

Kids in Parks



-2025-

Program Overview

TRACK Trails

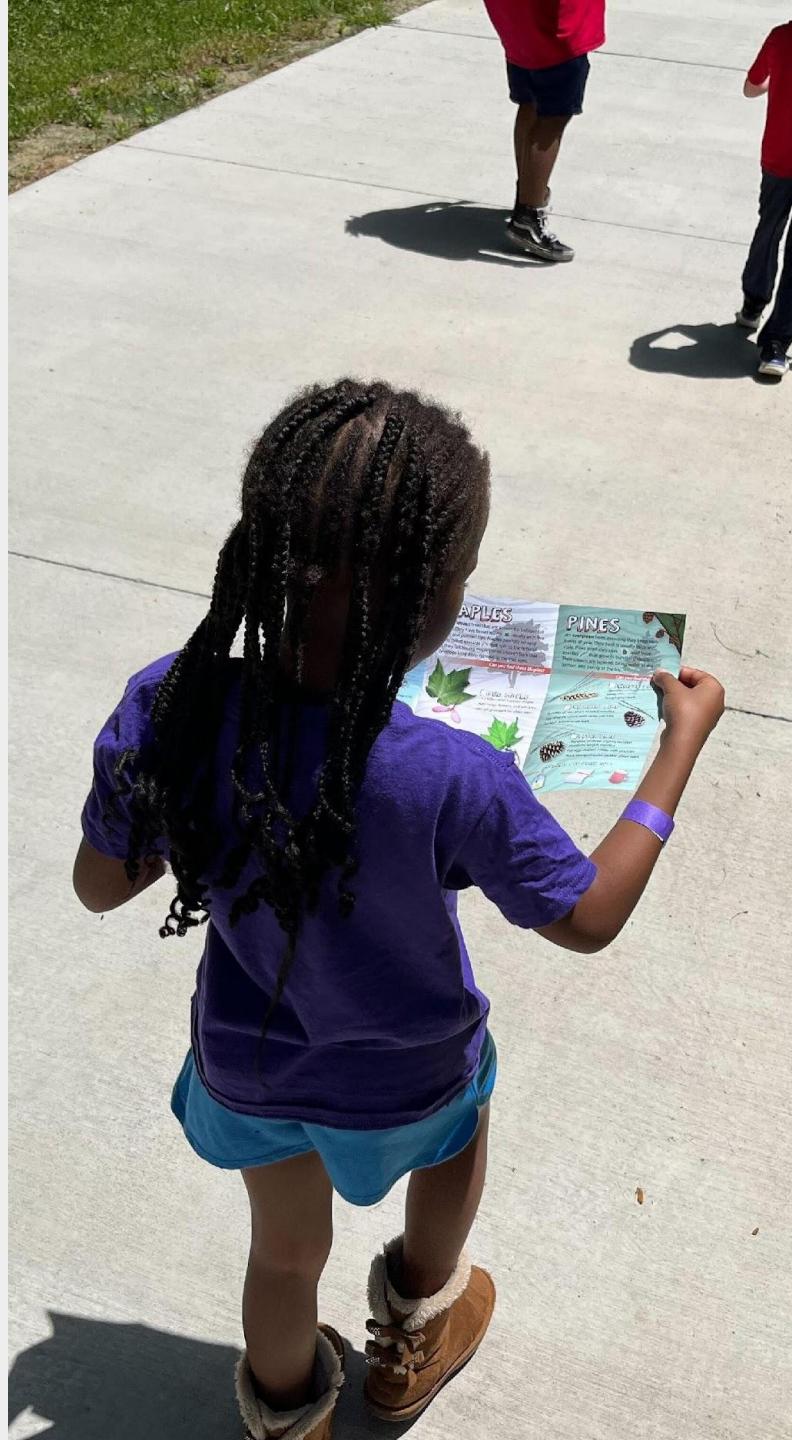
Kids in Parks has created a national network of self-guided trails that engage kids and families in outdoor recreation activities that foster lifelong wellness and meaningful connections to public lands.



