



Kids in Parks



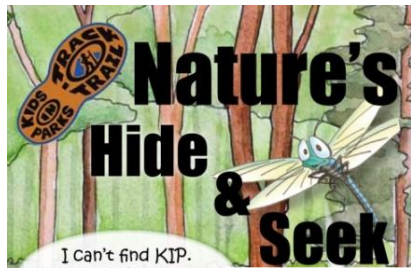
*Family-friendly Trails that get Kids in Parks
Annual Report - 2022*

TRACK Trails



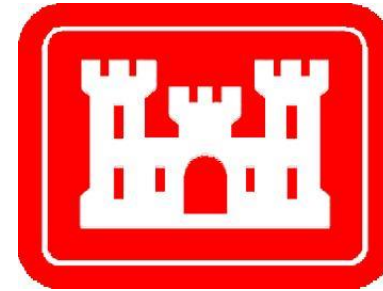
The Blue Ridge Parkway Foundation's Kids in Parks program has created a national network of self-guided trails that engage kids and families in outdoor recreation activities that foster lifelong wellness and meaningful connections to public lands.

Brochure-Led Discoveries



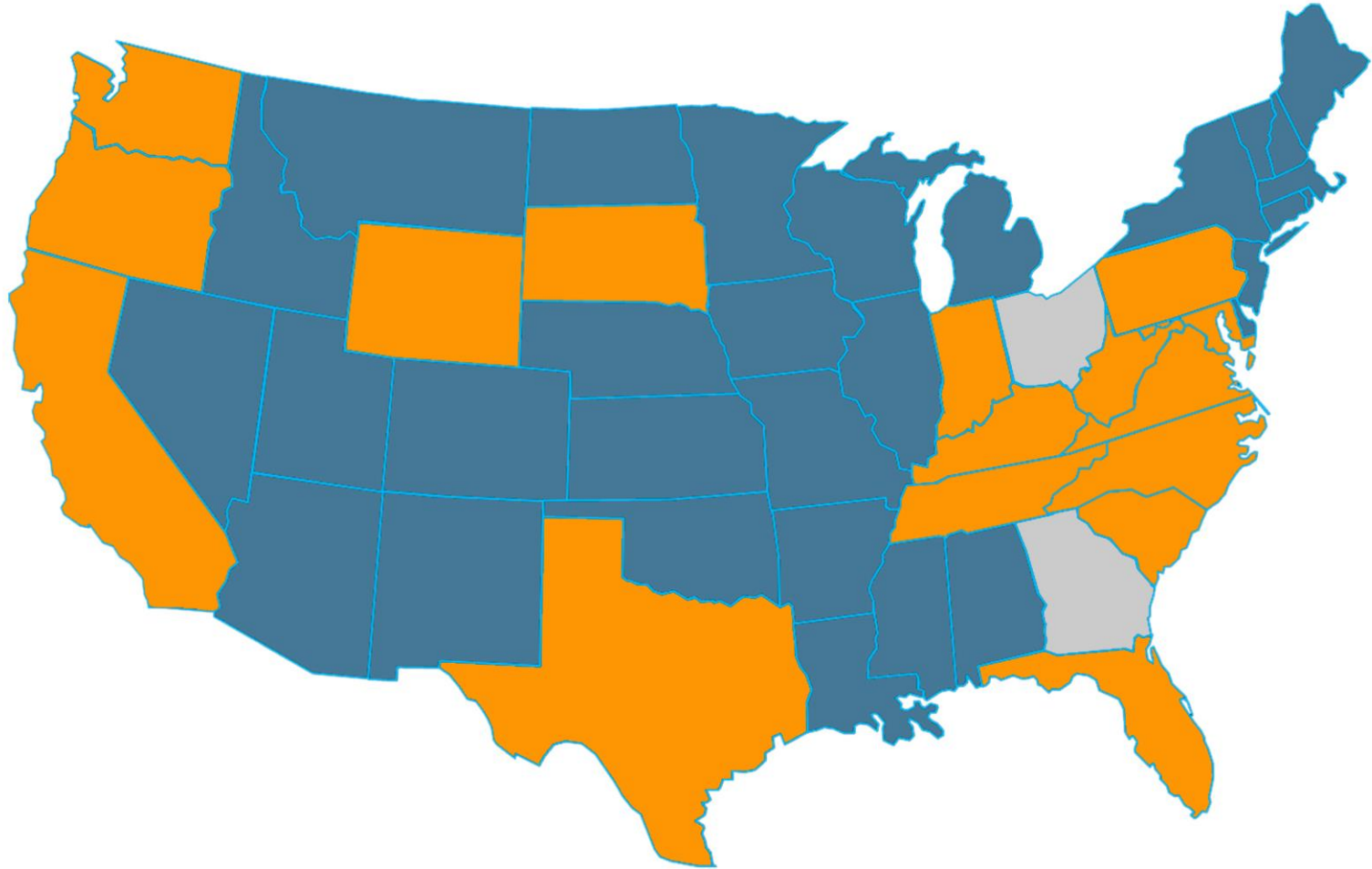
The program's TRACK Trail trailhead kiosks provide kids and families with a series of self-guided, brochure-led activities that help convert an ordinary hike into a fun-filled, discovery-packed adventure.

