



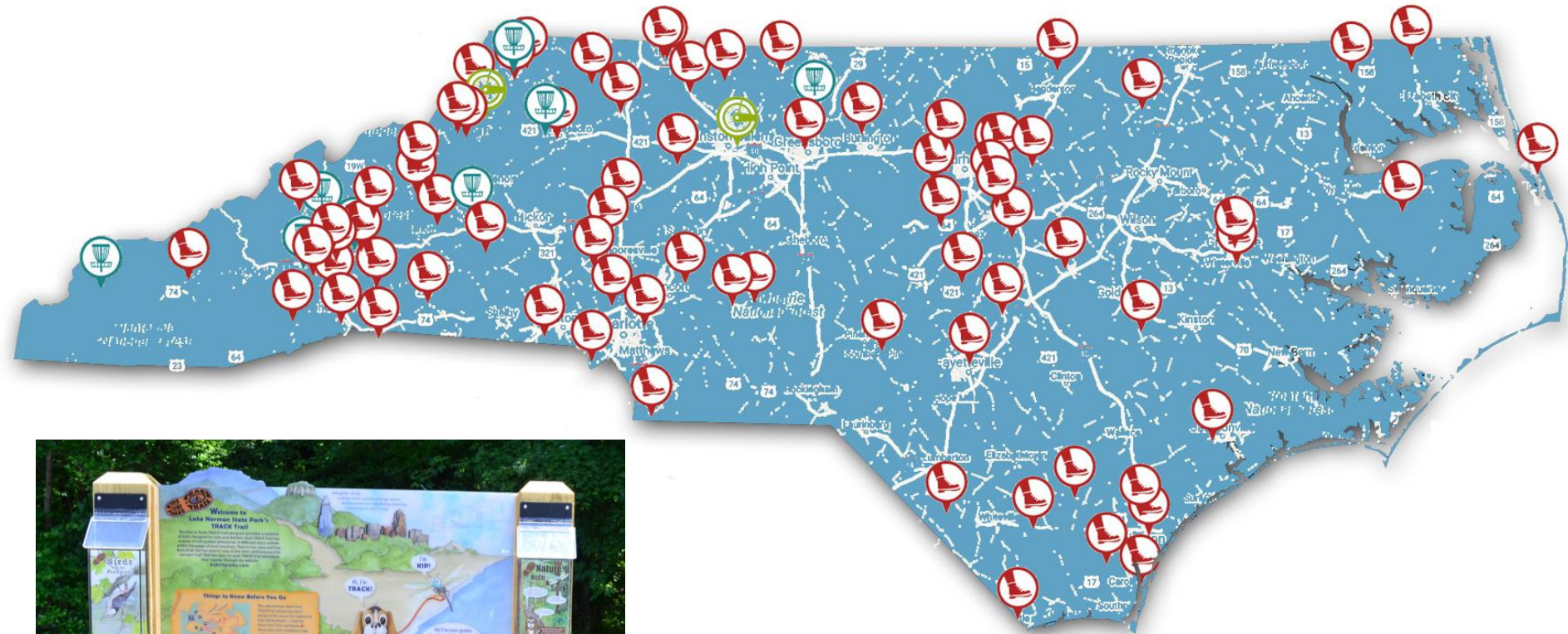
Kids in Parks



The Blue Ridge Parkway Foundation, Blue Ridge Parkway, and Blue Cross and Blue Shield of North Carolina Foundation partnered to form the Kids in Parks program in an effort to get kids and families “un-plugged”, outdoors and reconnected to nature for both their health and the health of our parks and public lands.



