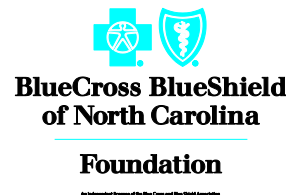




Kids in Parks



*TRACK Trails and TRACK Rx:
Networks that get Kids in Parks*

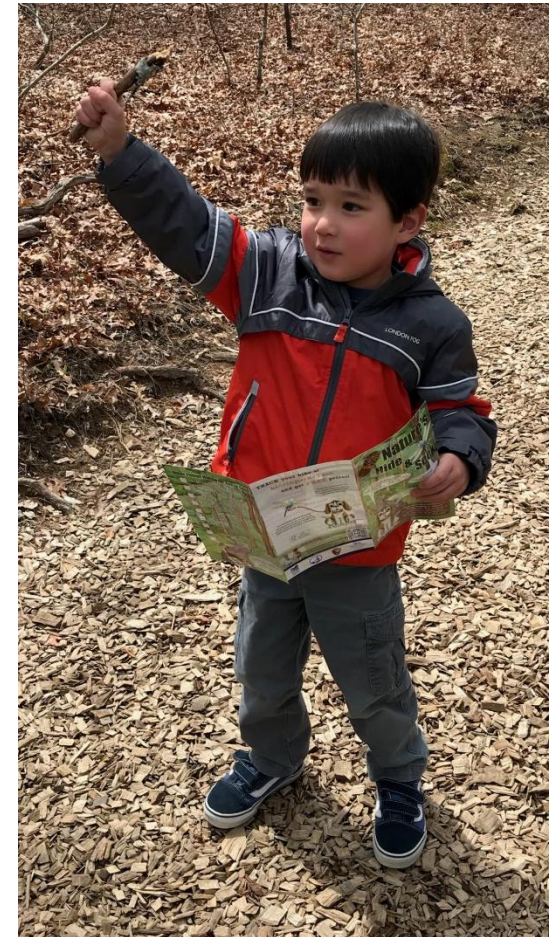
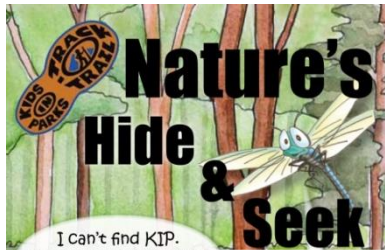


Introducing Kids in Parks



Kids in Parks provides a network of self-guided trails that engage kids and families in outdoor recreation to foster lifelong wellness and meaningful connections to public lands.

