



Kids in Parks



*Building a Statewide Trail Network that
Gets Kids in Parks*

Significant Life Experiences



What were the significant life experiences that led you into the parks and recreation, trails and greenways, or public health field?

Parks and Trails are Underutilized



Kids and families have become increasingly disengaged with nature, spending less time being active in our parks and public lands.

Kids are Plugged-in



Studies show that on average, kids spend 7.65 hours per day plugged-in to electronic media.

Disturbing Health Impacts



posna.org / orthoinfo.org

These trends have created a myriad of mental and physical health ailments: depression, anxiety, obesity, heart disease, and diabetes.

Disturbing Health Impacts for Parks



<https://www.spokesman.com/stories/2014/oct/08/spokane-school-district-removing-swings-from/>

If the kids of today don't spend their time growing up being active outdoors, who is going to take care of our parks, public lands, and nature in the future?

Disturbing Health Impacts for Parks



<https://www.reddit.com/r/mildlyinteresting/>

If the kids of today don't spend their time growing up being active outdoors, who is going to take care of our parks, public lands, and nature in the future?

With Guided Programs?



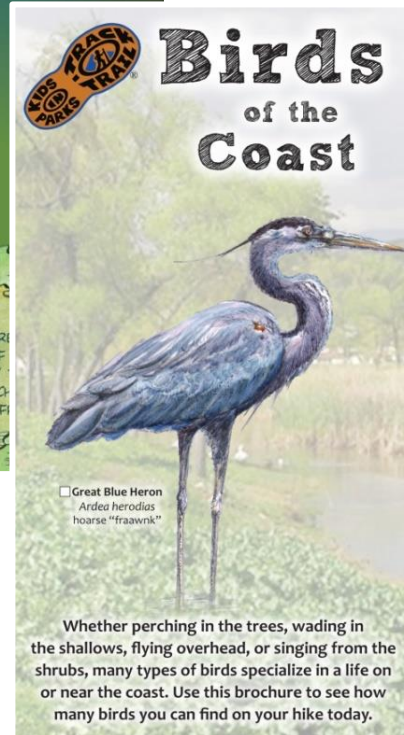
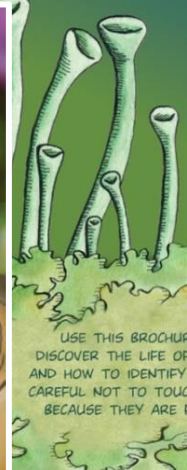
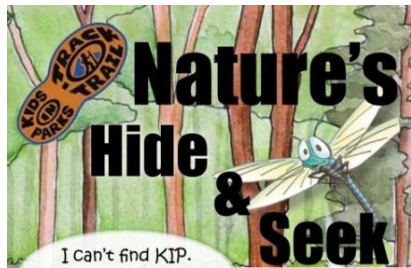
A 2007-2008 Visitor Use Study on the Blue Ridge Parkway found that only 4-8% of visitors to the attended ranger-led programs—Yikes!

TRACK Trails



Kids in Parks partners with park agencies to convert their preexisting trails into self-guided TRACK Trails that engage families in fun, outdoor activities.

Brochure-Led Discoveries



Each TRACK Trail provides families with self-guided activities that convert an ordinary hike into a fun-filled, discovery-packed adventure.

