

*SESSION #7:
FACILITATED FORUM FOR
ADVANCEMENT
ROUNDTABLES*

Bringing it all together!



- ▶ Review key “aha” moments from each of the sessions
- ▶ Refine and reflect key ideas for further clarification
- ▶ Identify action items and assessment of potential outcomes for the future

OBJECTIVES





The Art of Hosting Conversations That Matter

Kelly Bricker, PhD, University of Utah

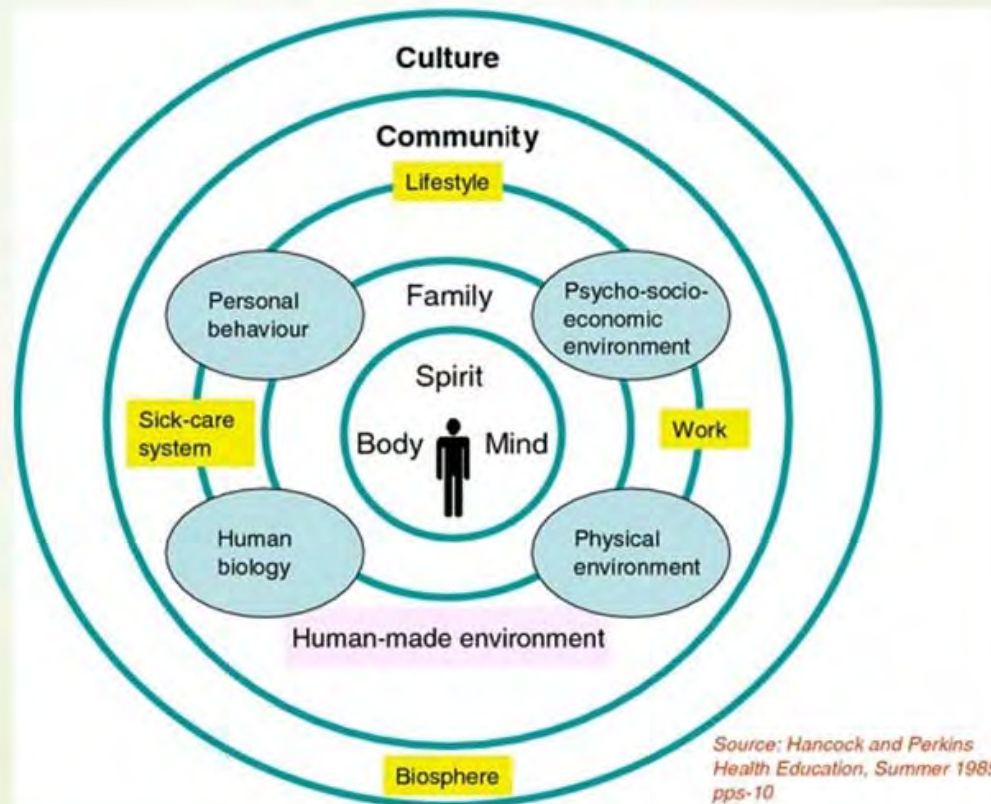
Cindy Heath, Executive Director, GP RED

Social Inclusion and Equityality

- Equity, so we can facilitate that 'all see the game'
- Consideration of labeling – 'at risk'; vulnerable populations; community leaders; underprivileged
- Challenge
 - To talk without alienation
 - Social acceptance of sliding scale
 - How do we turn influencers into advocates?
 - How do we provide equitable choice?
 - Provide access to any choice (i.e. transport, financial, equipment)
- Solutions
 - Actively engage "Push Strategy"
 - Shape appropriate language
 - Identify community leaders



Mandala of Health



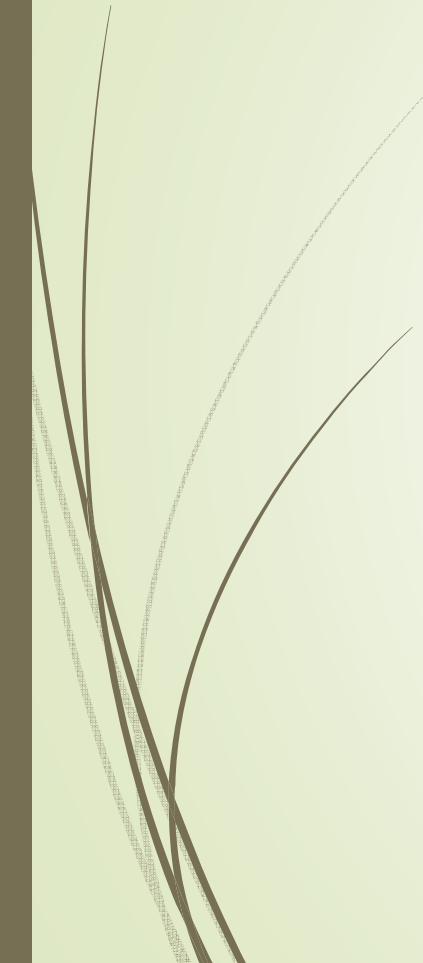
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Funding/Advocacy/Succession Plans

- 
- Health as an individual responsibility-breeds arrogance & isolation, 'blame'
 - Preachy / Proactive – limit choice
 - Loss of questionable (from a health perspective) sponsors limits funding resources
 - Success planning – risk of losing
 - Plans need to have intention—has to be long term
 - Health benefits are long term not quick!