Brochure-Led Discoveries



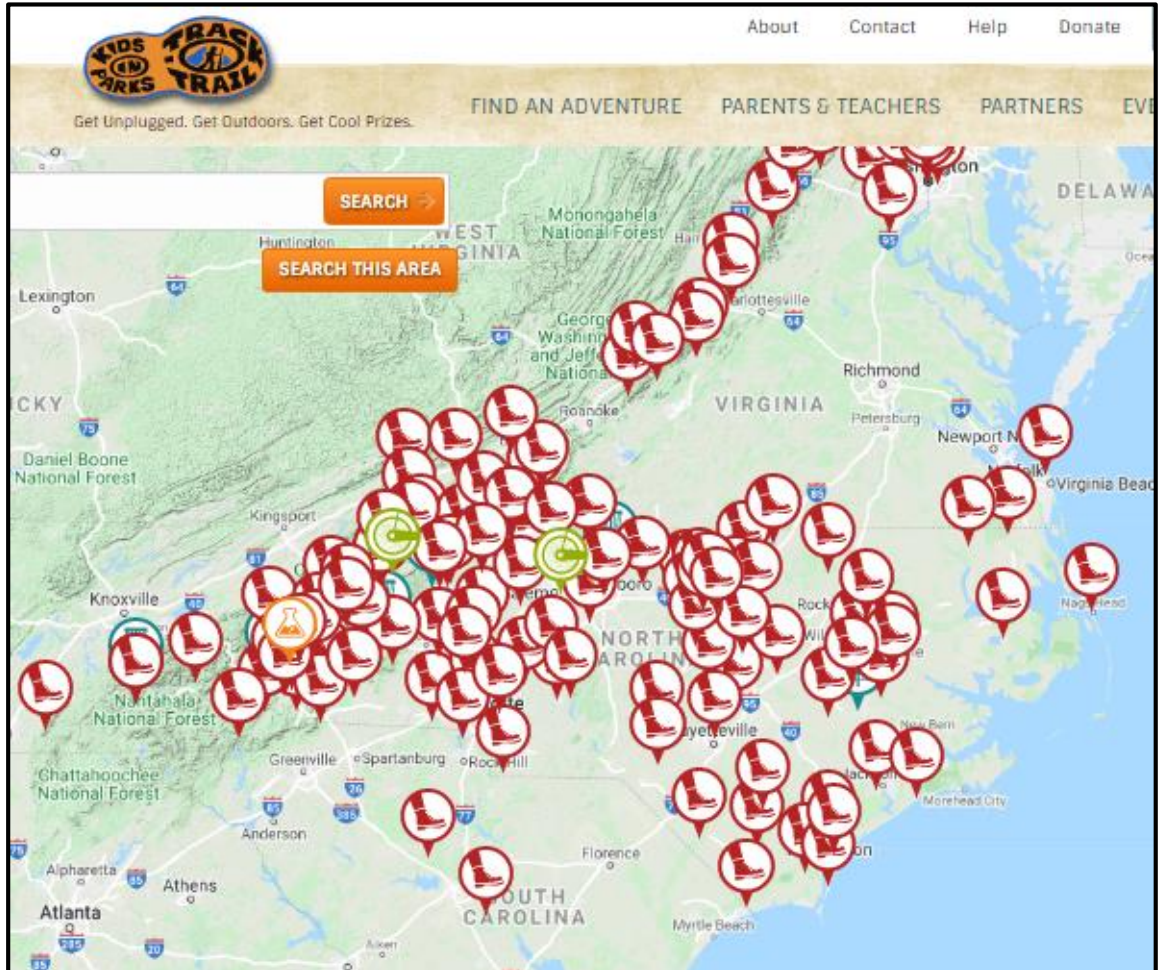
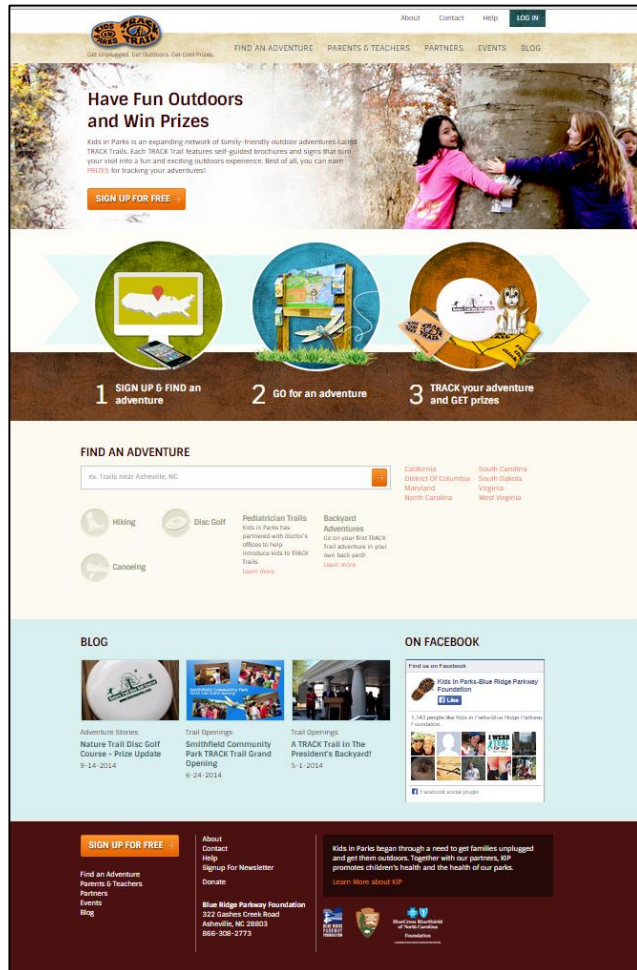
Each of the program's TRACK Trail trailhead kiosks have four brochure-led adventures that engage kids in nature.