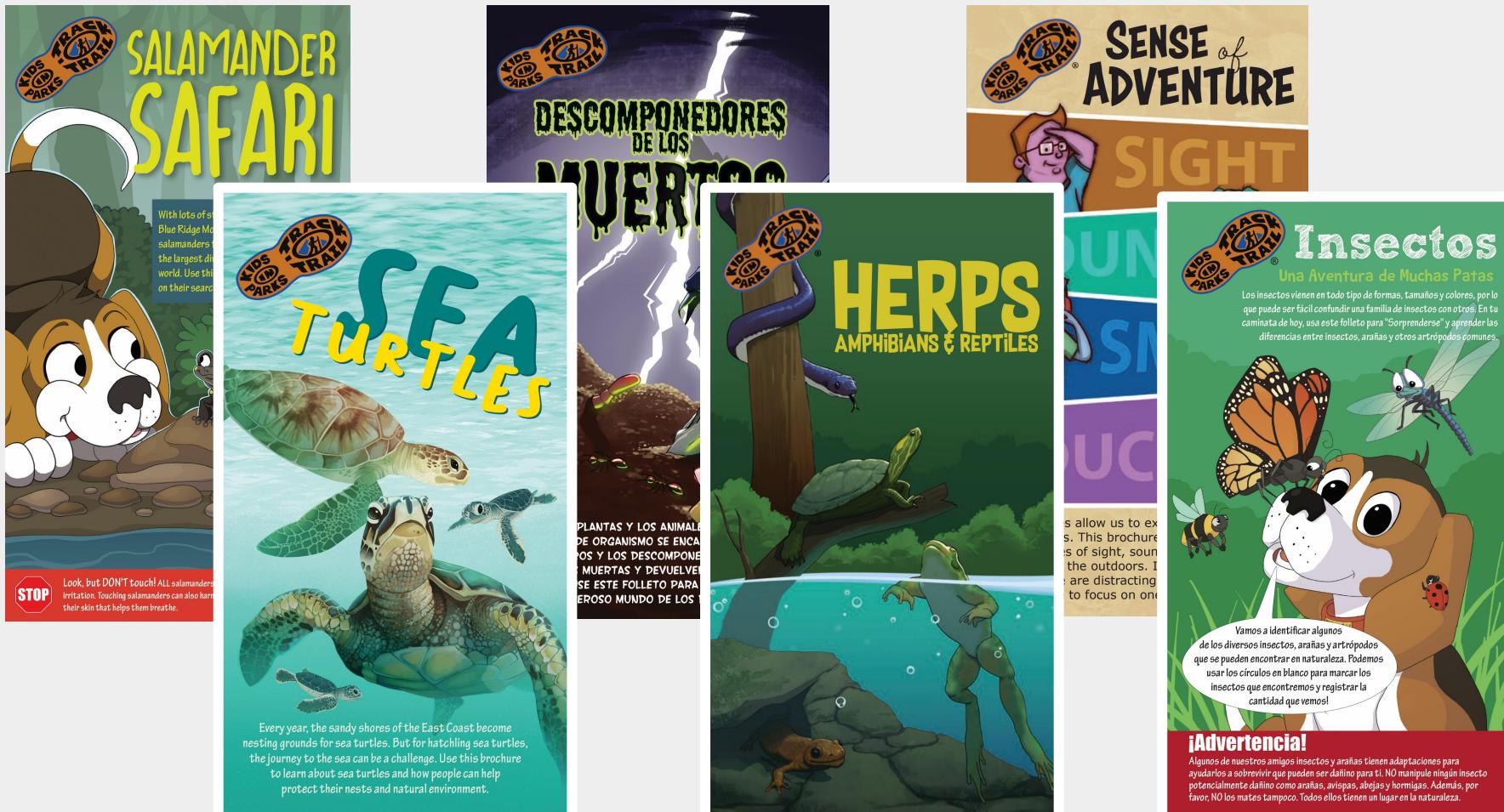
Self-Led Discoveries



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.

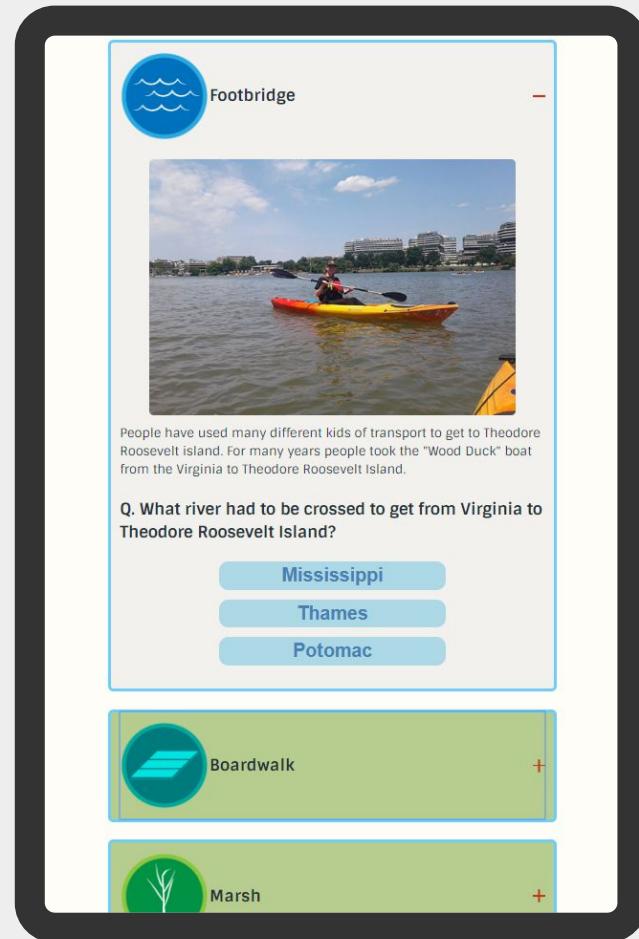
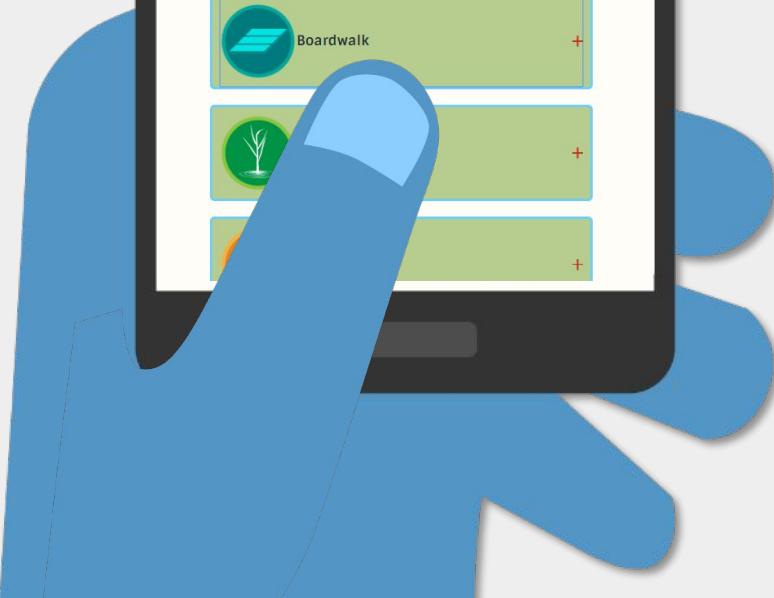