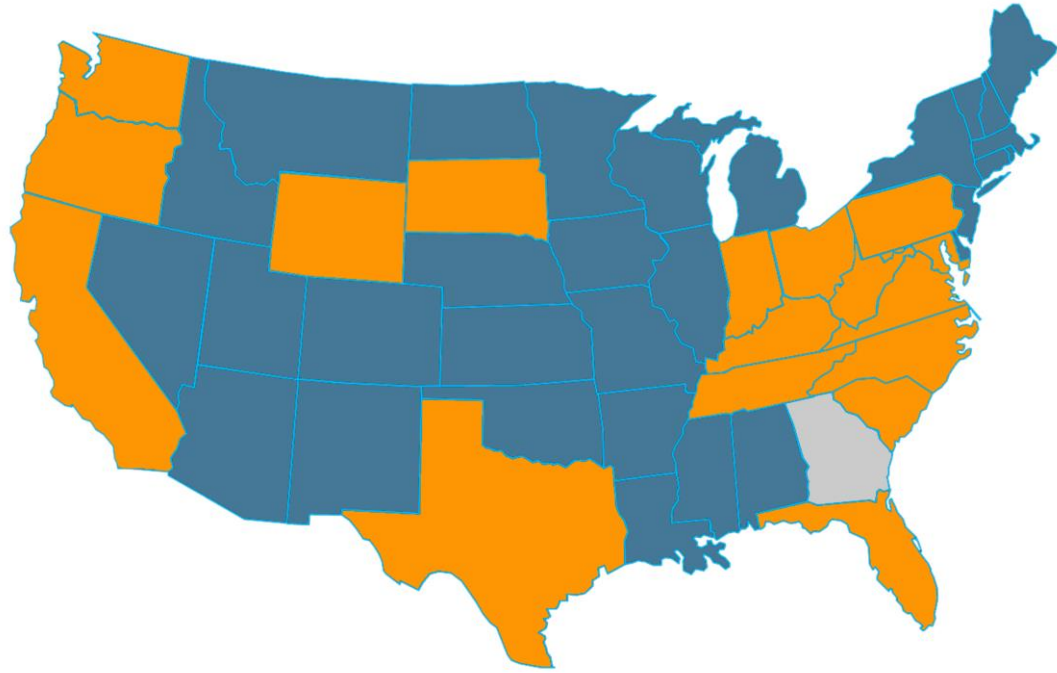
Provide Incentives for Participation



Kids can register their outdoor adventures through the program's website and earn a series of prizes designed to encourage repeat participation.