Provides Incentives for Participation



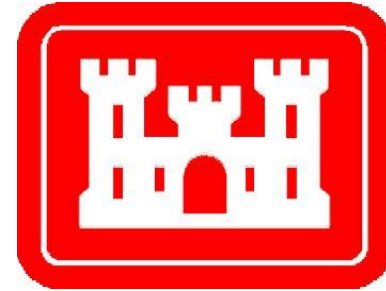
Kids can register their adventures through the program's website and earn a series of prizes designed to encourage repeat participation.

Network of Trail Opportunities



TRACK Trails are networked through the program's website (kidsinparks.com), allowing families to find its kid-friendly trail locations.

Linking Public Lands



TRACK Trails link national parks, state parks, city/county parks, and other types of public lands together through a common mission.

TRACK Trails are FUN!



Kids just want to have FUN!

Kids in Parks provides “stealth health” through fun activities, not a “healthy kids” program.

Brief History

1st TRACK Trail – August, 2009



The first TRACK Trail opened on the Blue Ridge Parkway at the Asheville Visitor Center on August 29th, 2009.

Gateway Trails



In 2010, Kids in Parks began installing “Gateway Trails” in communities along the Parkway, creating a network of trail opportunities for kids and families in the region.

Proof of Concept

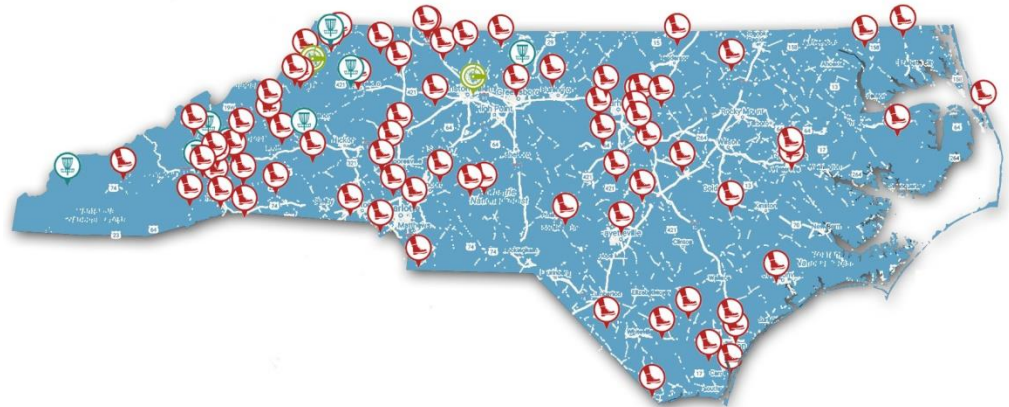
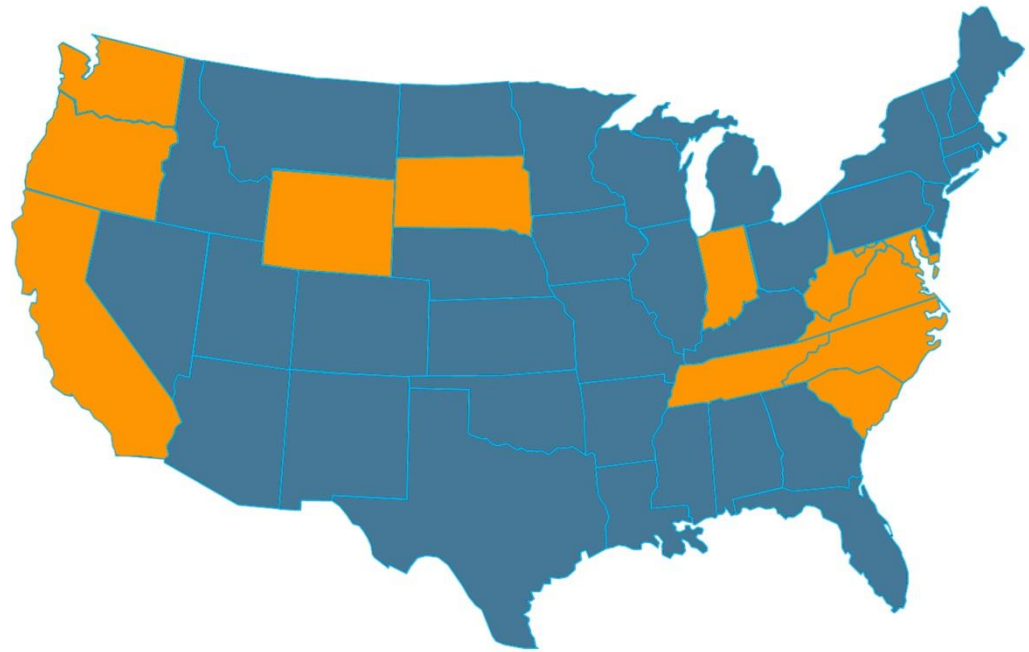