A Variety of Options



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

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 valle central: Sharp Top Mountain, Flat Top Mountain y Harkening Hill. Hay varias opciones para practicar senderismo en los senderos Sharp Top y Flat Top Trail ofrecen a los visitantes la oportunidad de alcanzar las cimas, mientras que el sendero del lago, ofrecerá 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

Insectos

Una Aventura de Muchas Partes

Los insectos vienen en todo tipo de formas, tamaños y colores, por lo que puede ser fácil confundir una familia de insectos con otros. 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 encontramos y registrar la cantidad que vemos!

¡Advertencia!

Algunos de nuestros amigos insectos y arañas tienen adaptaciones para protegerse y sobrevivir que pueden ser dañinas para ti. NO manipule ningún insecto o araña y sobre todo, no te acerques a un insecto que pueda ser potencialmente dañino como arañas, avispas, abejas y hormigas. Además, por favor, NO los mates tampoco. Todos ellos tienen un lugar en la naturaleza.

VAMOS!

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



Prizes | Adventure Stories | Resources | Donate | Partner | Help | Log In

Find an Adventure e-Adventures Track Your Adventure

Get Unplugged. Get Outdoors. Get Cool Prizes.

FIND a TRACK Trail **TRACK** an Adventure **EARN** FREE prizes

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!

Adventures Near Me Turn on My Location


Haw Creek Elementary 3 miles


Blue Ridge Parkway - Asheville Visitor Center 4 miles

Find an Ad

My Journal

Find an Adventure e-Adventures Track Your Adventure My Journal

113 Adventures Jason Urroz 110 Miles

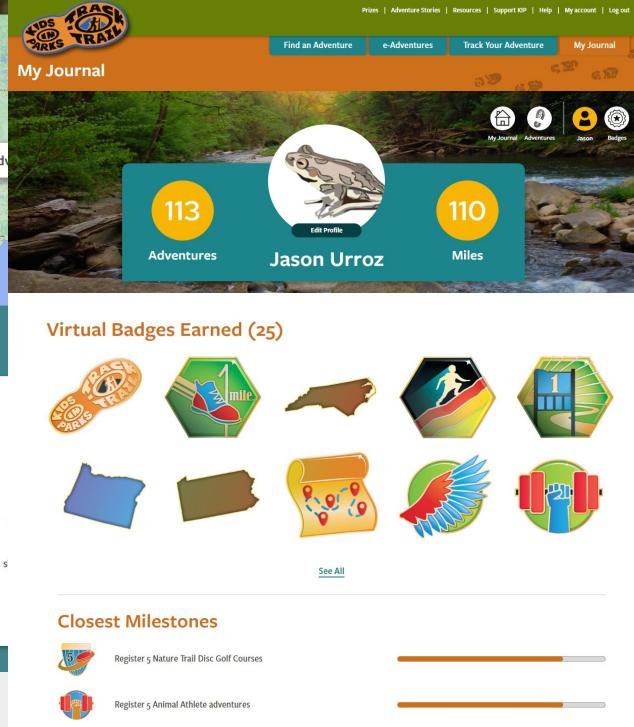
Virtual Badges Earned (25)

TRACK Trail Brochures Every TRACK Trail location is stocked with colorful, engaging brochures that offer fun, educational activities for all ages.

e-Adventures Enjoy our most popular brochures on a smartphone or tablet anywhere you choose - whether in a backyard, local park, or official TRACK Trail.

CRASH Courses COMING SOON! CRASH courses are educational stations where kids can learn various natural science topics and participate in the scientific process through observations, videos, and activities.

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.



Prizes | Adventure Stories | Resources | Support KIP | Help | My account | Log out

Find an Adventure e-Adventures Track Your Adventure My Journal

My Journal Adventures Jason Badges

113 Adventures Jason Urroz 110 Miles

Virtual Badges Earned (25)

TRACK Trail Trail 1 mile 1000 Miles

Oregon Pennsylvania Map of the USA Map of the USA

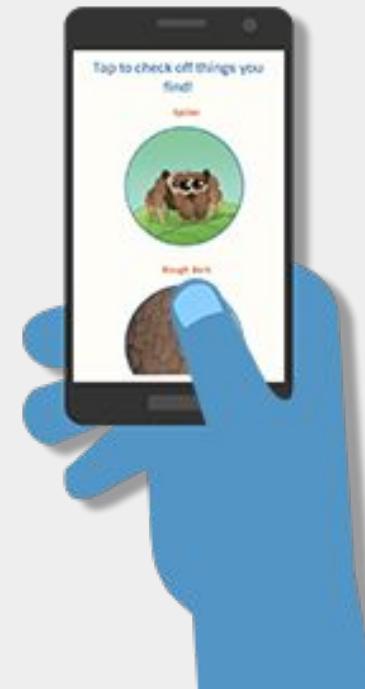
Map of the USA Map of the USA Map of the USA Map of the USA Map of the USA