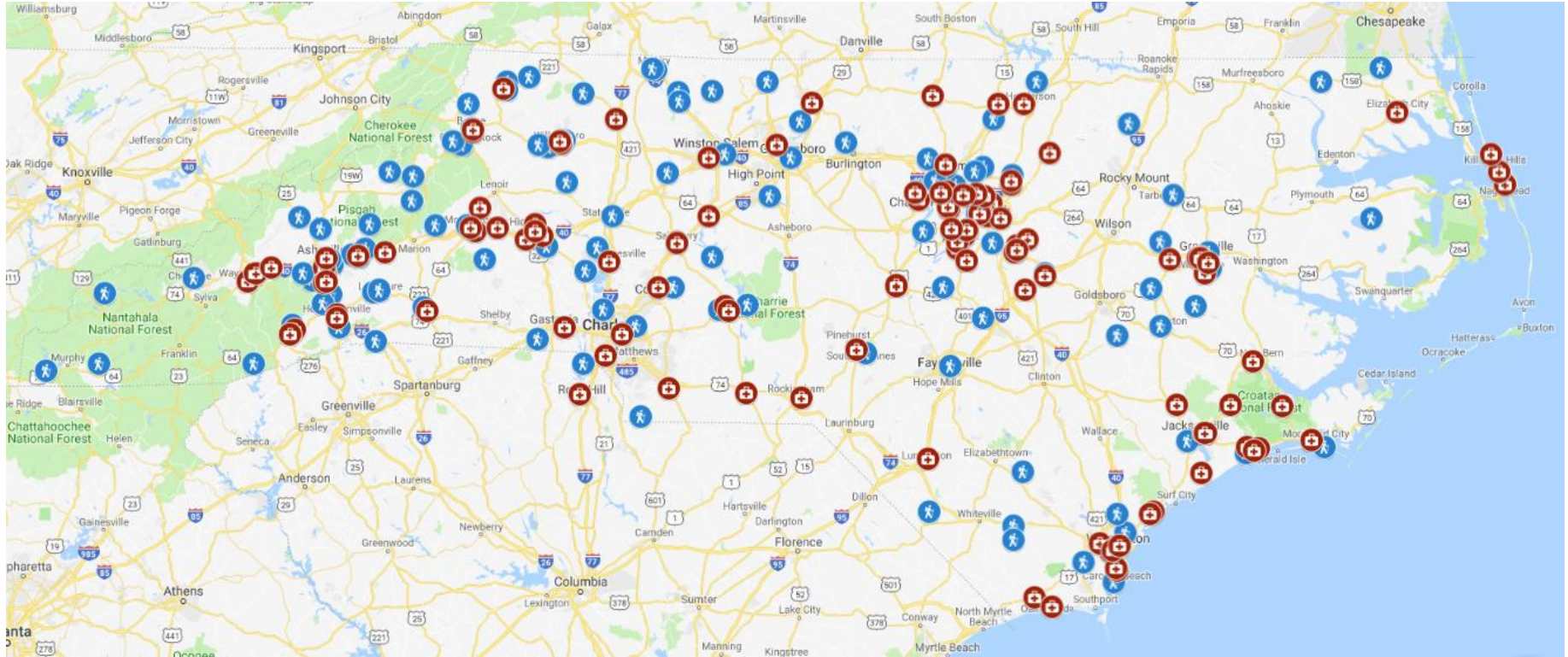
North Carolina TRACK Trail Locations



To do this, Kids in Parks partners with land management agencies to convert their preexisting hiking trail (or other type of trail) into a TRACK Trail through the installation of their kid and family friendly trailhead sign and self-guided brochure-led adventures.

There are currently more than 175 trail locations in the country, with more than 100 being in NC.

TRACK Trail and TRACK Rx Locations in NC



The map shows the locations of TRACK Trails (BLUE) and TRACK Rx (RED) sites in North Carolina, demonstrating the ability for healthcare providers throughout the state to prescribe their patients to participate in the program.

