



Kids in Parks



*TRACK Trails and TRACK Rx
Partner Webinar – February 2020*

Strategic Plan

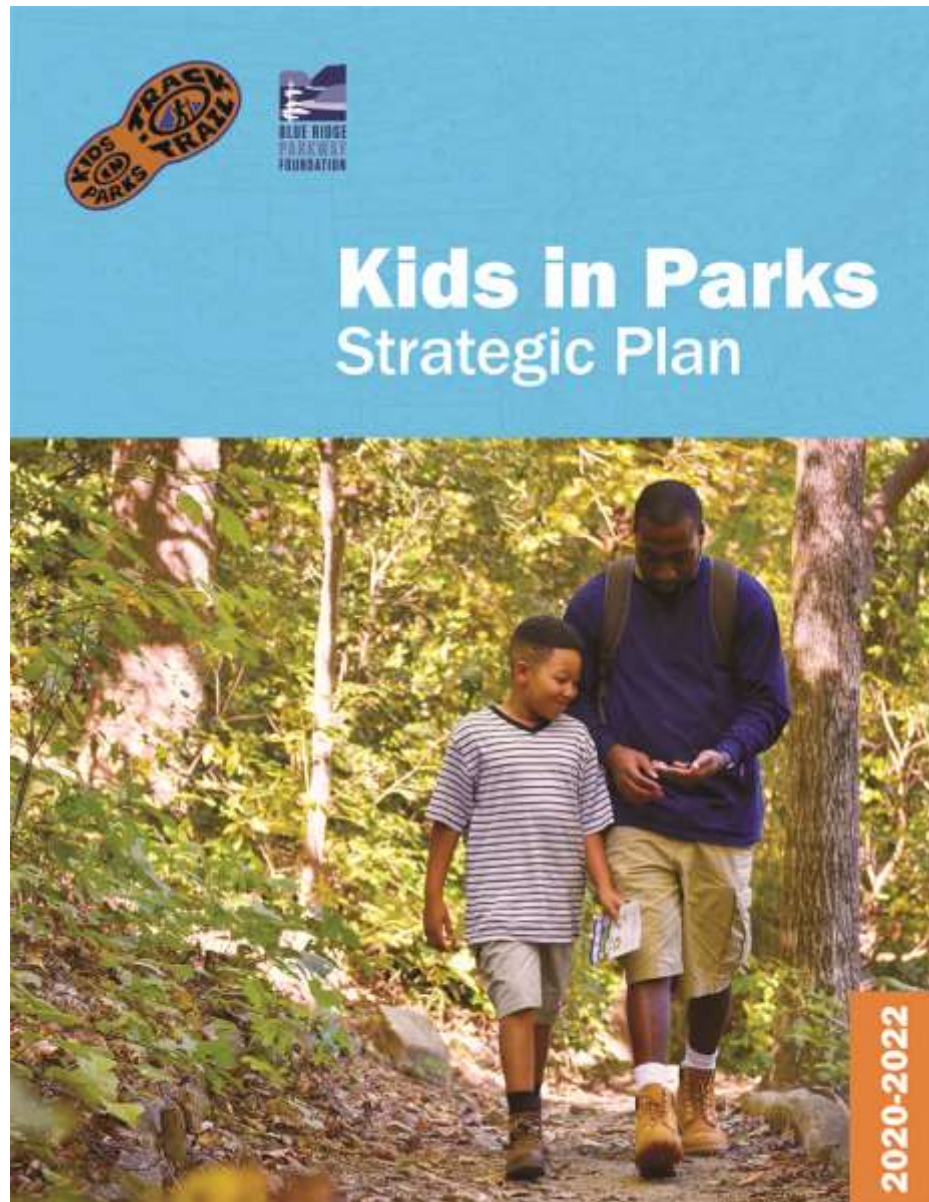
Last year, KIP developed a strategic plan, setting the goals and objectives for the program for the next three years.

In doing so, KIP revised its Mission statement, created a Vision statement, and outlined seven Values statements.

KIP also created 6 areas of Strategic Focus, and created goals and objectives for each.

While TRACK Trail and TRACK Rx expansion continued to be a focus, the KIP Team also realized we needed to focus on our current network and our current partners to help strengthen partnerships, market the program, and disseminate knowledge.

With that said: it's been a while...
Welcome to the first webinar of 2020!



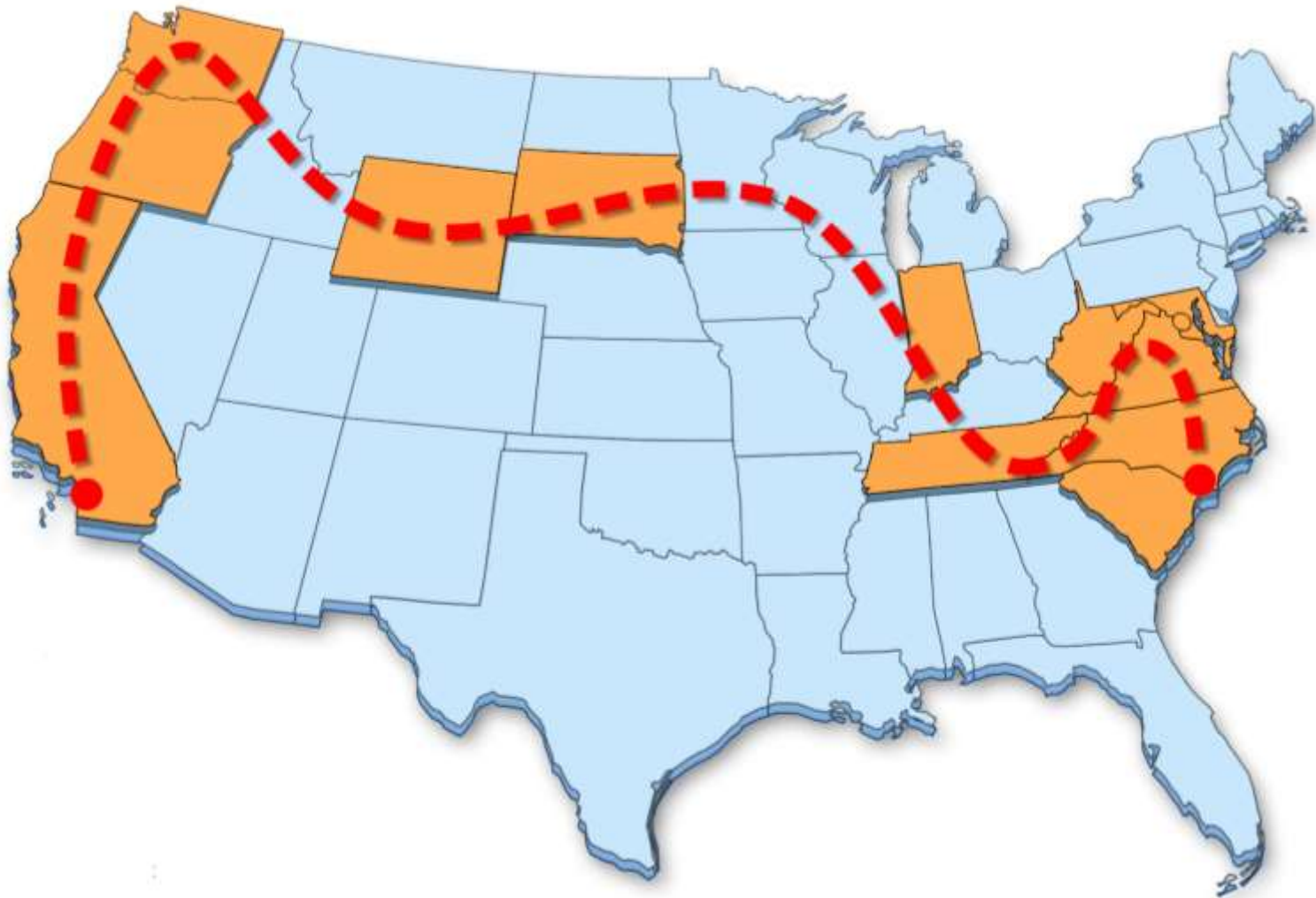
2019 Highlights

10th Anniversary!



The first TRACK Trail opened on the Blue Ridge Parkway on August 29, 2009. Originally designed as a program to get families to hike trails along the Parkway, we never dreamed we would achieve the milestones the program reached in 2019.

