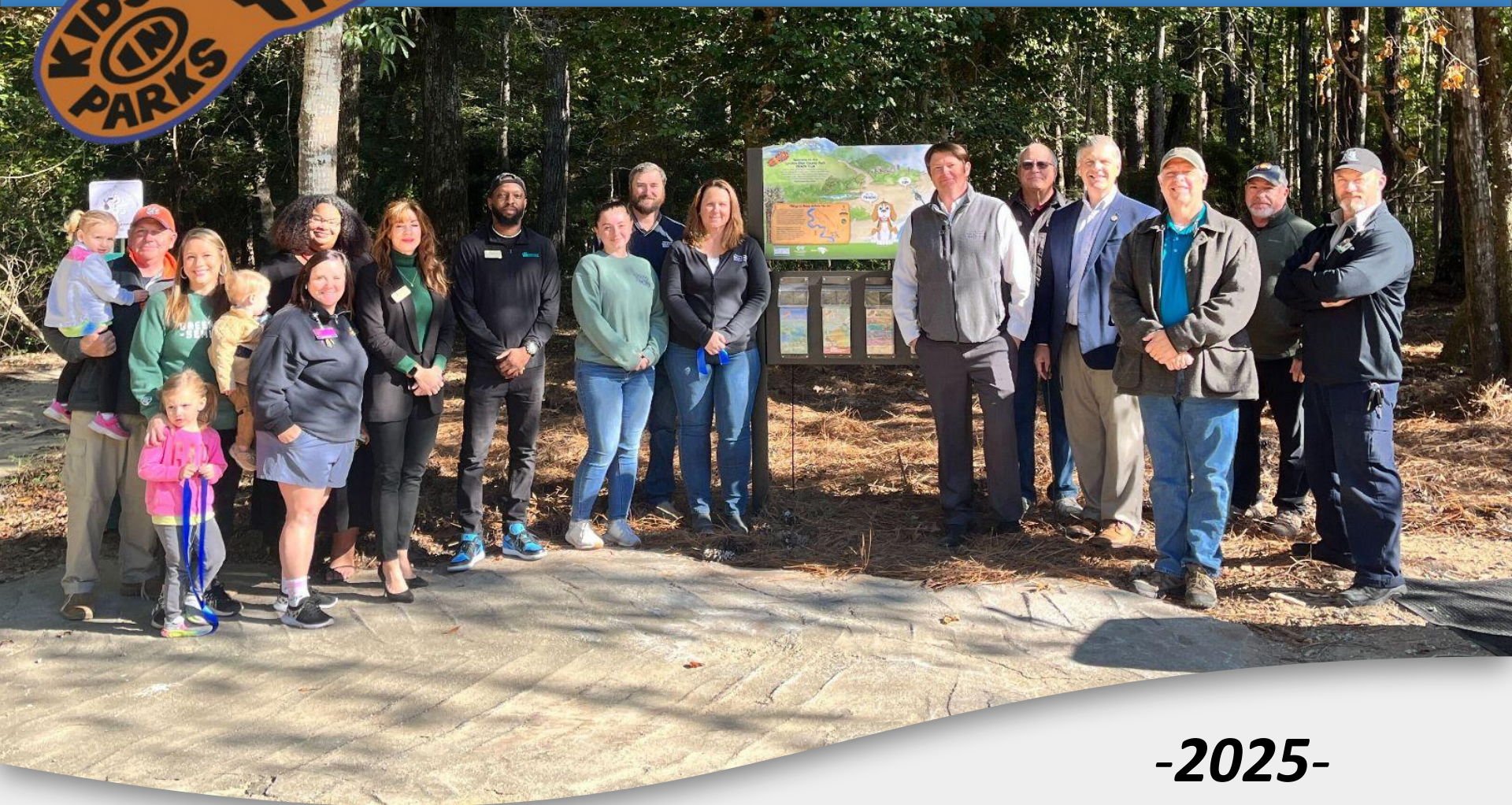




Kids in Parks



-2025-

Program Overview

TRACK Trails

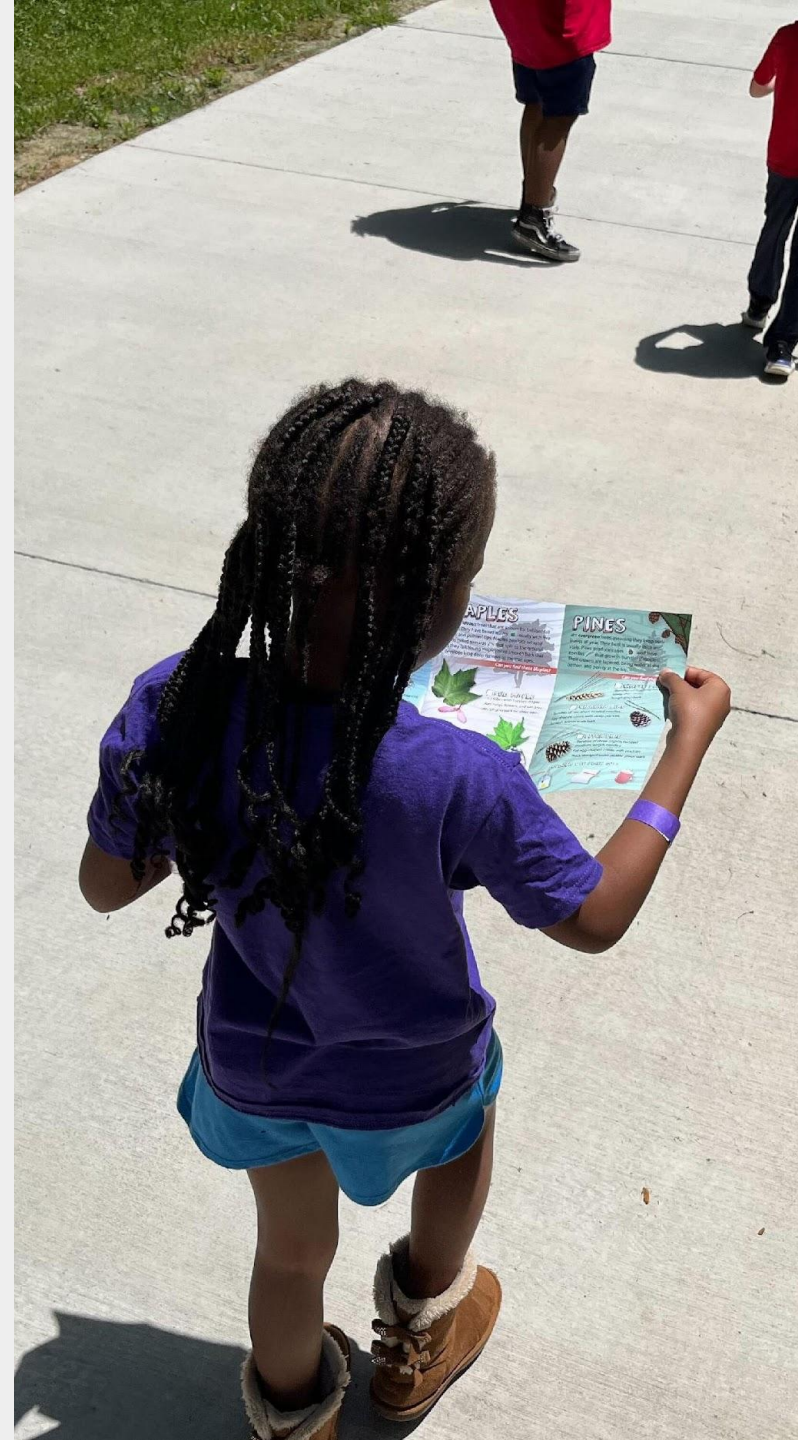
Kids in Parks has created a national network of self-guided trails that engage kids and families in outdoor recreation activities that foster lifelong wellness and meaningful connections to public lands.



Self-Led Discoveries



At each TRACK Trail, a series of self-guided, brochure-led activities help kids connect with nature, converting an “ordinary hike” into a fun-filled, discovery-packed adventure.

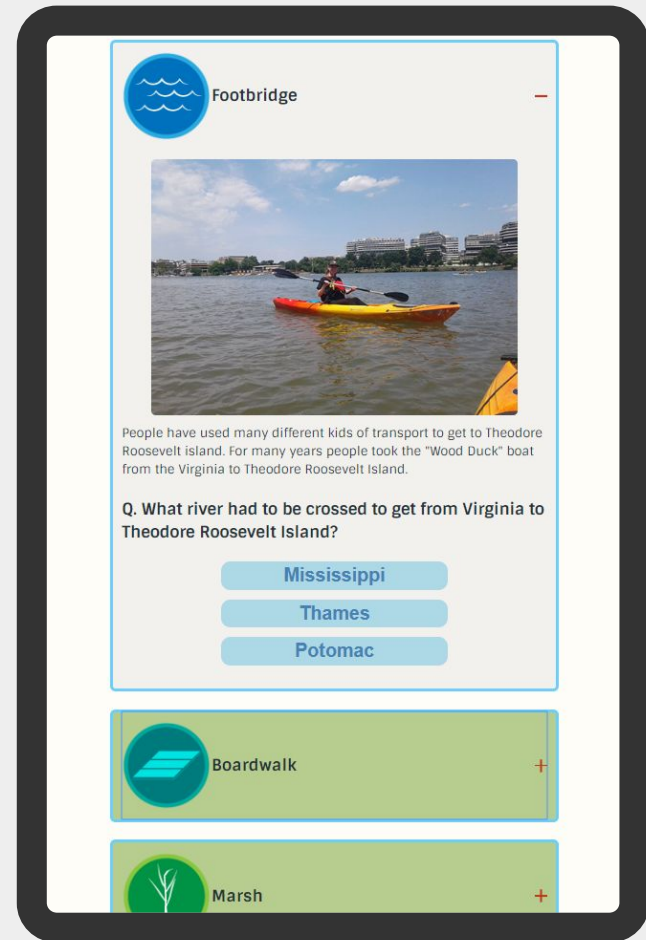
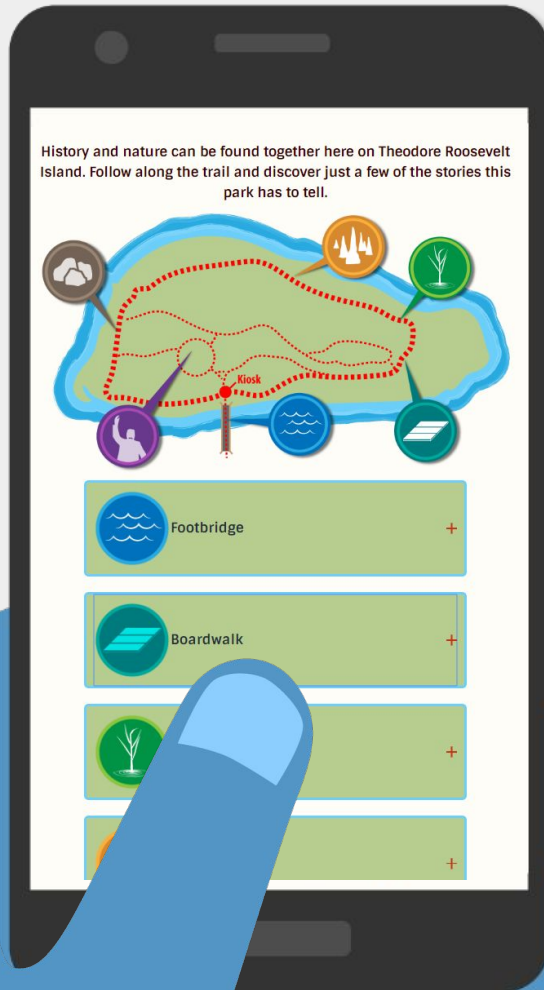


A Variety of Options



Our brochure catalog is constantly growing. We have a wide array of “Standard” topics, and have worked with park partners to create customized brochures for their site. Several brochures are now available in Spanish too.

e-Adventures



Our enhanced e-Adventures allow families to utilize a smartphone to complete fun activities along the trail. They also allow “every trail to become a TRACK Trail”.

Incentives for Participation



When kids “track” their adventures on the program’s website, they receive prizes designed to encourage repeat participation, including: a passport booklet, trail stickers, carabiner keychain, adventure cards, and virtual badges.

Kids in Parks en Español

The image displays a collection of Spanish-language resources for the Kids in Parks program. At the top, a screenshot of the 'Blue Ridge Parkway - Picos de Otter' website shows a stone archway and detailed trail information in Spanish, including the address (85919 Blue Ridge Parkway, Bedford, VA 24523) and trail details (1.50 miles, easy difficulty, natural terrain). Below the website, several activity brochures are shown. One brochure, titled 'Insectos', features a cartoon dog and information about insects. Another brochure, titled 'CUIDAD', lists various plants and their characteristics. A third brochure, titled 'VAMOS!', features a cartoon dog and the word 'VAMOS!'. A 'Trail TRAIL PASS' is also visible, featuring a cartoon dog and the word 'PASS'. The brochures are designed to be used as a trail guide, with a 'Caution' sign and a 'Favorite' button visible on the website screenshot.

Blue Ridge Parkway - Picos de Otter

85919 Blue Ridge Parkway
Bedford, VA 24523
United States

Peaks of Otter está formado por tres montañas con el en el valle central: Sharp Top Mountain, Flat Top Mountain y Harkening Hill. Hay varias opciones para practicar senderismo. Los senderos Sharp Top y Flat Top Trail ofrecen a los visitantes la oportunidad de alcanzar las cimas, mientras que el sendero del lago ofrece vistas del hermoso lago.

Leer más

TRACK Detalles del sendero

Descargar mapa de sendero

Kilometraje: 1.50 millas
Dificultad: Fácil
Terreno: Tierra/Natural

Características de la ubicación

e-Aventuras

Favorito

Favorito

Insectos
Una Aventura de Muchas Patas

Los insectos vienen en todo tipo de formas, tamaños y colores, por lo que puede ser fácil confundir una familia de insectos con otra. En tu caminata de hoy, usa este folleto para "Sorprenderse" y aprender las diferencias entre insectos, arañas y otros artrópodos comunes.

Vamos a identificar algunos de los diversos insectos, arañas y artrópodos que se pueden encontrar en naturaleza. Podemos usar los círculos en blanco para marcar los insectos que encontremos y registrar la cantidad que vemos!

¡Advertencia!
Algunos de nuestros amigos insectos y arañas tienen adaptaciones para ayudarnos a sobrevivir, que pueden ser dañinos para ti. No manipule ningún insecto potencialmente dañino como arañas, avispas, alhajas y hormigas. Además, por favor, NO los mates tampoco. Todos ellos tienen un lugar en la naturaleza.

CUIDAD
Guárdalo antes de irte libre, así lo tendrás a tu lado y podrás usarlo en tu caminata.

Hiedra Venenosa
- Tres hojas con tallo central más largo
- Hojas brillantes y verdes
- Las hojas jóvenes son más rígidas
- Arborescentes o enredaderas

Zumaque Venenoso
- Hojas ovaladas
- Crecen en grupos
- 7-15 pedicúlos de hoja
- Arborescente o enredaderas

Cicuta Acuática
- Hojas a lo largo de los ríos y arroyos
- Hojas crecen hasta 15 pulgadas
- 12 pulgadas en forma de sombrilla de pequeñas flores blancas

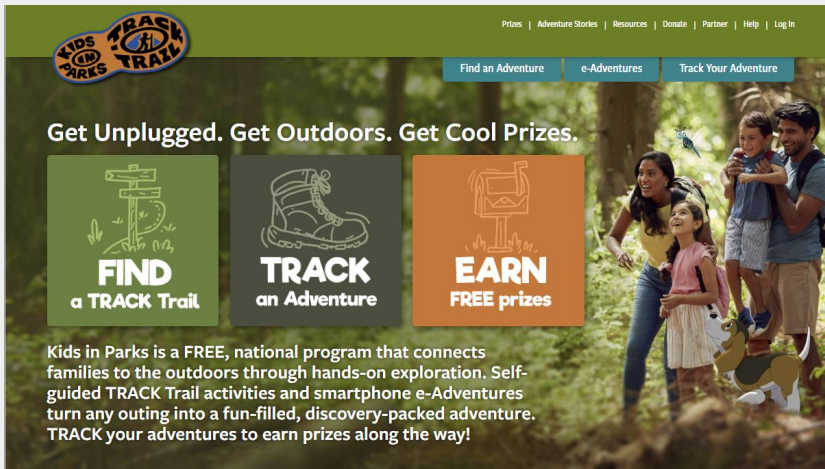
VAMOS!

