



Healthy Parks Healthy People

**Community Engagement eGuide
Edition 1**





The *Healthy Parks Healthy People* Community Engagement eGuide is the first in a digital series to chronicle and share the development of *Healthy Parks Healthy People* programs in parks and communities all across the country. The eGuide helps park staff and partners discover the diversity of ideas, tools, and practical advice that can serve as an inspiration and resource to launch and sustain *Healthy Parks Healthy People* programs.

This first edition shares how parks and partners are engaging diverse audiences and new partners to promote parks as places for healthy living.

Table of Contents

Foreword: What is this eGuide?	4
WHAT IS <i>HEALTHY PARKS HEALTHY PEOPLE</i> ?	5
Why is this eGuide Needed?.....	8
A Snapshot of the Stats.....	9
WHAT'S IN THE eGuide?	11
How to Use This eGuide	13
Find Your Starting Point	13
GET INSPIRED!	14
HOW IT'S BEING DONE:	19
Key Attributes of Successful <i>Healthy Parks Healthy People</i> Efforts	21
CUYAHOGA VALLEY NATIONAL PARK	23
GATEWAY NATIONAL RECREATION AREA	25
JEAN LAFITTE NATIONAL HISTORICAL PARK	27
AND PRESERVE & THE NEW ORLEANS JAZZ HISTORICAL PARK	
LAKE MEAD NATIONAL RECREATION AREA	29
THE PARTNER PERSPECTIVE: GIRLTREK	31
THE PARTNER PERSPECTIVE: BLUE RIDGE PARKWAY FOUNDATION	33
HELPFUL RESOURCES.....	35
Research and Literature	36
Policy and Legislative Information	37
Outcomes and Results Planning	37
Tools: Ready to Use or Adaptable.....	38
HOW THIS eGuide WAS CREATED	40



What is this eGuide?

This eGuide is the first edition in a series of go-to resources for those interested in launching and sustaining a *Healthy Parks Healthy People* program. Specifically, it is a guide for parks, community programs, and partners. When we use the term “park” we mean all types of parks. In the eGuide you will find information on just some of the wonderful work that is already being done in the field – in our national parks and elsewhere. There are several profiles highlighting how this work is already being done; videos, websites and other materials to inspire; and resources that park staff and partners have created.

In this first edition we are focusing on using *Healthy Park Healthy People* programs to engage new and different park users and connect them to parks through programs that help them enjoy time with friends and family, have fun, and get healthy. Making these connections will help to build new advocates and stewards of our national parks, among diverse audiences that mirror the ethnic and cultural diversity of America. Using nearby parks will help them lead healthier, happier, more fulfilled lives, while connecting to the resources. This eGuide is designed to help parks be more successful in making these connections.

Using this eGuide, and future editions, National Park Service managers, staff, and partners will learn about new narratives, tools and approaches that can be adapted in park and community settings all across the country to help connect people to healthy experiences in their parks, and lead healthier lifestyles. Parks and People will benefit.



WHAT IS HEALTHY PARKS HEALTHY PEOPLE?

Healthy Parks Healthy People is a holistic approach to promoting the health and well-being of all species and the planet we share. Over the last decade, this movement has shone a light on the health benefits of parks to society. In recent years the National Park Service has made significant efforts to strengthen the nexus of public lands, human health, ecosystem health and sustainability.

What is *Healthy Parks Healthy People*?



We are in the midst of a *Healthy Parks Healthy People* movement and our national parks and the National Park Service can be a catalyst and lead by example to continue to build the movement.

The idea originated with Parks Victoria, Australia in the year 2000, and was brought to global prominence at the 1st Healthy Parks Healthy People Congress in April 2010.

Since that time, the US National Park Service established the *Healthy Parks Healthy People* program in 2011, and has dedicated staff, time, and resources to promulgating the *Healthy Parks Healthy People* philosophy and goals at local, national, regional, and global levels.

Healthy Parks Healthy People is organized around five main pillars:

- Healthy Habitats (built and natural environments);
- Healthy Recreation (physical, mental, and spiritual health, and social well-being);
- Healthy and Sustainable Foods (food environments, systems, and foodsheds);
- Healthy Science (nature experience and health outcome-based research, program evaluation, and inventory and monitoring of park programs, environments and facilities to promote healthy visitor experiences);
- Healthy Futures (new technologies, new policies, new partnerships).

What is *Healthy Parks Healthy People*?



Healthy Parks Healthy People is founded on a set of Seven Guiding Principles and an “Ethos of Public Lands and Public Health”.

[Click Here](#) to learn more.

As the National Park Service continues to help build the *Healthy Parks Healthy People* movement in the US, it is also assuming a leadership role in the international arena on this topic. Upcoming international conferences that will focus either entirely or in part on the park and health connection are the [IUCN World Parks Congress](#) in Sydney, Australia in November 2014 and the 2nd [Healthy Parks Healthy People International Congress and EXPO](#) in Atlanta, GA in July 2015.