Ecosystems and Health

What are the challenges to managing healthy ecosystems

- How do we know if we're successful? (measures & indicators)
- Balance ecological values with cultural values & expectations
- Politics of climate change
- What's the baseline of a healthy ecosystem
- Interconnectedness of the ecosystems (local solutions might effect others)

How can we better link parks & tourism to healthy communities?

- Modeling good behavior
- Consistency across agencies
- Positive branding
- Healthy ecosystems lead to healthy communities
- Triple bottom line (environmental, economic, social/community)
- Community gardens & farmers' markets (link food and parks)
- Farm to Fork

Collective Impact

Innovations & solutions for developing a collective impact model for community and/or social change?

- Use Community Health Needs Assessment and Community Health Improvement Plans
- Parks & Recreation not invited to Collective Impact process
- Having a backbone
- Funding the backbone
- Who spearheads the process?
- Egos as walls and roadblocks
- Start with the threat/issue & work backwards
- Identify what is currently being done
- Sharing successes
- Align common agendas
- Allow autonomy to meet the needs & oversee common results

Community Connections

Challenges to connecting people with green spaces, parks, conservation, trails?

- Understanding how different cultures play
- Access to amenities, lack of knowledge
- Advertise to raise awareness
- Understanding barriers – traffic, walkability, language, fear, cultural barriers
- Ability to purchase land
- Ability to know how to use park/facility
- Rules for free play
- Safety issues, changing intention



Innovations & Solutions

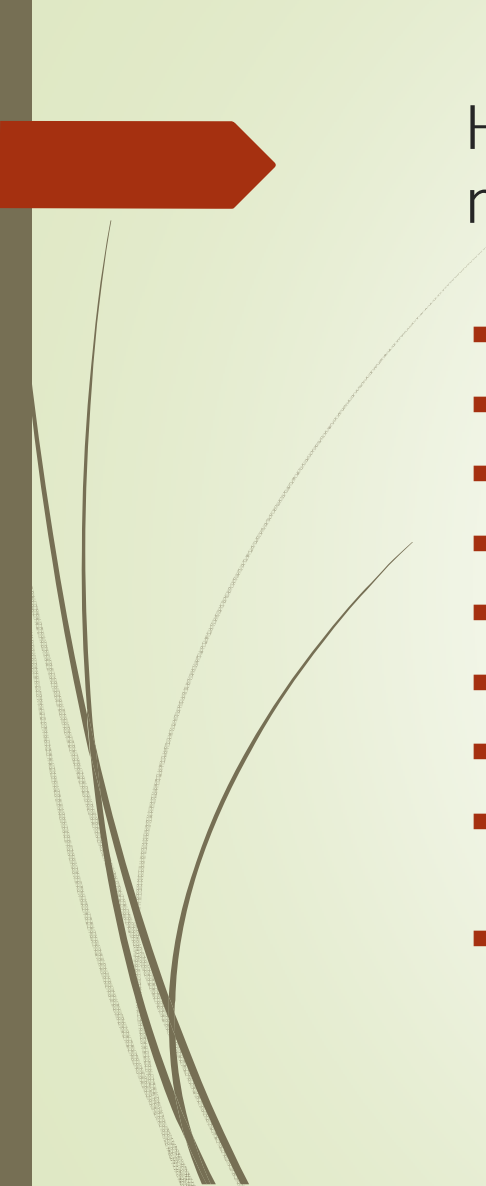
- Positive connections to police officers; strategy & adopted plan – being intentional
- ADA; conversations with community
- Reinvent spaces – creating destinations & places for families to lay
- Connecting to local leaders – community & playground



The Value of Public Lands: Celebrating Healthy Parks, Healthy People

Anne O'Neil, Director of Prescription Recreation
Program, National Park Service

Dr. James Lee, Frederick County, MD Pediatrics



How can the medical community & parks managers communicate more effectively?