12 States and Washington, D.C.



With the grand openings of trails in Washington and Oregon, KIP expanded its network to 12 states (NC, VA, SD, MD, WV, CA, SC, TN, IN, WY, OR, WA) and Washington, D.C., creating a national network of trails for kids and families.

200th TRACK Trail



KIP celebrated the grand opening of their 200th TRACK Trail last year. The program purposely opened the trail on the Blue Ridge Parkway, the place where the first TRACK Trail was installed 10-years earlier.

National TRACK Trails Day



The first-annual National TRACK Trails Day was held on August 24, 2019 as a way to celebrate the program's 10th anniversary. Approximately 40 TRACK Trail events were held in 5 states as part of the celebration.

1M TRACK Trail Adventures!



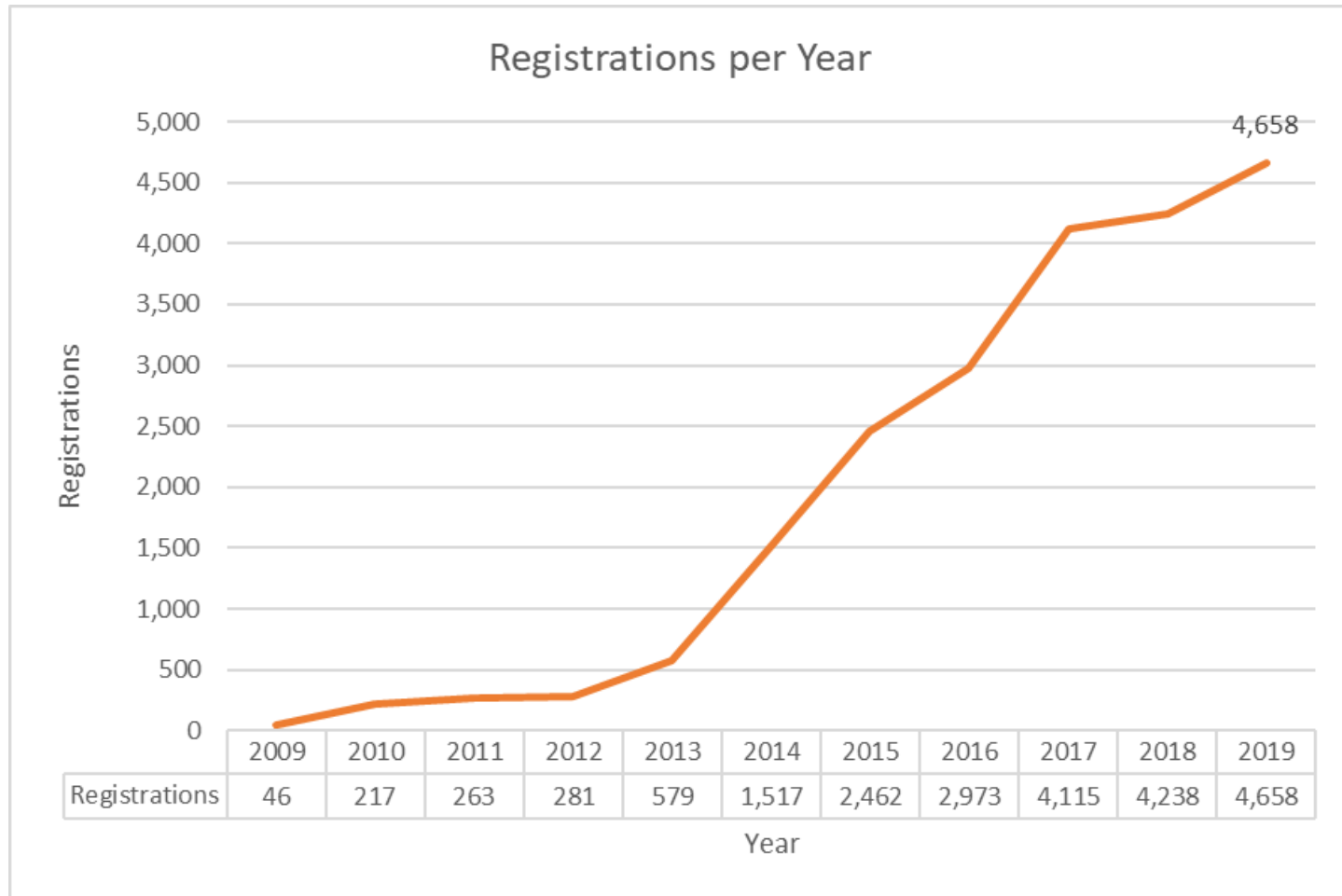
KIP celebrated its 1 millionth TRACK Trail adventure last year. To celebrate, the program produced the *"I'm one on a million"* t-shirt, celebrating the diversity of kids who hiked TRACK Trails and helped the program reach this milestone.

Does ALL of this
Get Kids in Parks?

TRACK Trail Registrations

~ 7,500 kids have registered more than 21,000 adventures in KIP history.

1,738 kids registered over 4,600 adventures in 2019!



Health of Kids and Families

Online registration data collected since 2009, in conjunction with several on-site observation studies conducted with local universities, suggests that:

Overall	2019
675,000 adventures completed by kids on TRACK Trails	145,000
675,000 miles have been hiked by kids on TRACK Trails	145,000
340,000 hours active outdoors by kids on TRACK Trails	70,000
100 million calories have been burned by kids on TRACK Trails	22,000,000

Kids don't come alone! The average group size is 3.39 people. When we add in the family members and friends who also hiked TRACK Trails, the overall health-based outcomes are even greater:

Overall: 1,400,000 people / 1,400,000 miles / 700,000 hours / 210 million calories

2019: 275,000 people / 275,000 miles / 140,000 hours / 40 million calories



Health of Parks and Public Lands

The health of our parks and public lands are improving as well:

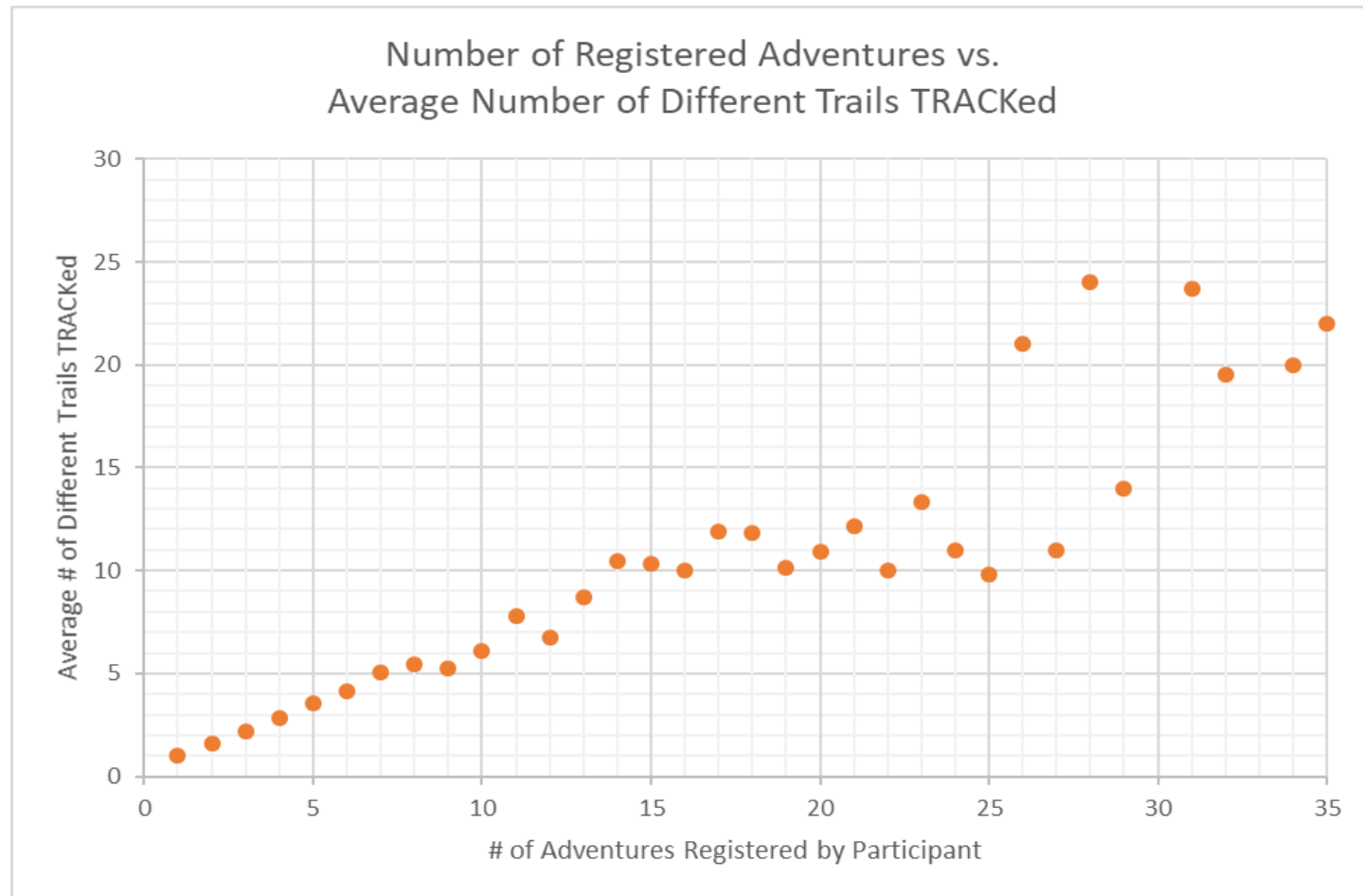
Overall	2019
11% of KIP registrants were first-time hikers	11%
54% of KIP registrants were first-time visitors to the park	58%
49% intentionally visited the park to hike the TRACK Trail	46%
52% intentionally visited for the TRACK Trail and were first-time visitors	55%



