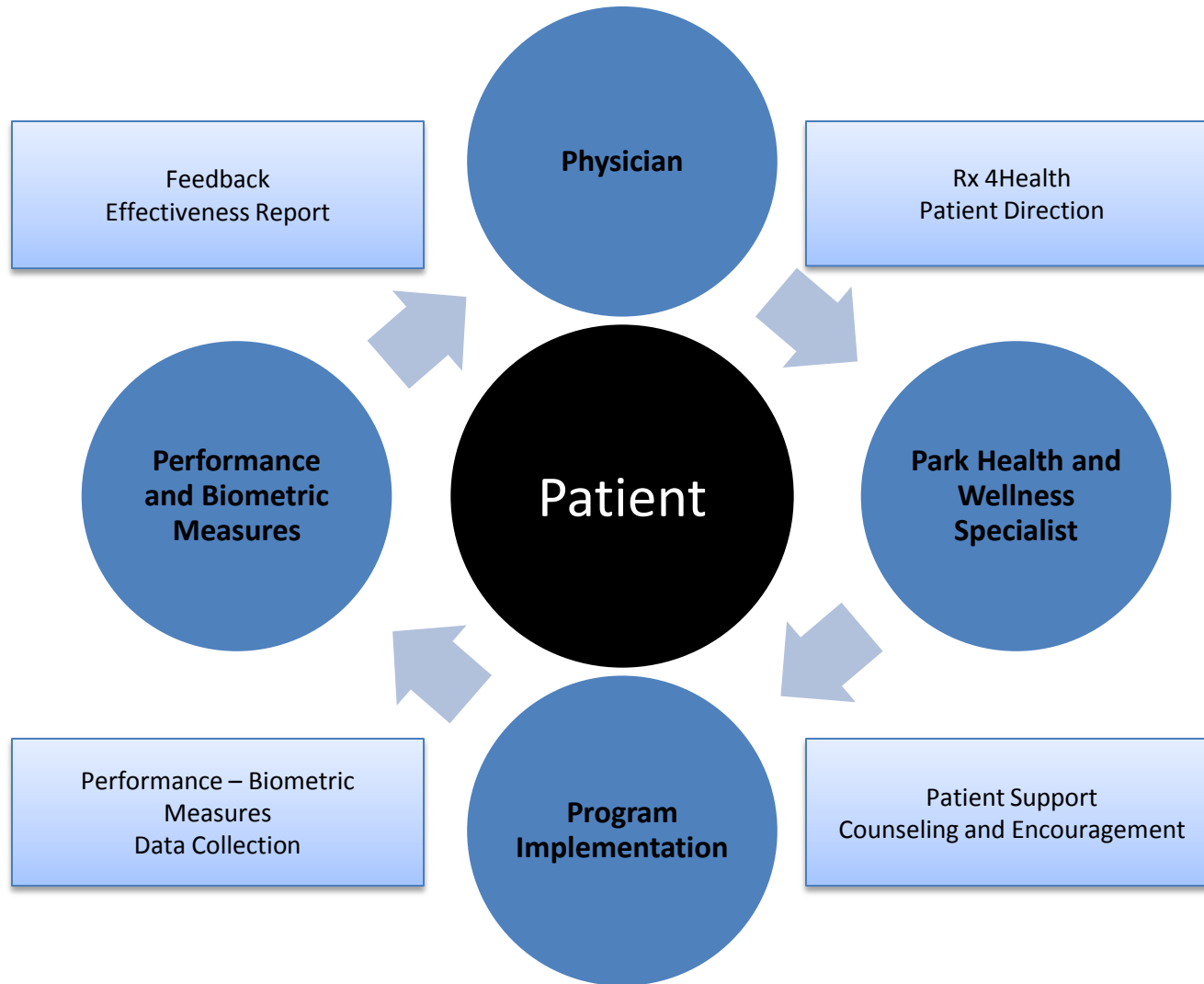
To request material in accessible format, information or access for persons with disabilities, or sign language interpreter services (7 days in advance), call 305-755-7844.



