

# 2024 Family Health & Fitness Day

## How to Celebrate with NRPA on June 8!



NATIONAL  
RECREATION AND PARK  
ASSOCIATION



Cina Makres (She/Her)

National Recreation and Park  
Association

Program Specialist

[Cmakres@nrpa.org](mailto:Cmakres@nrpa.org)



# LEARNING OBJECTIVES

Learners will be able to...



## Objective 1

Describe the essential role park and recreation professionals play in keeping communities healthy and active.



## Objective 2

Plan, promote, and implement programs and events in celebration of Family Health & Fitness Day in their own communities on June 8.



## Objective 3

Utilize the Family Health & Fitness Day Outreach Toolkit for further information on planning, promoting, and measuring the impact of events.



## Engagement with Parks

- **More than 280 million** people in the United States visited a local park or recreation facility at least once during the past year
- **7 in 10** U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes
- **84 percent** U.S. adults seek high-quality parks and recreation when choosing a place to live
- **9 in 10** people agree that parks and recreation is an important service provided by their local government
- Nearly **three in four** people agree that equity should be an extremely or very important goal for their local park and recreation agency

# Health Benefits of Parks & Recreation

- **93%** of U.S. adults believe parks and recreation are essential to their physical and mental health
- People who use parks and recreational facilities are **three times more likely** to achieve recommended levels of physical activity
- Greenspace exposure corresponds with **improved physical health** (decreases in stress, blood pressure, etc.) and **alleviating mental health conditions and illnesses** such as depression, anxiety and Alzheimer's
- Parks and recreation lead to better health outcomes that result in less reliance on medication, fewer trips to the hospital, and **lower healthcare costs**



## ...But there is still work to be done!

- **One-hundred million** people still do not live within a walkable distance of at least one park or recreation facility
- Parks are **not always** welcoming, inclusive, safe, or community-driven
- As a result, not everyone, especially historically disenfranchised populations, experiences the health and wellness benefits of parks and recreation

**Park and recreation professionals have the power to close these gaps and create environments where all people can enjoy the physical, mental, social, environmental benefits of parks and recreation**

# NRPA's Family Health & Fitness Day

## A Nationwide Celebration!



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## What is Family Health & Fitness Day?

- The National Recreation and Park Association’s **Family Health and Fitness Day (FHFD)**, celebrated the second Saturday in June each year, is a nationwide celebration of the essential role local parks and recreation play in keeping individuals, families, and communities healthy and active!
- This annual campaign is an opportunity **for everyone** – including park and recreation agencies, community members, healthcare providers, public health communities, and sponsors — to discover, embrace, and share the power of well-being in their communities.







When is Family Health & Fitness Day?

**JUNE 8, 2024!**





## How Can You Get Involved?

Agencies **everywhere** are encouraged to participate by inviting families to get active and healthy at their local park or recreation center!

- Safely host an event, such as a Family Fun Run
- Plan a Health and Wellness Fair
- Encourage community members to engage with your local trails and facilities on June 8
- Share your FHFD events on social media using [#NRPAFamilyHealthDay](#)



# Helpful Resources

## 2024 Family Health & Fitness Day



### 2024 FHFD Outreach Toolkit

Designed to help you generate positive media coverage and support for your Family Health & Fitness Day activities



### NRPA Connect

Feel free to share questions and ideas with other park and recreation professionals using NRPA Connect!



### Upcoming Blog and Social Media Posts

Stay tuned for NRPA blog and social media posts that will highlight ways in which you can celebrate Family Health & Fitness Day in your community!

# Family Health and Fitness Day Marketing

**Christina High (she/her), NRPA Marketing Specialist**



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## Cina Makres (She/Her)

- NRPA Marketing Specialist overseeing social media:
  - Facebook
  - Instagram
  - LinkedIn
  - X/Twitter
- Co-host of NRPA's official podcast, Open Space Radio
- Prior experience in marketing, communications and design for community-based organizations.



# Agenda and Takeaways

## Family Health and Fitness Day Marketing

- Where to Promote
  - Knowing your Audience
  - Traditional Media vs Digital
- How to Best Use the Toolkit
  - Press Release
  - Social Media
  - Email & Web
  - Feedback and Impact
- Get Creative!

# Where to Promote



Two-thirds of U.S. adults look to social media to find out about local events. Many also learn about local events through word of mouth (59%). Park and recreation agencies host myriad events year-round intended to engage the local community.

Facebook is the top social media platform to learn about local events (53%), followed by Instagram (27%).





# Understand Your Audience

Identify your target audience. Creating personas for different groups may help inform which channels to use. These may be based on:

- Motivations and goals
- Traits like age and location
- