



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.

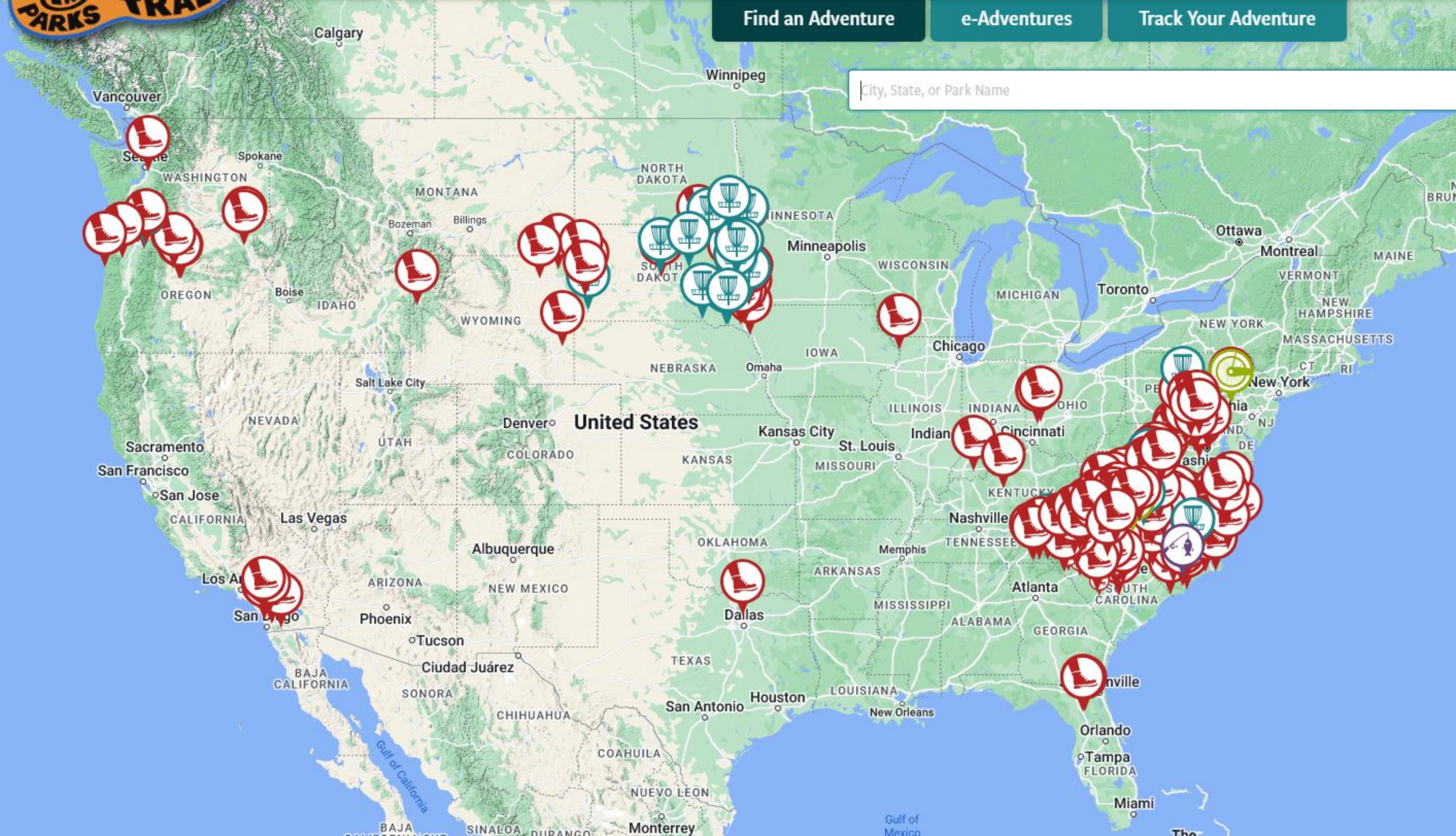




Find an Adventure

e-Adventures

Track Your Adventure



Sample Trail sign



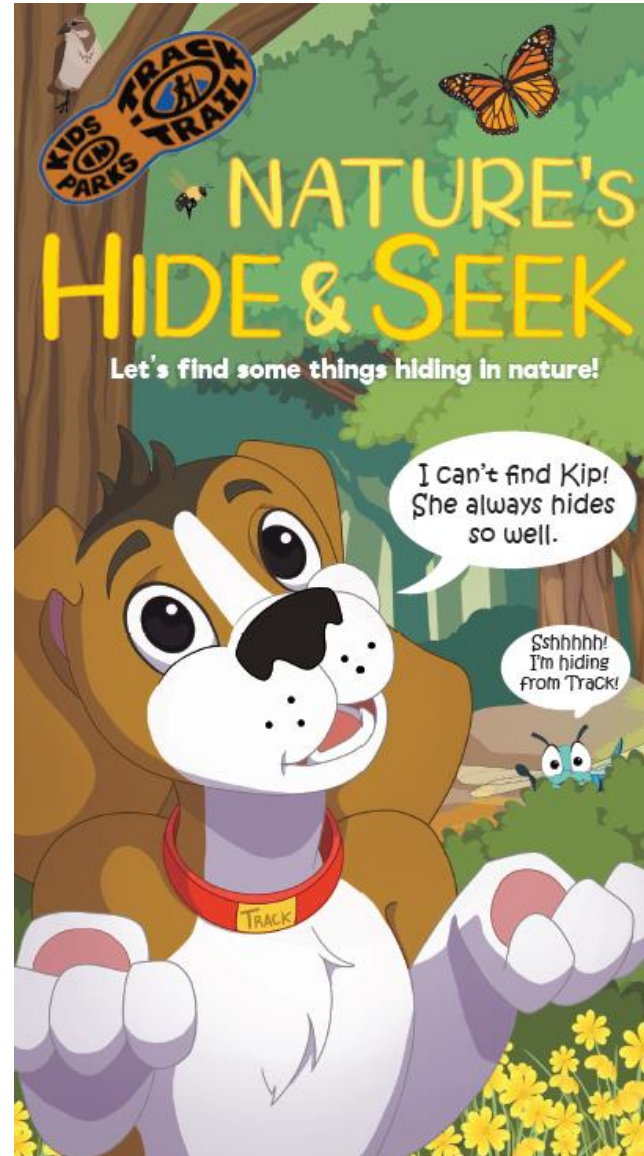
Nature's Hide & Seek

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



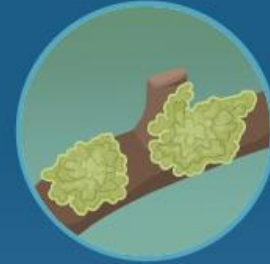
● Bird



● 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



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

 **TRACK**

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?



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.

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!

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



KIP

Kids in Parks Funding Partners