Trail TRAIL PASS

name

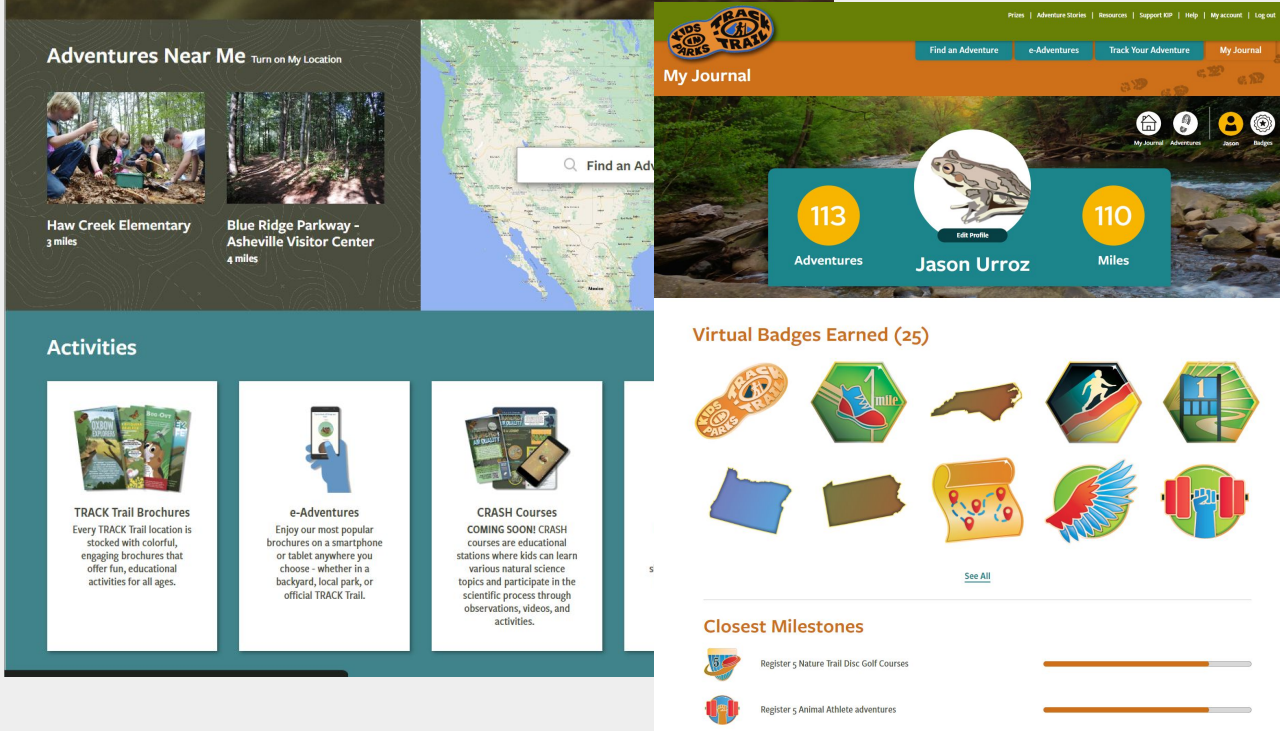
Kids can enjoy an end-to-end Kids in Parks experience in Spanish. KIP activity brochures, website, and prizes have been translated. Users can select 'Spanish' in their account language preferences.

Kidsinparks.com

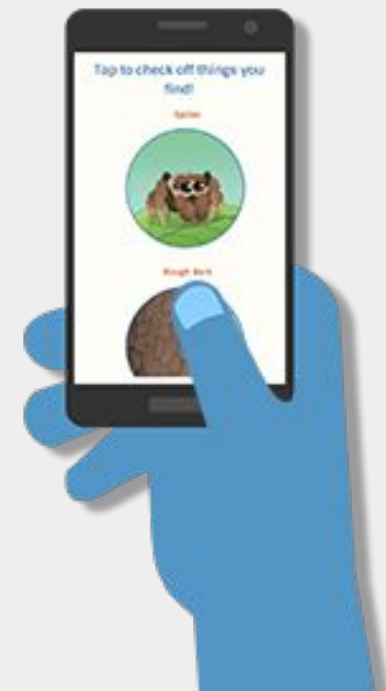


The homepage features a green header with the 'KIDS IN PARKS TRACK TRAIL' logo and navigation links: Prizes, Adventure Stories, Resources, Donate, Partner, Help, Log In. Below the header are three buttons: Find an Adventure, e-Adventures, and Track Your Adventure. The main content area has a large image of a family hiking. To the left of the image are three boxes: 'FIND a TRACK Trail' (green), 'TRACK an Adventure' (grey), and 'EARN FREE prizes' (orange). Below these boxes is a paragraph: 'Kids in Parks is a FREE, national program that connects families to the outdoors through hands-on exploration. Self-guided TRACK Trail activities and smartphone e-Adventures turn any outing into a fun-filled, discovery-packed adventure. TRACK your adventures to earn prizes along the way!'

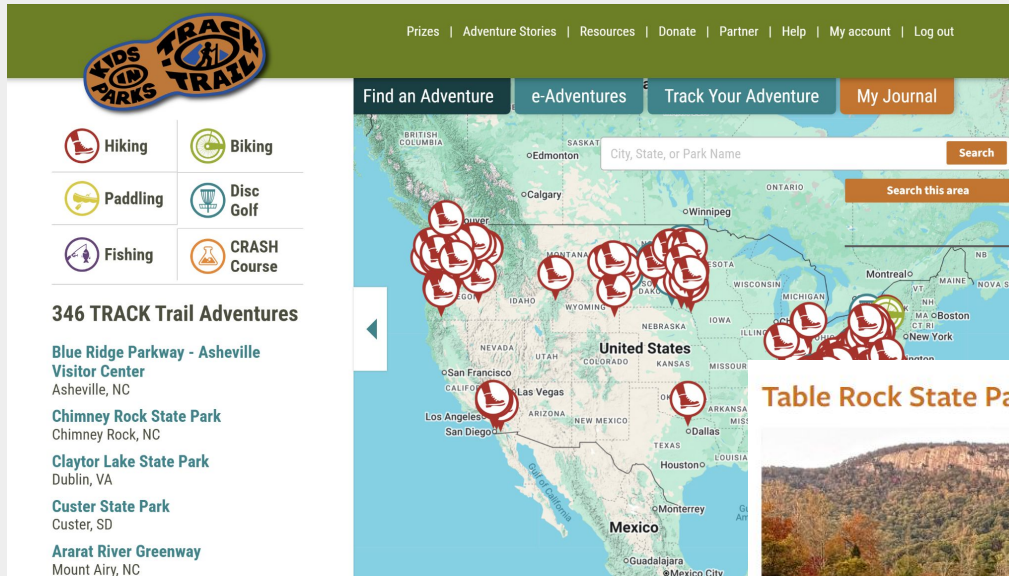
The KIP website provides smartphone savvy kids and families with a familiar app-like user experience. It includes gamification strategies (like badges and e-Adventures) to encourage repeat participation in the program.



This section shows three different pages from the website. The 'Adventures Near Me' page has a map and two featured locations: 'Haw Creek Elementary 3 miles' and 'Blue Ridge Parkway - Asheville Visitor Center 4 miles'. The 'Activities' page lists 'TRACK Trail Brochures', 'e-Adventures', and 'CRASH Courses'. The 'My Journal' page shows a user profile for 'Jason Urroz' with 113 adventures and 110 miles, along with a 'Virtual Badges Earned (25)' section displaying various achievement icons. At the bottom, there's a 'Closest Milestones' section with progress bars for 'Register 5 Nature Trail Disc Golf Courses' and 'Register 5 Animal Athlete adventures'.