See All

Closest Milestones

Register 5 Nature Trail Disc Golf Courses

Register 5 Animal Athlete adventures



Find an Adventure Page



The screenshot shows the homepage of the TRACK Trail Adventures website. At the top, there's a green header with the 'KIDS IN PARKS' logo and the word 'TRACK' in a stylized font. Below the header, a navigation bar includes links for Prizes, Adventure Stories, Resources, Donate, Partner, Help, My account, and Log out. The main content area features a map of North America with numerous red icons representing trail locations. A search bar at the top of the map allows users to 'Find an Adventure' or 'Search this area' by entering a city, state, or park name. To the left of the map, there's a sidebar with sections for '346 TRACK Trail Adventures' and lists of visitor centers and state parks. The sidebar includes icons for Hiking, Biking, Paddling, Disc Golf, Fishing, and CRASH Course.

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

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

Table Rock State Park



391 Table Rock State Park Rd
PICKENS, SC 29671
United States

The TRACK Trail at Table Rock State Park is located along the Carrick Creek Trail, a 2.0 mile long loop trail featuring several water features along the creek, including Carrick Creek Falls. The brochure-led adventures help visitors discover things hiding along the trail, the wonders of waterfalls, and how fire helps shape the mountain.

[Read More](#)

TRACK Trail Details



[Download Trail Map](#)

Mileage: 2.00 miles
Difficulty: Moderate
Terrain: Dirt/Natural
[Fee Information](#)

Location Features

 Lodging Cabins	 RV Camping
 Restrooms	 Shelter/Pavilion
 Canoe / Kayak	 Swimming
 Playground	 Leashed Pets Allowed
 Picnic Tables	 Campground
 Fishing	

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

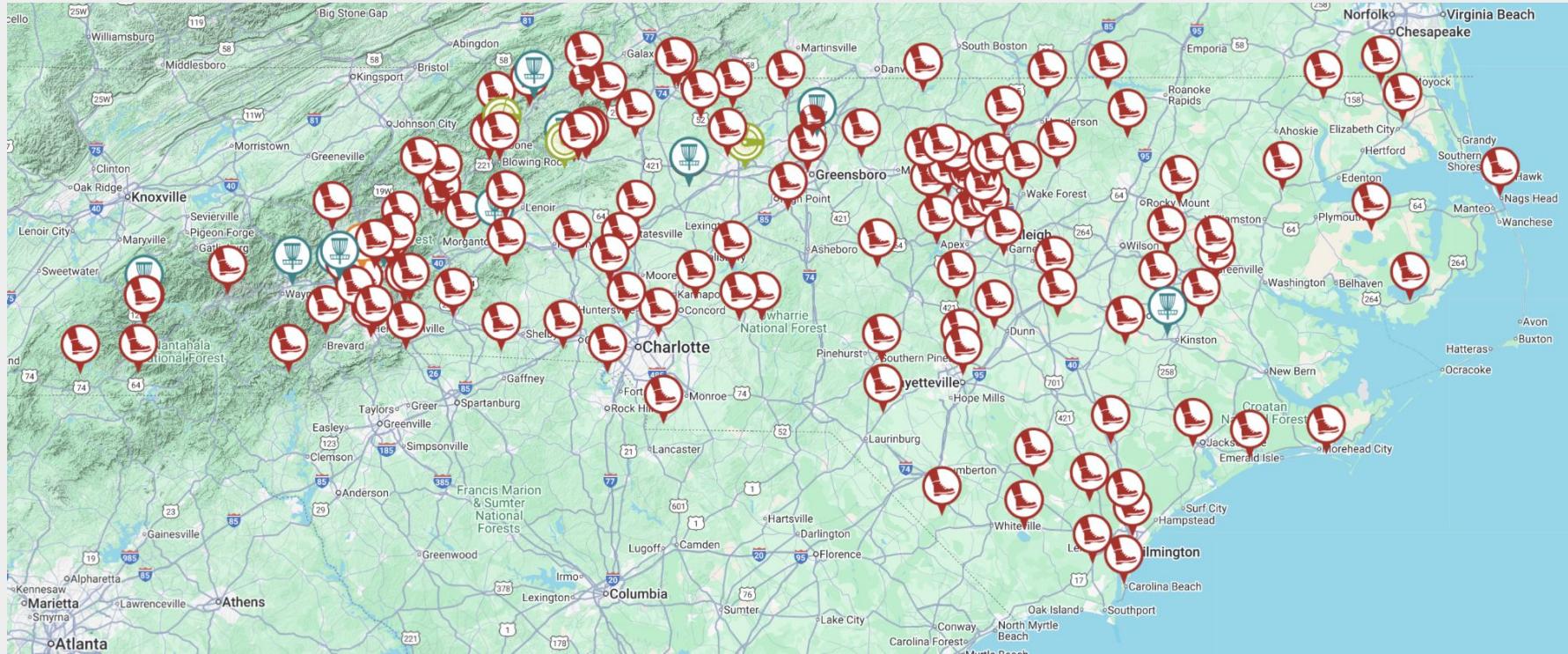
- **\$2.8 million over 10 years**
- **Startup funding** for the KIP program design, website infrastructure, and staffing
- **100+ TRACK Trails** throughout the state
- Development and implementation of **TRACK Rx**



