Maximize Community Active Living Opportunities Through Partnerships with Parks

January 10, 2018 | 3:00pm – 4:30pm
CA SNAP-Ed LIA Forum: Breakout Session
California Salon 1 & 2
Describe
the role of parks in community health and wellness.

Identify
at least one policy, systems, and environmental change strategy to implement in collaboration with a local park to enhance active living in a SNAP-Ed eligible community.

Outline
steps, including partnership engagement and resource identification, necessary to initiate opportunities with a park.
Connect Parks to Public Health

Share Two Successful Park Models

Engage in a PA Break

Participate in a group/table activity
Betty!
Tina!
Reba!
Kelly!
Connecting Parks and Public Health

Betty Sun, MS, RD
Health Program Manager

Healthy Parks Healthy People: Bay Area
The Institute at the Golden Gate reimagines parks as catalysts for social change, making them more vibrant, relevant, and valuable for everyone.
Why Parks and Health?
The Challenge

• Californians suffer from chronic health conditions (BRFSS 2015, YRBS 2015)
  • 24% are obese
  • 10% have diabetes
  • 28% have hypertension
  • 20% are physically inactive
  • 20% of high school students have asthma

• The average adult spends less than 5% of their time outdoors
The health benefits of nature are... Physical

- **Physical activity** (Cooper, 2012; Dolinsky, 2011; Cleland, 2008; Cohen, 2011)
- **Benefits of “green exercise”** (Bowler, 2010; Thompson, 2011)
- **Myopia** (Rose, 2008; Morgan, 2012)
- **Healing time** (Ulrich, 1984)
- **Longevity** (Takano, 2002)
The health benefits of nature are... Mental

- Reduced aggression, anger, fatigue, sadness (Bowler, 2010; Kuo, 2001)
- Stress, Anxiety, Depression (Sugiyama, 2008; Maas, 2009; Ulrich, 1991)
The Solution

The health benefits of nature are... Social

- Social isolation (Kweon, 1998)
- Sense of place (Davis, 2013)
The Solution

Greater for urban, low income communities

The health benefits of nature are...

- Mental wellness (Sugiyama, 2008)
- Health inequality (Mitchell, 2008)
HEALTHY PARKS HEALTHY PEOPLE: BAY AREA

Coalition of national, state, regional, county, and city park agencies across 9 Bay Area counties to improve the health and wellbeing of all Bay Area residents, especially those with high health needs, through regular use and enjoyment of parks and public lands.
Parks After Dark (PAD)
Lighting the Way for Prevention and Intervention

California SNAP-Ed Forum
Sacramento, CA
January 10, 2018
PAD Model

PAD transforms parks into community hubs providing a framework for prevention and intervention

- Offers extended hours of park operation during summer evening hours
- 8 weeks, Thursday – Saturday, 6:00pm – 10:00pm
23 Parks in high need communities

Target populations:
- High rates of economic hardship
23 Parks in high need communities

Target populations:
- High rates of obesity prevalence
23 Parks in high need communities

Target populations:
- High assault rates
23 Parks in high need communities

Target populations:
- High rates of systems-involved youth
PAD Addresses Important Service Gaps

1) Lack of safe spaces for physical activity and social recreation:
   - No backyards and inability to afford membership to gyms, sports clubs, etc.
   - Fear of accessing parks, which are often times the sole resource (The California Endowment, 2010; Broyles et al., 2011)
2) Inequities in physical and mental health:

- Fear of accessing parks leads to social isolation, mental and physical health problems (Prevention Institute, 2010; Roman et al., 2008)
PAD Addresses Important Service Gaps

3) Lack of summer programs:
   - CoLA invests an estimated $45 per youth vs $870 in San Francisco and $310 in New York City; correlated with high crime (LA4Youth, 2016)
4) Limited trust of law enforcement and other government agencies

- 43% of CoLA residents do not believe law enforcement treats all citizens equally (LMU, 2016)
PAD Addresses Important Service Gaps

5) Lack of social cohesion

- Social/community cohesion is an important protective factor against violence and poor mental health, but only 54% of South LA residents feel a sense of belonging to their communities (2015 LACHS)
Services Offered

- Recreational programming
  - Team sports
  - Walking clubs
  - Access to pools & gyms
Services Offered

- Sheriff’s Services
  - Patrol parks
  - Participate in activities alongside participants
Services Offered

- Entertainment & cultural programming
  - Concerts
  - Talent shows
  - Movies
Services Offered