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PARKS RX 4HEALTH

A Park Prescription Program



KEY Park Rx DESIGN & EVALUATION

Questions to Ask

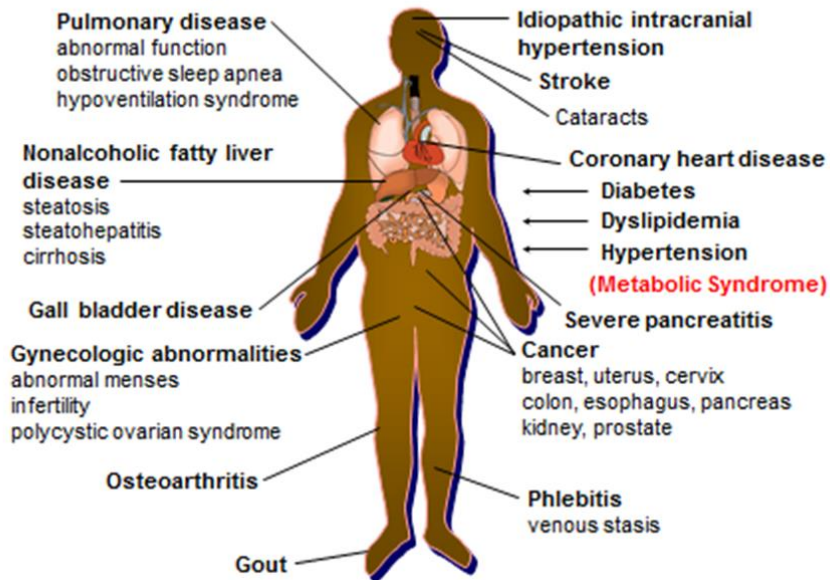
- Who do you want to reach?
- Who can you partner with?
- What do you want to measure?
- What would you like your ideal outcomes to be?



What are Realistic Outcome Evaluation Measures?

37 Medical Complications of Obesity

Many Now Seen in Childhood



MAKING CHILDREN HEALTHIER BY MAKING FITNESS FUN

A Miami-Dade County Parks, Recreation and Open Spaces Department Program

BENEFITS OF FIT2PLAY:

- Kids lose excess fat and improve their physical fitness
- Kids with high blood pressure, lower their blood pressure levels
- Kids maintain a healthy weight and body mass index (BMI) throughout the school year
- Kids are taught nutritional information that they can use on a daily basis
- Kids learn fun, new ways to exercise with other children who become new friends
- Kids develop and improve their motor skills, movement knowledge, and social and personal skills
- Kids learn why it's important to eat well, exercise, get enough sleep, avoid excessive sun exposure, and the dangers of smoking

"An active lifestyle that combines outdoor recreation and healthy eating is the key to winning the battle against childhood obesity. This concept is most effective and sustainable in the Miami-Dade County Parks FIT2PLAY Program, because it encourages children to practice their newfound healthy lifestyle knowledge at home by involving in fun activities, food, engaging in more physical activity, and reducing their time in front of the computer and television. FIT2PLAY is a national model."

— University of Miami
UnHealth Pediatrics
Rocio J. Miller, M.D.

CONTACT US FOR MORE INFORMATION & REGISTRATION
Visit www.miamidade.gov/parks • Visit or call a Miami-Dade County park near you • Call 311

Miami-Dade County Parks, Recreation & Open Spaces Department
Administrative Offices
275 NW 2nd Street, 3rd Floor, Miami, FL 33138
www.miamidade.gov/parks • Call 311
Follow us on Twitter @MiamiDadeParks
Facebook www.facebook.com/MiamiDadeParks

MIAMI-DADE COUNTY
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Park R
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Five Conditions of Collective Success:

- 1) a common agenda;
- 2) shared measurement systems;
- 3) mutually reinforcing activities;
- 4) continuous communication; and
- 5) a backbone support organization.



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TEAM WORK, TEAM APPROACH

University & Parks collaboration in all phases of:

- Design
- Implementation
- Collection of data
- Interpretation of results
- Dissemination of results
- Scaling up to a Park Rx program

Condition #1: Common agenda

A shared vision for change, one that includes a common understanding of the problem and a joint approach to solving it through agreed upon actions

Condition #2: Shared Measurement System

Collecting data and measuring results consistently on a short list of indicators at the community level, including the use of web-based technology

UM faculty and staff trained parks staff in measurement of:

- height & weight
- waist & hip circumference
- skinfold measures (4 sites)
- blood pressure & pulse
- Presidential fitness test
- Knowledge test