Healthy Parks Healthy People is aligned with national initiative’s including the First Lady’s [Let’s Move Initiative](#), the Surgeon General’s [National Prevention Strategy](#), and the Secretary of Interior’s [Engaging the Next Generation Initiative](#) (Play, Learn, Serve, Work).

In advance of its centennial anniversary in 2016, the National Park Service created a [Call to Action](#) designed to help prepare the agency for a second century of stewardship and engagement. This forward-looking document challenges park employees and partners to use the collective power of the national parks and programs to expand the contributions of the National Park Service to society in the next century. At least six of the actions relate directly to *Healthy Parks Healthy People* programs. Parks and partners can look to the Call to Action and the [Healthy Parks Healthy People Vital Signs](#) check list as support for these important engagement programs.

What is *Healthy Parks Healthy People*?



Why is this eGuide Needed?

Our national parks are America's best idea and as our best idea, they need to be valued and understood by the American people in order to be preserved unimpaired for this and future generations. *Healthy Parks Healthy People* works to do just that by promoting the intrinsic values of our parks in sustaining life; contributing to people's physical, mental, and spiritual health; and fostering social wellbeing.

This guide works to uphold this idea, and to help in democratizing America's best idea, so that all people can feel welcome and invited to experience their parks.

Our national parks have an important role to play in helping people live a healthy lifestyle. This role is a bit of a departure from historical community engagement efforts and the movement is gathering momentum inside the agency. This eGuide is a tool for park managers and partners to use as they develop or grow programs that connect people to parks through health promotion—particularly those users who less regularly turn to parks as places for physical activity, mental solace, and recreation.

Despite some recent progress in addressing health disparities, great challenges remain. Minority and groups of low education are at highest risk for obesity and most other major non-communicable diseases, such as heart disease, diabetes, stroke, and cancer¹. Minorities are far more likely than non-Hispanic whites to suffer from these chronic conditions, many of which are preventable.^{1,2} This is a particularly troubling situation, because chronic diseases account for seven of the ten leading causes of death in our nation.

What is *Healthy Parks Healthy People?*



Why is this eGuide Needed? (cont.)

A 2013 Centers for Disease Control and Prevention (CDC) report, *Health Disparities and Inequalities*, demonstrates that African American, Hispanic, Asian American and American Indian and Alaska Native populations suffer higher mortality rates than other populations.¹ Cardiovascular diseases, for example, account for the largest proportion of inequality in life expectancy between African American and non-Hispanic Whites. Childhood obesity affects racial and ethnic minority children at much higher rates than non-Hispanic Whites, driving up rates of associated diabetes.^{1,2}

A Snapshot of the Stats

At the National Level:

- There is an increasing disconnect between communities and natural environments that is contributing to health problems, chronic disease, and early mortality.
- Forty-nine percent of American adults report that they do not engage in the Surgeon General's recommended 30 minutes of physical activity for most days of the week.
- Twenty-four percent report having not engaged in any physical activity within the last 30 days.
- Eighteen percent of the US Gross Domestic Product goes to health care costs.
- Chronic diseases account for seven of the ten leading causes of death in our nation.

What is *Healthy Parks Healthy People?*



[This animated short video](#) will give you eight reasons to love—and visit—your local park. For the free brochure, visit: www.tpl.org/blog/ways-parks-improve-your-health

A Snapshot of the Stats (cont.)

Demographic Disparities:

- Health disparities remain widespread among members of racial and ethnic minority populations.
- Minorities are far more likely than non-Hispanic whites to suffer from chronic conditions, many of which are preventable.
- Heart disease is the leading cause of death for people of most ethnicities in the United States.
- Non-Hispanic blacks have the highest rates of obesity (44.1%) followed by Mexican Americans (39.3%).
- Compared to non-Hispanic whites, the risk of diagnosed diabetes is 18% higher among Asian Americans, 66% higher among Hispanics/Latinos, and 77% higher among non-Hispanic blacks.
- People of color and low income populations still face disparities regarding health and access to parks.

The Good News

These trends can be improved, and part of the solution can be found in our parks. Evidence is mounting that proximity to parks and other green spaces has benefits for health and health-related behavior, especially of urban residents and aids in reducing health disparities among populations. ^{9,10,11,12,13}

[Click here](#) to view the references for this section.



What's in the eGuide?

This eGuide provides a wide array of tools, resources and content to inspire you to create or grow a *Healthy Parks Healthy People* program! Whether you are just looking for ideas and inspiration, needing to persuade others that this work is worthwhile, hoping to learn from other people's experiences, or just don't know how to begin – this is the guide for you.

What's in the eGuide?



