Strategically Positioning Parks and Recreation as Preventive Public Health Providers

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Focus: What is Health Equity?

- Everyone has a fair and just opportunity to be as healthy as possible
- Requires removing obstacles such as poverty, discrimination, and lack of access to jobs with fair pay, quality education and housing, safe environments, and health care
- Based on human rights principles
Why Parks and Recreation As a Solution?

- Provide access to parks and recreation facilities for over 80% of Americans
- Facilitate opportunities to participate in active recreation (75% within two miles)
- Provide crucial health and wellness opportunities for all populations in communities across the country
- Affordable programming can lead to a more active and healthier America
Systems Approach to relationships between access to public P&R spaces and wellness

P&R Public Spaces

Flora / Fauna
- Attention restoration and ADD

Open Spaces
- Physical activity and social support

Community Spaces

Wellbeing & Reduced Stress

Adapted from EPA, 2014; Kuo, 2015; Saw, Lim, & Carrasco, 2015; Penbrooke, 2017; Sturm & Cohen, 2014
Overall Public Health and Wellness

- Individual Constitution, Basic Preferences, Security, and Living Environment
- Medical Care
- Nutrition
- Recreation
  - Cognitive, Social, Physical, and Spiritual Activities, along with facilities

Penbrooke, 2009
National Science Foundation, United States Antarctic Program, Recreation and Wellness Study
Preventive Community Health

Modifiable Factors
Spaces, Programs, and Policies

Public Safety & Perception of Safety

Transportation and Access

Social & Parental Engagement

Medical Care and Public Health Agencies

Partners & Providers

Schools / Education

Physical Activity & Nutrition

Academic Research & Methods


Modifying Preventive PH through P&R Systems Thinking

Actors Facilitating Partnerships and outcomes in the Community
Evidence & Guiding Theory

Parks & Recreation (P&R) agencies can help improve Public Health (PH) through various health factors:

- Increasing physical activity and improving nutrition
- Providing psychological and physical benefits from access to nature
- Facilitating social benefits and parental engagement
- Addressing health equity issues, transportation, and safety
- Addressing stress management, smoking, alcohol and drug consumption, etc.

Burns, 2016; Godbey & Mowen, 2010; Kuo, 2013; Sallis, Floyd, Rodríguez, & Saelens, 2012; Slater, Ewing, Powell, Chaloupka, Johnston, & O’Malley, 2010; Penbrooke, 2017; Wells, 2013; Young, Ross, Kim, & Sturts, 2013
Integrating Parks & Recreation and Health in Hutchinson, Kansas

• Funded P&R Master Plan - BCBS Kansas
  ➢ Role of Parks and Recreation on Health and Wellness
• Hutch Rec Mission & Vision
• Hutchinson Healthy Neighborhood Initiative
Desired Healthy Community Master Plan Outcomes

Strong community representation and equity focus

Four Sub Areas with strong differences

Over 90% white in N areas, more diverse in S areas
## Five Elements for Systems Analysis

<table>
<thead>
<tr>
<th>Warrant for Action</th>
<th>Community Systems</th>
<th>Policies, Laws &amp; Procedures</th>
<th>Fiscal Resources &amp; Distribution</th>
<th>Inventory of Assets &amp; Affordances</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Start inquiry</td>
<td>• Convene Stakeholders</td>
<td>• Laws (Fed, State, County, City)</td>
<td>• Identify funding paths</td>
<td>• Assets</td>
</tr>
<tr>
<td>• Input information</td>
<td>• Intersections</td>
<td>• Ordinances</td>
<td>• Determine paths</td>
<td>• Built</td>
</tr>
<tr>
<td>• Create documents</td>
<td>• Collaborations</td>
<td>• Agency regulations</td>
<td>• Agency policies &amp; practices</td>
<td>• Natural</td>
</tr>
<tr>
<td>• Start database</td>
<td>• Partnerships</td>
<td>• Agency policies &amp; practices</td>
<td>• Identify sources of $$</td>
<td>• Affordances</td>
</tr>
<tr>
<td>• Data transmission</td>
<td>• Agreements</td>
<td>• Document use of $$$</td>
<td>• Identify ROI</td>
<td>• Formal programs</td>
</tr>
<tr>
<td>• Warrant for intervention</td>
<td>• Shared assets</td>
<td>• Negative Markers</td>
<td>• Identify ROI</td>
<td>• Services</td>
</tr>
<tr>
<td>• Proposal for action</td>
<td>• Negative Markers</td>
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</table>
Detailed Demographics Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Southwest</th>
<th>Southeast</th>
<th>Northwest</th>
<th>Northeast</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Male Population (%)</td>
<td>51.46%</td>
<td>54.38%</td>
<td>46.10%</td>
<td>46.36%</td>
</tr>
<tr>
<td>2018 Female Population (%)</td>
<td>48.54%</td>
<td>45.62%</td>
<td>53.90%</td>
<td>53.64%</td>
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</tbody>
</table>