- Not all know what to do in a park
- We can communicate what to do
- How to schedule/pick your time
- Give tools to physicians – brochures
- Need a paradigm shift to prevention
- Who to connect to? Direct link/liaisons – when/how/directives
- Nature centers – enjoying parts of nature, then walking to explore them
- Health portals – 2nd tier link to P & R offerings with medical & private center info
- Health plans include incentives for getting active and outside



Resources for Park Rx

- Prescription pads that are developed together with docs and P&R
- Existing prevention programs as a framework:
 - Walk with ease, diabetes prevention
 - Create more specific prescriptions, resources available
- Local health departments
- Partnerships with reducing insurance premiums, i.e., University of Utah benefit program; Intermountain healthy connecting to community resources
- Utilize neighborhood schools
- Map physical activity options by zip code!



How to evaluate what is being done?

- Organize and convene key stakeholders
- Explore demographic cohorts and investigate medical data; partner with public health/university/P & R Department
- Investigate school districts that are “doing it” vs. those that are not (fitness, environmental field trips)
- What are the policy statements and indicators connected to strategic planning?
- Profile and highlight success stories (kids)
- What is the influence of media/marketing on attitudes of the general public?

How do we impact our community?

(i.e., schools, private industry, parks, social services, local and state government)

- Framing and re-framing:
 - Asset building framework
 - Health realization model --- core health
 - Shifts perspective away from shame to a message of wellness and positive outlook
 - Would a non-user fund it?
- Holistic approach
 - Shift from individual approach to families, cultural shift
- Community blames individual
 - Negative connotation, shaming, 'your problem'
 - Your child needs
- Connecting dots-meeting kids where they are
 - Child care-most time spent
 - Connect to licensing
- Collective impact—ROI—what motivates us, may not motivate others
 - Social equity—what crosses all boundaries (ie child care, insurance, commit to health)

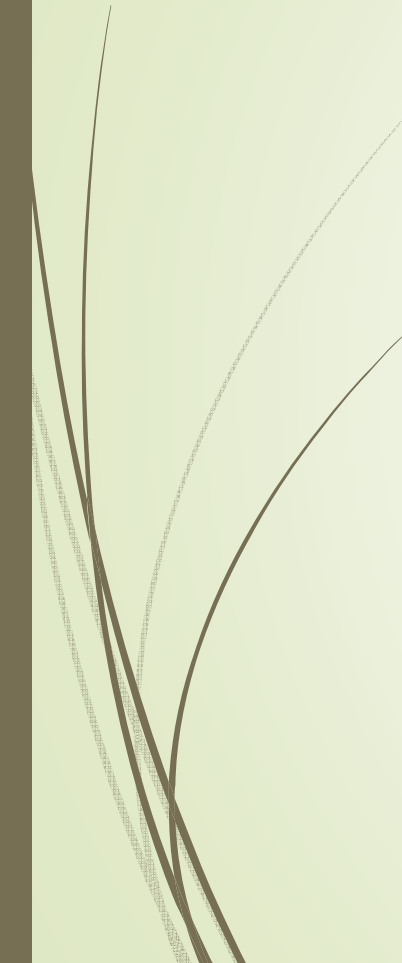


Evidence Based Community Design & Practice

John Henderson, Research & Evaluation Manager, MNCPPC
Robby Layton, Principal, Design Concepts Landscape Architects



How Do We Define Success?

- Shift from risk factors to thriving factors using a checklist/scorecard
 - What has a voice?
 - Use library promotion and position in the community as a model
 - Recognize political realities
 - Measure fun, tell stories, attitude change, enthusiasm
 - Research dosage - # times things occur/exposure to nature
 - Study impact of coaches, sense of independence, ACA camping
 - How do we operationalize 'intensity'?
 - Make initiatives simple and easy to understand
 - Measure FTEs as they related to # acres/1000 people
- 



Desired Outcomes

- Address health disparities using Park Score, align with local culture
- Component based analysis of free space
- Understand that assessments are a snap shot in time and the process is dynamic
- Evaluate if the components are right for the community
- Measure individual neighborhood needs
- Thriving across the age span
- Individuals getting what they need to thrive
- Understand 'neighborhood' labels and cultures
- Endearing diverse groups to the environment
- Neighborhoods need a plan
- Education on the costs of programs

