

Parks & Recreation



Increasing access to open spaces, parks, and active-recreation facilities (i.e., playgrounds, ball fields, picnic areas, sports complexes, and trails) can promote physical activity of community members.

Build it and they will come? Not necessarily. Use these strategies to create more community engagement with parks and recreation facilities to help encourage an active lifestyle.

COMMUNITY PLANNING

Involve the community as you plan infrastructure to encourage an active lifestyle. Host community meetings and form partnerships with existing community groups to engage the community in the project from the start.

CONTINUOUS COMMUNITY INVOLVEMENT

Continue to work with community partners to keep members of the community engaged over time. This engagement gives community members a sense of ownership which fosters a connection between community members and the recreational facilities.

RECREATIONAL PROGRAMMING

Recreational programming provides a structured guidance to help community members participate in leisure activities that create an active lifestyle. Recreational programming offers a fun platform for children and adults to engage in physical activity.

SOCIAL MARKETING

Creating a theme is often a creative and useful way to encourage children and adults to utilize recreation infrastructure. This theme can be used to coordinate several recreational programs that may relate to multiple aspects of healthy living.