Linking Public Lands



The Kids in Parks program has been unique in its ability to cross state and agency boundaries, linking public land management agencies together through a common mission. In 2022, the program added the U.S. Fish and Wildlife Service, North Carolina Forest Service, and Oregon Parks Forever to its list of agency partners.

National Expansion



In 2022, Kids in Parks added Texas to the national network, bringing the program's current total to 16 states and Washington, D.C. The program also began working on trails in Georgia and Ohio (coming in 2023).

National Network of Trails

The screenshot shows the Kids in Parks website. At the top, there's a navigation bar with links: About, Contact, Help, and LOG IN. Below the navigation bar, there's a banner with the text "Have Fun Outdoors and Win Prizes" and a photo of two children. Below the banner, there's a section with three circular icons: 1. SIGN UP & FIND an adventure, 2. GO for an adventure, and 3. TRACK your adventure and GET prizes. Below this, there's a "FIND AN ADVENTURE" section with a search bar and filters for Hiking, Disc Golf, Canoeing, Pediatrician Trails, and Backyard Adventures. At the bottom, there's a "BLOG" section with three articles and a "ON FACEBOOK" section with a Facebook logo and a link to the Kids in Parks Facebook page.

Have Fun Outdoors and Win Prizes

Kids in Parks is an expanding network of family-friendly outdoor adventures called TRACK Trails. Each TRACK Trail features self-guided brochures and signs that turn your visit into a fun and exciting outdoor experience. Best of all, you can earn **PRIZES** for tracking your adventures!

SIGN UP FOR FREE

1 SIGN UP & FIND an adventure **2 GO for an adventure** **3 TRACK your adventure and GET prizes**

FIND AN ADVENTURE

ex. Trails near Asheville, NC

California District of Columbia Maryland North Carolina South Carolina South Dakota Virginia West Virginia

Hiking Disc Golf Canoeing Pediatrician Trails Backyard Adventures

BLOG

Adventure Stories: Nature Trail Disc Golf Course - Prize Update 9-14-2014

Trail Openings: Smithfield Community Park TRACK Trail Grand Opening 6-24-2014

Trail Openings: A TRACK Trail in The President's Backyard! 9-1-2014

ON FACEBOOK

Find us on Facebook

Kids in Parks-Blue Ridge Parkway Foundation

1,142 people like Kids in Parks-Blue Ridge Parkway Foundation

Facebook social plugin

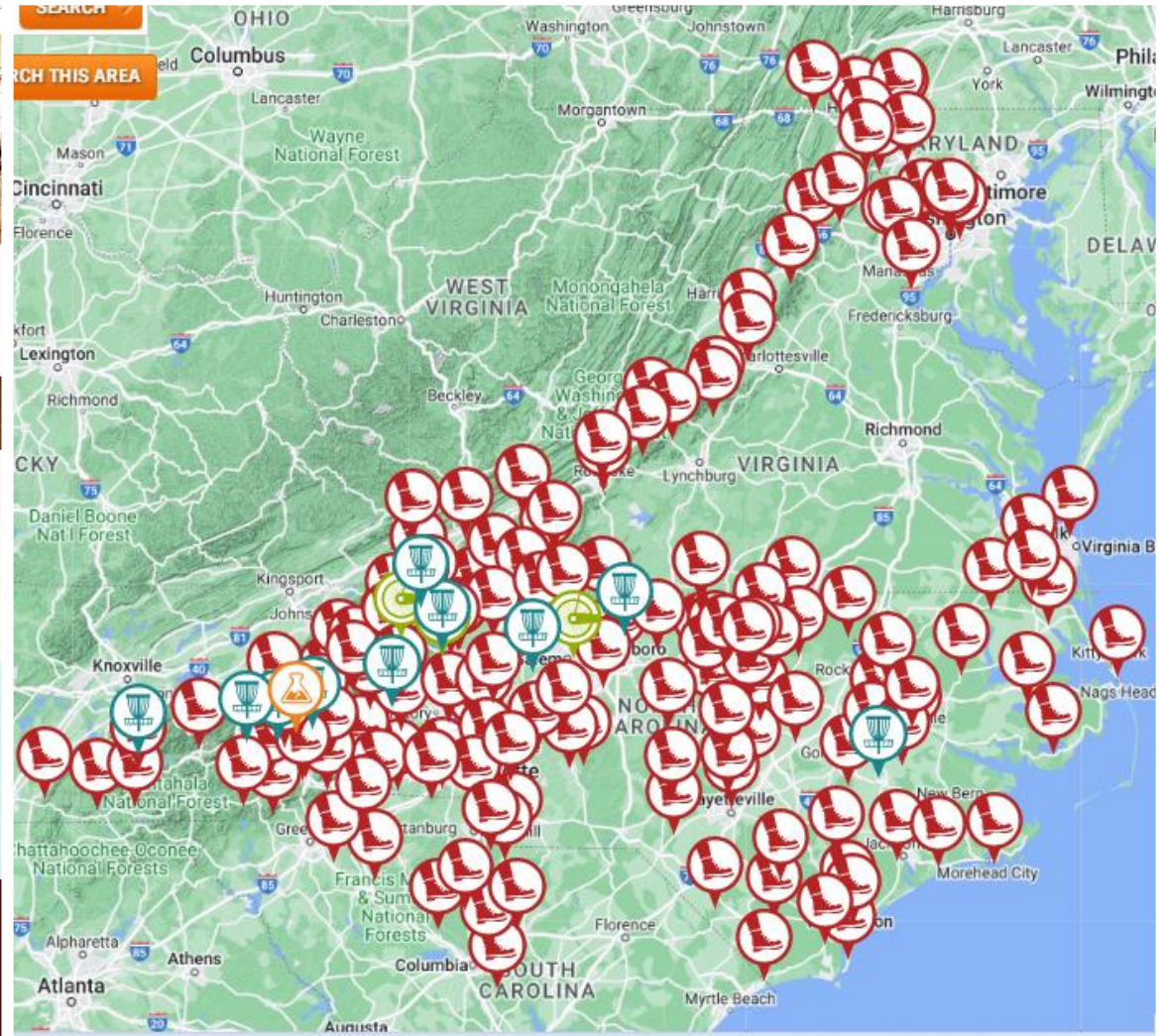
SIGN UP FOR FREE

About Contact Help Register For Newsletter Donate

Blue Ridge Parkway Foundation
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Asheville, NC 28803
866-306-2773

Kids in Parks began through a need to get families unplugged and get them outdoors. Together with our partners, KIP promotes children's health and the health of our parks.

Learn More about KIP



Since 2009, Kids in Parks has established more than 250+ TRACK Trail locations. The program's website allows families to locate the program's trails and "TRACK" their outdoor adventures.