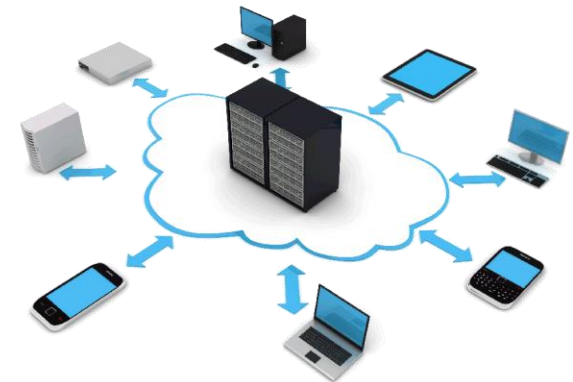


Condition #3: Mutually Reinforcing Activities

"A diverse group of stakeholders working together, not requiring that all participants do the same thing, but encouraging each participant to undertake the specific set of activities at which it excels"

Data Collection and Analysis Component

- Web-based data collection program; Data automatically uploaded to UM server from the 30+ parks
- Data housed on UM data servers
- UM faculty analyze data
- UM/Parks jointly publish findings





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Jason Urroz
Director of Kids in Parks
Blue Ridge Parkway Foundation

Creating and Strengthening Park Prescription Programs, Part III: Implementation & Evaluation

Kids in Parks and TRACK Rx

Jason Urroz



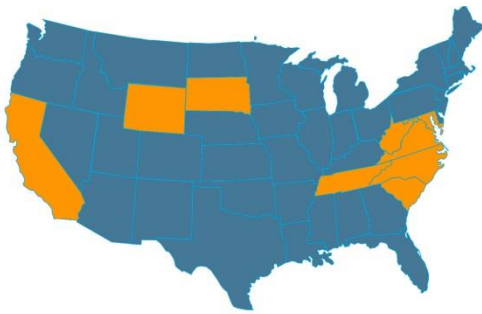
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Kids in Parks TRACK Rx Program



In 2009, the Kids in Parks program was formed in an effort to get kids and families unplugged, active outdoors, and reconnected to nature for both their health and the health of our parks and public lands.





TRACK Trails



The Kids in Parks program takes a site's pre-existing hiking trail and converts it into a TRACK Trail through the installation of self-guided brochure-led adventures. Kids earn prizes for registering their TRACK Trail adventures through the program's website.

There are currently more than 150 trail locations in nine states and Washington, D.C.



Health of Kids, Families & Parks

Registration data, in conjunction with several on-site observation studies, suggests that:

260,000 kids have hiked...

240,000 miles have been walked by kids...

120,000 hours have been spent outdoors by kids...

36,000,000 calories have been burned by kids...

...on TRACK Trails



Kids in Parks is improving the health of our parks and public lands:

49% of KIP registrants were first-time visitors to the park

53% intentionally visited the park to hike the TRACK Trail

44% returned for a second adventure

80% of returnees visit more than one trail location



Registrations

2009	2010	2011	2012	2013	2014	2015	2016	Total
53	217	259	278	568	1,501	2,313	2,700	7,889

as of 11/01/2016



TRACK Rx

(Our Version of ParkRx)

TRACK Rx – Pediatrician Displays



Kids in Parks installs “pediatrician office trailheads” in the lobbies of doctor offices as part of the ParkRx movement.

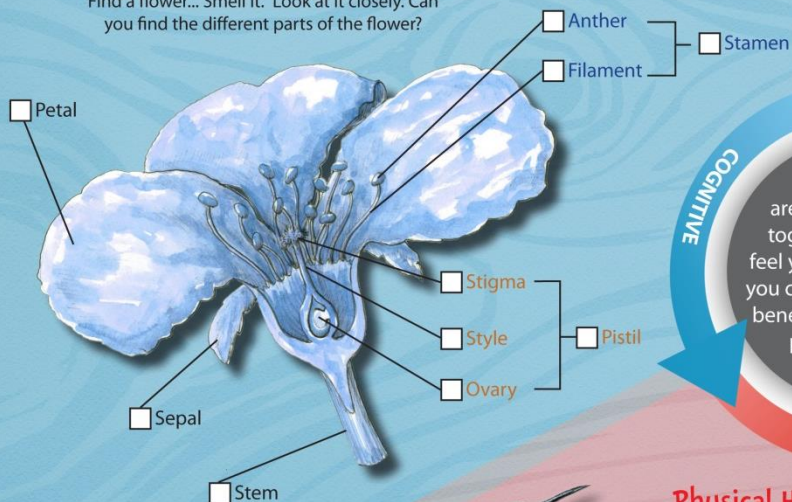


TRACK Rx Brochure

Cognitive Health: Train Your Brain

When you spend time outside, you see, hear and smell things. You make discoveries: a waterfall, a bird singing a song, or wildflowers blooming... and you improve your cognitive health! (you become smarter!)