- **Educational & career programming:**
  - **Workshops (DPH)** – Nutritious cooking, healthy families/relationships
  - **Park Therapy Pilot (DMH)** – Mental health education and wellness
  - **Teen Clubs** – PAD teen activities; teens coordinate a PAD day
  - **Juvenile Justice Jeopardy** (Public Defender’s Office) – Provides youth opportunities to learn about the criminal justice system
  - **Youth Employment** (Workforce Development, Aging and Community Services Department) – At-risk youth hired to assist with programming
  - **Gang Intervention** (LA City GRYD Office) – Peace maintenance, referrals
  - **Youth Development Programming** (Human Relations Commission) – Life skills; topics include healthy relationships, conflict resolution, bullying, etc.
Services Offered

- Resource Fairs
  - Government agencies
  - Community-based organizations
PAD Model - Collaboration

Lead: Dept. of Parks and Recreation

Key County Partners:
- Board of Supervisors*
- Chief Executive Office*
- Public Health*
- Probation*
- Sheriff

*Provide funding support
PAD Model - Collaboration

Other County agencies:
- Public Defender’s Office
- Dept. of Human Resources
- Dept. of Mental Health
- Public Library
- Dept. of Public Social Services
- Many more!
PAD Model - Collaboration

Community-based organizations:
- AltaMed
- California Health Collaborative
- First 5 LA
- Planned Parenthood
- Mexican-American Opportunity Foundation
- San Fernando Valley Partnership
- SPIRITT Family Services
- Many more!
PAD Model - Collaboration

Local businesses:

- Local dental clinics (e.g., Children’s Dental Group, Kid’s Community Dental Clinic, La Puente Kids Dental, Total Care Dental & Orthodontics)
PAD & SNAP-Ed

- Violence prevention & health promotion
  - PAD increases safety of parks in gang-impacted communities
  - Community members safe to be active and access programs/services

- Champions for Change – Healthy Communities Initiative CBOs
  - Healthy cooking classes
  - Physical activity promotion
  - Nutrition education and materials (i.e., MyPlate)
  - Resource Fair / Walking Club support
PAD builds community networks

- Park staff = trusted community leaders & liaisons
- Community planning meetings
- Inspires unique, grassroots programming
  - Neighborhood potluck @ Pamela Park
  - Ex-gang member provides free haircuts @ Jesse Owens Park
- Park staff leverage networks built by PAD year-round

“Due to the change in the image and reputation of the park... [staff] are more engaged with the community... management has observed the success of PAD and are approaching programming at other County parks with similar strategies of networking and community building.” (Parks and Rec staff; HIA report)
PAD Expansion Timeline

2010: 3 parks
Prevention strategy of County’s Gang Violence Reduction Initiative

2012: 6 parks
DPH Community Transformation Grant (CTG) funding adds 3 parks

2014: Grant ends early + PAD Strategic Plan + HIA
County CEO backfills lost funding

2015: 9 parks
Supervisors Office funds 3 additional parks

2016: 21 Parks Countywide
- DPH Trauma Prevention Initiative one-time funding
- Probation Department one-time funding

2017: 23 Parks Countywide
- Probation Department one-time funding
Assessment

2016 PAD Program Evaluation Results

LINK: http://newsroom.ucla.edu/releases/parks-after-dark-los-angeles-county-parks-safe-havens-communities
Overall Demographics of PAD Attendees

Most PAD attendees in 2016 were:
- Ages 22 and older (66%), female (66%), Latino (71%)
- Had incomes less than $20,000 (52%)
PAD Achieves High Participation Rates and Increases Access to Programming & Services

- 2016: More than 175,000 visits to the PAD parks
- Satisfaction: 94% would participate again/recommend

“Parks After Dark is a wonderful program which allows the community, both children and adults, to stay active and engaged. PAD allows kids to do positive activities versus being on the streets.” (Participant, East Rancho Dominguez Park)
PAD Increases Physical Activity Rates and Reduces the Risk of Chronic Disease

- 83% of PAD participants engaged in physical activity during PAD, including those who otherwise led a sedentary lifestyle.
- Life expectancy ↑ 6 years; Disability ↓ 6 years in PAD communities

“Not only did they get a chance to walk together as a group but also share and swap ideas on how to sustain healthy lifestyles for their families.” (Staff, Bethune Park)
PAD Increases Family Bonding and Social Cohesion

- Attended PAD with children
- Attended PAD with children of ages:
  - 0-5: [VALUE]%
  - 6-17: 57%
  - 13-18: 23%

- PAD increased quality time with family: [VALUE]%
- Agreed that he/she lives in a close-knit, unified community: 84%
- Agreed that PAD improves relationship with neighbors: 95%
Selected Comments About Family Bonding & Social Cohesion, 2016

“These programs are more family oriented, and they unite families.” (Participant, Salazar Park)

“We met so many families and neighbors we hadn’t seen before. We realized the diversity in our neighborhood we had never experienced. Our kids were able to connect with kids that they only saw at the park. It was a good experience.” (Participant, Allen Martin Park)
PAD Decreases Violence and Increases Perception of Safety

- Roughly **81 Part I crimes** and **91 Part II crimes** were avoided during PAD operation from 2010-2016
- **97%** felt safe at PAD
- **95%** agreed that PAD improved relationships with Deputies

"Seeing Sheriffs in the park makes me feel safe."