BlueCross BlueShield of South Carolina Foundation

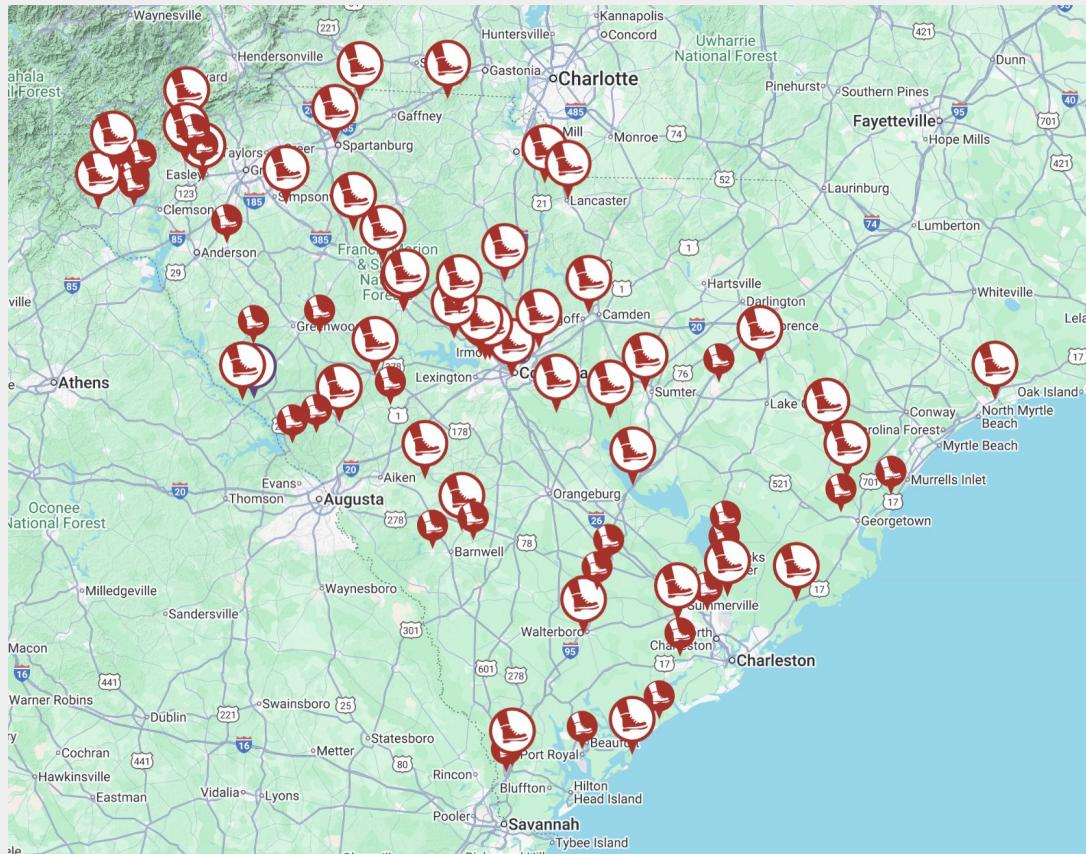
- **\$1.3 million over 6 years**
- Dedicated South Carolina **staff person**
- **Community meetings** to identify key partners
- Develop and install **3 TRACK Trails in every county**
- **100 healthcare providers** prescribing TRACK Rx
- Enhancements to the KIP website platform

North Carolina TRACK Trail Network



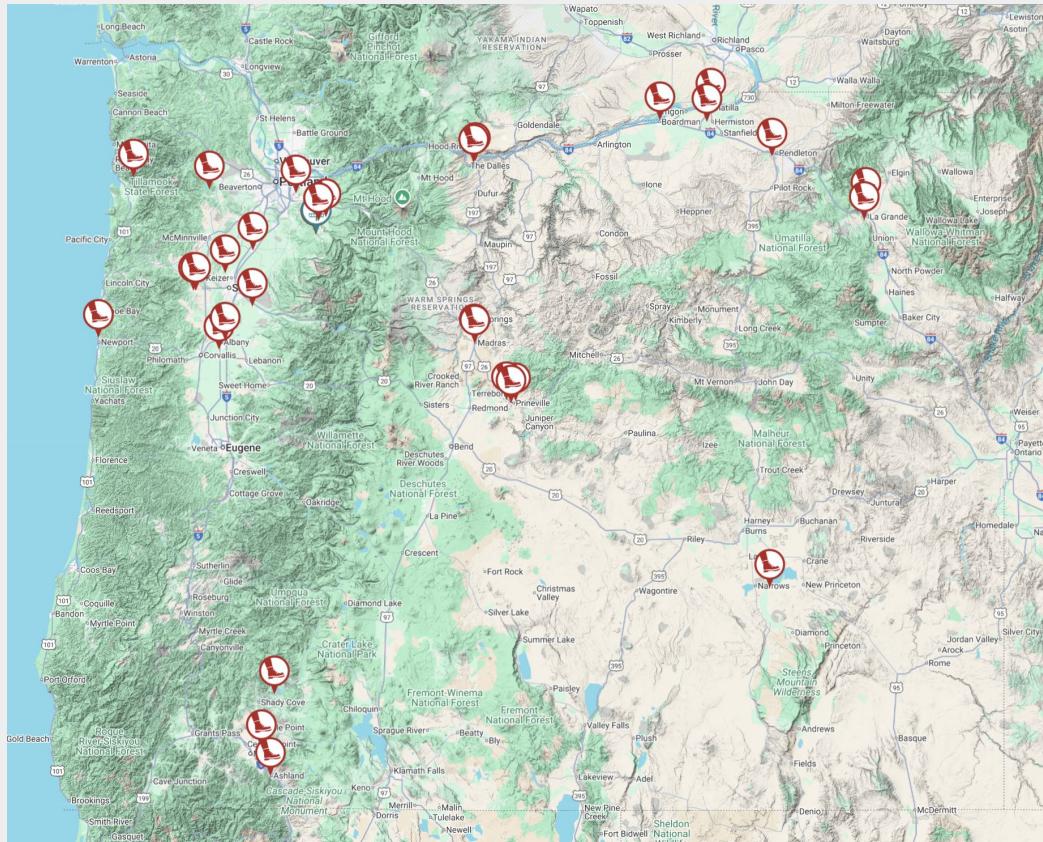
141 TRACK Trails across the state.