Let's make some discoveries about flowers!
Find a flower... Smell it. Look at it closely. Can you find the different parts of the flower?



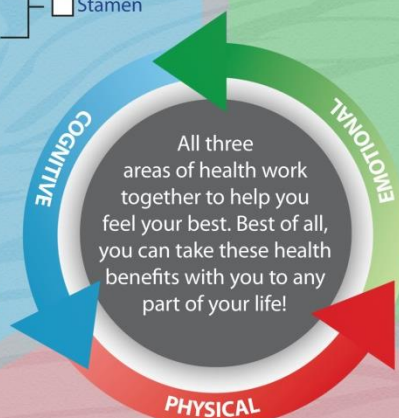
Hummingbird Hand-swings

Look for ruby-throated hummingbirds feeding on flowers around woodland edges and fields. Hummingbirds flap their wings over 50 times per second!

How fast can you flap your arms?



Doctors know that spending time in nature can help your muscles grow stronger, your brain become smarter, and make you feel better about yourself. This brochure has activities to strengthen all three and show you how all three areas of health are connected!



Physical Health: Active Lifestyle

When you go for a walk, hike, bike ride, or run around, your heart beats faster, your muscles work, and your body sweats... and you improve your physical health!

During your adventure, discover how athletic animals train by doing a few of their exercises:



White Oak



Emotional Health: Serene Green

Studies show that simply viewing pictures of nature can reduce stress levels and improve emotional health... Imagine what spending time outdoors can do!

In this activity, take fifteen minutes to relax and observe the trees around you. Can you find these types of trees? How many other shades of green make up the scene?

Red Maple



White Pine



Cottontail Dash

Watch for cottontail rabbits feeding in grassy areas. Rabbits are a favorite food of coyotes, foxes and hawks. When being chased, rabbits sprint in a fast zig-zag pattern until they find cover.

Sprint down the trail in a zig-zag until you find a large tree to hide behind.



The brochure provides fun activities that teach kids how spending time in nature improves their overall health, and introduces them to the brochure-led activities that can be found at TRACK Trail locations.

Patient Room Posters and Rack Cards

Get **unplugged**. Get **outdoors**.
Get **cool prizes**.

Join Kids in Parks

The Kids in Parks
TRACK Trails program provides a nationwide network of kid friendly hiking trails. Best of all, you can earn free prizes by tracking your adventures on our website!

kidsinparks.com

Nearby TRACK Trails on map

1. Mina Lake Recreation Area
2. Richmond Lake Recreation Area
3. Roy Lake State Park
4. Pickerel Lake Recreation Area
5. Hartford Beach State Park
6. Pelican Lake Recreation Area
7. Lake Poinsett Recreation Area
8. Oakwood Lakes State Park

1 - Hiking 2 - Disc Golf

The 1st prize is a nature journal

Let's go on an adventure!

Follow Kids in Parks on




 

Kids in Parks provides a network of family friendly trails, called TRACK Trails, that connect various public lands in an attempt to get kids unplugged, outdoors and reconnected with nature for their health and the health of our parks. Each TRACK Trail has a series of self-guided adventures designed to turn an ordinary hike into a fun-filled adventure. For a complete list of trail locations, descriptions and driving directions, visit our website at: **kidsinparks.com**

Nearby TRACK Trails

1. George Washington Memorial Parkway
2. National Mall and Memorial Parks
3. President's Park
4. Fort Dupont Park
5. Rock Creek Park
6. Wolf Trap National Park for the Performing Arts
- 7-8. Manassas National Battlefield Park
9. Prince William Forest Park
10. Monocacy National Battlefield
11. Harpers Ferry National Historical Park
12. Antietam National Battlefield
13. Catoctin Mountain Park
14. Chesapeake & Ohio Canal National Historical Park

Kids in Parks Founding Partners

Rack Cards and/or Posters are displayed in patient rooms, allowing patient's to learn about the regional network of TRACK Trails near their doctor's office while they are waiting to see their doctor.

Park Rx – Prescription Pads

TRACK Rx *Outdoor Activity in Nature*

Patient's name: _____

Today's Date: _____ Recommended Dosage: _____

☐ Play outside

☐ Play in a park

☐ Go for a walk, run or bike ride

☐ Play an active game or sport with friends

☐ Go for a hike on a TRACK Trail

☐ Other: _____

Health professional's signature: _____


Parent/child signature: _____

Unlimited refills!