Repeat Visitation

48% of kids return for more than one adventure

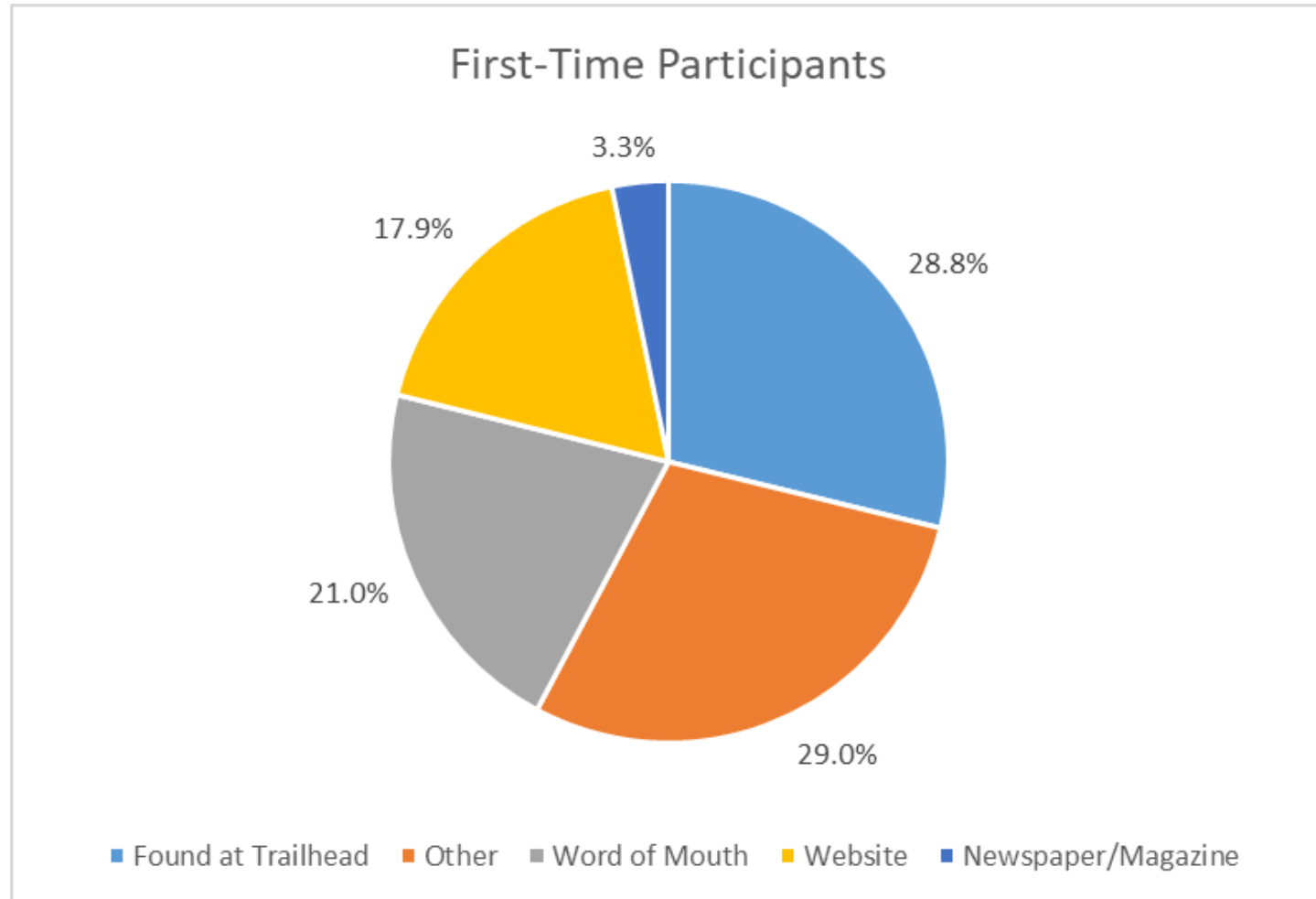
78% of returnees have visited more than one TRACK Trail



The number of different trails TRACKed continues to grow as participants register additional adventures

How Did Participants Find Out?

28.8% of participants were first engaged at the trailhead of the TRACK Trail



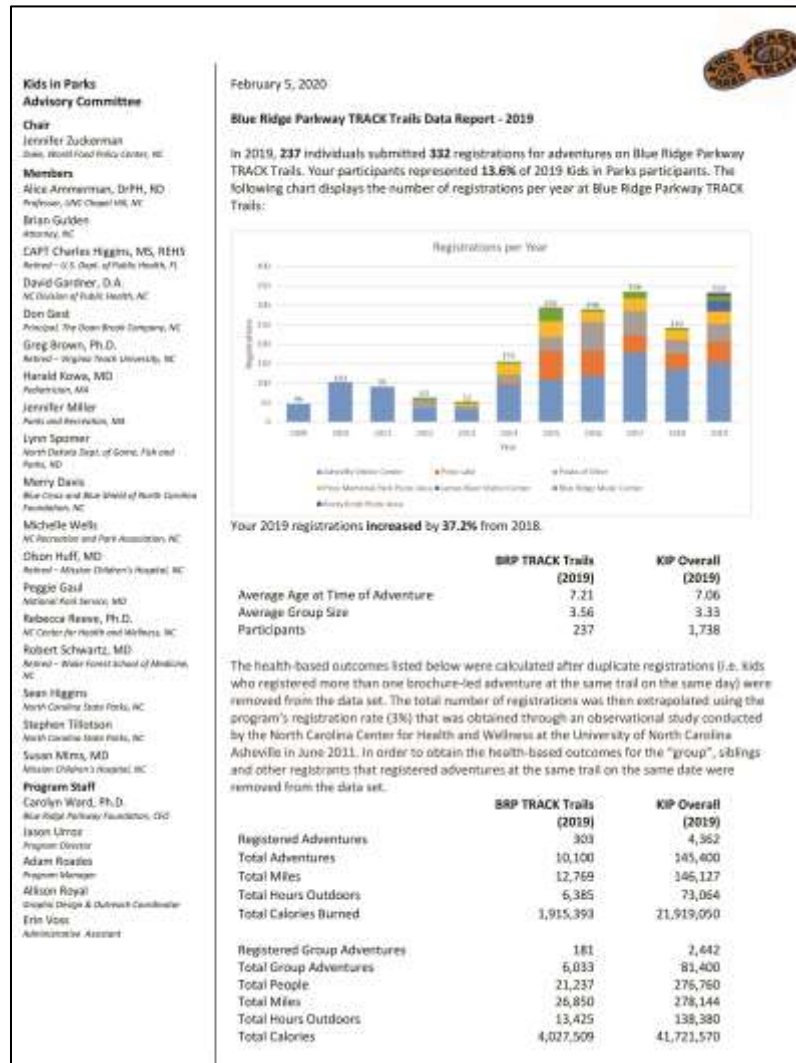
Partner Data Reports

KIP staff are working on producing the 2019 annual data reports for all of our TRACK Trail and TRACK Rx partners.