South Carolina TRACK Trail Network



Currently 72 TRACK Trails installed with 85 in development.

Oregon Expansion

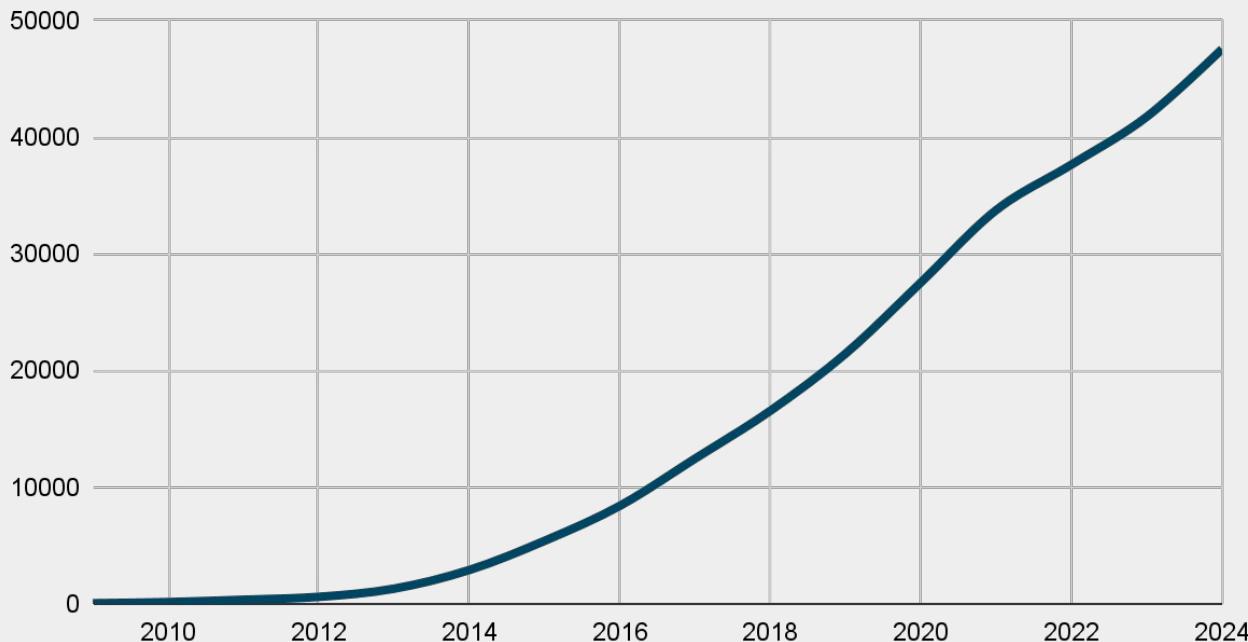


Thanks to funding from organizations like Oregon Parks Forever, there are now 30 TRiACK Trails in Oregon (plus 2 in WA) with nearly 20 more in development.

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



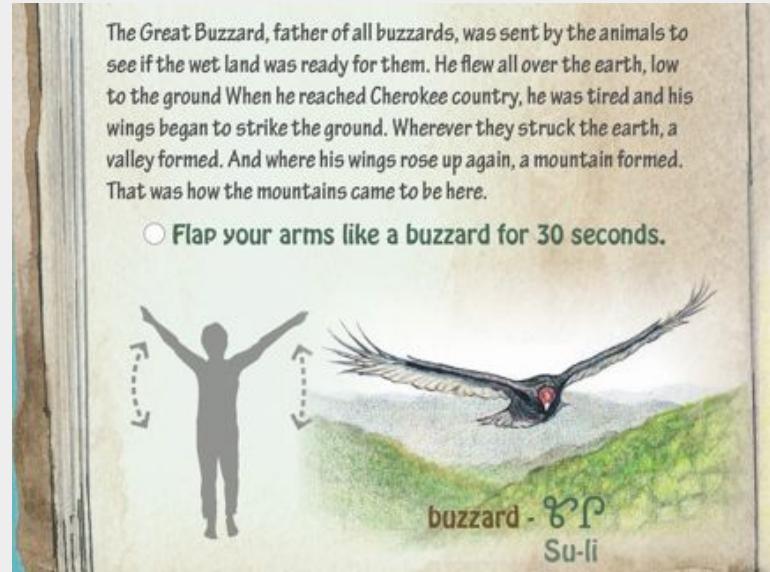
What Do Kids Find Most Interesting?