The eGuide Contains:

- Lots of videos and materials to use to [Get Inspired](#) and generate a buzz with your colleagues, partners or community members.
- A few [Park and Partner Profiles](#), because stories are a great way to LEARN FROM OTHERS!
- A Library of [Helpful Resources](#) – no need to reinvent the wheel! This will continue to grow over time, too! In this section you will find information to help you:
 - Assess your park's *Healthy Parks Healthy People* Vital Signs (Beta)
 - Find ideas to adapt in your park
 - Create customized messaging and outreach materials
 - Get the word out about your program
 - Plan how you will measure and evaluate
 - Brush up on the theoretical frameworks and research that underpin this work
 - Build partnerships
 - Understand laws, regulations, and policies that pertain to health promotion
 - And much more!

What's in the eGuide?



How to Use This eGuide

The eGuide is designed to pique your interest and lead you to more information. Flip through front to back for highlights and then click through to a wide variety of resource via links throughout the document. It is a tool that you can use to educate yourself on what is happening in this space, and help you initiate discussions with others. Teams of park staff and partners can also review the guide together, and use it to help think through how to approach current or new programming. The links throughout the guide and particularly in the [Helpful Resources](#) section will help you navigate your own personal discovery.

Find Your Starting Point

- Are your colleagues on board for a Healthy Parks Healthy People program?
- What challenges do you face in bringing colleagues on board?
- Are there local partners you've wanted to engage with on these issues for a while?
- Do you want to start from scratch with a program logic model to help you think it all through?
- Do you want to engage new visitors?
- Do you want current visitors to experience the park in a more health-focused way?

The background features a teal gradient with stylized white icons of people walking, running, and cycling on a path. A large, light blue curved shape is positioned behind the text.

Get Inspired!

National parks are already bringing health benefits to communities nationwide, and doing so through vibrant partnerships. Whether it's about engaging youth in exercise or connecting with nature, introducing new users to parks (especially those from minority groups), partnering with medical professionals, or bringing a park experience to those with disabilities or who are healing, the National Park Service and others are inspiring the movement to get healthy in our parks!



Here are just a few stories to inspire park staff and partners. Share them with colleagues—videos are a great way to start a meeting or conversation!

[The Basics of Healthy Parks Healthy People.](#) View this two-minute introductory video to the initiative, featuring footage from a group hike with National Park Service Director Jon Jarvis.

[Make Health Last: What will your last 10 years look like?](#)

This powerful one-minute video compares what life can look like in the last 10 years of life—with, and without, health.

[The Value Propositions for Healthy Parks and Healthy People.](#) This framework from The City Project's Robert García helps consider the many values held by potential park and community partners.

[Report: Center for American Progress: Better Reflecting Our Country's Growing Diversity.](#) A 2014 report showing that while some progress has been made, much more needs to be done.

[Report: An Assessment of Health Promotion Programming at our Nation's Parks, 2011, \(NPS Office of Public Health, Health Promotion Initiative\).](#) A summary of OPH's 2010 inventory of health programs in the park system.



Here are just a few stories to inspire park staff and partners (Continued.)



[Healthy Parks Healthy People American Samoa](#) This presentation, done via Prezi, shares park staff's creativity in promoting their local culture alongside health.

[National Park Service Greater Washington Area's Healthy Parks Healthy People YouTube Channel.](#)

Find the following three videos with different focuses:

[A Message from the Junior Rangers, Park Prescriptions Teaser](#), and a [Park Prescriptions Documentary](#). Note additional versions here that are audio described. Also, read a related [blog post by Dr. Zarr via the Children & Nature Network](#).

[A Practitioner's Guide for Advancing Health Equity.](#)

This Centers for Disease Control and Prevention resource is useful for advancing health equity through community health.

[Getting Back to Nature: Interview with Richard Louv.](#) This audio interview with Louv, who coined the term "nature deficit disorder" and founded the "Leave No Child Inside movement, talks about the importance of nature in our daily lives.



Here are just a few stories to inspire park staff and partners (Continued.)

[Howard University's Shenandoah Camping Trip.](#) This photo montage shows Howard University students from DC venturing out to Shenandoah National Park.

[Discussion with Cleveland Williams, Diversity and Inclusion Program Manager with the National Park Service.](#) In an interview hosted by Daryl Haley, the audio discussion highlights how NPS is engaging more diverse groups.

[Sensing Nature - A Walk in the Park.](#) This video shows the power of the parks to bring health to all people, including those with disabilities.

[Transit to Trails.](#) This program brings inner city Los Angeles youth and their families and friends on fun mountain, beach and river trips.

[Walk off the War.](#) This partnership effort supports combat veterans transitioning from their military service by thru-hiking America's national scenic trails. Hear stories from the trail.

[Urban Wilderness Canoe Adventures.](#) [In this video,](#) students explore the Mississippi River in the surrounding St Paul /Minneapolis area, and a [news clip](#) shares what students learn.