Sample Trail sign



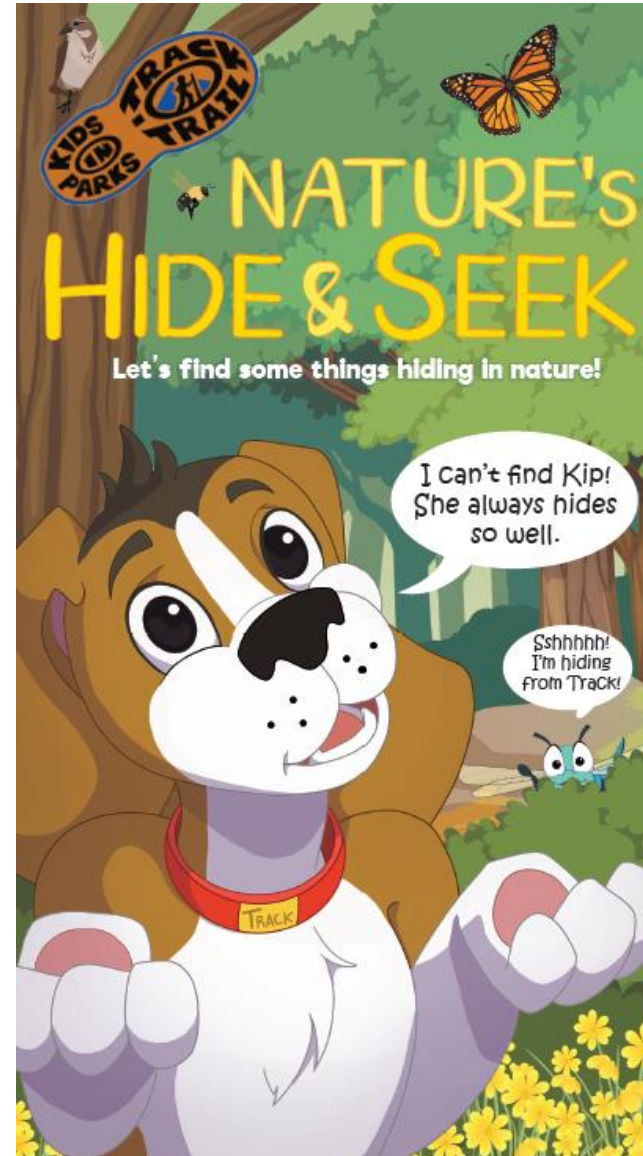
Nature's Hide & Seek

Nature's Hide & Seek is a standard brochure issued to every TRACK Trail. It is the most universal and frequently-used brochure.

The Nature's Hide & Seek brochure is designed so that kids of all ages can walk along the trail and discover common things that are often overlooked in nature. Some of them are hard to find, others are easy.

This brochure is most appropriate for children 4 to 7 years of age.

A bilingual Spanish/English version is available in a different design.



Cover



Outside Panel

Nature's Hide & Seek

Inside Panels



sniff
sniff

Many things in nature go unseen. Their size, color, and location can make them hard to find. On your hike today, seek out these things hiding in nature.

Remember that all things in nature have a special place. Be sure to leave them here, so others can find them too!



● Bird



● Spider



● Sapling
(young tree)



● Lichen



● Wildflower



● Water



● Feather



● Pollinator



● Animal Tracks



● Rough Bark



● Rock with 2 colors



● Something Human-made

Provides Incentives for Participation



Kids earn prizes for registering their adventures through the Kids in Parks website. In order to earn their prizes, kids answer 12-15 questions about their experience, providing Kids in Parks and their TRACK Trail partners with valuable data.

Passports to Track their hikes



The image shows a 'Trail Tracker Passport' form. The left page is a brown map of Oregon with a red dashed line tracing a path from the top left, through the central 'KIDS IN PARKS TRACK TRAIL' logo, and ending with a red 'X' in the bottom right. At the bottom of the left page is a white box labeled 'name'. The right page is a light blue grid with six rows for tracking hikes. Each row has a circular logo for a specific location, followed by fields for 'Date', 'Weather' (with icons for sun, clouds, rain, and snow), and 'Notes'. The locations are: Barnes Butte Recreation Complex, Crooked River Wetlands Complex, M-Hill Trail, Rimrock Park, Willow Creek Canyon, and a blank 'Place Sticker Here'.

Location	Date	Weather	Notes
Barnes Butte Recreation Complex Prineville, Oregon			
Crooked River Wetlands Complex Prineville, Oregon			
M-Hill Trail Madras, Oregon			
Rimrock Park Prineville, Oregon			
Willow Creek Canyon Madras, Oregon			
Place Sticker Here			

Experience Cards sent after each hike



Health of Kids and Families

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total
53	217	259	278	568	1501	2312	2808	4140	4305	2401	18842

as of 07/01/2019

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

- 600,000 kids have hiked TRACK Trails

- 600,000 miles have been hiked by kids on TRACK Trails

- 300,000 hours active outdoors by kids on TRACK Trails

- 90 million calories have been burned by kids on TRACK Trails

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:

- 1,000,000 people / 1,000,000 miles / 500,000 hours / 150 million calories

Health of Kids and Parks

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

11% of KIP registrants were first-time hikers

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

50% 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



TRACK Rx

(Our Version of Park Rx)

TRACK Rx – Pediatrician Displays



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

TRACK Rx Brochure



Rx

- ☐ Play in your backyard
- ☐ Explore a trail or green space near home
- ☐ Go for a run or ride a bike
- ☐ Play a sport or other game outside
- ☐ Go for a hike on a TRACK Trail



Rx Code: TRACKRX

After you complete your adventure, log in to www.KidsInParks.com and register the Rx code above to earn a free prize in the mail. Then, visit other TRACK Trail locations and log your adventures online to earn even more free prizes!

TRACK your hike at
kidsinparks.com
and get **FREE** prizes!



Thanks for joining us on the trail today! Visit our website to find more TRACK Trail™ adventures near you!

The next generation of stewards will help preserve the world's plants, animals, natural lands and our heritage. What will you do to make a difference?