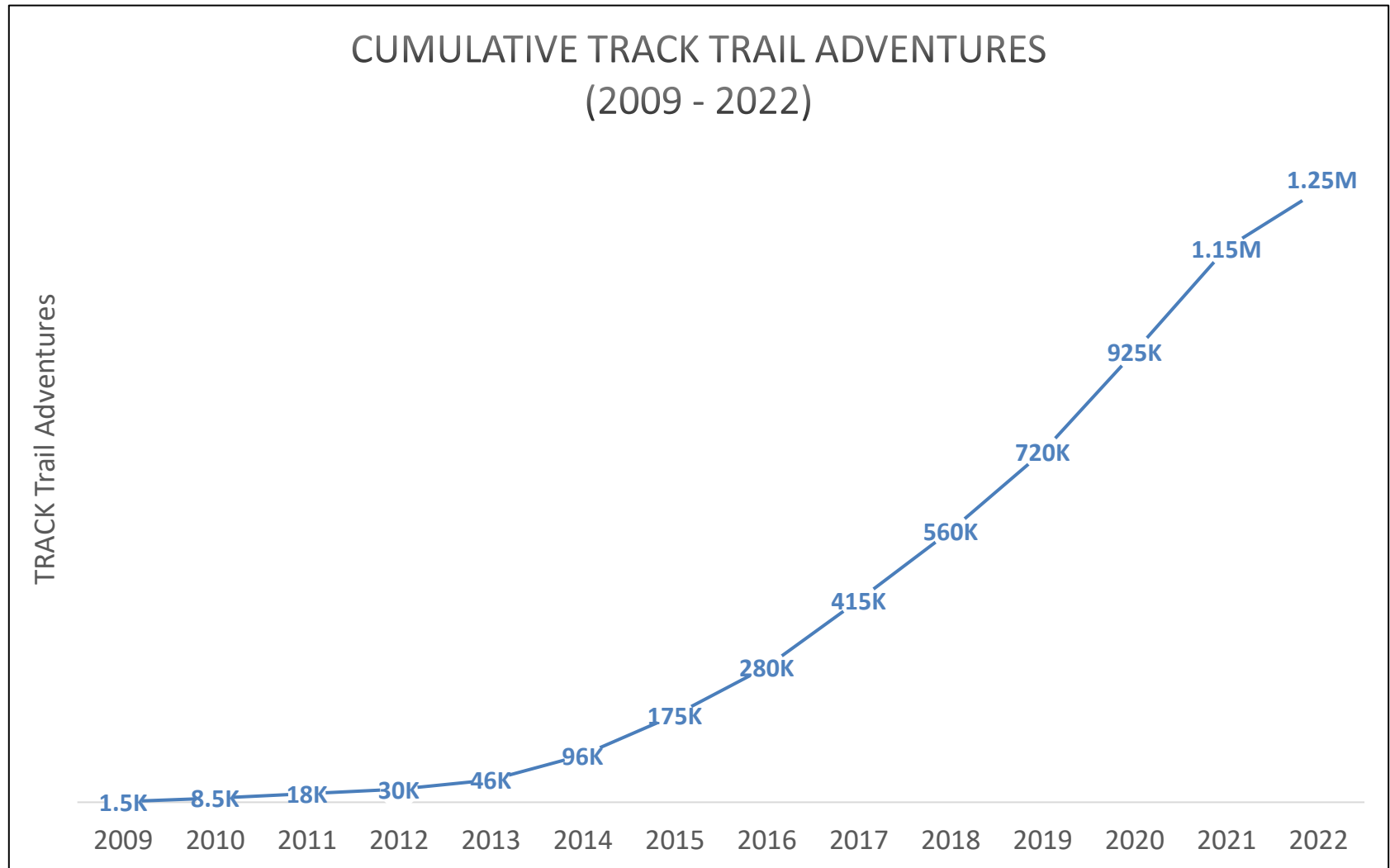
National Network of Trails

Kids in Parks has partnered with land management agencies, healthcare providers, and other organizations to create a national network of more than 250 TRACK Trails locations, crossing state and agency boundaries through a common mission to engage kids and families in outdoor activities that foster lifelong wellness and meaningful connections to nature.



TRACK Trail Data

TRACK Trail Adventures



Since 2009, more than 1.25-million outdoor adventures have been completed by kids on TRACK Trails.

Park Health Outcomes

In addition to the health of kids and families, the health of our parks and public lands are improving, too. Registration data suggests that:

63% of KIP registrants were first-time visitors to the park

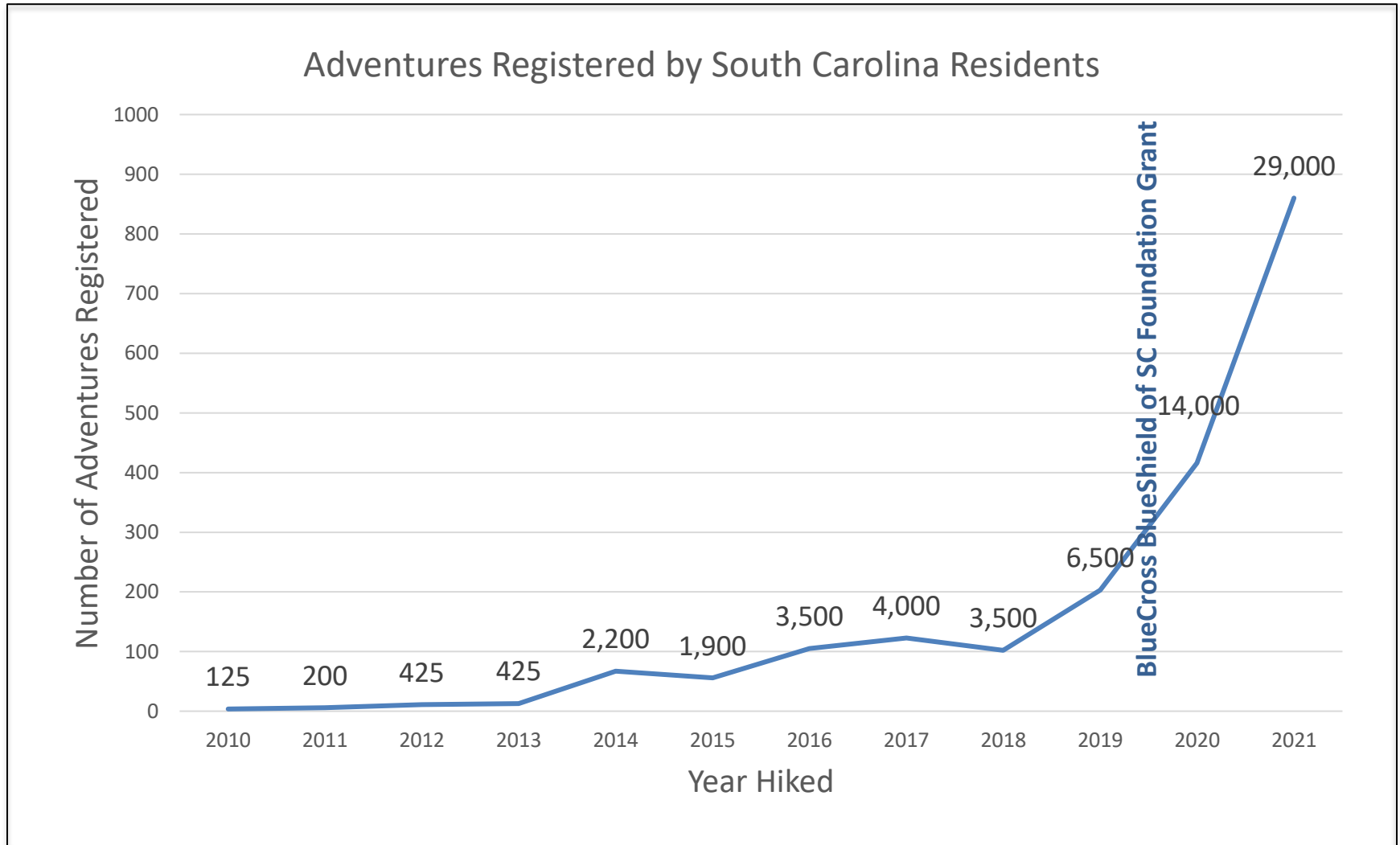
48% intentionally visited the park to hike the TRACK Trail