In 2011, KIP tested the program's "Proof of Concept" to determine if TRACK Trails could be easily replicated in any park in the United States.



TRACK Trail Growth by Year

2009 – 1 TRACK Trail
2010 – 5 TRACK Trails
2011 – 11 TRACK Trails
2012 – 40 TRACK Trails
2013 – 80 TRACK Trails
2014 – 106 TRACK Trails
2015 – 135 TRACK Trails
2016 – 148 TRACK Trails
2017 – 165 TRACK Trails
2018 – 175 TRACK Trails
2019 – 200 TRACK Trails
2020 – 220 TRACK Trails



In 12 States and Washington, D.C.

American Academy of Pediatrics



The program was endorsed by the American Academy of Pediatrics as a program pediatricians could prescribe to their patients as part of the Park Prescriptions initiative.

TRACK Rx

(Our Version of Park Rx)

TRACK Rx – Pediatrician Displays



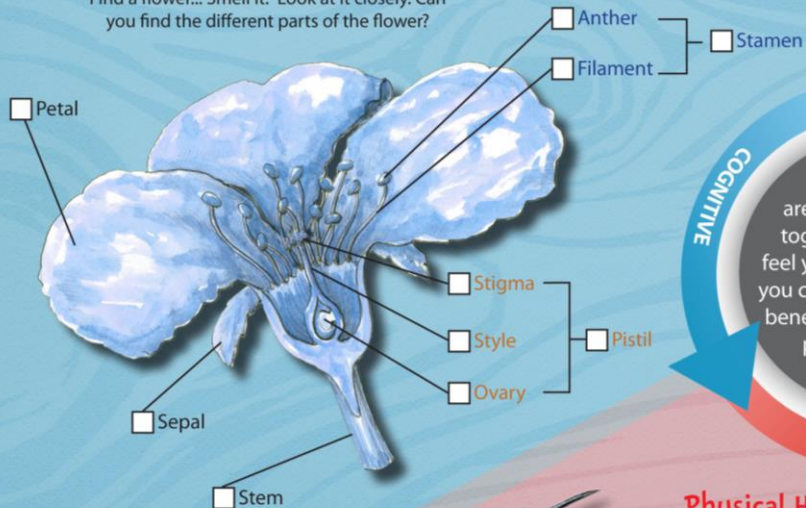
Kids in Parks installs “pediatrician office trailheads” in the lobbies of doctor offices as part of the Park Rx movement.

TRACK Rx Brochure

Cognitive Health: Train Your Brain

When you spend time outside, you see, hear and smell things. You make discoveries: a waterfall, a bird singing a song, or wildflowers blooming... and you improve your cognitive health! (you become smarter!)

Let's make some discoveries about flowers!
Find a flower... Smell it. Look at it closely. Can you find the different parts of the flower?