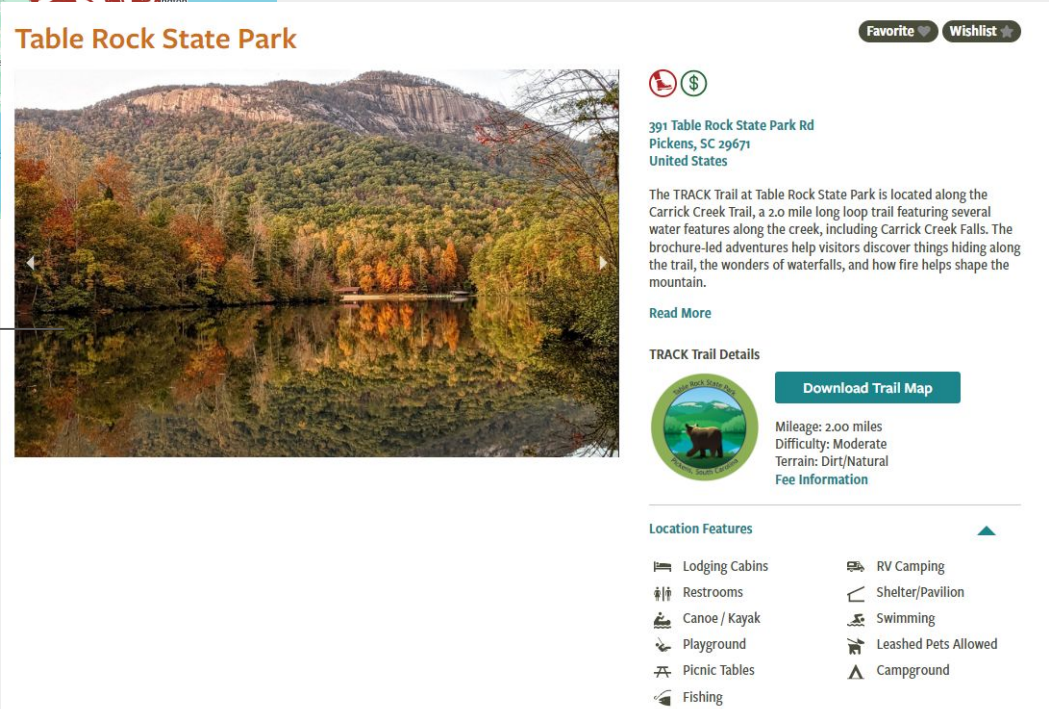


Find an Adventure Page



The screenshot shows the KIDS IN PARKS TRACK TRAIL website. At the top is a green navigation bar with links: Prizes | Adventure Stories | Resources | Donate | Partner | Help | My account | Log out. Below this is a header with the KIDS IN PARKS TRACK TRAIL logo and four tabs: Find an Adventure (selected), e-Adventures, Track Your Adventure, and My Journal. On the left, there's a sidebar with activity icons: Hiking, Biking, Paddling, Disc Golf, Fishing, and CRASH Course. Below the icons, it says "346 TRACK Trail Adventures" and lists several adventures with their locations: Blue Ridge Parkway - Asheville Visitor Center (Asheville, NC), Chimney Rock State Park (Chimney Rock, NC), Claytor Lake State Park (Dublin, VA), Custer State Park (Custer, SD), and Ararat River Greenway (Mount Airy, NC). The main area features a map of the United States with red location pins. A search bar is at the top of the map with the text "City, State, or Park Name" and a "Search" button. Below the map, there's a "Search this area" button.

Search or browse for new TRACK Trails to visit on the interactive map.



The screenshot shows the details for the Table Rock State Park TRACK Trail. At the top, it says "Table Rock State Park" in orange. Below this is a large photo of a lake with autumn foliage and a mountain in the background. To the right of the photo, there's a "Favorite" button and a "Wishlist" button. Below the photo, it says "391 Table Rock State Park Rd", "Pickens, SC 29671", and "United States". There's a "Read More" link. Below this, there's a "TRACK Trail Details" section with a "Download Trail Map" button. The details include: Mileage: 2.00 miles, Difficulty: Moderate, Terrain: Dirt/Natural, and a link to "Fee Information". At the bottom, there's a "Location Features" section with a list of amenities: Lodging Cabins, Restrooms, Canoe / Kayak, Playground, Picnic Tables, Fishing, RV Camping, Shelter/Pavilion, Swimming, Leashed Pets Allowed, and Campground.

Updated trail pages provide enticing pictures, shortened descriptions, fee information, trail information, a list of location features, and more.

FUN!

Kids in Parks has a dual mission to improve the health of kids and the health of parks. However, these missions are hidden from the participant's view. Kids just want to have fun!



A Growing Network



Today, there are over 350 TRACK Trails in 18 states and Washington, D.C., linking national parks, state parks, city and county parks, and other public lands together through a common mission.

Blue Cross Blue Shield Partnerships



BlueCross BlueShield of North Carolina Foundation

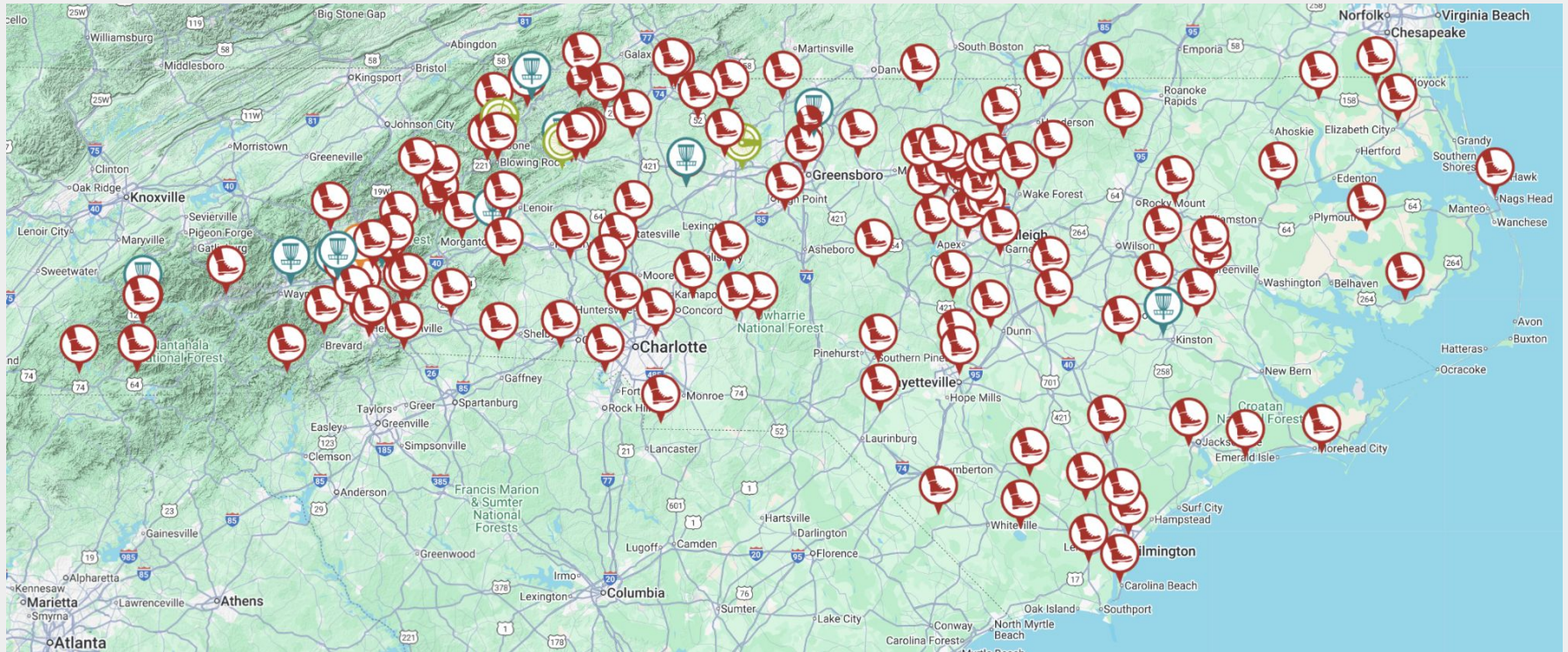
- **\$2.8 million over 10 years**
- **Startup funding** for the KIP program design, website infrastructure, and staffing
- **100+ TRACK Trails** throughout the state
- Development and implementation of **TRACK Rx**