"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

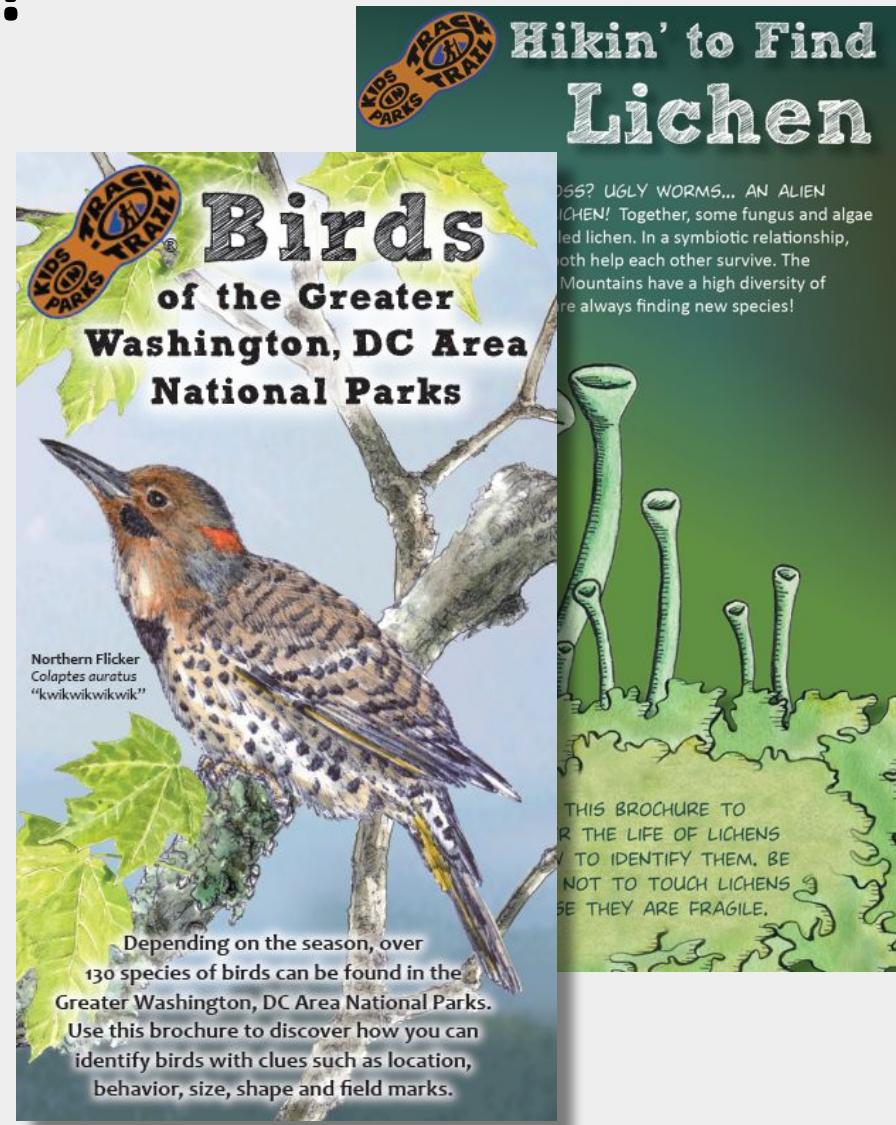


How Can Kids Use What They Learned in Their Everyday Lives?