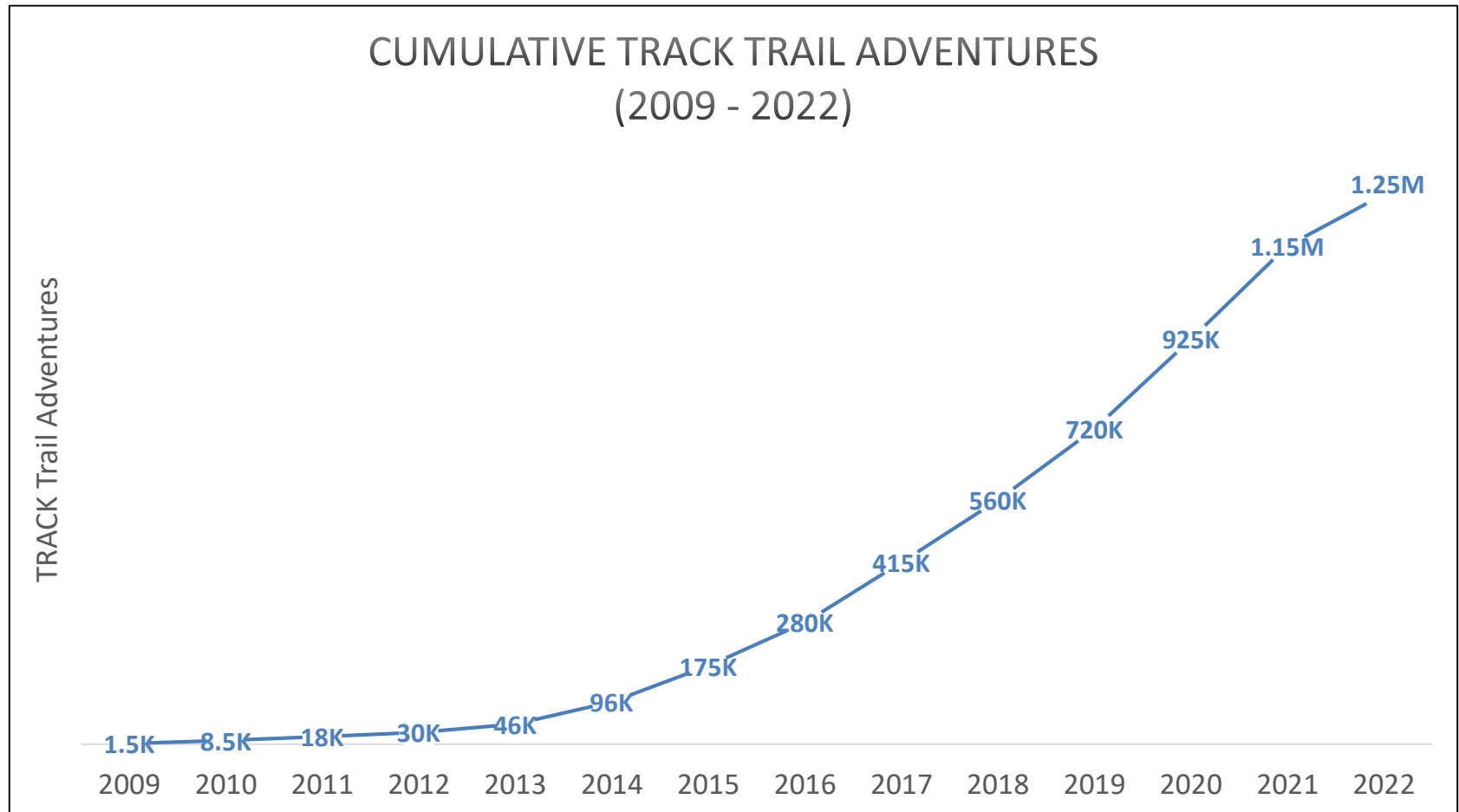
Incentivized Participation



Kids that register their outdoor adventures through the program's website earn a series of prizes designed to encourage repeat participation. Each TRACK Trail has a custom sticker kids can collect in the Trail TRACKer Passport booklet, and the program's collectible prize cards provide educational information they can use during future outdoor excursions.

2022 Data Report

TRACK Trail Adventures



Since 2009, more than 35,000 adventures have been TRACKed through the program's website. Observational research studies suggest that these registrations equate to more than 1.25-million outdoor adventures by kids on the program's TRACK Trails.

