



BUILDING HEALTHY COMMUNITIES FOR EVERYONE

**2011 DISABILITY and
HEALTH PARTNERS MEETING**

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National Recreation and Park Association





BUILDING HEALTHY COMMUNITIES FOR EVERYONE



National Recreation and Park Association

- NRPA represents all park and recreation agencies in the United States, including 105,000 parks with an estimated 300 million annual visitors.
- Members are city, county and state agencies, citizens and industry allies
- Urban, suburban and rural





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

NRPA creates opportunities in three areas:

Health and Livability
Youth Development and Play
Environmental Conservation





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

Three NRPA programs to highlight:

ACHIEVE

Communities Putting Prevention to Work
Parks: Return & Restore





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

ACHIEVE

- **A**ction **C**ommunities for **H**ealth, **I**nnovation and **E**nvironmental **C**hange
- CDC Health Communities Program
- 35 park and recreation agencies over 4 years
- Case studies are at www.nrpa.org/achieve





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

With ACHIEVE, agencies will:

- Reduce the incidence of chronic disease through policy, systems and environmental change strategies at the local level;
- Create partnerships with community stakeholders;
- Attend meetings with national leaders to learn about tools, resources, and strategies to build healthier communities;
- Create awareness of the vital services parks and recreation offers; and,
- Enhance the overall health and livability of the community.





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

Establish best practices including: improvements to school wellness policies to make healthy foods available in schools; adoption of worksite wellness policies that promotes wellness to staff and the community; establishing smoke-free environments in parks; establishing farmer's market sites for communities; creating community gardens; and establishing policies that create more walkable and/or bikeable communities that promote physical activity and access to nutritious foods.

Greenville, South Carolina Example





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Communities Putting Prevention to Work

- U.S. Dept. of Health and Human Services
- NRPA assigned 10 communities
- Strategies through policy, systems and environmental change
- American Recovery and Reinvestment Act -- 2 year program





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Communities Putting Prevention to Work

Effective population-based approaches to prevent obesity through improved nutrition and increased physical activity

San Antonio, Texas Example





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Parks: Return & Restore

- Promoting the creation and expansion of community-based adaptive and therapeutic recreation programs that specifically work with injured service members and injured veterans.
- 2nd year of program with the United States Olympic Committee, Paralympic Division
- 2011 supporting 16 park and recreation agencies





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Parks: Return & Restore

- Fairfax County Parks and Recreation in Fairfax, Virginia
Working with the Warrior Transition Unit (WTU) at Fort Belvoir
- Houston Park and Recreation in Houston, Texas





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

Outreach and Engaging Communities

- Outreach to specific populations
- Accessible or Inclusive
- Building awareness within communities
- Building awareness with all park and recreation employees
- Program Sustainability – including: involving stakeholders, fundraising, local advocacy, partnerships and developing business plans that include systems and environmental change
- America's Backyard – Public Awareness and Advocacy





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Marketing and Outcomes

- Area of improvement
- Grants require the development of systems for evaluation
- Relationship building as part of your marketing plan
- Best ways to utilize equipment and other resources among many





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