The new and improved data reports contain charts detailing your site's annual use, 2019 analytics, human and park health improvement statistics, information about regional network influences, and quotes from Trail TRACKers.

Each site will also receive an Excel spreadsheet with all of the data from their registrations, plus tabs containing pivot tables and charts.

Look for these in your inbox soon!



Rate for TRACK Trail	Came for TRACK Trail, First Time Visitor	Would Return
47.3%	68.6%	86.5%
30.8%	100.0%	76.9%
0.0%	NA	64.7%
13.5%	40.0%	83.8%
31.3%	40.0%	91.7%
56.3%	44.4%	75.0%
37.5%	66.7%	75.0%
38.0%	60.7%	88.8%

TRACK Trail said they would return for another

ers writing prescriptions for kids to participate in

in 2018.

, as well as national forests, army corps land, private trails connects families to additional recreational participants who visited a Blue Ridge Parkway TRACK gauge connectivity.

re Blue Ridge Parkway TRACK Trail system.

to date are:

Trails. Here are some of their responses:

ed a lot of fun." -- TTR19419

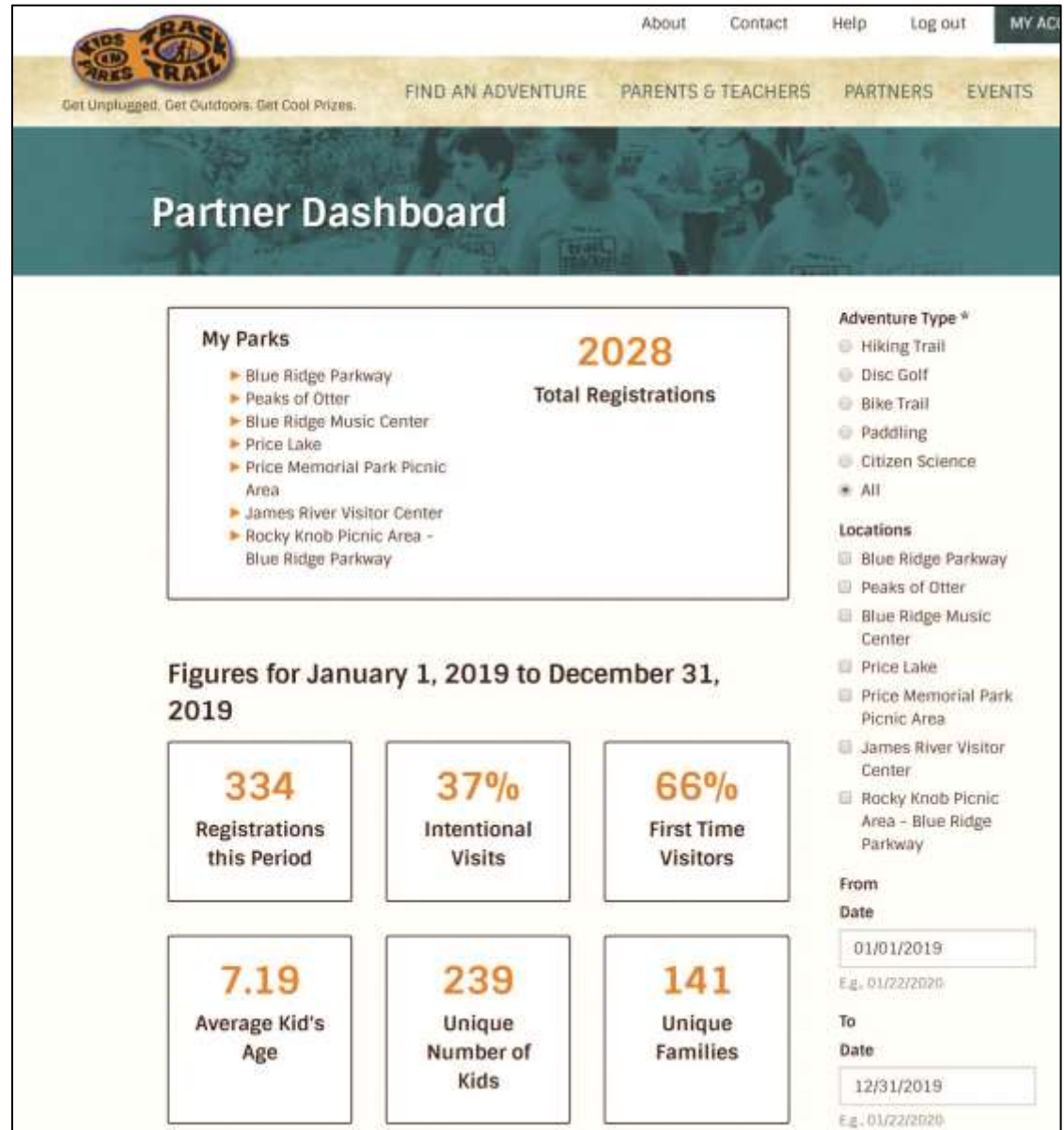
ation, please feel free to contact us.

TRACK Trail: Partner Dashboard

The Partner Dashboard allows our park partners to quickly see how many “total” registrations have occurred on their site’s TRACK Trail(s).

The dashboard also allows the partner to query a timeframe, providing at-a-glance statistics for predetermined categories.

Partners with more than one TRACK Trail can view the data for “all” of their sites, or toggle between specific trails for easier access to site-specific information.



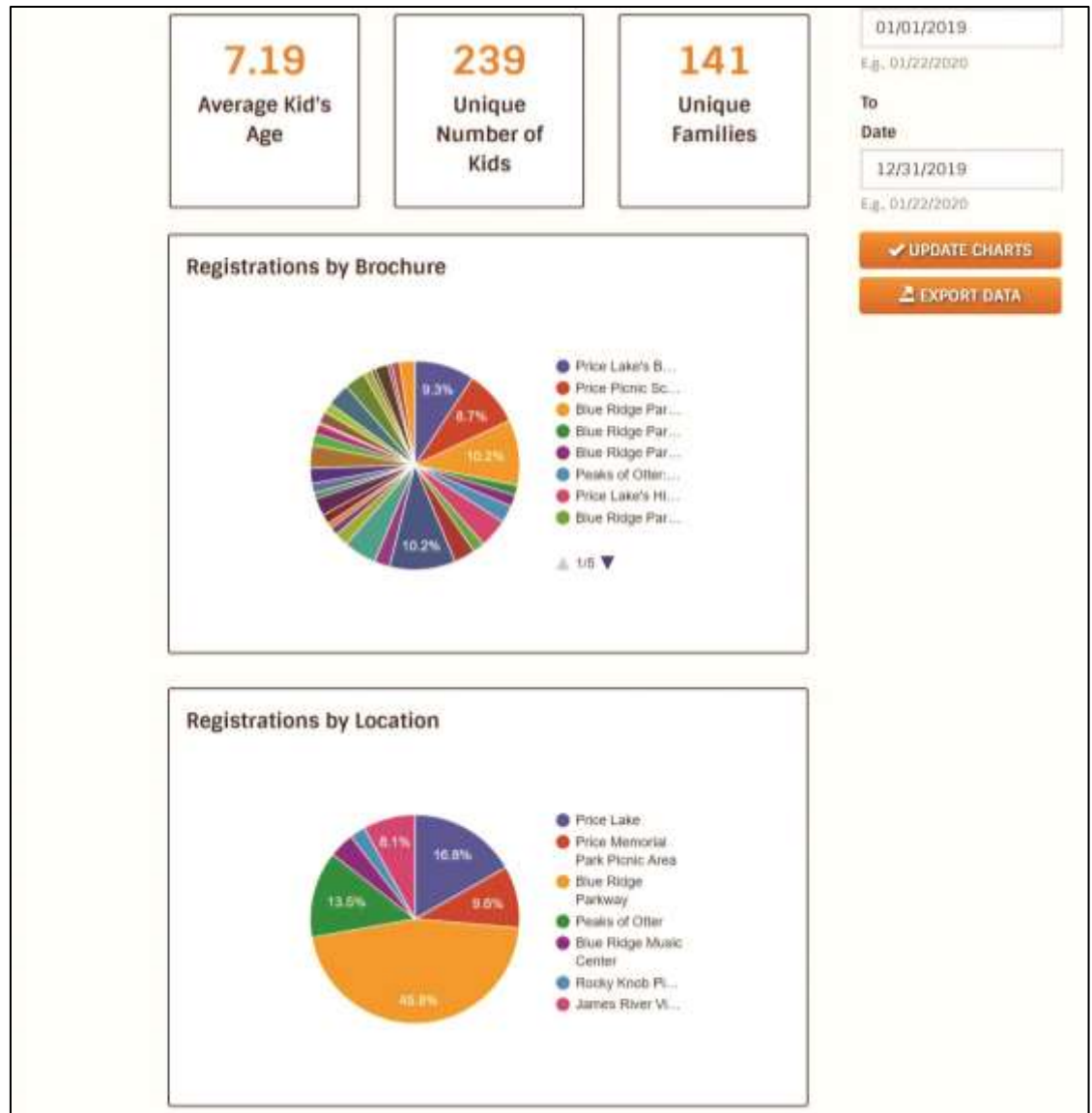
TRACK Trail: Partner Dashboard

The Partner Dashboard also provides pie-charts with color-coded sections to determine their most popular brochures, locations, and types of adventures (not pictured).