BlueCross BlueShield of South Carolina Foundation

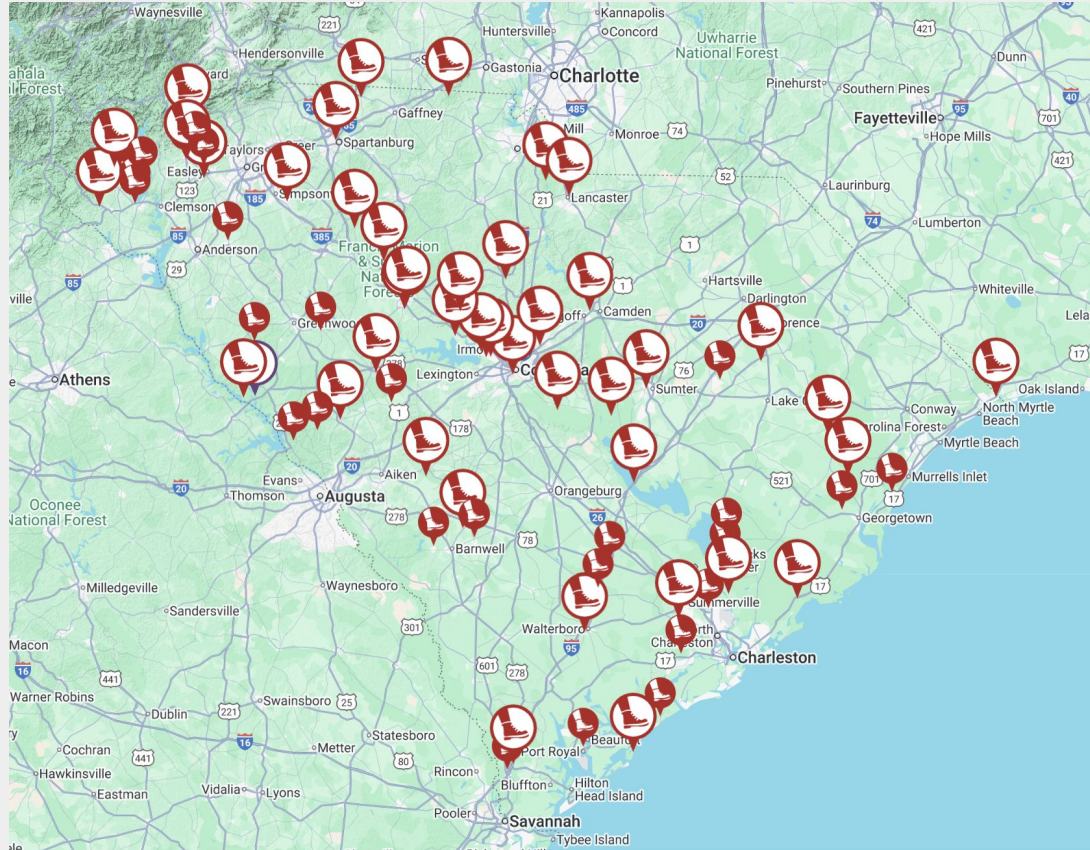
- **\$1.3 million over 6 years**
- Dedicated South Carolina **staff person**
- **Community meetings** to identify key partners
- Develop and install **3 TRACK Trails in every county**
- **100 healthcare providers** prescribing TRACK Rx
- Enhancements to the KIP website platform

North Carolina TRACK Trail Network



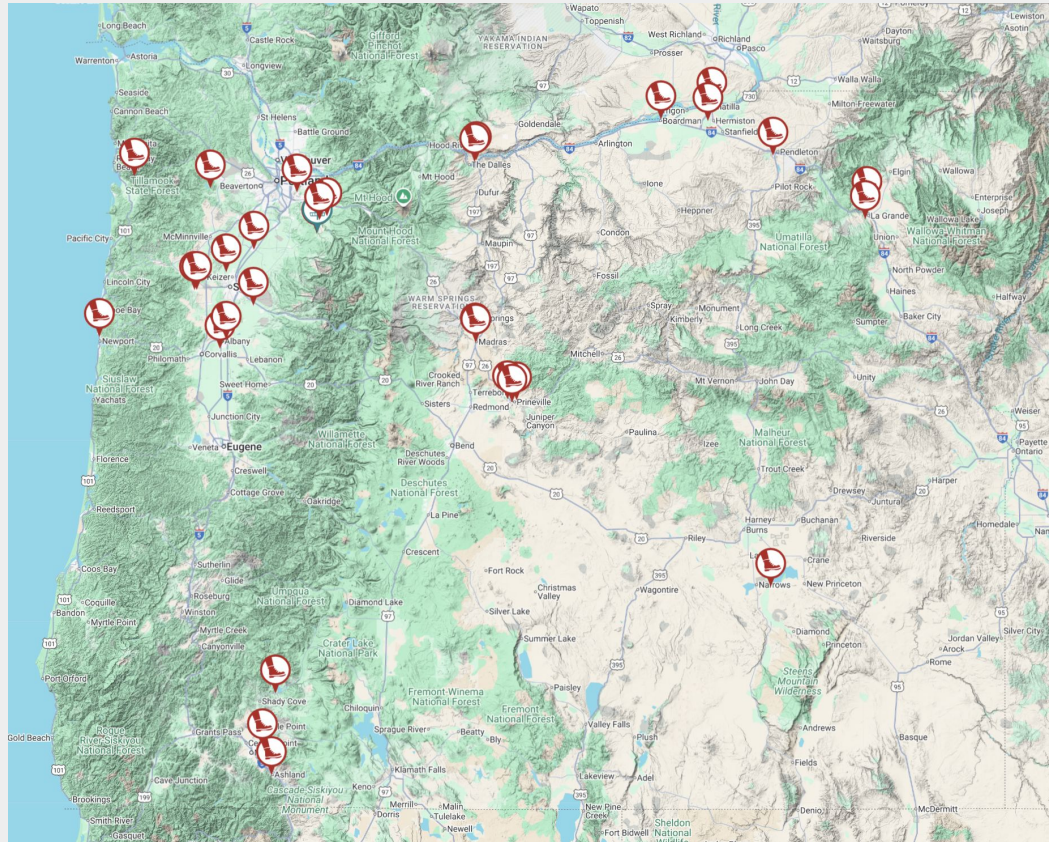
141 TRACK Trails across the state.

South Carolina TRACK Trail Network



Currently 72 TRACK Trails installed with 85 in development.