Jason Urroz, Director
Kids in Parks
322 Gashes Creek Rd.
Asheville, NC 28803
Ph: (828)505-8495

Register your adventure at:
kidsinparks.com

Serial Number: **KIP-JUR-123**



Our prescription pad allows doctors to prescribe outdoor activity and TRACK Trails to their patients. Each Rx has a unique 9-digit serial number that allows KIP to track the fulfillment of the Rx by the patients, and report back to their doctor regarding the patient's fulfillment.



Evaluation & Success of TRACK Rx?

Evaluating TRACK Rx:

Which doctors are successful in having their patients register TRACK Rx's?

What are those doctors doing that their colleagues are not doing during their interview process with their patients that's causing them to be more successful?

Do the TRACK Rx's cause patients to visit TRACK Trails? If so, how many? At what frequency?

Success:

Ability to disseminate information about TRACK Rx successes to the rest of the ParkRx and medical fields.

Adoption of TRACK Rx by hundreds of doctors.

Fulfillment of TRACK Rx's by thousands of patients.

Endorsement of the National ParkRx initiative and TRACK Rx program by the American Academy of Pediatrics.





Contact Us



National ParkRx Day 2016

Blue Ridge Parkway Foundation
Kids in Parks
322 Gashes Creek Rd.
Asheville, NC 28803
(866) 308-2773 x384

Program Director:
Jason Urroz – jurroz@brpfoundation.org



Agenda

1. Introduction
2. Panelist presentations
3. Q&A session
4. Closing remarks

Q & A

- To ask a question, please type your question in the ‘Questions’ box and send it to the organizers
 - The moderator will read selected questions to the panel
- If your question is not addressed during the session, we will address it in a larger “Frequently Asked Questions” page on the parkrx.org website

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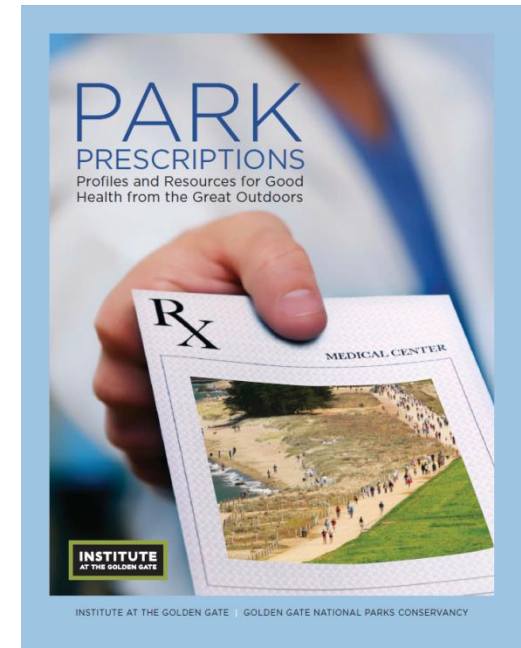
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Recap of the Session

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Next Steps

- For more information, please visit <http://www.parkrx.org/>
 - Webinar Resources: <http://www.parkrx.org/resources/fall-2016-webinar-series>
 - Case Studies: <http://www.parkrx.org/resources/case-studies>
 - About The National ParkRx Initiative: <http://www.parkrx.org/about-parkrx>
- Join the movement!
 - <http://bit.ly/2dAUVNZ>
- Past Webinars
 - To view a recording of Part I: Partnership, visit <http://bit.ly/parkrxweb1>
 - To view a recording of Part II: Needs Assessments, visit <http://bit.ly/parkrxweb2>

Resources

Find these resources online at: <http://www.parkrx.org/resources/national-parkrx-initiative-fall-2016-webinar-series>

- [Marin City Health and Wellness Center](#)
- [Miami-Dade County RX4Health Program](#)
- [Kids in Parks – TRACK Rx Program](#)
- [CDC Division of Community Health – Resources](#)
- [*Park Rx: Getting Healthy in National Parks*](#)
- [Parks, Trails, and Health Workbook](#)
- [Prescription Trails New Mexico Website](#)
- [Walk With a Doc](#)
- [Active Living by Design - Community Action Model](#)
- [*Park Prescriptions: Profiles and Resources for Good Health from the Great Outdoors*](#)

Thank You



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in the community

Reminders

- A recording of the webinar will be available:
 - In the follow-up e-mail after webinar concludes
 - On <http://www.parkrx.org/>
- The follow-up e-mail will also include a post-webinar survey
 - We value your feedback!
- Questions? Please contact Lea Kassa at lkassa@parksconservancy.org.