Doctors know that spending time in nature can help your muscles grow stronger, your brain become smarter, and make you feel better about yourself. This brochure has activities to strengthen all three and show you how all three areas of health are connected!



Emotional Health: Serene Green

Studies show that simply viewing pictures of nature can reduce stress levels and improve emotional health... Imagine what spending time outdoors can do!

White Oak ☐



In this activity, take fifteen minutes to relax and observe the trees around you. Can you find these types of trees? How many other shades of green make up the scene?

Red Maple ☐



White Pine ☐



☐ Hummingbird Hand-swings

Look for ruby-throated hummingbirds feeding on flowers around woodland edges and fields. Hummingbirds flap their wings over 50 times per second!

How fast can you flap your arms?



Physical Health: Active Lifestyle

When you go for a walk, hike, bike ride, or run around, your heart beats faster, your muscles work, and your body sweats... and you improve your physical health!

During your adventure, discover how athletic animals train by doing a few of their exercises:

☐ Cottontail Dash

Watch for cottontail rabbits feeding in grassy areas. Rabbits are a favorite food of coyotes, foxes and hawks. When being chased, rabbits sprint in a fast zig-zag pattern until they find cover.

Sprint down the trail in a zig-zag until you find a large tree to hide behind.



The brochure provides fun activities that teach kids how spending time in nature improves their overall health.

Park Rx – Prescription Pads

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!