47% returned for a second adventure (Return Rate)

88% of returnees visited more than one TRACK Trail



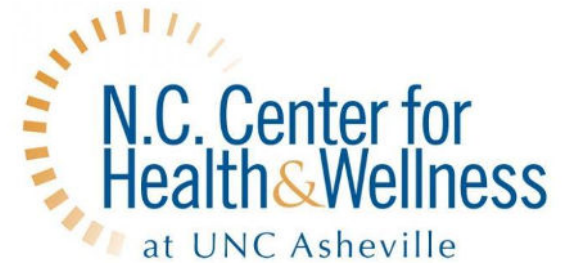
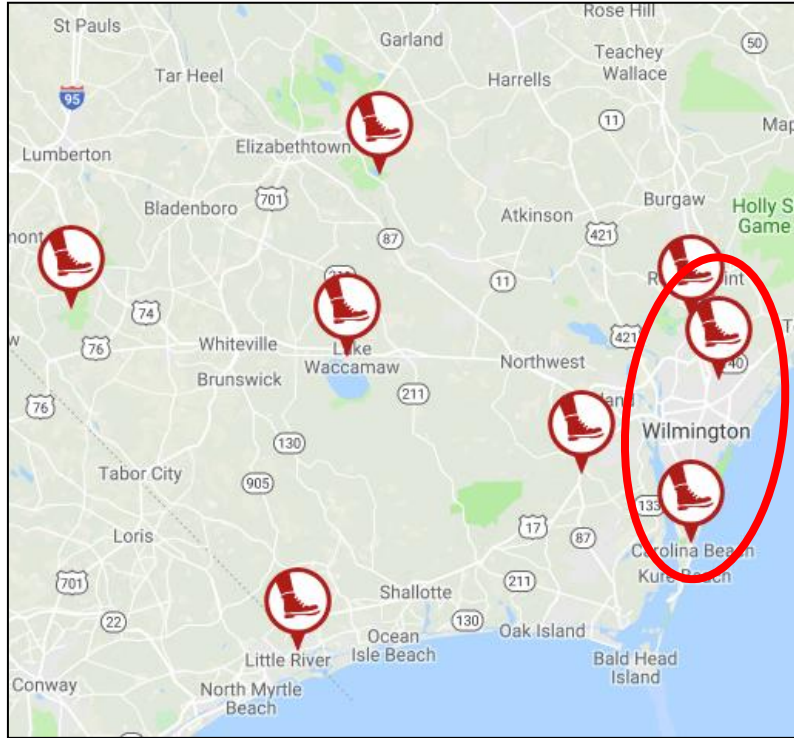
South Carolina Impact



In South Carolina, more than 50,000 adventures have been completed by kids on TRACK Trails funded by BlueCross BlueShield of SC Foundation.