Oregon Expansion

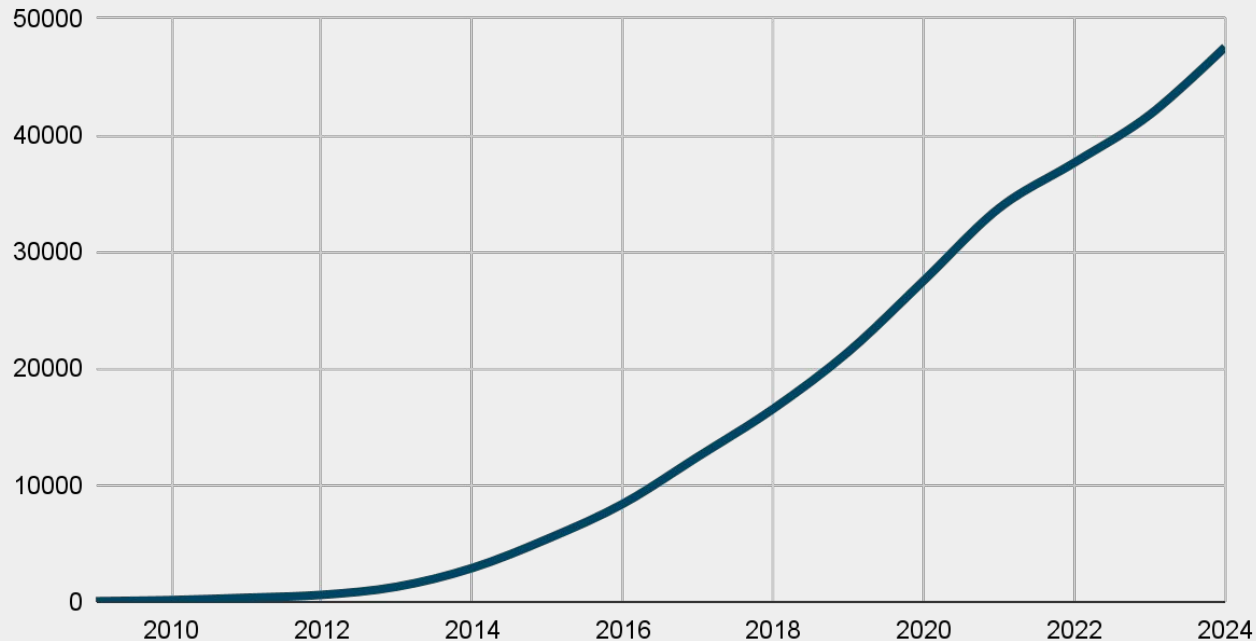


Thanks to funding from organizations like Oregon Parks Forever, there are now 30 TRACK Trails in Oregon (plus 2 in WA) with nearly 20 more in development.

Data Informed Approach

Annual Participation

Total Adventures



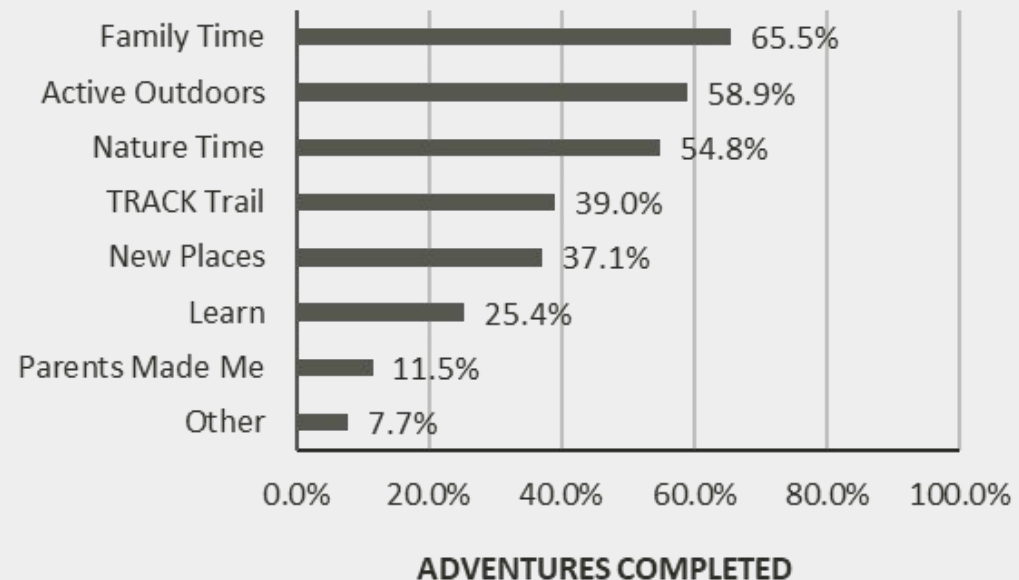
Approximately 50,000 TRACK Trail adventures have been submitted to the website. This equates to:

- An estimated **3.1 million adventures** completed by participants and families
- An estimated **3 million miles** hiked, biked, etc.
- An estimated **1.5 million hours spent outdoors**

Visitation

- **54%** of 2024 registrations were submitted by first-time visitors to the TRACK Trail location
- Visiting a TRACK Trail was included as a reason for visiting in **39%** of completed adventures registered
- Participants went the full length of the TRACK Trail in **67%** of completed adventures, farther in **24%** of completed adventures
- **49%** of participants have completed multiple Kids in Parks adventures since the program began

REASON FOR VISIT, OFFICIAL TRACK TRAIL ADVENTURES (2024)



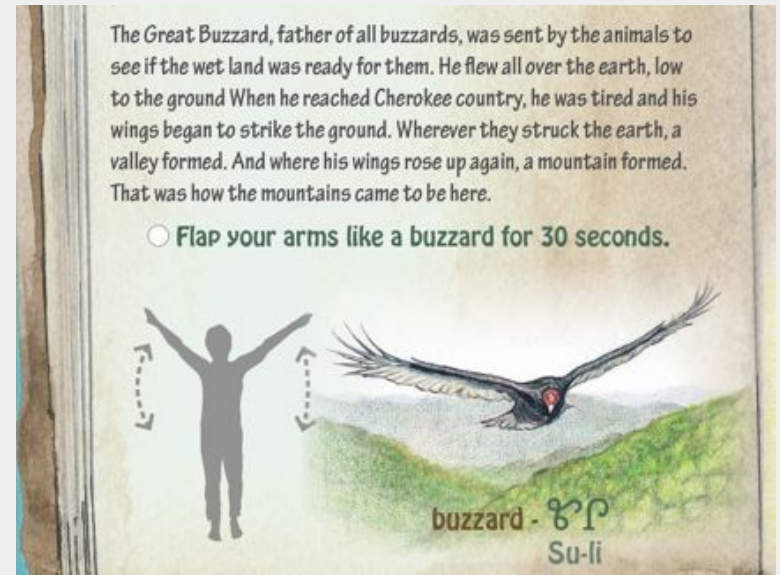
What Do Kids Find Most Interesting?

"I liked the story of the bird wings flapping to create mountains and valley." - Cherokee - Oconaluftee River Trail

"I learned about how things decompose, which was cool. I also learned how to follow specific trails." - E. Carroll Joyner Park

"We learned that fallen leaves are important to the health of the forest ecosystem creating new soil and habitats for various bugs and animals." - Sky Meadows State Park

"That Salamanders live under rocks. I didn't know they could do that without being flattened." - Catoctin Mountain Park