Here are just a few stories to inspire park staff and partners (Continued.)

[Walking in Nature.](#) A blog post via Everybody Walk and the National Environmental Education Foundation shares the biological benefits of walking in nature.

[Songs for a Healthier America.](#) A musical approach to learning about the importance of health and wellness, from Hip Hop Public Health and the Partnership for a Healthier America. On a related note, hear NPS' Junior Ranger music!

[SaludableOmaha Purposeful Community](#) Check out this multi-faceted youth advocacy initiative, [including videos](#), that aims to increase the level of community readiness to address Latino youth obesity and diabetes in Omaha.

The National Park Service joins other federal land management agencies in promoting the use of public lands for the health benefits of people and the planet. Check out these resources, too:

- U.S. Forest Service: [Recreation Resources](#)
- U.S. Fish & Wildlife Service: [Let's Go Outside](#)
- Bureau of Land Management: [Take It Outside](#)



How it's Being Done:

Park And Partner Profiles Of Lessons Learned From Across America

This collection of stories was chosen based on park and partner histories of implementation of *Healthy Parks Healthy People* programming, efforts to work with diverse populations, and location.



How it's Being Done



Following are just a handful of the success stories showing how *Healthy Parks Healthy People* is transforming individual lives, national park culture, partnership models, and approaches to community engagement. We know that not everyone will see themselves reflected in these examples, however our intent is to distill and share an array of approaches that are transferable and adaptable. In future editions of the eGuide we will highlight even more examples from across the country. To craft these stories, interviews with select park staff and partners were conducted, and collateral materials have been included to complement the story of the park's health-related work.



Key Attributes of Successful Healthy Parks Healthy People Efforts

- **Embrace Experiments.** Parks that successfully implement *Healthy Parks Healthy People* programming embrace experimental ideas and approaches. See the Gateway National Recreation Area [profile](#) and Cuyahoga Valley National Park [profile](#) for more ideas!
- **Listen to the Community.** In many ways, *Healthy Parks Healthy People* programs are a new way of doing things for national parks (and all other parks as well). Learning from the community and the health professionals what would make the park more welcoming for a new audience of health users is important. Check out the [profile](#) of Jean Lafitte National Park and Preserve and New Orleans Jazz Historical Park to see how they got feedback directly from the community.
- **Provide the Tools to Empower Visitors.** Fear of the unknown is a common barrier for communities not familiar with parks or comfortable in the outdoors. Take some time to give new groups important tips on what to avoid- like poison oak, point out the best features of the trail and provide them with information to help them prepare for a [safe adventure](#). See how the ranger at Point Reyes prepared the [GirlTrek](#) group for a great experience in this profile.
- **Help People Get to Parks to Get Their Healthy Living Going.** Transportation matters. For many families, just getting to a park is a huge barrier to overcome. See how [Lake Mead National Recreation Area](#) and [New Orleans Jazz Historical Park](#) partnered with local organizations to bring people to the parks.



Key Attributes of Successful Healthy Parks Healthy People Efforts (cont.)

- **Excite and Help Visitors to Spread the Word about Parks.** Park visitors are sometimes the best, and most unexpected, drivers of spreading the word about the value of parks. [Gateway National Recreation Area](#) recognizes this role for visitors and designed this component into its summer internship program. At [Jean Lafitte National Historical Park and Preserve and the New Orleans Jazz Historical Park](#), this came as more of a surprise in the Doctor's Orders: Get Outside program. The lesson is, help new visitors bring their friends and families to parks by offering great programming and helping them share information once they're back home.
- **Build and Maintain Strong Partnerships.** Partnerships are essential to the success of these initiatives. Invite new and diverse partners to the table. Listen and learn from them. All of the profiles highlight partnership in unique and interesting ways.

The featured park and partner profiles detail lessons learned in four main categories:

- Engaging Park Staff
- Engaging Park Partners
- Engaging Park Visitors
- Marketing & Publicizing Park Offerings

CUYAHOGA VALLEY NATIONAL PARK:

A Commitment to Building Health in Communities and the Park Then & Now

At a Glance:

- Located on the Cuyahoga River and between Cleveland and Akron in northeastern Ohio, Cuyahoga Valley National Park preserves 33,000 acres along 22 miles of the Cuyahoga River between Cleveland and Akron in northeastern Ohio.
- The Cuyahoga River winds its way through the park.

Contact:

www.nps.gov/cuva

See resources from this profile in the [Helpful Resources](#) section



Cuyahoga Valley National Park

Cuyahoga Valley National Park (CVNP) is engaging the African American communities in these neighboring cities. The park's culture of community engagement is so finely tuned to its mission and vision that it's just another part of the job.

CVNP has been a Park Service leader in promoting the use of parks for health and recreation. Their work began as part of a NPS pilot program. For the pilot, called Get Up Get Out and Go, CVNP partnered with over 10 local organizations to link the park, recreation, and health through a fun summer campaign for Akron kids 11 to 14 years old and their families. That program still runs today along with several others that exemplify the park's commitment to engaging community. Another initiative designed to engage new partners and stakeholders was the park's Modern-Day Mather Hike in 2011. The park hosted about 20 local health and wellness professionals on a hike and overnight to discuss the implementation of *Healthy Parks Healthy People* in the park and surrounding community.



Learn about the park's dedication to getting out into the community and the series of hosted community conversations as part of the NPS Call to Action's "Stop Talking and Listen" priority. Learn how they adapted their materials to meet the needs of a broader audience.

GATEWAY NATIONAL RECREATION AREA:

Engaging a Diverse Public in Healthy Living on the Edge of an Urban Metropolis through College Student/Intern Ambassadors

At a Glance:

- Spanning 26,607-acres across two states and three New York City boroughs, the park includes three units within the waterfront Port of New York and New Jersey: Staten Island (NY), Jamaica Bay (NY), and Sandy Hook (NJ).
- Historic forts, former airports, recreation areas and America's oldest operating lighthouse tell fascinating stories of defense, aviation firsts, navigational safety, and healthy living.
- The park manages some of the primary beach access in the area, as well as the coastal wetlands and shorelines at the outer edges of New York Harbor

Contact:

www.nps.gov/gate

See resources from this profile in the [Helpful Resources](#) section



Gateway National Recreation Area

Along the waterways of one of the largest cities on the planet, Gateway National Recreation Area (GNRA) is transforming what healthy means for young adults from culturally diverse communities in New York City. The park's [Your Park! Your Health! Program](#) offers internships to college students in partnership with the local chapter of the American Heart Association. The interns develop and promote health messaging with fun (and free!) healthy outdoor adventures including camping, kayaking, and biking in NYC's 27,000 acre great urban outback.

The intensive summer experience includes opportunities for active recreation, exploration, and learning at GNRA. The 2011 pilot was born out of creative thinking, and leveraged the momentum of interest by a national funder with a regional focus. After the successful pilot, the program changed its name from its original Spanish title, ¡Tu Parque! ¡Tu Salud!, to the English, Your Park! Your Health! (YPYH) to reflect broadening participant diversity. Park staff saw the transformation of the student interns over the course of the summer as they became more aware of their own lifestyles, gained confidence in being outdoors, and then became advocates and health messengers for the park.



See how this program leveraged existing programs at the park for deeper connection to area youth. See how this program's deep engagement is creating youth ambassadors who carry the message of the park to their peers and communities and expose young people to career opportunities the National Park Service. And learn more about how the program is positioning itself as a national, replicable model in more parks.

JEAN LAFITTE NATIONAL HISTORICAL PARK AND PRESERVE & THE NEW ORLEANS JAZZ HISTORICAL PARK:

Healthy Living Through Nature and Music in the City and Bayou

At a Glance:

- Located in and around the city, Jean Lafitte NHPP consists of six units including cultural centers, natural preserves and historic battlefields.
- New Orleans Jazz NHP consists of six New Orleans neighborhoods and streets that can be explored to view important sites where jazz music first came to be, and how they have evolved over the years.

Contact:

www.nps.gov/jela

www.nps.gov/jazz

See resources from this profile in the [Helpful Resources](#) section





Jean Lafitte National Historical Park and Preserve & the New Orleans Jazz Historical Park

Together, New Orleans Jazz National Historical Park (JLNHPP) and Jean Lafitte National Historical Park and Preserve (NOJNHP) celebrate New Orleans' cultural history, the creation of jazz, and the natural beauty of Louisiana. Through a variety of health promotion programs and a new partnership with the local hospital, they are weaving the parks into the fabric of the community and increasing repeat local park visitation.

JLNHPP and NOJNHP partner to deliver several programs that promote health and connection to community. The launching pad for the programs came from the National Environmental Education Foundation (NEEF)'s Children and Nature Initiative: Nature Champion Train-the-Trainer Workshop. In the workshop, park staff and medical practitioners connected and illuminated the important role national parks can play in addressing bigger societal issue such as getting people active and combatting obesity and chronic disease.

The annual Better Healthy BaYOU event provides opportunities for health and environmental education, including booths and talks about health issues such as heart disease, diabetes and sleep disorders. The ongoing Doctor's Order: Get Outside program is a partnership with Tulane Medical School Pediatrics that gets kids out and active in the various park sites. Finally, the French Market Yoga program helps the park deepen its connection to neighbors in the community on a weekly basis.



Learn more about how the park engages park staff in the *Healthy Parks Healthy People* initiatives and sustains healthy partnerships with the medical community. Be inspired by how the parks listened to the community to respond to people's needs. Understand some of the challenges they still face in getting the word out about their *Healthy Parks Healthy People* programs in surrounding communities.