Kids in Parks...
Providing a network of fun-filled adventures that get kids and families active outdoors and connected to nature.



Kids in Parks Funding Partners





TRACK Rx
Hiking Toward Health

Spending time outdoors is good for you. When you go for a walk, ride a bike, or simply play in the yard, you get a lot of health benefits. That's why doctors all over the country have begun prescribing nature to kids... it's Better than medicine!

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

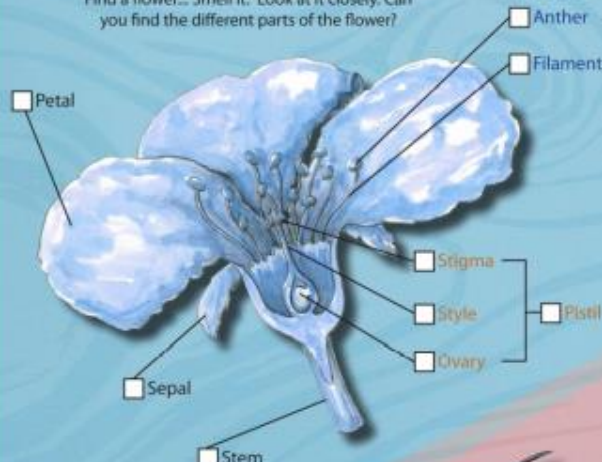
KIP and I created a network of trails designed for kids and families called TRACK Trails. Each trail has self-guided adventures you can do to make discoveries and have fun! This is our TRACK Rx Adventure. You can do it in your backyard, schoolyard, park, or along an official TRACK Trail. It combines several of our trail brochures into one.

We created a TRACK Rx brochure that is housed in the Pediatrician Display.

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?




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:

☐ **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?




☐ **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.




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!

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?


☐ **White Oak**



☐ **Red Maple**



☐ **White Pine**



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!

All three areas of health work together to help you feel your best. Best of all, you can take these health benefits with you to any part of your life!

COGNITIVE

EMOTIONAL

PHYSICAL

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!

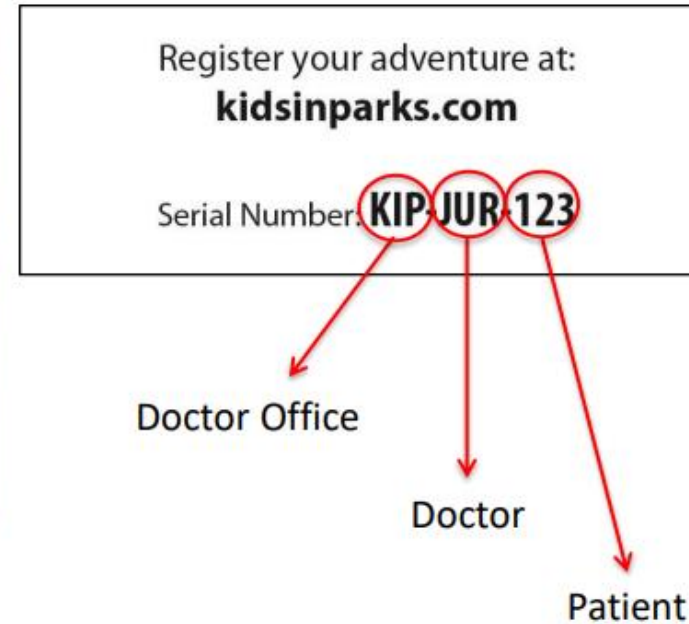
Health professional's signature: _____

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 of the Rx by the patients, and report back to the doctor regarding their patient's fulfillment.

Park Rx – Prescription Pads

Earn a Free Prize for Registering Your Prescription!


Just 30 minutes a day of outdoor activity can improve your child's physical, emotional, and cognitive health. It's fun and easy with Kids in Parks. Here's how:

1. Go for an adventure outside.

You can explore your backyard or make discoveries in a park!
(If you need ideas, go to KidsInParks.com for activities and trail locations.)

2. Go to KidsInParks.com to  **&** 
Registration is free and easy!

3. Choose "TRACK Rx"  as your adventure type.
Enter the serial number on the front of this Rx sheet.

4. Click  and we'll send you a free prize in the mail.
Yep, it's that easy!

Continue Your Adventure... Earn More Prizes!

Kids in Parks has created a network of family-friendly trails.
Visit kidsinparks.com to find a TRACK Trail adventure near you.

Get unplugged. Get outdoors. Get cool prizes.

The backside of each prescription pad provides instructions to help the patient register their TRACK Rx adventure (prescription).