Research

UNC Wilmington – Pre-/Post- Study



	2014	2015
Visitors	1,156	1,960
Children	183	322
Minority	84	198
Duration	32.4 minutes	40.3 minutes

Returning Visitor Study

Results:

1. Returning visitors came from areas with significantly higher rates of unemployment.
2. Returning visitors came from areas with higher rates of persons with less than a high school diploma.

Link to [Journal Article](#)

Predictors of Return Visits to Trails with Self-Guided Materials for Children

*Daniel G. Clark
Benjamin Ukert
Jason Urroz
Carolyn Ward
Michelle C. Kondo*

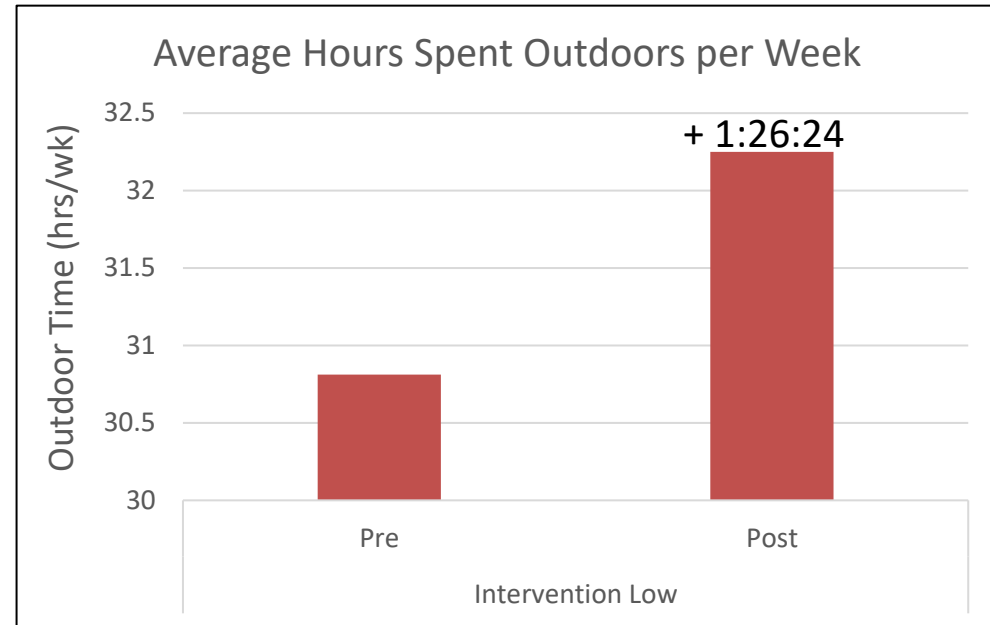
Executive Summary

Participation in outdoor recreation can positively contribute to physical and emotional well-being. However, questions remain regarding the most effective way to implement programs that promote childhood engagement in outdoor recreation. Using seven years of data, we explored factors driving visitation to trailheads that offer self-guided materials for children at parks and recreation facilities of the Kids in Parks program. We evaluated the demographic, managerial, and physical predictors of visitation to the 115 trails included in the program. Of 769 visitors who made at least one return visit to a TRACK Trail, 305 (39.7%) returned to the same trail, 675 (87.8%) returned to a different trail, and 211 (27.4%) did both. Using multiple linear regression, we found that repeat visits to any trail and new trails increased ($p < 0.01$) when the trail was in a state park or a national forest. Return visits to new trails were more likely to take place at locations without a visitor center, and at locations that were located farther away from

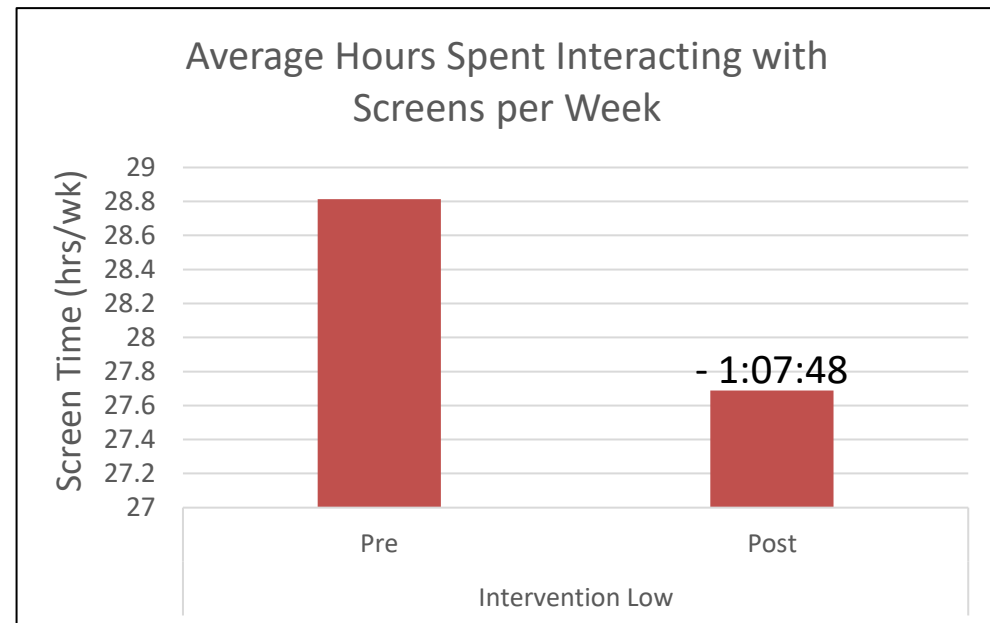


TRACK Rx Study

1. The intervention^{low} group increased the amount of time spent being “physically active in nature or the outdoors.” (1:26:24)



2. The intervention^{low} group decreased the amount of “time spent in front of a screen.” (1:07:48)



South Carolina Expansion

Partnering to improve health in SC



South Carolina
FOUNDATION

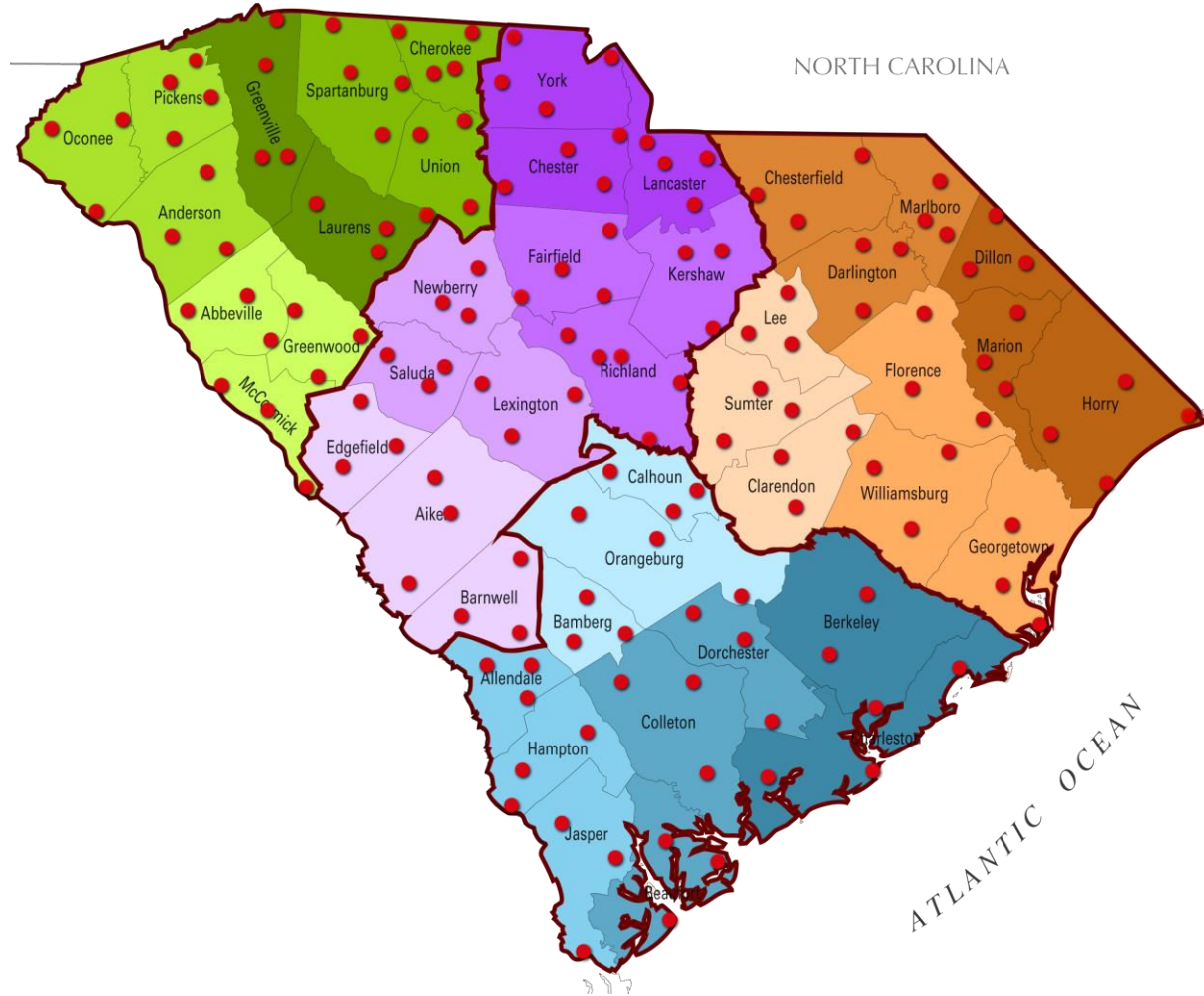
The BlueCross BlueShield of South Carolina
Foundation is an independent licensee of the
Blue Cross and Blue Shield Association.