LAKE MEAD NATIONAL RECREATION AREA:

PARTNERSHIP WHERE EVERYONE'S ROLE IS CLEAR

At a Glance:

- Lake Mead National Recreation Area spans nearly 1.5 million acres across Nevada and Arizona, offering visitors the unique experience of visiting water oases in the middle of the desert.
- LMNRA offers year-round recreational opportunities for boating and fishing on two lakes and stretches of river in between, as well as hiking, photography, picnicking, and sightseeing.

Contact:

www.nps.gov/lake

See resources from this profile in the [Helpful Resources](#) section





Lake Mead National Recreation Area

At Lake Mead National Recreation Area (LMNRA) staff and partners work together to bring youth at risk of heart disease out of the city and into nature for recreation. Through a clear and reliable partnership, children—and their families—are experiencing the benefits of nature.

LMNRA has shaped Southern Nevada’s Let’s Get Healthy Nature Prescription Initiative, a multi-partner approach to getting low-income and minority youth in Las Vegas out into nature to reduce and treat childhood obesity. The initiative exemplifies the value of clear roles for partner organizations. Partners such as the Outside Las Vegas Foundation take on the responsibility of raising funds for transportation from the urban center to the park sites, as well as provide itineraries and activities for park visits. The Children’s Heart Center of Nevada recruits the kids who participate in the trips and the park handles the logistics in the park. Together, the three organizations partner seamlessly to routinely bring urban minority youth and their families into nature for health promotion.



Learn more about how the park manages staff resources to best execute its **Healthy Parks Healthy People** programs, how partners are strategically engaged, and the critical role of transportation to the program’s success. Check out the way they adapted the National Environmental Education Foundation’s (NEEF) Park Prescriptions materials to better reflect their local landscapes.

THE PARTNER PERSPECTIVE:

PROFILE OF GIRLTREK

At a Glance:

- GirlTrek is a nonprofit based in Washington, D.C that inspires and supports African American women and girls to live their healthiest, most fulfilled lives - simply by walking.
- Through grassroots organizing and award-winning social media campaigns, GirlTrek supports over 20,000 walkers, 300 volunteers and inspires an ever-growing network of 175,000 supporters.
- In five years, GirlTrek aims to mobilize one million supporters to lead a “walking revolution for better health” in high-need communities across America.

Contact:

www.girltrek.org

See resources from this profile in the [Helpful Resources](#) section



Partner Perspective

Park partners are an essential piece of elevating the role of national parks as places for health and wellness. Partners work both on-site at parks and off-site in communities to build awareness about parks, to complement and support park activities, and to bring resources to health promotion work.

This guide highlights just two of the hundreds of examples of partnerships and partner organizations working with national parks to engage new park visitors. GirlTrek focuses on increasing the use of parks by African American women and girls, while the Blue Ridge Parkway Foundation focuses on engaging youth.

Focusing first on rallying women to walk regularly in their own neighborhoods, GirlTrek created a Summer Trek Series to several national parks. [Click here to learn more about how park staff can empower new visitors and how partnerships that start out quite informal can be a great springboard for strong connections.](#)



[Learn more about how park staff can empower new visitors and how partnerships that start out quite informal can be a great springboard for strong connections.](#)

THE PARTNER PERSPECTIVE:

PROFILE OF BLUE RIDGE PARKWAY FOUNDATION

At a Glance:

- Kids in Parks began with a focus on communities along the Blue Ridge Parkway and now has TRACK Trails in South Dakota, California, Maryland, West Virginia, Virginia and South Carolina.
- The Blue Ridge Parkway Foundation is based in North Carolina.

Contact:

www.brpfoundation.org

See resources from this profile in the [Helpful Resources](#) section



Partner Perspective

The Blue Ridge Parkway Foundation is the primary private fundraising partner of the Blue Ridge Parkway, one of the most visited units in the National Park System, spanning Virginia and North Carolina. The Foundation partners with several other groups to create the Kids in Parks/ TRACK Trails program, a program designed to get our kids and families active outdoors for both their health and the health of our parks. Click [here](#) to learn how this program has resulted in a network of self-guide adventures for kids and their families with high quality brochures and interactive webpage to keep kids engaged. Check out the how-to guide to creating a TRACK Trail program.



Learn how this program has resulted in a network of self-guide adventures for kids and their families with high quality brochures and interactive webpage to keep kids engaged. Check out the how-to guide to creating a TRACK Trail program.



Helpful Resources

Here you will find the links to resources mentioned throughout this eGuide, as well as additional items to help you start or strengthen a *Healthy Parks Healthy People* program—some can be used immediately, while others will need to be adapted for local use.