Kid and Family Health Outcomes

Participant Health Outcomes	2022	2009 - 2022
Registered Adventures	3,400	35,750
Estimated Adventures	115,000	1,250,000
Estimated Miles Hiked	106,000	1,100,000
Estimated Hours Spent Outdoors	52,500	550,000
Estimated Calories Burned	16 Million	170 Million

Group Health Outcomes (i.e., Families)	2022	2009 - 2022
Registered Group Adventures	2,000	21,000
Estimated Adventures	68,000	700,000
Estimated Miles Hiked	215,000	2,300,000
Estimated Hours Spent Outdoors	200,000	1 Million
Estimated Calories Burned	30 Million	325 Million

The estimated number of adventures was calculated using the program's registration rate (3%)

Average trail length (2022): 1.24 miles

Average group size (2022): 3.15 individuals

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

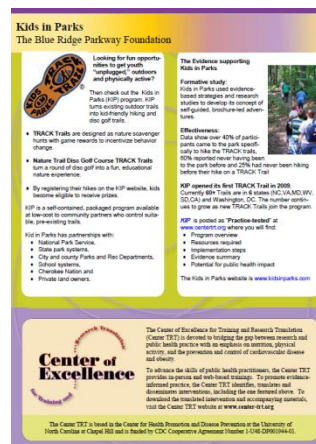
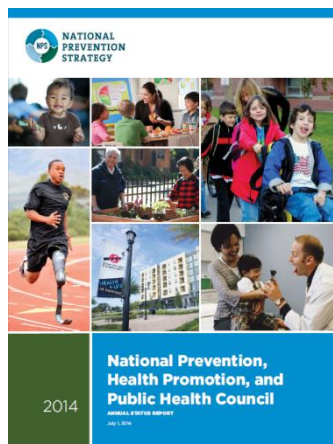
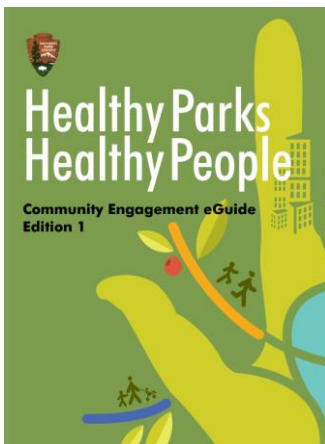


Family Visitation - National Parks



Map displaying the household locations of program participants who have registered a TRACK Trail adventure at a NPS site. (n=4,603)

Endorsements and Awards



In 2012, Kids in Parks earned the “Let’s Move! Champions of Change” Award from the White House. The program has also been endorsed by the American Academy of Pediatrics, highlighted in the NPS HPHP catalog, mentioned in a report released by the U.S. Surgeon General, reviewed as a “practice-tested intervention” by the Center for TRT, and earned an Outstanding Public Engagement Award from the APPL.

New
TRACK Trail
Materials
in 2022

Spanish / Bilingual Brochures



In 2022, KIP worked with the Hispanic Access Foundation and Latino Aventureros en Las Carolinas to translate five of its most-popular brochures into bilingual / Spanish brochures to better serve Spanish-speaking families.