Partners can export an Excel spreadsheet with all of the answers from all of the registrations according to the timeframe and site selections.

Finally, partners can opt-in to receive automated email notifications every time someone registers their trail(s).

If you do not have a Partner Dashboard setup, please contact us. Set up only takes 10 minutes.



TRACK Rx

TRACK Rx: Network Expansion



KIP has a network of more than 140 doctor offices and 600 healthcare providers in 5 states with the ability to prescribe outdoor activity and TRACK Trails to their patients, making the program one of the largest Park Prescription (Park Rx) programs in the country/world.

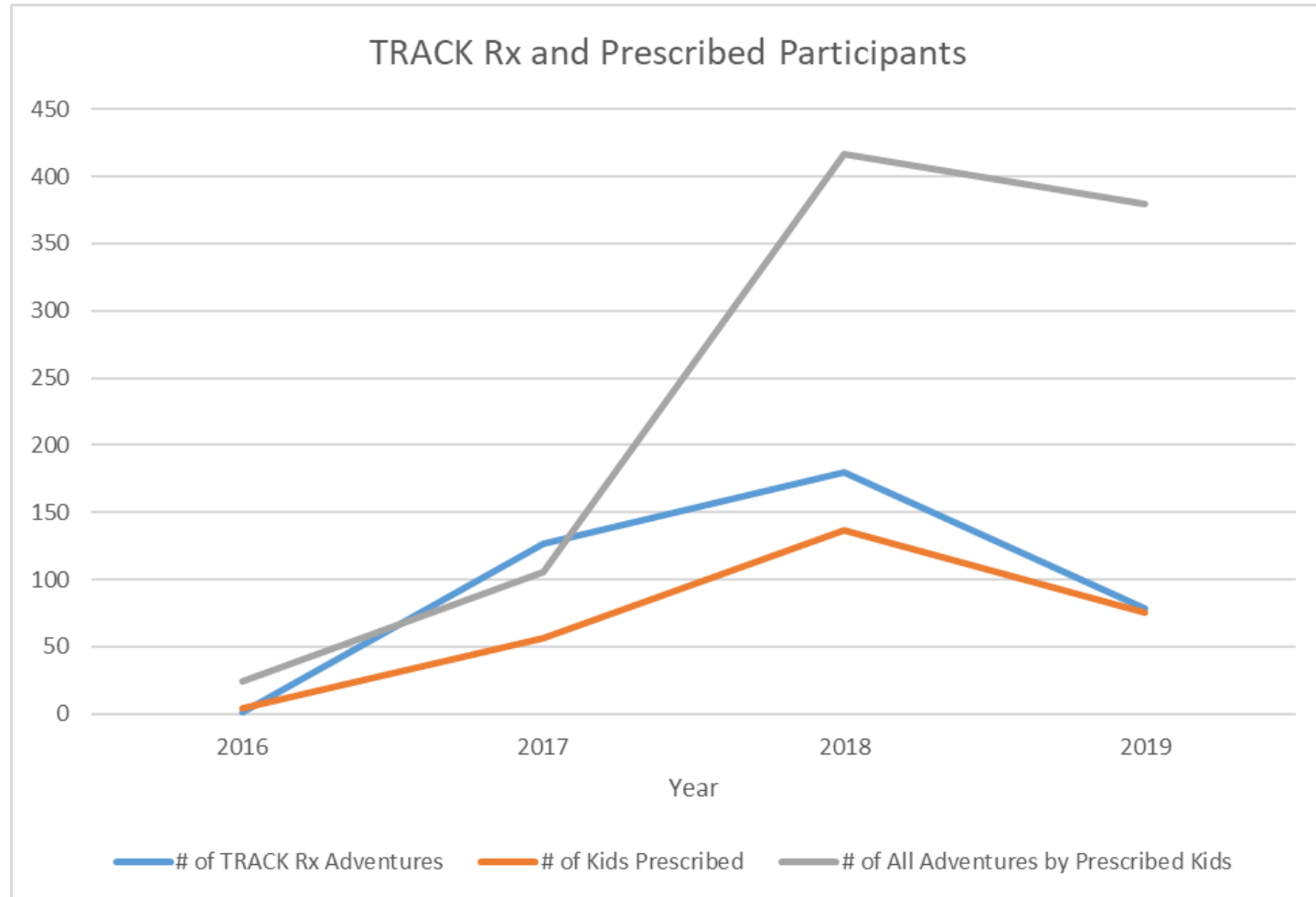


The network of TRACK Trails and TRACK Rx in North Carolina is extensive due to the support from the Blue Cross and Blue Shield of North Carolina Foundation.

TRACK Rx Data

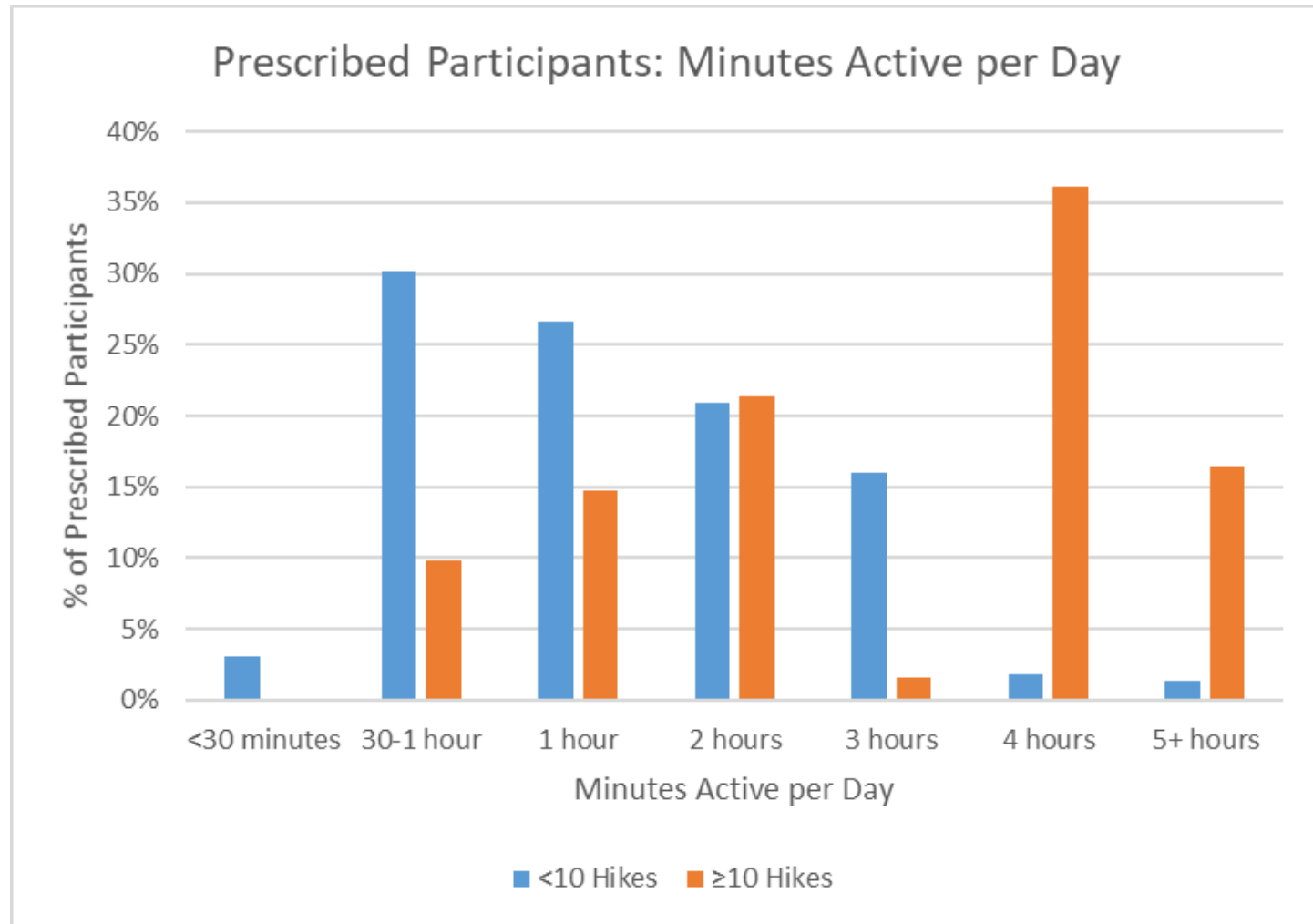
Total # of Adventures (All Types) by Prescribed Patients: 927 (380 in 2019)

Average # of Adventures per Participant: 3.4



TRACK Rx Data

When comparing prescribed participants before and after their tenth hike, they self-report a greater amount of "active minutes per day"



National Park Rx Day - 2019



Last year, KIP hosted 3 National Park Rx Day events: 2 in NC (Asheville and Greenville) and one in MD (Catocin). At one of the events, we met Jr. Ranger Ian. Ian has visited more than 40 TRACK Trails and is a Jr. Ranger in more than 60 parks.

National Park Rx Day - 2020



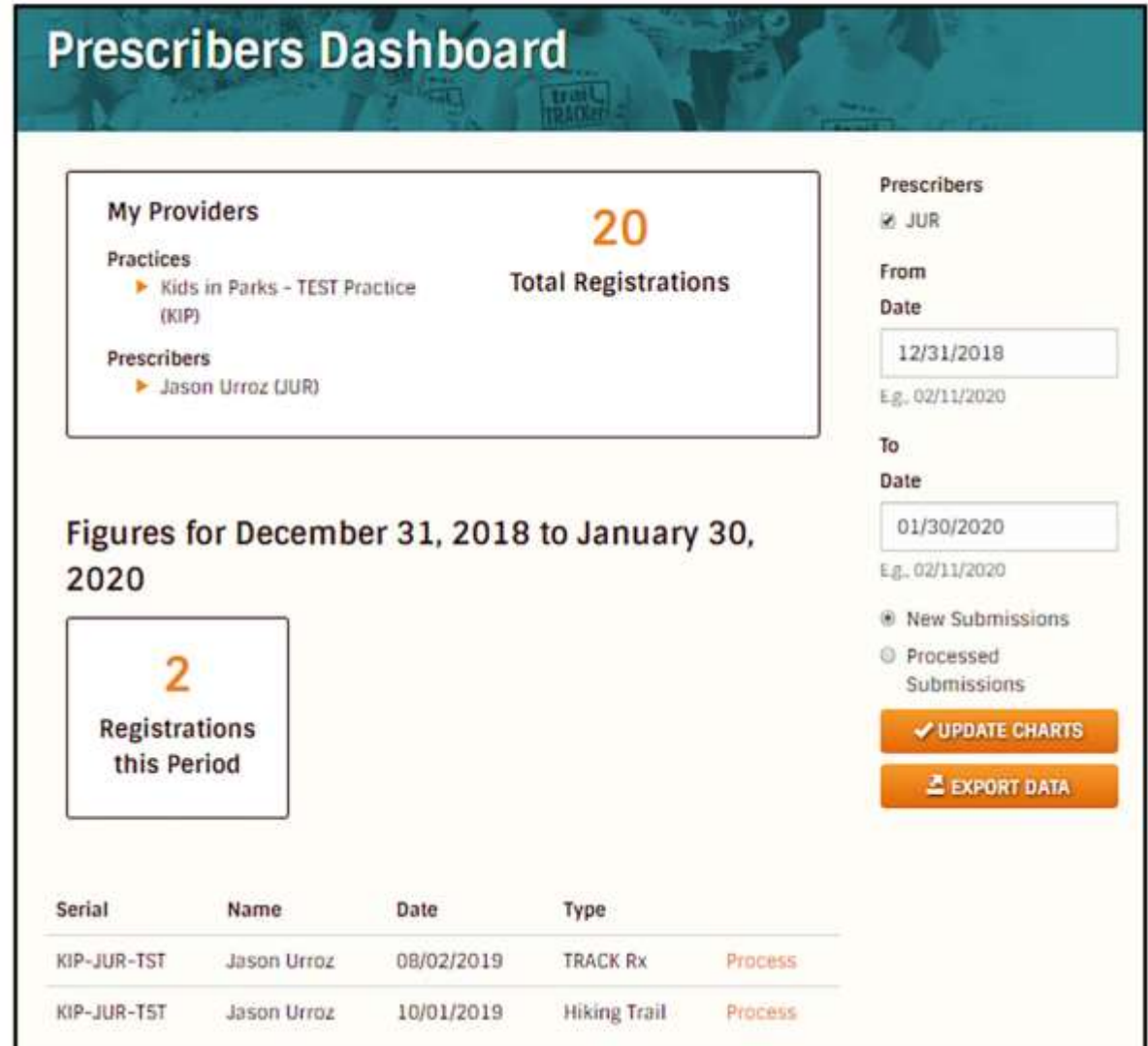
Save the Date: National Park Rx Day is on **Saturday, April 25th** this year. If you would like to partner with your local parks/providers on an event, please let us know! We would be happy to make the connections.

TRACK Rx: Prescriber Dashboard

The Prescriber Dashboard allows our healthcare partners to quickly see how many of their patients have registered their outdoor adventures.

The dashboard also allows them to select a timeframe to review “new” and “processed” submissions.

Providers can also “process” their submissions, allowing them to quickly interface between the data and their patient’s EMR.