The resources that follow are grouped into these four sections:

- 1) **Research and Literature.** Sample some of the information that underpins this work.
- 2) **Policy and Legislative Information.** Understand NPS authorities that incorporate health programming and practices into park activities, as well as national level legislation and laws that apply.
- 3) **Outcomes and Results Planning.** Here you'll find logic models, information, and tools about metrics and evaluations of programs and activities.
- 4) **Tools: Ready-to-Use or Adaptable.** These tools can be downloaded and shared as-is, to the extent they meet the needs of your park and community.

Research and Literature

- [Article Abstract: Building on Partnerships: Reconnecting Kids With Nature for Health Benefits.](#) Health Promotion Practice, 2009. Adapted from Bandura (1986)
- [Article: Using Nature and Outdoor Activity to Improve Children's Health.](#) Current Problems in Pediatric and Adolescent Health Care, 2010.
- [Park Prescriptions: Profiles and Resources for Good Health from the Great Outdoors.](#) Institute at the Golden Gate, Golden Gate National Parks Conservancy, YEAR.
- [Article: The Significance of Parks to Physical Activity and Public Health. A Conceptual Model.](#) American Journal of Preventive Medicine, 2005.
- [Report: An assessment of health promotion programming at our nation's parks.](#) NPS Office of Public Health, Health Promotion Initiative, 2011.
- [Issue Brief: Better Reflecting Our Country's Growing Diversity: Progress Has Been Made, But Work Remains for National Parks and Monuments.](#) Center for American Progress, 2014.
- [Website: Map Justice: Green Access and Equity Reports for Los Angeles.](#) The City Project.
- [Article: Parks and Under-served Audiences: an Annotated Literature Review.](#) Pease, University of Iowa, 2011.
- [Article: A City for All Citizens: Integrating Children and Youth from Marginalized Populations into City Planning.](#) Buildings 2013.
- [Research and Case Studies: From Fitness Zones to the Medical Mile: How Urban Park Systems Can Best Promote Health and Wellness.](#) The Trust for Public Lands, 2011.
- [Article: For Depression, Prescribing Exercise Before Medication.](#) The Atlantic, 2014
- Website: [HPHP Central.](#) A global *Healthy Parks Healthy People* Resource
- [Green Justice blog column on Southern California's KCET TV website](#)
- [Fact Sheet: Adult Health and Nature,](#) by NEEF
- [Fact Sheet: Children's Health and Nature,](#) by NEEF
- Visit this website to view many more [NEEF resources](#)
- [Recreation.gov](#)

Policy and Legislative Information

- [Law, Regulation and Policies that Pertain to Health Promotion in our National Parks – a Summary](#)
- [Department of the Interior Secretarial Order 3332, “Engaging the Next Generation”, March 2014.](#)
- [American Public Health Association’s policy statements](#) regarding: Improving Health and Wellness through Access to Nature.
- American Academy of Pediatrics [report](#) on the importance of play and the outdoors.

Outcomes and Results Planning

- [Healthy Parks Healthy People US Logic Model.](#) National Park Service. 2014
- [Cuyahoga Get Up Get Out Go Logic Model.](#) National Park Service
- [Website: Active Living Research – using evidence to prevent childhood obesity and create active communities.](#)
- [Health Promotion and Practice in National Parks Theoretical Underpinning – An Overview,](#) Juleon Rabbani, Uniformed Services University of the Health Sciences
- [Healthy Promotion and Practice in National Parks Research and Metrics Overview,](#) Eileen McNeely, Harvard School of Public Health
- [Case Study: Development of a Healthy Parks Healthy People strategic action plan for Hot Springs National Park.](#) Park Science, 2013.
- [Example Active Trails Evaluation Report.](#) Bringing people to the Overmountain Victory National Historic Trail
- [Example Evaluation Report.](#) Kids in Parks, Blue Ridge Parkway Foundation
- [Parks and Trails Health Impact Assessment Toolkit](#) Learn about Health Impact Assessments as tools to evaluate the potential health effects of a policy or project.

Tools: Ready to Use or Adaptable

- [Beyond Outreach Handbook: A Guide to Designing Effective Programs to Engage Diverse Communities](#). The National Park Service Conservation Study Institute, 2011.
- [Website: Let's Move Junior Ranger NPS](#)
- [Passport to Winter Fun](#). Upper Valley Trails Alliance
- Brochure: How to Get Into Nature for Better Health in [English](#) and [Spanish](#).
- Resource sheet: Description and related tools for the Children and Nature Initiative / Rx for Outdoor Activity
- Infographic on Children and Nature in [English](#) and [Spanish](#).
- Pediatric Environmental History Form in [English](#) and [Spanish](#).
- Rx for Outdoor Activity Rx Pad in [English](#) and [Spanish](#)
- The American Academy of Pediatrics Healthy Active Living Prescription in [English](#) and [Spanish](#)
- [Children and Nature Initiative: Rx for Outdoor Activity Training Module](#)
- [Apps for Outdoor Activity](#), by NEEF
- Customizable Brochures. See nps.gov/hphp for templates
 - [Walking the Badlands](#)
 - [Tu ParqueiTu Salud!](#)
 - [Feet in the Street](#)
 - [Park Prescriptions](#)
 - [Basic Healthy Parks Healthy People](#)
- Sample [Memorandum of Understanding](#) to formalize a partnership
- Marketing Materials for the George Washington Carver Walk with a Doc Program and day-long *Healthy Parks Healthy People* event:
 - Walk with a Doc [Summary](#)
 - Walk with a Doc [Flyer](#)
 - Walk with a Doc [Press Release](#)
 - *Healthy Parks Healthy People* [Event Flyer](#)
- [How to Start an Employee Wellness Program guide](#), by NPS