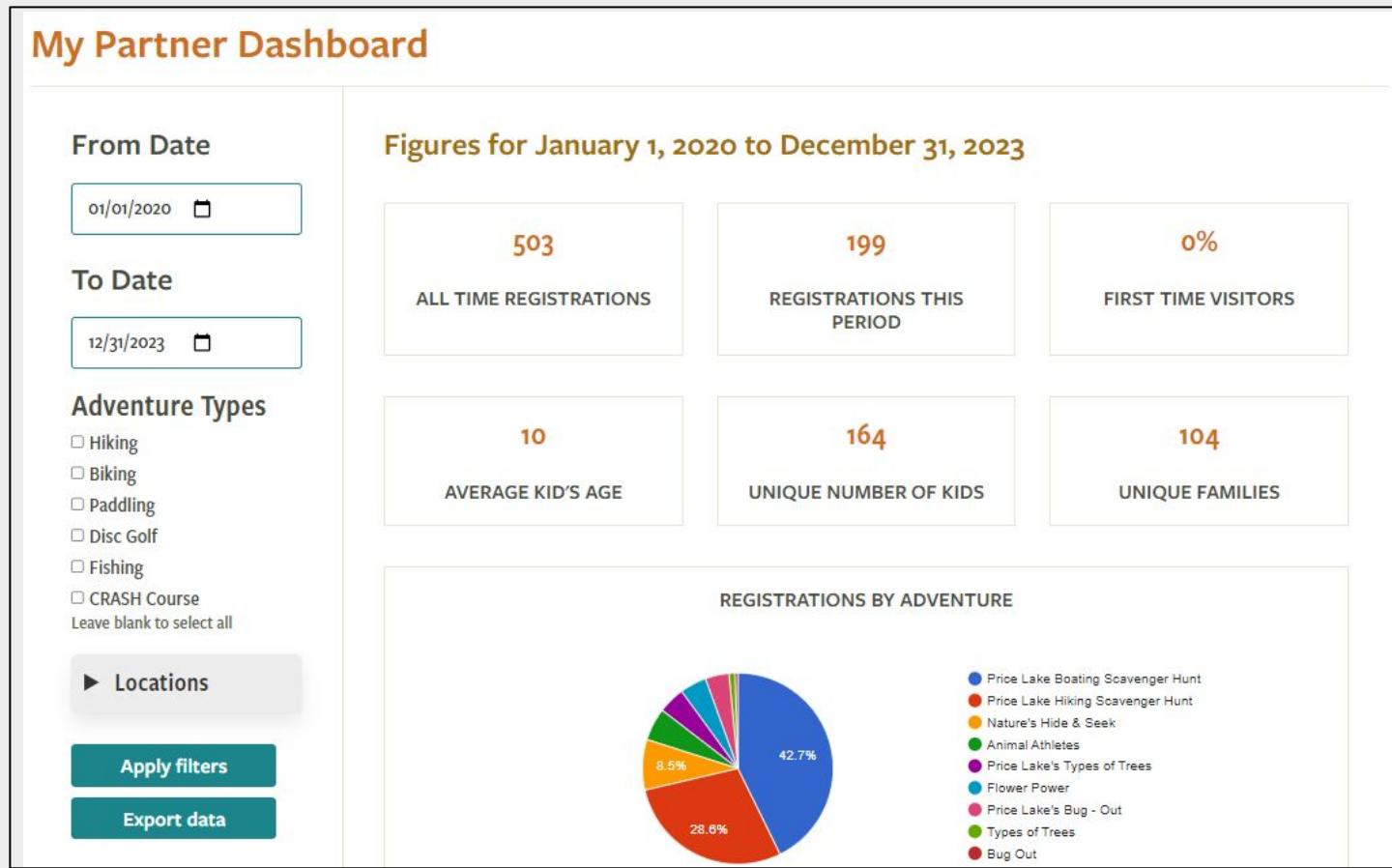
"I realized that a lot of the birds we read about also live in my garden and I think I will be able to identify them now using the brochure." - Harpers Ferry National Historical Park

"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

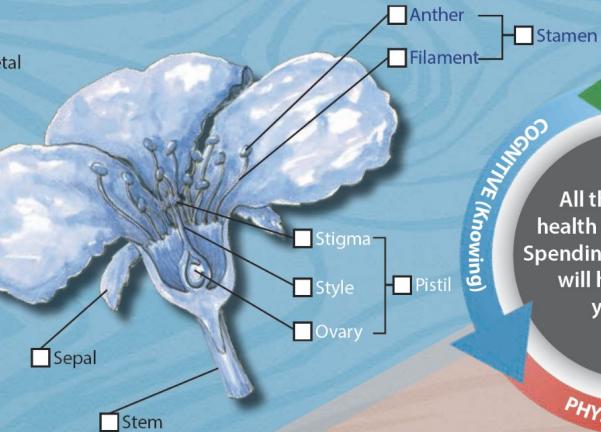


TRACK Rx Brochure: Hiking for Health



Cognitive Health: Train Your Brain
When you spend time outside, you see, hear and smell new things. Your brain makes discoveries: crystals in a rock, a caterpillar, 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!

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.



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

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



Leaf Color



Leaf Color



Leaf Color



Leaf Color



Leaf Color



Leaf Color



Leaf Color



Leaf Color



Leaf Color

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!

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!

KIDS IN PARKS TRAIL

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

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

The screenshot shows the 'My Prescriber Dashboard' interface. At the top, there's a navigation bar with links for Prizes, Adventure Stories, Resources, Donate, Partner, Help, My account, and Log out. Below the navigation is a logo for 'KIDS IN PARKS TRAIL TRAIL' and a menu bar with 'Find an Adventure', 'e-Adventures', 'Track Your Adventure', and 'My Journal'.

The main content area is titled 'My Prescriber Dashboard'. On the left, there's a sidebar with 'From Date' (03/23/2025), 'To Date' (07/11/2025), 'Adventure Types' (checkboxes for Hiking, Biking, Paddling, Disc Golf, Fishing, CRASH Course, all checked), and 'Prescribers' (checkboxes for KIP - JUR, KIP - ARO, KIP - ERV, all checked). Below these are 'Update Charts' and 'Export data' buttons.

The central area is titled 'Figures for March 23, 2025 to July 11, 2025'. It displays two counts: '83 ALL TIME REGISTRATIONS' and '3 REGISTRATIONS THIS PERIOD'. Below these counts is a table showing registration details:

Practice	Prescriber	Name	Date	Type
Kids in Parks - TEST Practice (KIP)	Erin Voss (ERV)	Erin MUSCTEST	05/02/2025	Hiking
Kids in Parks - TEST Practice (KIP)	Erin Voss (ERV)	erin musctest2	05/05/2025	Hiking
Kids in Parks - TEST Practice (KIP)	Erin Voss (ERV)	erin musctest2	05/05/2025	Hiking

Three orange arrows point from the text labels to specific parts of the dashboard:

- An arrow points to the 'Figures for March 23, 2025 to July 11, 2025' section with the text 'Data at a Glance'.
- An arrow points to the table with the text 'Individual Registrations'.
- An arrow points to the bottom of the sidebar with the text '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