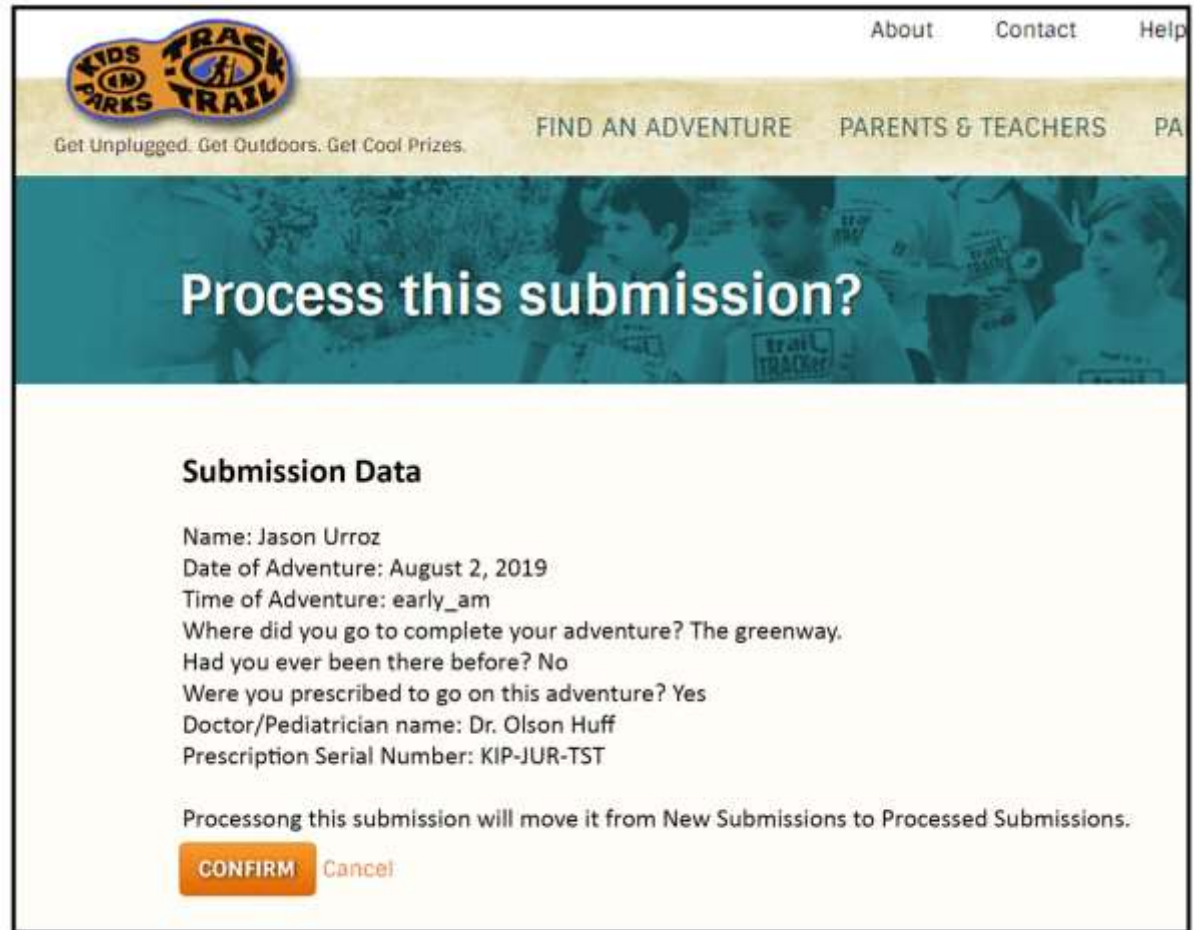
TRACK Rx: Prescriber Dashboard

Providers can also “process” their submissions, allowing them to quickly insert relevant data into their patient’s EMR:

- Date of Adventure
- Time of Adventure
- Location of Adventure
- Prescribed? Yes or No
- Doctor Name:
- Serial Number:

Providers can also export an Excel spreadsheet with data associated with their patient’s outings.

If you do not have a Prescriber Dashboard setup, please contact us. Set up only takes 10 minutes.



The screenshot displays the TRACK Rx Prescriber Dashboard. At the top, there is a navigation bar with links for "About", "Contact", and "Help". Below this is a header section featuring the "KIDS IN PARKS TRACK" logo and the tagline "Get Unplugged. Get Outdoors. Get Cool Prizes." Navigation links include "FIND AN ADVENTURE", "PARENTS & TEACHERS", and "PA". The main content area has a teal background with the text "Process this submission?". Below this, the "Submission Data" section lists the following information: Name: Jason Urroz, Date of Adventure: August 2, 2019, Time of Adventure: early_am, Where did you go to complete your adventure? The greenway, Had you ever been there before? No, Were you prescribed to go on this adventure? Yes, Doctor/Pediatrician name: Dr. Olson Huff, and Prescription Serial Number: KIP-JUR-TST. At the bottom, a message states "Processing this submission will move it from New Submissions to Processed Submissions." and there are two buttons: "CONFIRM" (orange) and "Cancel" (light blue).

Submission Data

Name: Jason Urroz
Date of Adventure: August 2, 2019
Time of Adventure: early_am
Where did you go to complete your adventure? The greenway.
Had you ever been there before? No
Were you prescribed to go on this adventure? Yes
Doctor/Pediatrician name: Dr. Olson Huff
Prescription Serial Number: KIP-JUR-TST

Processing this submission will move it from New Submissions to Processed Submissions.

Network Expansion

Network Expansion - NC

Thanks to funding support from the Blue Cross and Blue Shield of North Carolina Foundation, KIP has a goal of having at least one TRACK Trail in every county of North Carolina. The program currently has TRACK Trails in 24 new counties in development, leaving 16 counties unfilled.



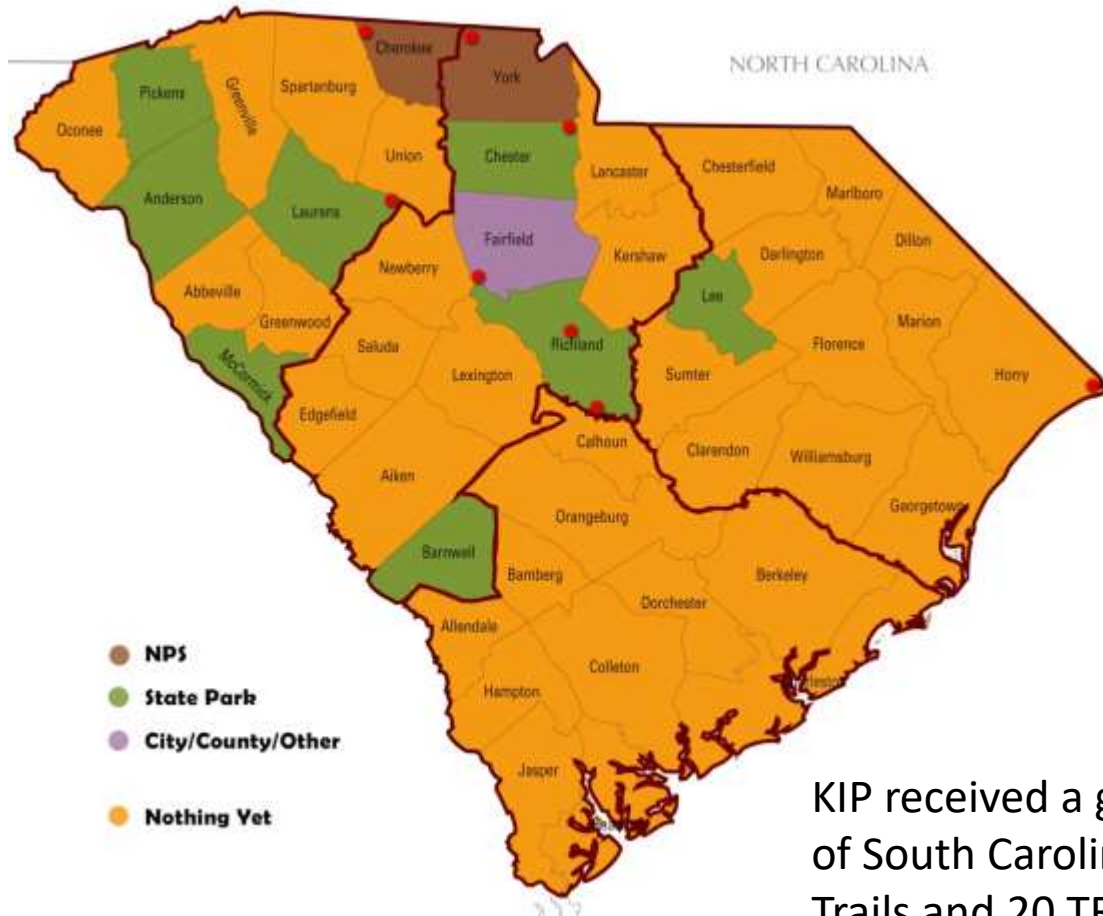
**BlueCross BlueShield
of North Carolina**

Foundation

An independent licensee of the Blue Cross and Blue Shield Association



Network Expansion - SC

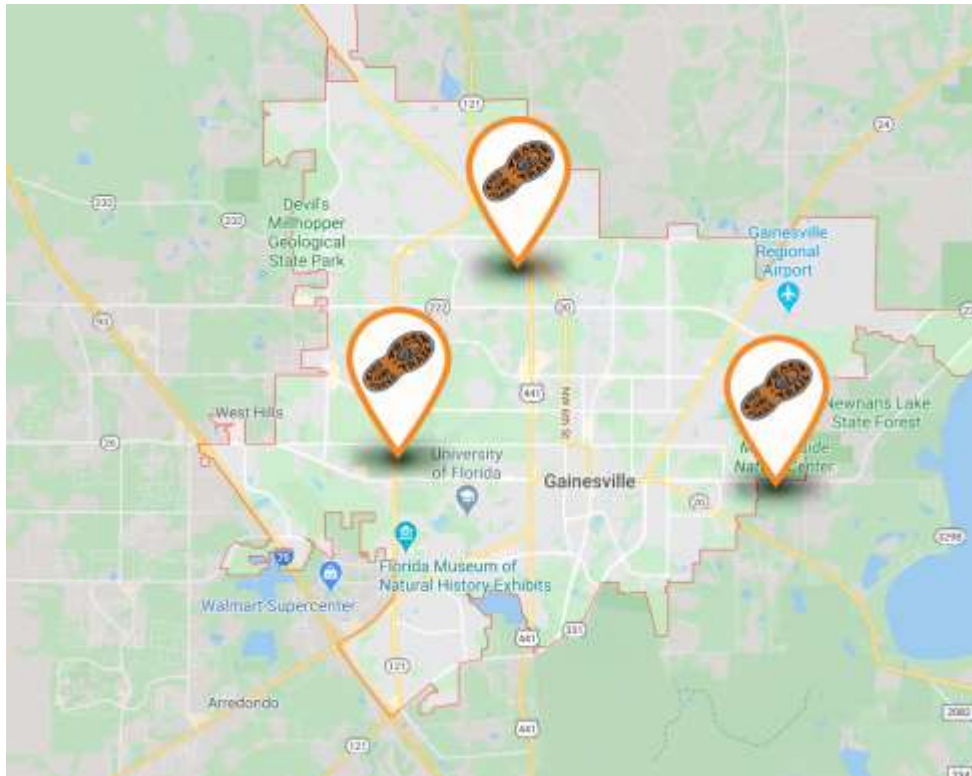


The BlueCross BlueShield of South Carolina Foundation is an independent licensee of the Blue Cross and Blue Shield Association.