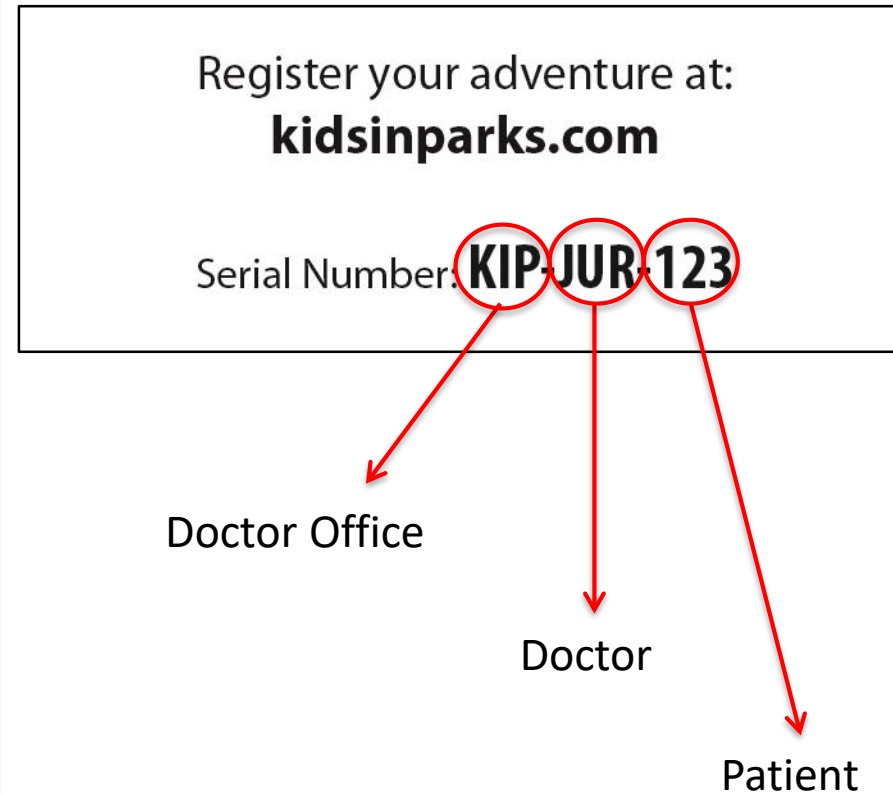
Health professional's signature: _____

Parent/child signature: _____

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

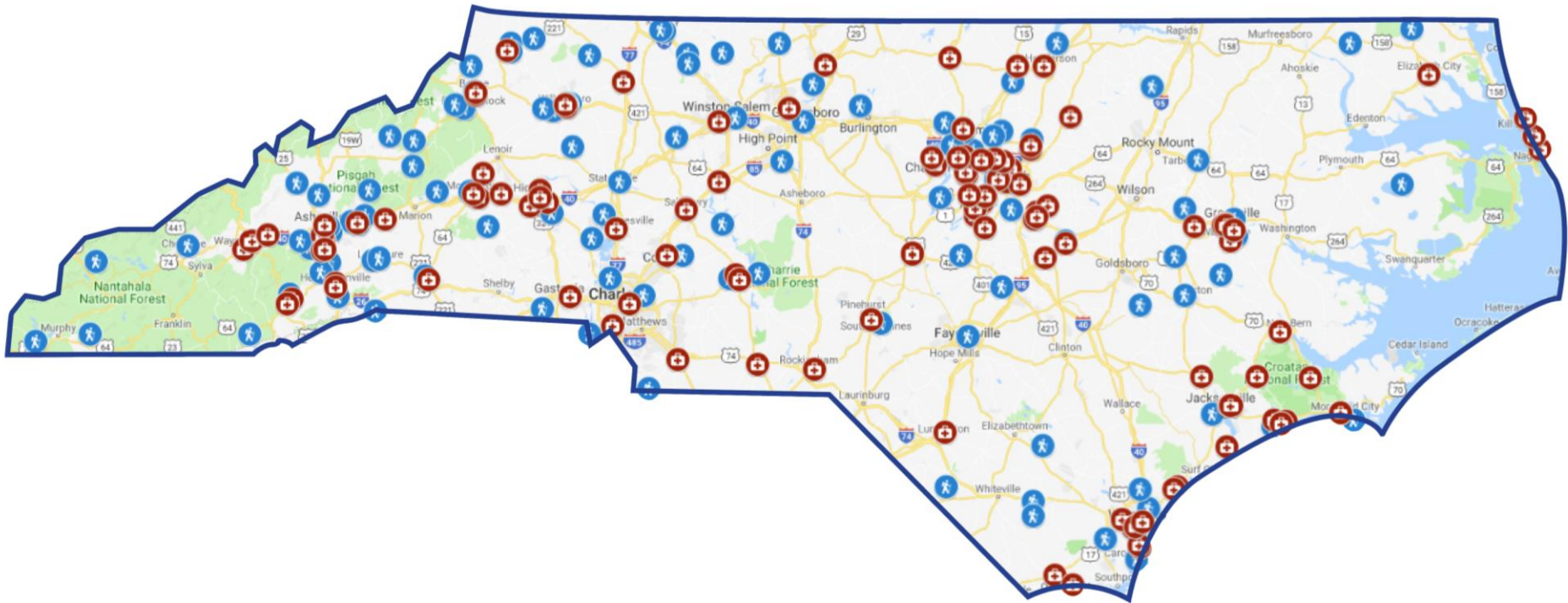
Register your adventure at:
kidsinparks.com

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



Our prescription pad allows doctors to prescribe outdoor activity and TRACK Trails to their patients. The unique 9-digit serial number allows us to track the fulfillment.

TRACK Trail and TRACK Rx Locations in NC



This map shows the TRACK Trails (BLUE) and TRACK Rx sites (RED) sites in North Carolina. demonstrating the ability for healthcare providers throughout the state to prescribe outdoor recreation and TRACK Trail locations to their patients.

120 Trails. 135 Doctor Offices.

Does ALL this get
Kids in Parks?

Health of Kids and Families

...2014	2015	2016	2017	2018	2019	2020	Total
1,397	2,462	2,973	4,115	4,255	4,785	2,156	23,656

Website registrations as of 06/30/2020

Online registration data collected since 2009, in conjunction with on-site observation studies, suggests:

750,000 adventures completed...

750,000 miles have been hiked...

375,000 hours spent active outdoors...

110 million calories have been burned...