Spanish / Bilingual Brochures

<p>■ Aleteos de Colibri</p> <p>Hummingbird Handswings</p> <p>¿Cuántos aleteos puedes hacer en 30 segundos? Los colibríes aletean sus alas más de 50 veces por segundo.</p> <p>How many wing-flaps can you do in 30 secs? Hummingbirds flap their wings over 50 times per second.</p> 	<p>■ Salto de altura de un venado</p> <p>Deer High Jump</p> <p>¿Qué alto puedes saltar? Para moverse rápidamente a través de la hierba alta, los venados saltan muy alto. ¡A veces 6 pies!</p> <p>How high can you jump? To move quickly through tall grass, deer leap very high. Sometimes 6 feet!</p> 	<p>■ Equilibrio de la ardilla</p> <p>Squirrelly Balancing</p> <p>Camina como si estuvieras en una barra de equilibrio. ¿Que tan rapido puedes ir? Las ardillas tienen colas largas para ayudarlas a mantener el equilibrio mientras se mueven por las ramas.</p> <p>Walk like you are on a balance beam. How fast can you go? Squirrels have long tails to help them balance as they move along branches.</p> 
<p>■ Salto de rana</p> <p>Frog Hop</p> <p>¡Salta como una rana que escapa de un depredador! Las ranas usan sus fuertes patas traseras para alejarse de las serpientes y las garzas.</p> <p>Hop like a frog escaping a predator! Frogs use strong back legs to hop away from snakes and herons.</p> 	<p>■ Postura halcón</p> <p>Hawk Stance</p> <p>¿Cuánto tiempo puedes mantenerte en equilibrio sobre una pierna? Para conservar energía, las aves rapaces se paran sobre una pata a la vez.</p> <p>How long can you balance on one leg? To conserve energy, birds of prey stand on one leg at a time.</p> 	<p>■ Carrera de Conejo</p> <p>Rabbit Dash</p> <p>Corre en zig-zag hacia un árbol para esconderte detrás de él. Cuando los persiguen, los conejos corren en zig-zag hasta que encuentran refugio.</p> <p>Run in a zig-zag to a tree to hide behind. When being chased, rabbits sprint in a zig-zag pattern until they find cover.</p> 

The program's bilingual version of the Animal Athletes brochure provides English and Spanish-speaking families with animal exercises that increase physical activity in nature.

Junior Ranger Angler

LARGEMOUTH BASS



Largemouth Bass (*Micropterus salmoides*) are freshwater fish that can be found in clear ponds, swamps, lakes, and other calm waters with lots of places to hide (submerged stumps, logs, and other vegetation). They prey on fish, frogs, crayfish, and other small animals.

Angler Tips Catching largemouth is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try reaction baits (spoons or spinners).
- Keep bait moving and don't let it sink.
- Drag bait beside, but not into, vegetation/logs.

REGULATIONS

Find and note current species regulations at:
www.nps.gov/cong

In Season: YES or NO

Bag Limit:

Minimum Size: inches



BREAM



Bream (*Lepomis sp.*) are freshwater fish that include bluegill, flier, warmouth, pumpkinseed, green sunfish, redear (shellcracker), and spotted sunfish. They are most active in the morning and evening hours, hunting in shallow, weedy water. They prey on insects, snails, and small crustaceans.

Angler Tips Catching sunfish is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try worms or crickets as bait.
- Cast in calm, shallow water near vegetation.
- Set a bobber 6-12" above hook.

REGULATIONS

Find and note current species regulations at:
www.nps.gov/cong

In Season: YES or NO

Bag Limit:

Minimum Size: inches



CHANNEL CATFISH



Channel Catfish (*Ictalurus punctatus*) are freshwater fish that feed along the bottom of clean water. They use taste buds on their skin to detect sources of food. As opportunists, their diet includes plant matter, crayfish, mollusks, fish, dead animals, and other things they find.

Angler Tips Catching catfish is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try dough balls and "stink baits".
- Cast near banks, logs, and murky spots.
- Let the bait rest on the bottom.

REGULATIONS

Find and note current species regulations at:
www.nps.gov/cong

In Season: YES or NO

Bag Limit:


Minimum Size: inches



Funded by the National Park Foundation, the program's new Junior Ranger Angler brochures provide families with species-specific information for the most-common fish that can be caught at that site.

ASD Sensory Brochure

Sight




Our **eyes** give us a sense of sight. We can use our eyes to explore and understand our environment.

Look around...

① **A MAP** can help you know what to expect and where to go on the trail.



② **Look for leaves with...**

			
sharp points	rounded points	smooth edges	jagged edges

③ **Look for these colors...**



Sound







Our **ears** let us sense sounds. We can use our ears to hear things in our environment that go unseen.

Listen closely...

① Find a spot to listen. You can choose a noisy or quite place.

② **Listen for...**

BIRDS 	INSECTS 	WATER 
WIND 	PEOPLE 	VEHICLES 


Smell



Our **nose** gives us a sense of smell. We can use our nose to detect smells of things in the world around us.