KIP received a grant from the BlueCross BlueShield of South Carolina Foundation to install 10 TRACK Trails and 20 TRACK Rx sites in the state. KIP is currently working on the development of 5 trails in partnership with South Carolina State Parks and the Palmetto Conservation Foundation.

Network Expansion - FL

KIP is working with the U.S. Forest Service, City of Gainesville, University of Florida School of Resources and Conservation, and the Alachua County Health Department, to create a network of 3 TRACK Trails. KIP will also work with doctors at the University of Florida Hospital on the TRACK Rx program.



Current Partners

Keeping in Touch w/ Current Partners

We're making a promise this year to keep in touch with you more often:

Monthly eNewsletters:

- 2nd Wednesday of every month

Quarterly Webinars:

- Winter Webinar: February 14
- Spring Webinar: April 17
- Summer Webinar: July 10
- Fall Webinar: October 9

Biannual Check-ins:

- Spring - Data Report Call
- Fall - Check-in Call

Partner Manual:

- Coming Soon!

February 2020

Kids in Parks

TRACK Rx eNews



Hello TRACK Rx Partners,

We're off to an amazing start in 2020! We're adding more TRACK Trails to our network and signing up more healthcare providers like yourselves to prescribe outdoor activity through TRACK Rx.

In addition, Kids in Parks is creating new opportunities to engage our partners more frequently, starting with our monthly TRACK Rx eNewsletters and this years' first Partner Webinar on February 14 (see details below).

In this edition of the TRACK Rx eNewsletter, we invite you to join us for the partner webinar, review TRACK Rx data from the program's history, show you some of the features of our newly revised Prescriber Dashboard, and ask you to save the dates for kids-outdoor days and partner-related events in 2020.

Year-End Review Report

KIP created a Year-End Review annual report this year. The report highlights the accomplishments we shared in 2019.

The report was designed to help our TRACK Trail and TRACK Rx partners share information about the program with their colleagues at their sites.

It is also being sent to donors, funders, and other key partners to let them know about the important work we are doing to get kids and families outdoors.



We Want to Hear from You, too!

Keep us up-to-date with issues surrounding your TRACK Trail or use of TRACK Rx materials.

Staff Changes?

- Call us! Let us know who our new contact is.

Having and Event?

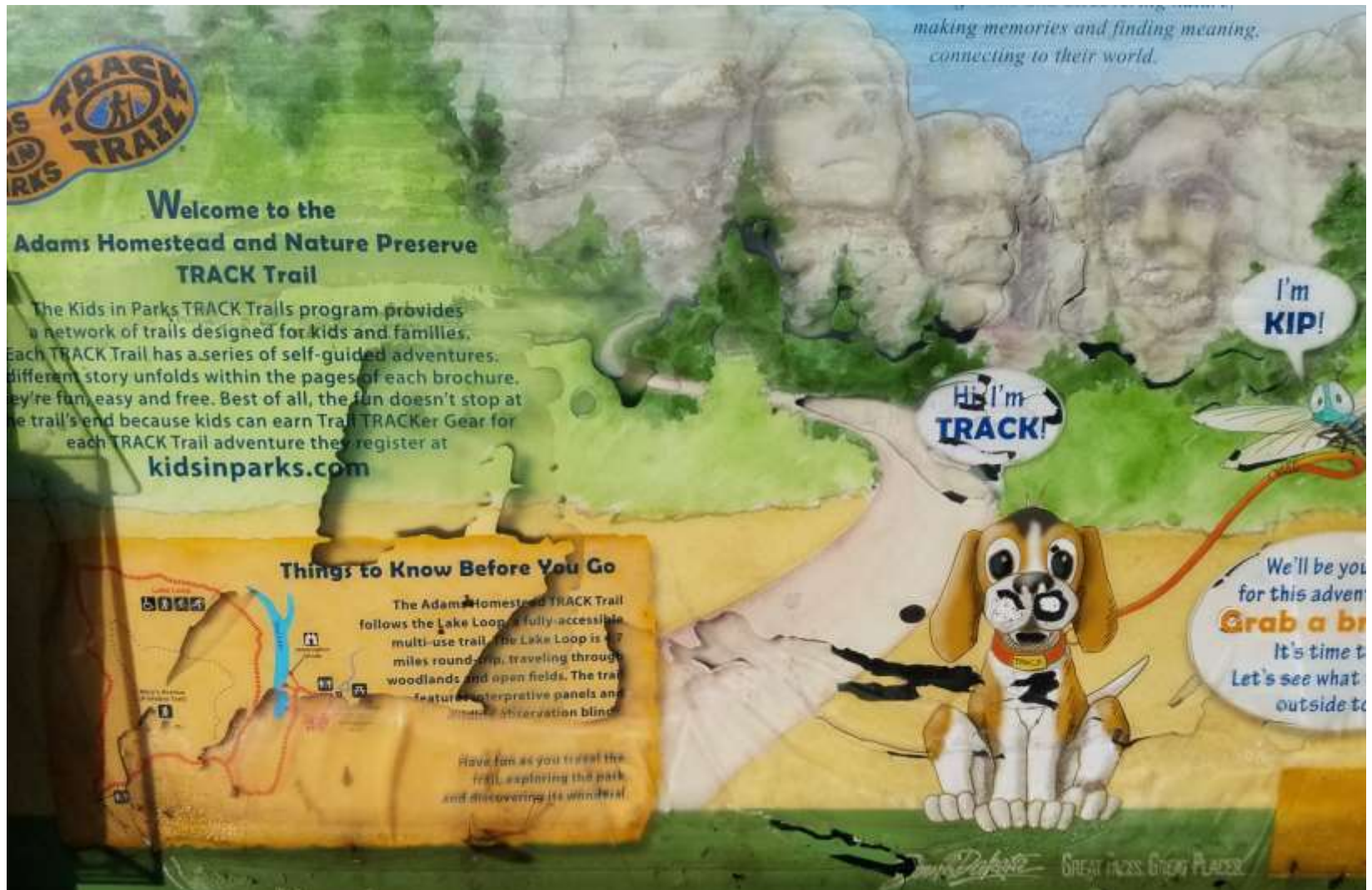
- Let us know! We'll help you market your event to Trail TRACKers!

Storm Damage? Trail Closure?

- Let us know about issues on your trail: closed, flooded, etc. We'll update your trail's webpage.



Trailhead Sign - Delamination



Unfortunately, a sign company we used had a manufacturing issue causing their signs to delaminate. We want to keep up appearances. If the trailhead signs look bad... we look bad and you look bad. We will replace your sign for FREE!

Trailhead Maintenance – Brochure Holders



Empty brochure holders become trash receptacles and targets for vandalism. Keep your brochure holders stocked! If you have a broken brochure holder, or if your brochures are getting wet, please let us know. We will replace them for you!

Trailhead Sign - Maintenance



Attractive kiosks are successful kiosks:

If you have a Wooden H-Frame kiosk, considering staining it... They look great!

You can also wash/wax your sign, clean brochure holders, and replace rusty screws.

Save the Dates

Save the Dates



Saturday, April 25



Saturday, May 16



Saturday, August 15

2020 KIP Partner Conference



After presenting at 50+ conferences over the last 10 years, it's time KIP had its own conference. That's why we're bringing our partners together to network, collaborate, and learn from each other. Save the dates: **November 5 & 6 in Asheville, NC.**

Questions?

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