...by kids on TRACK Trails

Health of Kids and Parks

The health of our parks and public lands are improving:

53% of KIP registrants were first-time visitors to the park

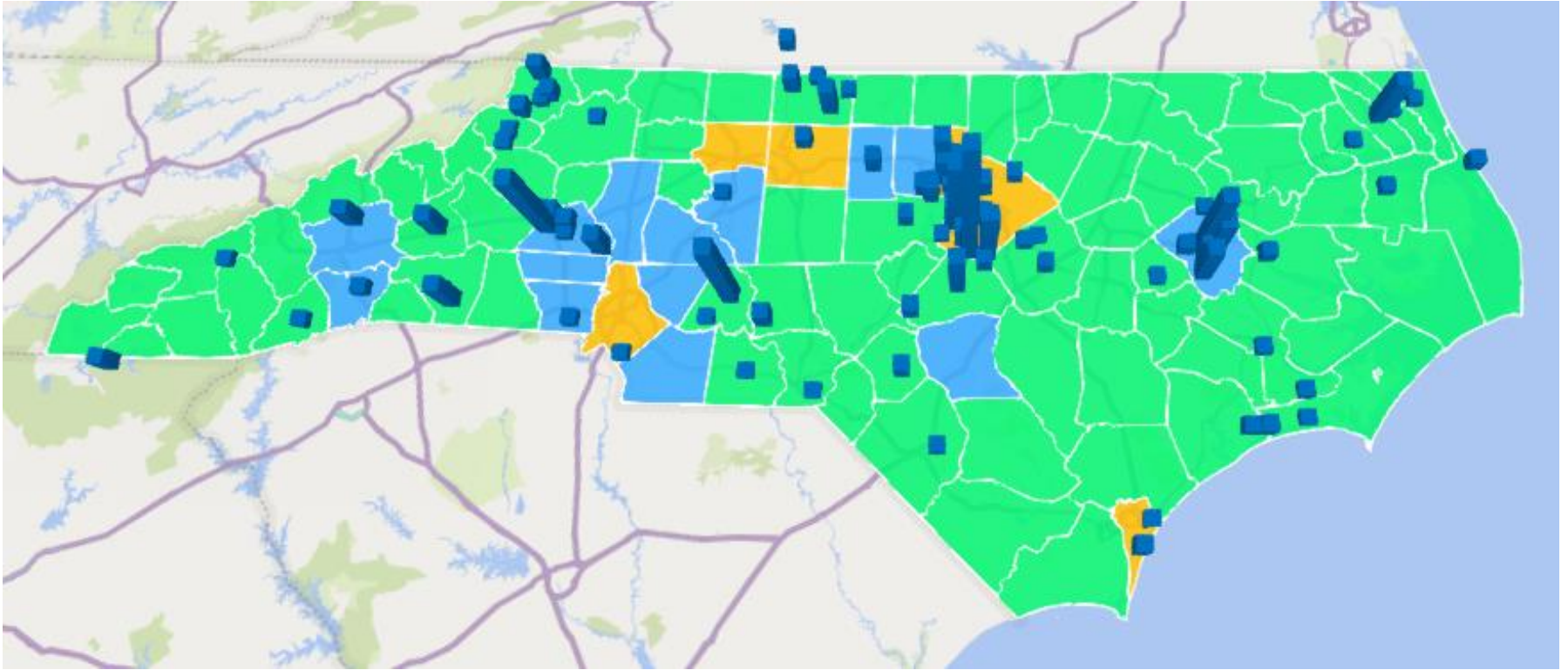
51% intentionally visited the park to hike the TRACK Trail

47% returned for a second adventure (Return Rate)

78% of returnees visited more than one TRACK Trail



TRACK Rx Registrations by County Type



County types:

Green = Rural: 80 counties total.

Blue = Suburban/Regional: 14 counties total.

Orange = Urban: 6 counties total.

County densities calculated by the NC Rural Center using 2014 United States Census population estimates.

Get Kids in Parks!



Jr. Ranger Ian has visited more than 60 TRACK Trails and is a Junior Ranger in more than 70 parks state and national parks.