Gender Distribution

Average Age

- Southeast: 32.9
- Southwest: 34.7
- Northwest: 45.7
- Northeast: 46.6

Median Household Income

- Southwest: $37,526
- Southeast: $34,561
- Northwest: $53,765
- Northeast: $51,885
Comprehensive Information Gathering & Engagement
Staff, Decision Makers, Stakeholders, and Public

• 5 General, Youth, and Senior Focus Groups
• Community-wide Random Mail/Online Survey
• Youth Survey
• Social Media
• City and HutchRec Staff
• Key HEAL Coalition & Partner Leadership Meetings
• Joint City Council and Hutch Rec Commission Meetings
• Open Public Forums

Mixed methods Approach
Priority of Health Factors for P&R in Hutchinson
Multi-Attribute Utilities Technique (MAUT)

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Hutchinson Youth Activity and Nutrition Survey

- 804 Middle School Students
- Significant findings
  - Nutrition - SSB & Breakfast frequencies
  - Screen Time & Activities
  - High Perception of Safety
  - Low Active Transportation for Youth
  - Strong Parental Support, but lower Personal Modeling
Component-Based Methodology (CBM) GIS Inventory and LOS Analysis (including walkability) • Components • Access • Functionality • Quality • AEE • Programs

(Floyd et al., 2015; Layton, 2016)
Pedestrian Barriers & Walkable Gap Identification
# Hutchinson Action Plan

## Goals Objectives

<table>
<thead>
<tr>
<th>Responsibility</th>
<th>Financial</th>
<th>Timing</th>
<th>Outcomes</th>
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## Hutchinson Action Plan

<table>
<thead>
<tr>
<th>Summary Action Plan</th>
<th>Staff:One</th>
<th>How We’ll Do It</th>
<th>What’s New</th>
<th>Anticipated Outcomes / Measures</th>
</tr>
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<tbody>
<tr>
<td>Goals: Objectives</td>
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<tr>
<td>Action Plan</td>
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<td>For 2016-2018</td>
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## Parks and Facilities

- 1. Enhance the neighborhood environment with arts and entertainment
- 2. Develop a comprehensive plan for park development
- 3. Increase park usage

## Programs and Services

- 1. Increase the number of community programs
- 2. Expand the number of recreation programs

## Finance

- 1. Increase funding for community programs
- 2. Explore new revenue streams

### Outsourcing

- 1. Identify potential outsourcing opportunities
- 2. Develop a comprehensive plan for outsourcing
Recommendations & Outcomes
Key Opportunities to Improve Health Equity in Hutchinson through Parks and Recreation

1. Improved active transportation and physical activity opportunities through more connected and safer trails and sidewalks.

2. Improved nutrition through partnered educational campaigns, policy changes, and healthy food availability.

3. Increased social and health equity through increased awareness and participation from low income residents (especially on the south side of town).
HOW CAN P&R AGENCIES ADDRESS EQUITY?
- Step by Step “Toolkit” Approach

1. Convene staff, key stakeholders, and the public - FRAME & PARTNER
2. Collect community-specific information using valid methods
   - Inventory and analysis of assets and programs available / participation / awareness
   - Analysis of current policies, practices, financial, and allocation of resources
   - Demographics, regional trends, alignment with national initiatives
   - Document partnerships, current providers, and social networks
4. Create an Action Plan / Logic Model for priorities - MESSAGING & ACTION
5. Report, communicate, and garner resources
6. Evaluate and repeat
Thank you for attending! Thoughts?

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