diabetes*free* SC



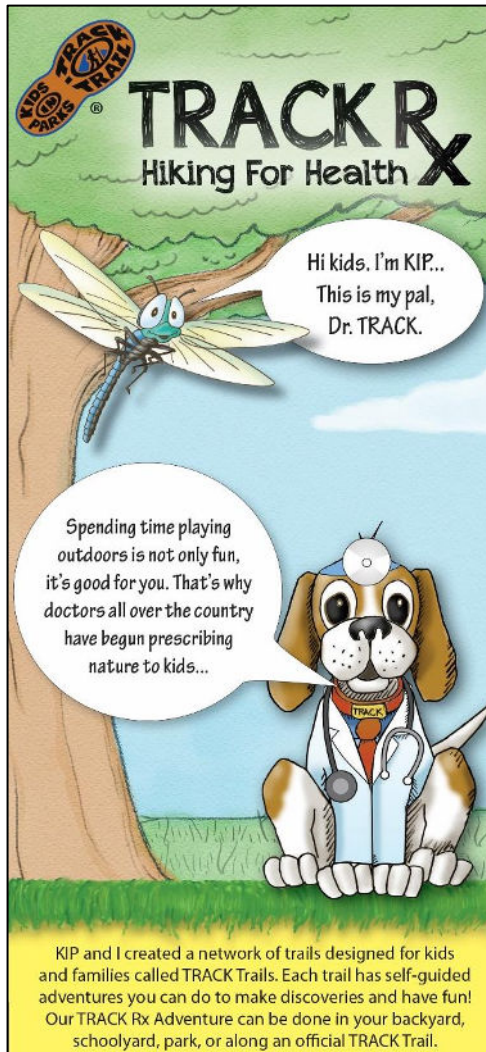
Kids in Parks recently received a grant from the BlueCross BlueShield of South Carolina Foundation to implement a statewide expansion over the next four years.

Expand TRACK Trail Network



Kids in Parks will install at least 3 TRACK Trail sites in each of the state's 46 counties, creating a robust network of outdoor opportunities for families.

Grow TRACK Rx



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: _____

Unlimited refills!