- Examples of past Modern Day Mather Hike Reports:
 - [Wilson's Creek National Battlefield](#)
 - [Petroglyph National Monument](#)
 - [Hot Springs National Park](#)
- Experience Your America Right Outside Your Door, in [English](#) and [Spanish](#), NPS Rivers, Trails and Conservation Assistance Program
- [Healthy Parks Healthy People San Francisco, A Guide for Healthcare Providers](#), The Institute at Golden Gate
- [Healthy Parks Healthy People US Safe Adventures brochure](#). NPS

Tools from Specific Park and Partner Profiles in this Guide

Blue Ridge Parkway Foundation

- [Video: Basics of Hiking with Kids](#).
- Brochure: exploring [Presidents Park](#) via scavenger hunt
- Brochure: physical exercise, done as "[animal athletes](#)" and a version as [Cherokee Animal Athletes](#)
- Brochure: [Birds of the Blue Ridge](#)
- Brochure: [Flower Power](#)
- Brochure: [Disc Golf Birdies](#)
- Brochure: [Disc Golf Greens](#)
- [Kids In Parks' TRACK Trails program summary](#)
- [Evaluation report by the Center for Training and Research Translation](#), for TRACK Trails.
- [Park information sheet, for multiple-site program Kids in Parks](#)
- [TRACK Trail partner reporting form. Kids in Parks](#)
- [Evaluation Report: Kids in Parks](#)
- [Partner planning: How to Build a TRACK Trail](#)

Cuyahoga Valley National Park

- [Get Up Get Out and Go Report](#)
- [Valley Guide](#)

Gateway National Recreation Area

- [Video: Your Park! Your Health!](#)
- [2011 Your Park! Your Health! program evaluation](#)
- [View the 2014 internship program information](#)

GirlTrek

- [Social Media Guide](#)

Jean Lafitte National Historical Park and Preserve & the New Orleans Jazz Historical Park

- [Fact Sheet: Healthy Happenings: Go for a Walk](#)
- [Fact Sheet: Seasonal Safety Spotlight: Heat and Humidity](#)
- [Fact Sheet: Seasonal Safety Spotlight: Hydration](#)

Lake Mead National Recreation Area

- Summary of Lake Mead's [Let's Get Healthy Nature Prescription Initiative](#)
- Sample of an [Outside Las Vegas Foundation Park Visit Itinerary](#)
- Sample of an [Outside Las Vegas Foundation Activity Guide](#)
- [Clark County Schools Let's Get Healthy Brochure](#)
- [Let's Get Healthy Poster](#) and a version of the [Poster with a Map](#)
- [Let's Get Healthy Brochure](#)
- [Rx Pad Infographic on Children and Nature](#) English and Spanish





How This eGuide Was Created

This *Healthy Parks Healthy People* eGuide was created in collaboration between the National Park Service and the National Parks Conservation Association's (NPCA) Center for Park Management (CPM).

The eGuide was developed through an iterative, creative, nimble and flexible process, using lessons from a [toolkit](#) created by [CPM](#) and the design and innovation firm, [IDEO](#). IDEO's process and the CPM toolkit use the principles of human-centered design to address park challenges and opportunities. It offers new ways to learn about those in the community and to create programs that make the parks more relevant to them. [Learn more in this video.](#)

Many people, parks, and organizations are already excited about *Healthy Parks Healthy People*. These pioneers are bringing healthy change to individuals and communities across America. When creating this eGuide, the project team went to these experts. [Click here for a full list of all the contributors.](#)

The eGuide is the result of input from a collaborative team and the expertise of many. If you'd like to get involved in future work or future editions in the eGuide series, [please click here to join the Healthy Parks Healthy People community of practice.](#)



Get Involved

- Do you have a success or a lesson to share?
- Do you want to volunteer to implement a Healthy Parks Healthy People program with our help?
- Do you want to host a Modern Day Mather Hike to kick start a program?
- Do you want to stay involved and engaged in the growing community of practice?

[Click Here](#) to stay connected!

Visit www.nps.gov/hphp to learn more