Sniff the air...

① **Can you smell something...**

FLORAL 	STINKY 	EARTHY 	PINEY 
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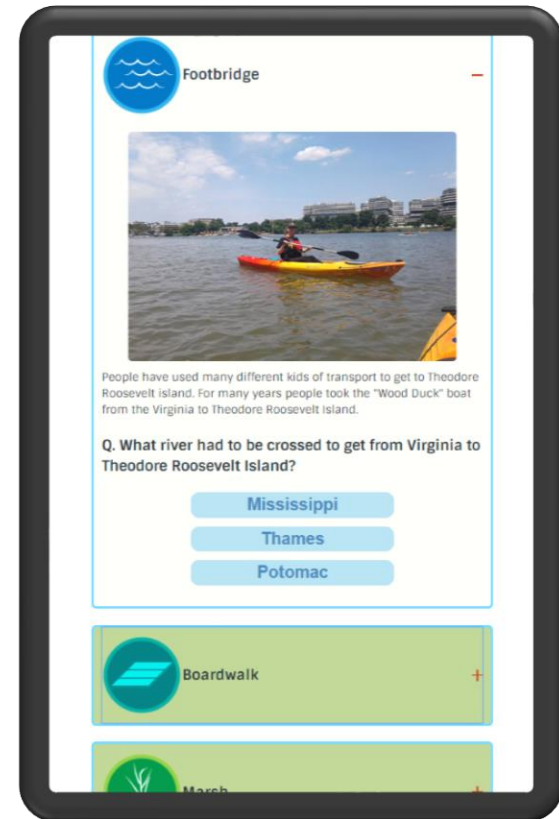
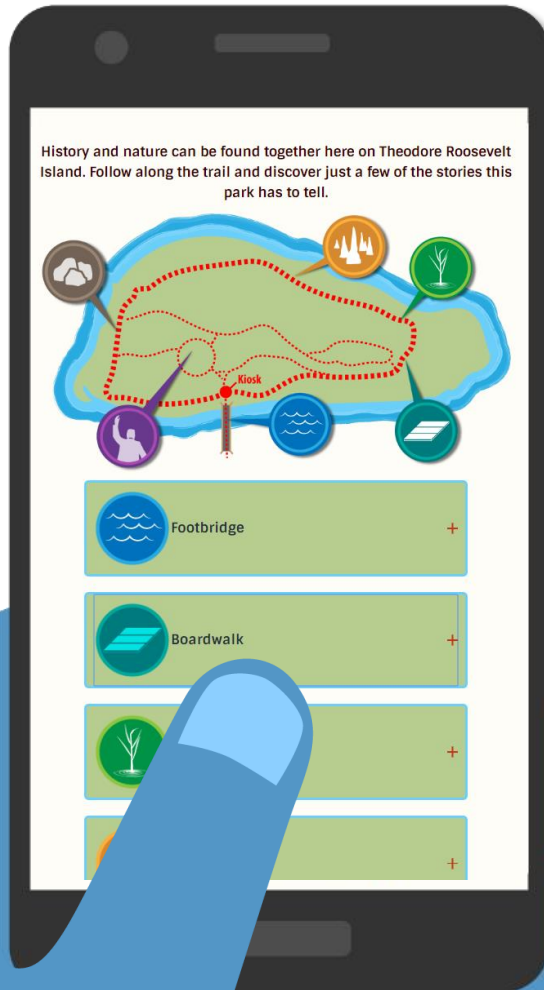
② **Do you like the smell of the air?**

☐ YES ☐ NO

③ **What do you like or dislike about the smell of the air?**

In 2022, Kids in Parks worked with the St. Gerard House on the design and development of an ADA Sensory Brochure to help children with autism and their families experience more joy and achieve meaningful connections with nature.

e-Adventures



In 2022, Kids in Parks created several new e-Adventures that allow families to utilize their smartphones to locate and interact with points of interest along the trail.

The example shown is the site-specific e-Adventure that was created for George Washington Memorial Parkway in Washington, D.C.

Contact Information

If you have any questions about the program or the information contained within this annual report, please contact us:



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