Health professional's signature: _____

Parent/child signature: _____

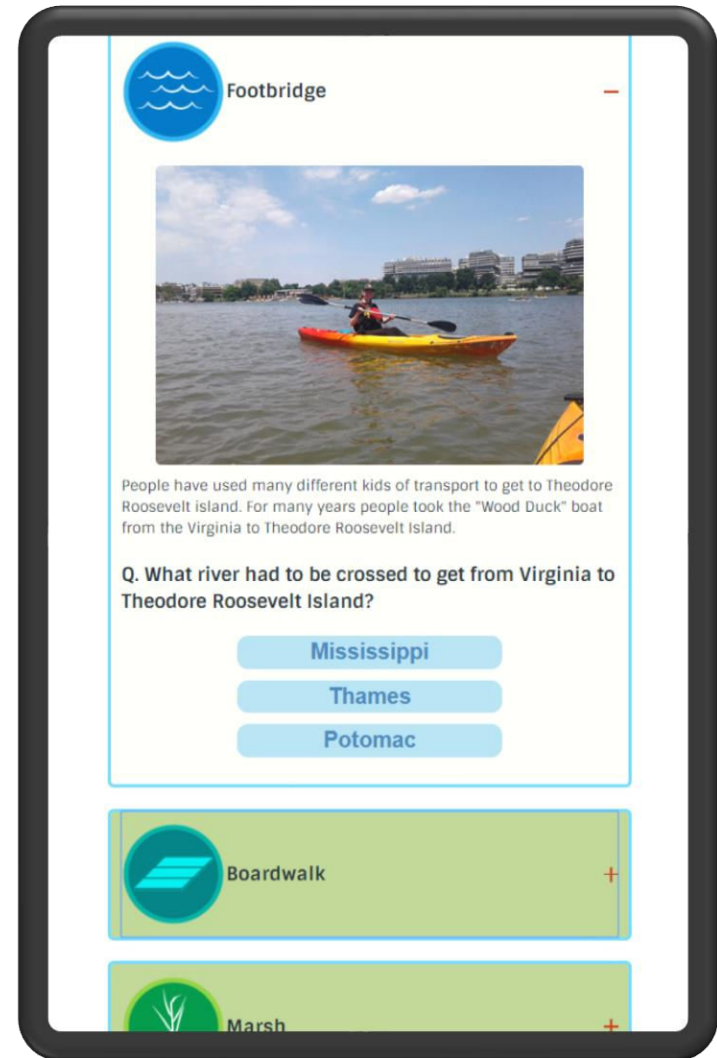
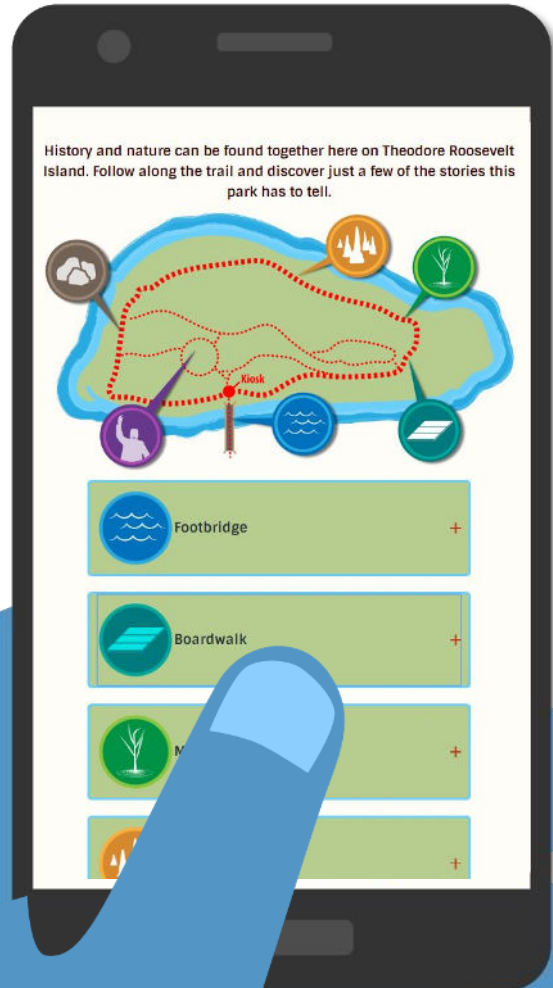
Jason Urroz, Director
Kids in Parks
322 Gashes Creek Rd.
Asheville, NC 28803
Ph: (828)505-8495

Register your adventure at:
kidsinparks.com

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

Partner with hospital systems, healthcare providers, school nurses, and FQHCs to formally prescribe outdoor activity and TRACK Trails to their patients.

Develop a Web-App



Develop a web-app that utilizes gamification strategies and smartphone-based activities that allow participants to make "every trail a TRACK Trail".

Contact Information



If you have any questions about the program, or are interested in being a part of our statewide expansion, please contact us:

(866) 308-2773

Director:

Jason Urroz – jurroz@kidsinparks.com ext. 384

SC Program Manager:

Teddi Thomas Garrick – tgarrick@kidsinparks.com ext. 407

Junior Ranger Ian



Jr. Ranger Ian has visited more than 130 TRACK Trails and is a Junior Ranger in more than 170 state and national parks.