These instructions also help the provider during their consultation with the patient. Now, the provider doesn't have to memorize the website name and/or the process for how the patient registers (fulfills) their script.

Regional Rack Cards



Kids in Parks
TRACK Trails

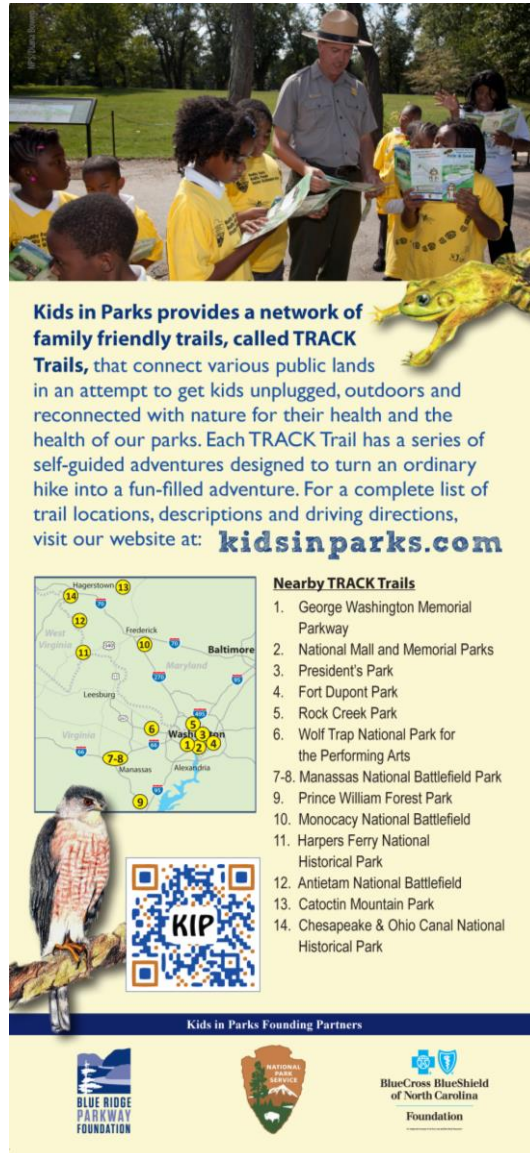
Let's play outside!

The Kids in Parks TRACK Trails program provides a network of kid-friendly trails. Children can earn free prizes by going on the trails and tracking them on our website kidsinparks.com

Find a trail

Go on an adventure

Earn free prizes



Kids in Parks provides a network of family friendly trails, called TRACK Trails, that connect various public lands in an attempt to get kids unplugged, outdoors and reconnected with nature for their health and the health of our parks. Each TRACK Trail has a series of self-guided adventures designed to turn an ordinary hike into a fun-filled adventure. For a complete list of trail locations, descriptions and driving directions, visit our website at: kidsinparks.com

Nearby TRACK Trails

1. George Washington Memorial Parkway
2. National Mall and Memorial Parks
3. President's Park
4. Fort Dupont Park
5. Rock Creek Park
6. Wolf Trap National Park for the Performing Arts
- 7-8. Manassas National Battlefield Park
9. Prince William Forest Park
10. Monocacy National Battlefield
11. Harpers Ferry National Historical Park
12. Antietam National Battlefield
13. Catocin Mountain Park
14. Chesapeake & Ohio Canal National Historical Park

Kids in Parks Founding Partners

Blue Ridge Parkway Foundation

BlueCross BlueShield of North Carolina Foundation

In addition to the TRACK Rx brochure, some of our partners use our regional rack cards.

The regional rack cards show kids and families the approximate locations of the TRACK Trails in the region of that doctor office.

Patient Room Posters

Get **unplugged.** Get **outdoors.**
Get **cool prizes.**
Join Kids in Parks



The Kids in Parks
TRACK Trails program provides a nationwide network of kid friendly hiking trails. Best of all, you can earn free prizes by tracking your adventures on our website!

kidsinparks.com

Nearby TRACK Trails on map

1. Mina Lake Recreation Area
2. Richmond Lake Recreation Area
3. Roy Lake State Park
4. Pickerel Lake Recreation Area
5. Hartford Beach State Park
6. Pelican Lake Recreation Area
7. Lake Polissett Recreation Area
8. Oakwood Lakes State Park



● Hiking ● Disc Golf



Let's go on an adventure!



The 1st prize is a nature journal



Follow Kids in Parks on



We also created patient room posters that encourage kids to participate in the program.

Similar to the regional rack cards, the patient room posters show the regional network of TRACK Trails near that doctor office.