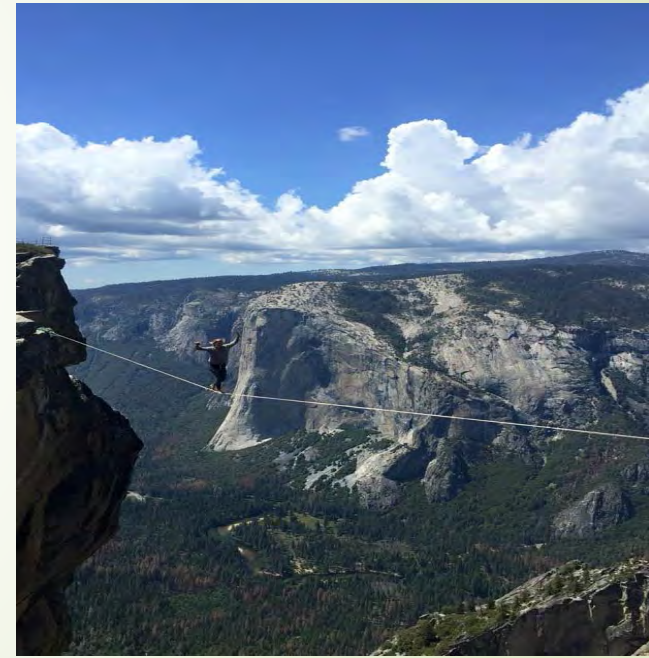


Rethinking Eco-Tourism as a Contributor to Health & Well-Being

Kelly Bricker, Chair, Department of Park, Recreation & Tourism, and Univ. of Utah
President, International Eco-Tourism Society

The Ecotourism – Community Resource Balance: Connecting to Health and Well-being

1. Partnership Opportunities to support environmental conservation and community well-being in a locale (new resources and connections)
2. Consider tourism resources that contribute to health and well-being of community, environment, economics, and social cultural revitalization
3. Best practice examples – connecting health and well-being to visitor engagement
4. Community resources and the visitor—brainstorming new connections



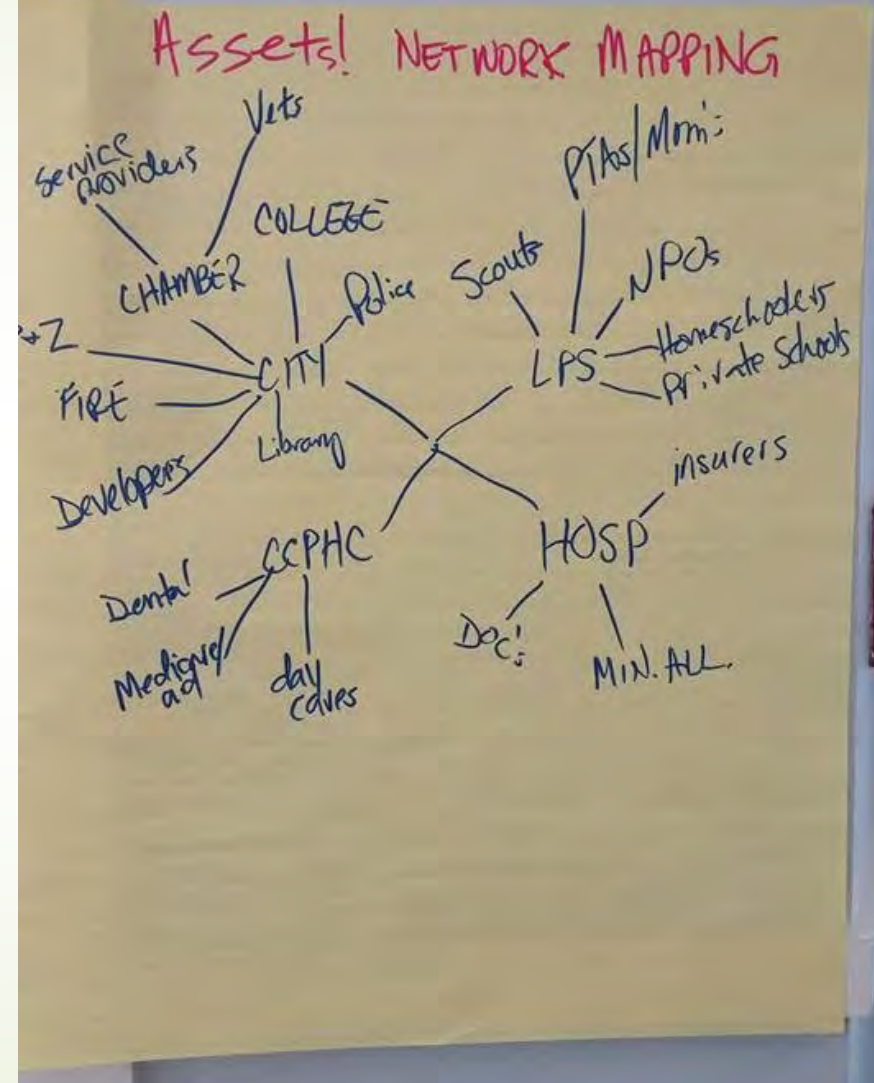


Peer Circle: Trend Setters & Innovators in Building Healthy Communities

Janet Evers Bartnik, Director, Liberty, MO Parks & Recreation Department

Healthy Communities and Innovators

Collaboration
Creating Champions
Relationships
Network Mapping
Policies
Places
Programs
Consistency
Outcomes

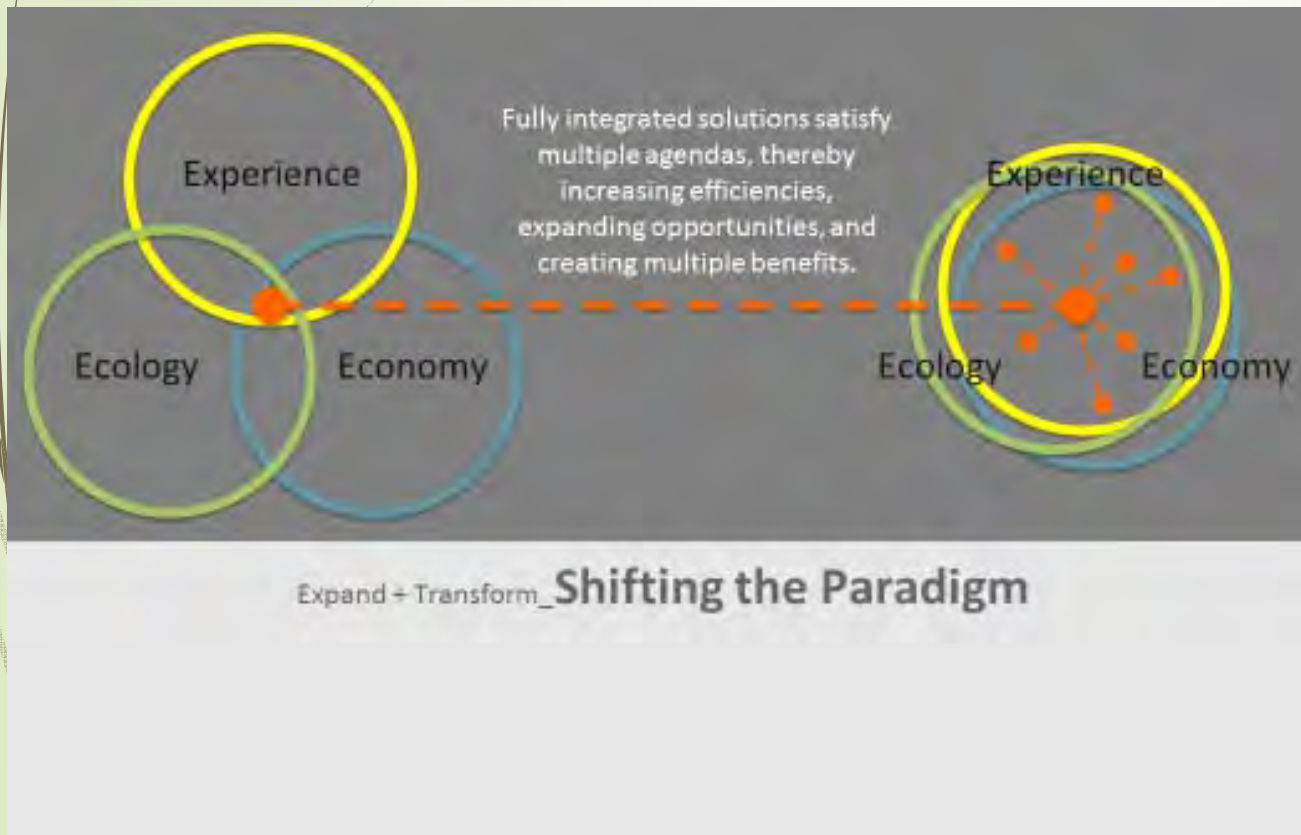


Healthy & Green: Sustainable Communities and Economic Vitality



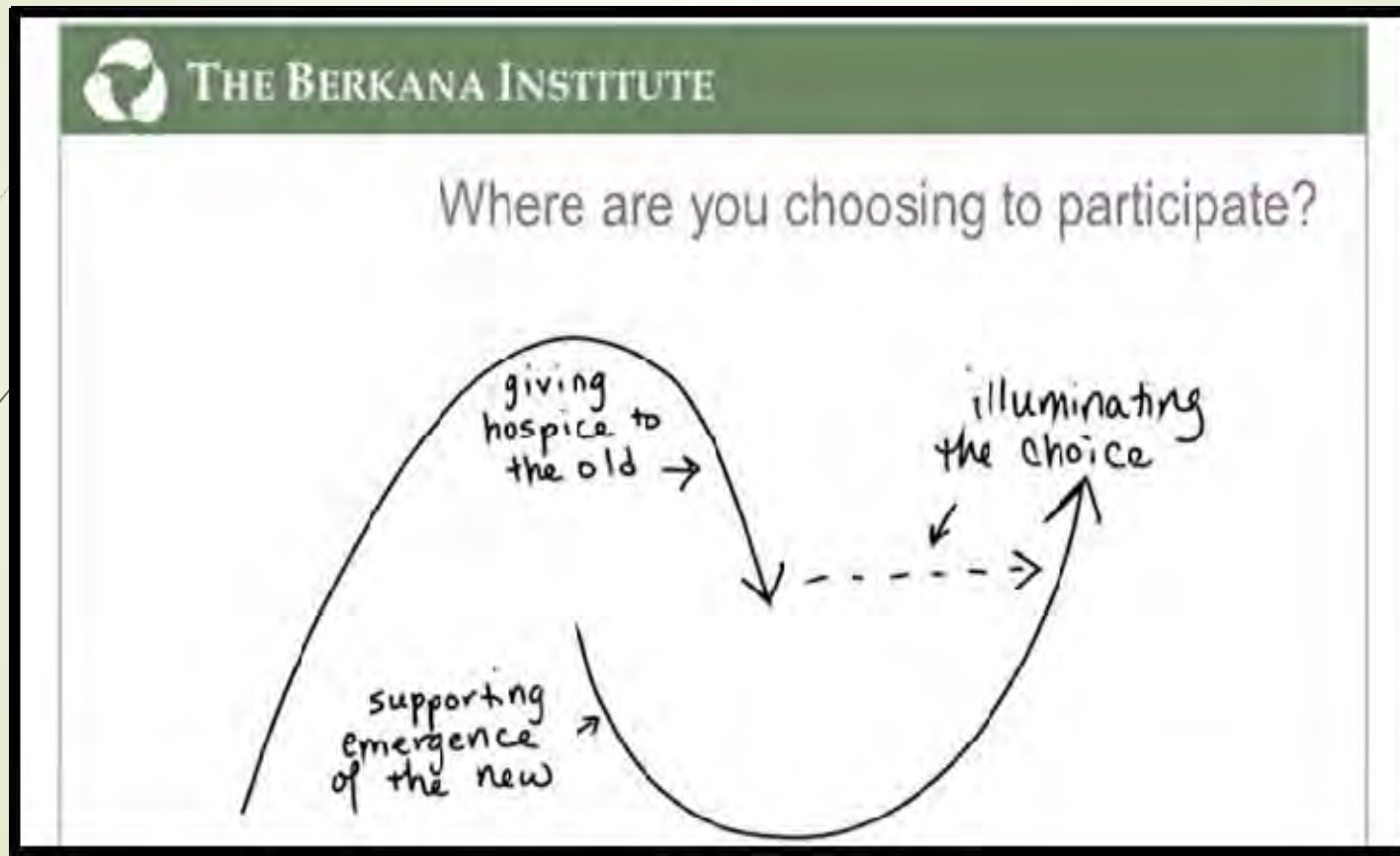
Andy Fox, NCSU & Adam Bossi, GreenPlay, LLC

Great Resources



Policy
Maintenance
Environmental
Design
Park Planning
Research

Two Loops Theory of Change



SESSION #6: CONNECTING THE DOTS – COLLABORATION FOR PROGRESS



TERESA L PENBROOKE, PHD CANDIDATE, CPRE,
RESEARCHER, FACULTY, AND CONSULTANT



KEVIN A. ROTH, PHD
VICE PRESIDENT OF RESEARCH



SHARING

- POWERPOINTS ON SLIDESHARE
- GPREDORG – TWITTER
- FACEBOOK
- LINKED IN
- NEWSLETTERS
- ONGOING CONNECTIONS
- SUMMARY OF PROCEEDINGS – RESEARCH BRIEFS



OBJECTIVES

- REVIEW KNOWN COLLABORATORS IN OUR REALM
- IDENTIFY MISSING POTENTIAL COLLABORATORS THAT SHOULD BE INVITED
- CONSTRUCT AND PROPOSE ADDITIONAL COLLABORATION MECHANISMS TO MOVE FORWARD.

HEALTH – RECREATION – LAND MANAGEMENT

WHO ARE THE COLLABORATORS?

- ASSOCIATIONS
- ACADEMICS
- PRACTITIONERS
- CONSULTANTS / PLANNERS / DESIGNERS
- NON-PROFIT ORGS
- AND?

ABOUT NRPA



- THE LEADING NON-PROFIT ORGANIZATION DEDICATED TO THE ADVANCEMENT OF PUBLIC PARKS, RECREATION AND CONSERVATION, WITH A PARTICULAR FOCUS ON THE LOCAL LEVEL
- 53,000+ MEMBERS, REPRESENTING 4,000 PARK AND RECREATION AGENCIES ACROSS THE U.S.
 - URBAN SETTINGS, RURAL SETTINGS, AND EVERYTHING IN BETWEEN
- MEMBERSHIP, CERTIFICATION, ACCREDITATION, CONFERENCE, EDUCATION, & RESEARCH

NRPA RESEARCH



NRPA COLLECTS AND DISTRIBUTES RESEARCH DATA WITH 2 GOALS IN MIND:

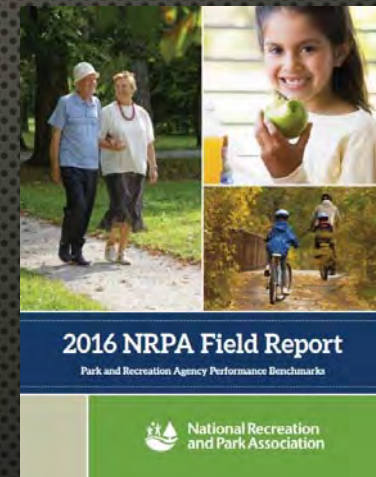
- DATA TO HELP PARK AND RECREATION AGENCIES MAKE **OPTIMAL DECISIONS** ON OPERATIONS, PROGRAMMING, AND SPENDING
- DATA TO HELP PARK AND RECREATION PROFESSIONALS **MAKE THE CASE** FOR GREATER (AND MORE STABLE) FUNDING

NRPA PARK METRICS

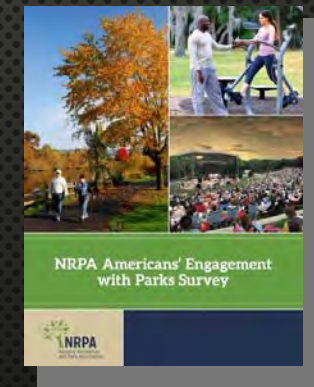
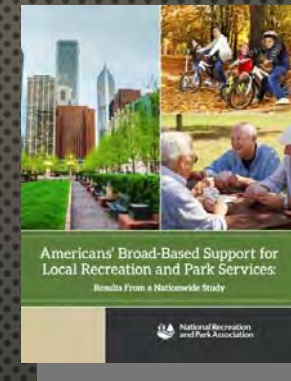


AGENCY PERFORMANCE RESOURCES

- SURVEY
 - REVIEW (NRPA FIELD REPORT)
 - INTERACTIVE TOOLS
 - CUSTOM AGENCY PERFORMANCE REPORTS
-
- PREVIOUSLY KNOWN AS PRORAGIS,
 - WITH STREAMLINED SURVEY INSTRUMENT



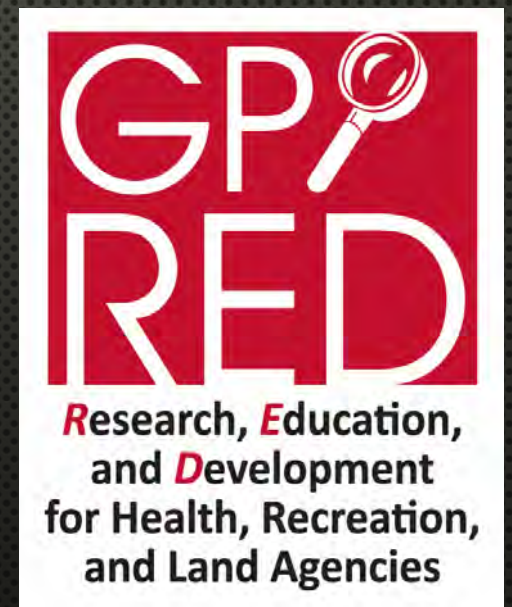
NRPA RESEARCH REPORTS



GP RED

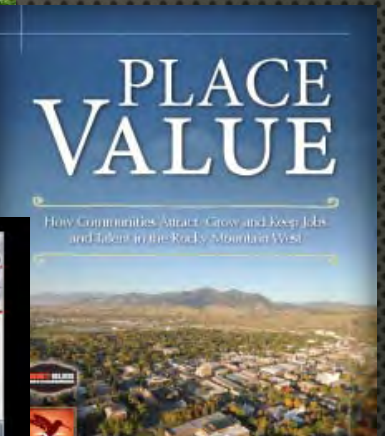
FOR HEALTH, RECREATION, AND LAND
MANAGEMENT AGENCIES

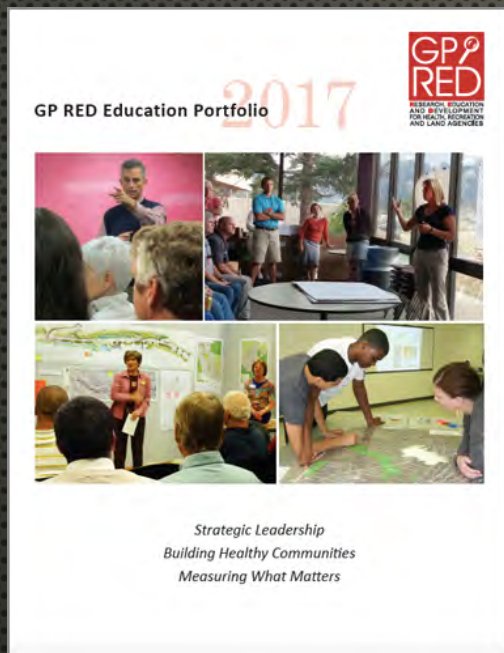
- TRYING TO HELP FILL THE GAPS
- RESEARCH, EDUCATION, & DEVELOPMENT
- SOME FOCUS ON LOCAL PARKS AND RECREATION, BUT GLOBAL OUTLOOK
- OPERATING AND NATIONAL ADVISORY BOARDS
- CURRENT OBJECTIVES