"People were looking out for each other here."
PAD Increases Cross-Sector Collaboration

- Key informants rated collaboration very high: 3.0-3.7 / 4
- 95% of resource fair agencies agreed PAD makes it easier to reach their target population
PAD incorporated in multisector initiatives

- Chronic Disease & Violence Prevention
  - DPH Strategic Plan

- Coordinated Health Services & Trauma Prevention
  - LA Health Agency Strategic Priorities

- Child & Family Well-being
  - Office of Child Protection Strategic Plan

- Social Equity for Boys & Men of Color
  - My Brother’s Keeper Initiative
Selected Comments About PAD Collaboration, 2016

“As evidence base developed, DPH increasingly promoted PAD as a promising practice to address violence and chronic disease, helping to identify funding to sustain and expand PAD and involve more partners.” (Staff, Department of Public Health)

“PAD allows our Department to find more ways to reach out to the community. We can identify at-risk populations and provide services in a safe place with the hope of keeping young people from becoming involved in the criminal justice system.”
(Staff, Probation Department)
PAD Achieves Cost Savings

<table>
<thead>
<tr>
<th>Estimated Cost Savings, 2016</th>
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<tbody>
<tr>
<td>Estimated chronic disease costs avoided</td>
<td>$510,000</td>
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<td>Estimated criminal justice costs avoided</td>
<td>$5,866,000</td>
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<tr>
<td>Total estimated costs avoided</td>
<td>$6,376,000</td>
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<td>PAD budgeted cost (2016)</td>
<td>$2,301,000</td>
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Getting Started - Challenges and Solutions

- Communicating nexus with public health and equity
  - Parks are not just about recreation anymore
  - Addressing multiple health/social issues impacting high need communities

- Implementation
  - Volunteers to alleviate staff burnout
  - Community planning meetings inform programming
  - Collaborate with partners to leverage resources
Getting Started - Challenges and Solutions

- **Ensuring safety**
  - Addressing violence critical for promoting physical activity or accessing services.
  - Deputies engage with community
  - Working with violence interventionists

- **Securing a sustainable funding source**
  - Engage multiple partners
  - Communicate value through evaluation
  - Building political will
Getting Started - Contact Information

Tatevik (Tina) Magakyan, PAD Coordinator
Department of Parks and Recreation
   Email: Tmagakyan@parks.lacounty.gov
   Phone: (626) 588-5353

Kelly Fischer, Staff Analyst
Department of Public Health
   Email: Kfischer@ph.lacounty.gov
   Phone: (213) 738-6110
Video: Health Equity Award, 2014

http://youtu.be/7u1wN8Fbg48

Also the winner of the National Association of Counties Award in 2010, the CA State Association of Counties Merit Award in 2011, and the National Recreation and Parks Association Best of the Best Award in 2012
A Day in the Park...
health happens here

Marin County
Parks Rx Program
Vision and Mission for Parks Rx In Marin

• Eliminate health disparities
• Engage residents to be active
• Increase park and trail usage
• Improve overall community health
• Park & health equity
Marin City Pilot
Marin City Facts

Families Living in Poverty - 33%

Life Expectancy - 78.6 years

Adult Obesity – 60%

Childhood Obesity – 38.9%
Key Neighborhood Findings

Our neighborhoods are out-of-balance from a nutrition and health perspective

- **A FOOD DESERT**
  - No Grocery Store
  - No Farmer’s Market
  - No Public Community Garden
  - No Public Park
  - Characterized by **NO** access to affordable, healthy foods
  - Dominated by stores where **packaged**, unhealthy foods dominate
Canal Facts

Families Living in Poverty - 63%

Life Expectancy - 83 years

Adult Obesity – 36.6%

Childhood Obesity – 36%
Key Neighborhood Findings

- Dominated by stores with packaged, unhealthy food
- High concentration of fast food places
- Streets lacking visible or marked crossing lanes and cluttered by debris
- Feeling of lack of neighborhood safety
- Lack of health promoting signage
- No farmer’s market
Partners for Change

GEORGE “ROCKY” GRAHAM PARK

400'
Park Programs
Partners for Change
Park Programs
Referral Process

*Focus of the Marin City program is on obesity, diabetes, hypertension, and depression (A1C, BP, BMI, and PHQ-9)
Health Educator

- Prescriptions from physicians, mental health professionals and dentists
- Individual care plans
- Notification of upcoming events
- Follow-up