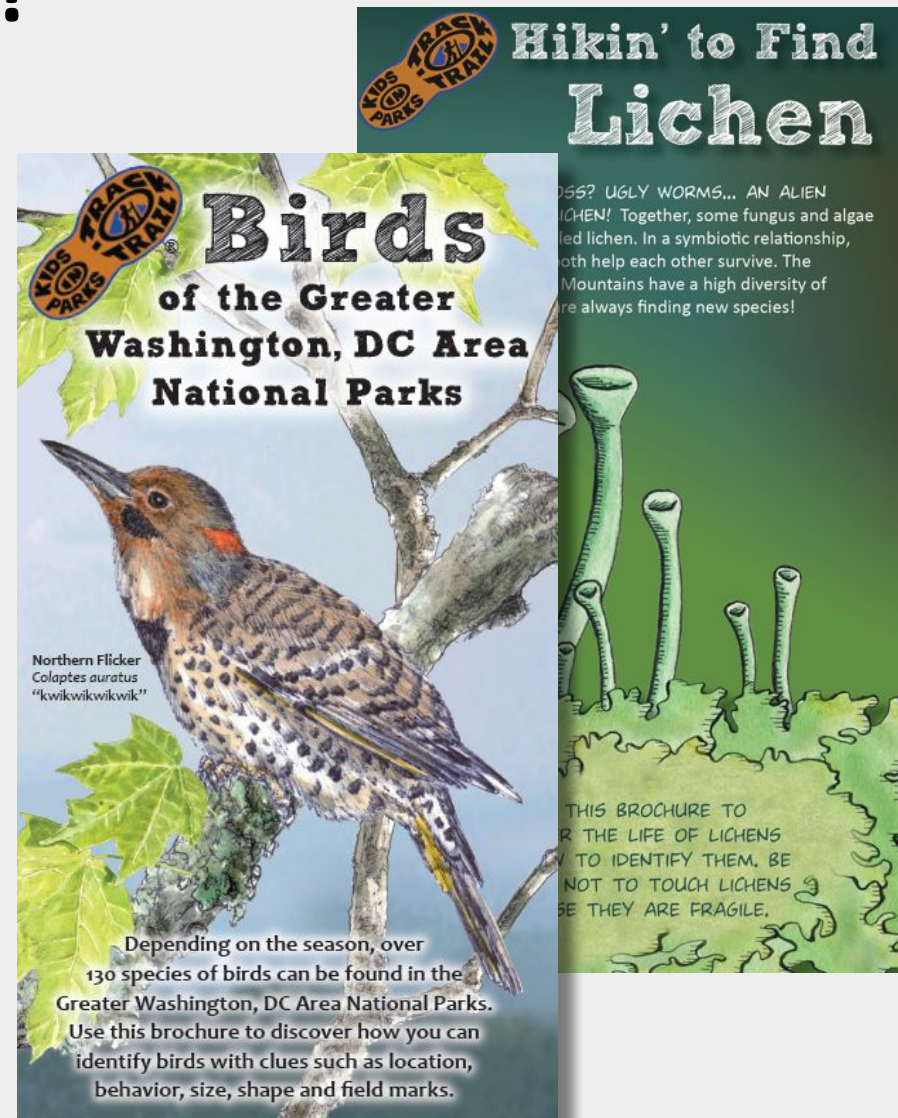


How Can Kids Use What They Learned in Their Everyday Lives?

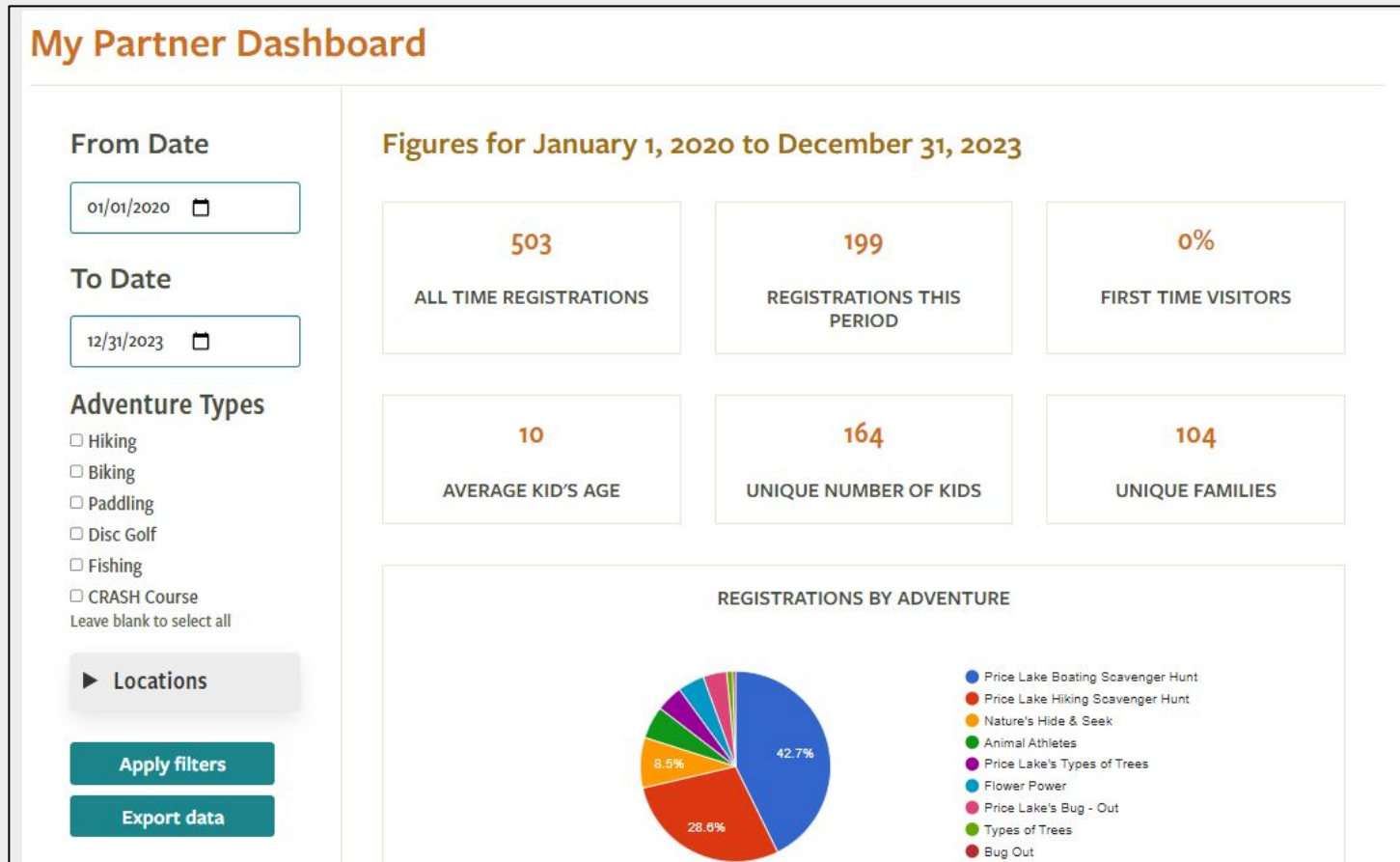
"I realized that a lot of the birds we read about also live in my garden and I think I will be able to identify them now using the brochure." - Harpers Ferry National Historical Park

"That if there is a lot of lichen in an area I'm in, it's good air quality. And if I don't see a lot of lichen, that the air quality might not be healthy for me." - Carolina Beach State Park

"I can keep it in mind that anyone can make it somewhere even if you're raised in a tiny farm." - Abraham Lincoln Birthplace NHP



Partner Dashboards



Partners can have access to a Partner Dashboard on the KIP website, providing them with real-time access to their site's data 365 days a year. If your site does not have access, please let us know.

TRACK Rx

Park Prescriptions

- Kids in Parks launched TRACK Rx in 2016 to formally link spending time in nature with improved health outcomes
- ~190 locations in six states prescribing outdoor time
- Endorsed by the American Academy of Pediatrics and recipient of the “Let’s Move! Champion of Change” Award from the White House



TRACK Rx Brochure: Hiking for Health

TRACK Rx
Hiking For Health X

Hi kids. I'm KIP...
This is my pal,
Dr. TRACK.

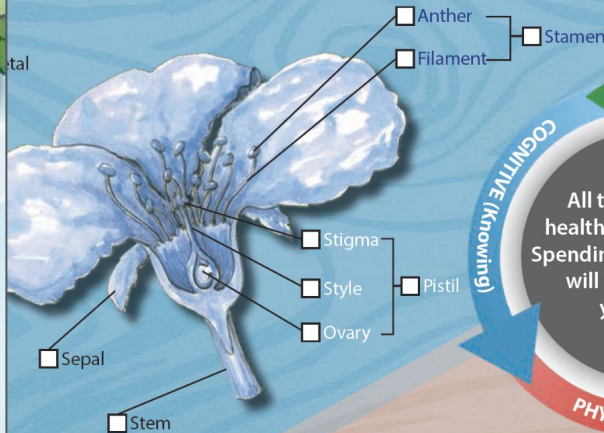
Spending time playing
outdoors is not only fun,
it's good for you. That's why
doctors all over the country
have begun prescribing
nature to kids...

KIP and I created a network of trails designed for kids and families called TRACK Trails. Each trail has self-guided adventures for you to make discoveries and have fun! Our TRACK Rx Adventure can be done in your backyard, schoolyard, park, or along an official TRACK Trail.

Cognitive Health: Train Your Brain

When you spend time outside, you see, hear and smell. Your brain makes discoveries: crystals in a rock, a geyser erupting, or wildflowers blooming... and you improve cognitive health!

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?



This brochure has fun activities
you can do outside to strengthen
your overall health.

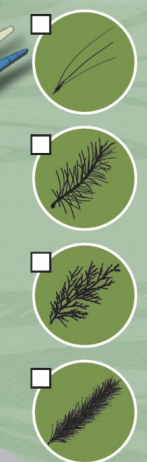
All three areas of
health work together.
Spending time outdoors
will help you feel
your best!