RESEARCH

- HEALTHY COMMUNITIES RESEARCH GROUP
- SAFE ROUTES TO PLAY
- REDLINE SURVEY
- USFS CHILDREN'S FOREST CORRIDOR PROJECT
- RESEARCH BRIEFS





EDUCATION

- WORKSHOPS & WEBINARS CONTENT
- OPERATION RESCUE RESPONSE
- WHOLE MEASURES VISIONING PROCESS
- SMALL COMMUNITIES MASTER PLANNING GUIDE
- GP RED NATIONAL THINK TANKS



MANY OTHER ORGANIZATIONS

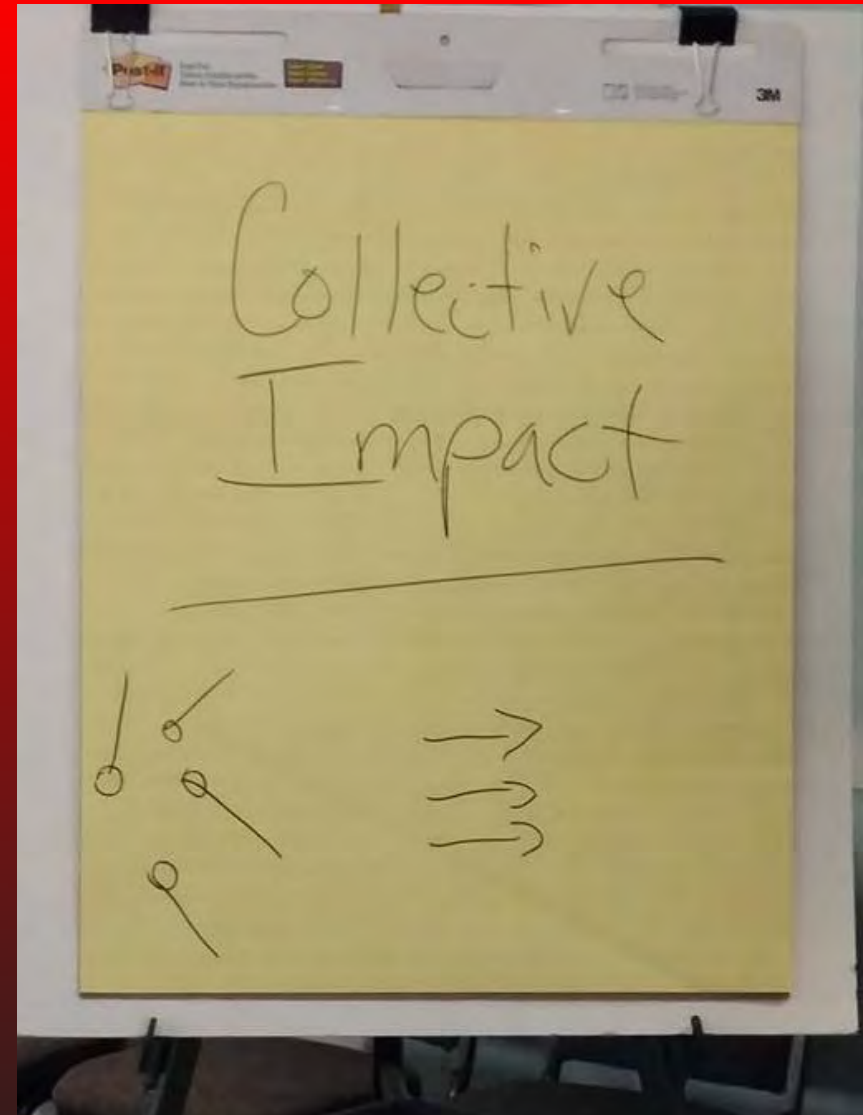
- STATE P&R ASSOCIATIONS
- APA, ASLA, APHA, AIA, ACA, SDA....
- TPL, CPA, ALR, ALBD....
- AGENCIES AND UNIVERSITIES AND ALL OF YOU!
- AMAZING BRAIN TRUST AND RESOURCES TO BE LEVERAGED

REVIEW OF INDIVIDUAL ACTION PLANS



COLLECTIVE IMPACT

- ▶ What is the potential for the outcome of this gathering?
- ▶ How should we move forward?



THANK YOU!!!

Appreciation and Certificates
Safe Travels and Blast OFF!