*Now offered: Zumba and yoga!
**Expanded Care Team Program**

*Focus of the Marin City program is on obesity, diabetes, hypertension, and depression (A1C, BP, BMI, and PHQ-9)*

**Provider Prescribes Park/Activity**
- Vitals taken
- Initial questionnaire given
- Follow up appointment scheduled

**Care Team Assists with Rx**
- Team helps identify activity
- Generate Park Rx
- Create Park Rx Care Guideline (indicates questionnaire due)

**Regularly Scheduled Follow Up**
- Vitals taken at follow up visit(s)
- Follow up questionnaire given

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*Focus of the Marin City program is on obesity, diabetes, hypertension, and depression (A1C, BP, BMI, and PHQ-9)*
Program Components

- Recruit patients
- Health assessment & create care guidelines
- 4 week, 6 week & 3 month follow-up
- Notification of follow-up visit with health educator
- Patient incentives
Preliminary Program Results

- **16%** decreased BMI by an average of 0.94
- **9%** decreased blood pressure
- Improvements in depression and overall wellness have been noted

“Immediately, once they began the Parks Prescription program, they were quick to report at start of therapy sessions that they were doing the walks and felt proud of themselves and committed to it on a regular basis.”

-Deborah Spake MFT-I
"The motivation to exercise was hard to come by, but the Parks Prescription program helped me to lose 42 lbs...the physical and mental benefits helped me change my outlook and my life choices." - CH

“Although I have only recently started Kokoro and the Parks RX program, in the last two weeks I have practiced healthier nutritional habits and I have been moving more and more. It really helps to check in with someone each week and be accountable with someone so kind, inspiring and knowledgeable.” - AT
Challenges

- Data collection
- Staff turnover
- Physical activities
- Program timeline
Lessons Learned

- Power of Partnerships
- Protocols & Evaluation Tools
- Marketing Program
- Program Incentives
Parks Rx “How to’s”

• Build off existing momentum

• Engage community in planning

• Identify your “trusted source”
  – “Power of the White Coat”
  – Power of the “Teacher”
  – Power of “Peers”

• Start small & build incremental change
SNAP-Ed Opportunities

• Technical assistance
  – CATCH training
  – Preschool Playground Stencil Kit
  – Nutrition education training

• Promotional Support
  – Design and print materials
  – Media

• Resources
  – Rethink Your Drink
  – Taste test and food demos
  – Stencil Kit
## Action Planning Worksheet!
### 11x17 sheet on your table

### WORKSHEET: Steps for Planning Your Park Program

<table>
<thead>
<tr>
<th>Parks After Dark</th>
<th>Parks Rx</th>
<th>Other</th>
<th>Specify a Park Location</th>
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**First, consider:**
- Are there other park programs/activities/resources in your local jurisdiction? It is important to build off that momentum!
- What are the community’s needs and wants?
- How will working with parks enhance your community change goals and align with current objectives and PSE efforts in your Integrated Work Plan (IWP)?

<table>
<thead>
<tr>
<th>Identify 3-4 Potential Partners</th>
<th>What is in it for Them? (e.g. goals, strategies, results, and outcomes)</th>
<th>Have an Existing Relationship with</th>
<th>Does the potential partners already collaborate with other potential partner?</th>
<th>Has Decision-Making Authority</th>
<th>What Resources, Expertise, and Strengths Can You or This Partner Offer?</th>
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<td>Resource/Expertise Examples</td>
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<td>Access to networks and partners</td>
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**Logos:**
- CDSS (California Department of Social Services)
- CDPH (California Department of Public Health)
- University of California
- California Department of Aging
- Catholic Charities of California
Action Planning!

Group/Table Activity = 15 minutes

Vast Spectrum of Park Activities, Programs, and Models

When thinking about the role of SNAP-Ed, consider:

• Existing activities, programs, resources and infrastructure in park settings
• Community needs, wants, and momentum
• Community change goals
• Current goals, objectives, and PSE efforts in your Integrated Work Plan
Your Questions Answered
Activity Report Out and Sharing
Thank You for Joining Us!
Complete the Session Evaluation on the Forum App

Forum App!

2018 LIA SNAP-Ed Forum
California LIA SNAP-Ed
Social Implementing Agency Forum
Building Power through Stories of Change
January 11, 2018 • Sacramento, CA

- About
- Schedule
- Speakers
- Exhibitors
- Posters
- Maps
- Attendees
- Wi-Fi
- DoubleTree Parking
- Meals on Your Own
- Uber
- Activity Feed

CDSS • CDPH • California Department of Aging • Catholic Charities of California
• Day One: Adjourned
• Day Two: Starts at 8:30am (Grand Ballroom)