Emotional Health: Serene Green

Studies show that simply viewing pictures of nature can reduce stress levels and improve emotional health...
Imagine what having fun outside can do!

In this activity, take five minutes to relax and observe the trees around you. Can you find trees with these types of leaves?

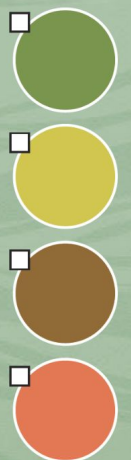
Needle/Scale



Broad



Leaf Color



Physical Health: Active Lifestyle

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

During your adventure, discover how athletic animals are by doing these fun animal exercises.

Hummingbird Hand-swings

Look for hummingbirds feeding on flowers. Hummingbirds flap their wings over 50 times per second!

How many times can you flap your arms in 30 seconds?



Cottontail Dash

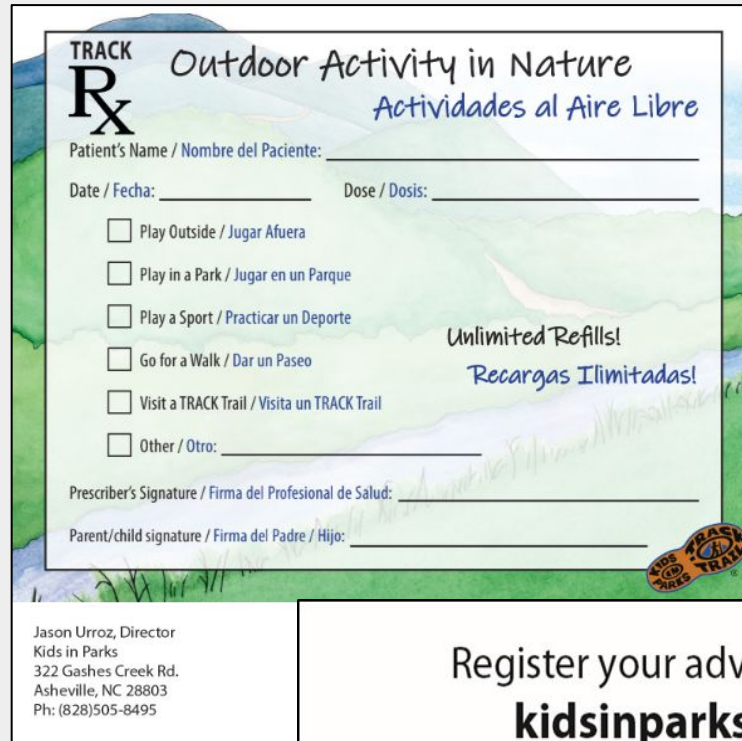
Watch for cottontail rabbits feeding in grassy areas. When being chased, rabbits sprint in a zig-zag pattern to reach cover.

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



Prescription Pads

- Unique 9-digit serial number allows providers to track the fulfillment of the Rx by the patients
- Instructions for how to participate in the program are located on the back, reducing the burden on providers
- Bilingual!



The image shows a prescription pad for 'TRACK Rx Outdoor Activity in Nature'. The pad is bilingual, with English and Spanish text. It includes fields for Patient's Name, Date, Dose, and Prescriber's Signature. There are checkboxes for various activities: Play Outside, Play in a Park, Play a Sport, Go for a Walk, Visit a TRACK Trail, and Other. The text 'Unlimited Refills! Recargas Ilimitadas!' is printed on the right. At the bottom left, contact information for Jason Urroz, Director of Kids in Parks, is provided. At the bottom right, there is a logo for 'TRACK TRAIL'.

TRACK Rx Outdoor Activity in Nature
Actividades al Aire Libre

Patient's Name / Nombre del Paciente: _____

Date / Fecha: _____ Dose / Dosis: _____

☐ Play Outside / Jugar Afuera
☐ Play in a Park / Jugar en un Parque
☐ Play a Sport / Practicar un Deporte
☐ Go for a Walk / Dar un Paseo
☐ Visit a TRACK Trail / Visita un TRACK Trail
☐ Other / Otro: _____

Unlimited Refills!
Recargas Ilimitadas!

Prescriber's Signature / Firma del Profesional de Salud: _____

Parent/child signature / Firma del Padre / Hijo: _____

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

TRACK TRAIL

Register your adventure at:
kidsinparks.com

Serial Number.

KIP-JUR-123

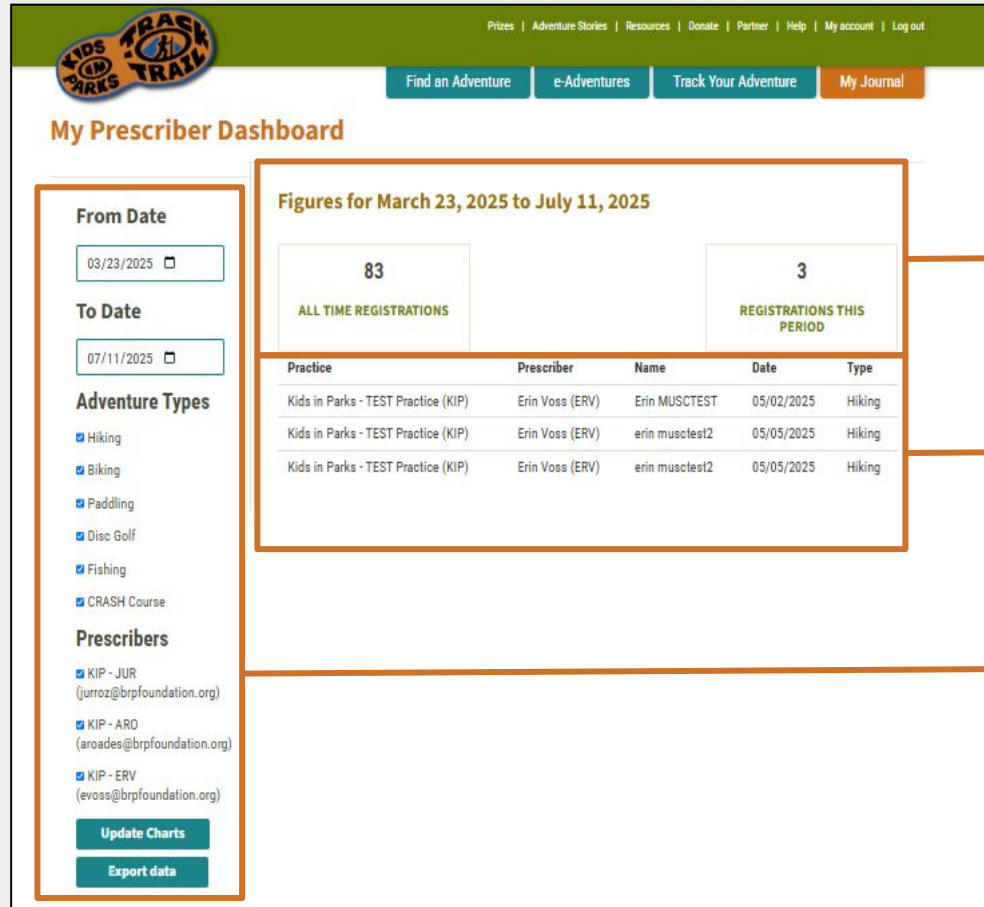
Practice

Office
Location

Unique #

Prescriber Dashboard

- Helps to track patient engagement
- HIPAA Compliant
- Protected by two-factor authentication
- Practice chooses who has access
- Email notifications without Personally Identifiable Information also available



Data at a Glance

Individual Registrations

Refine and Export Data

Evaluation

- **190 practices/healthcare locations** writing social prescriptions to get kids outdoors, including: Hospital systems, pediatricians, nutritionists, school nurses, health departments, and more!
- **6 states**, including: North Carolina, South Carolina, Florida, Maryland, Oregon, and Kentucky
- **25,600 estimated adventures** completed by prescribed participants
- **24,500 estimated miles** hiked by prescribed participants
- **12,300 estimated hours** spent outdoors by prescribed participants
- **3.7m estimated calories burned** by prescribed participants