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?

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!

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

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!

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.

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: _____

Health professional's signature: _____

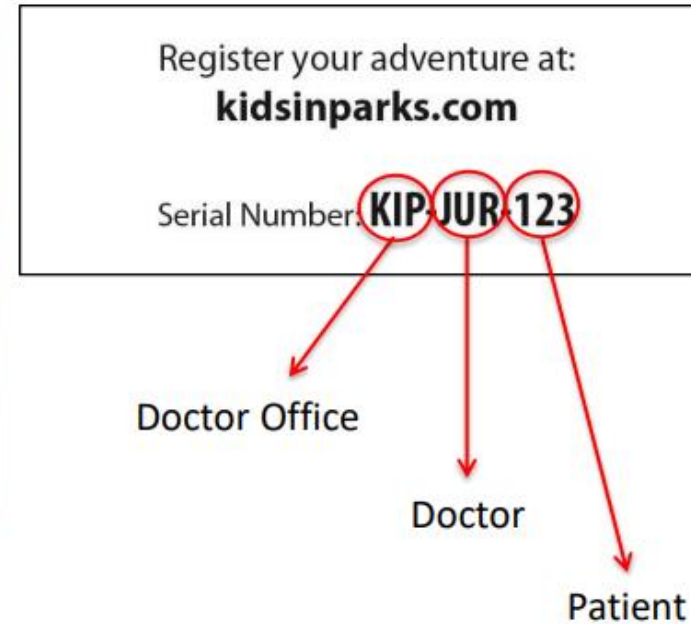
Parent/child signature: _____

Unlimited refills!

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. Catoctin Mountain Park
14. Chesapeake & Ohio Canal National Historical Park



Kids in Parks Founding Partners



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 Pointett 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.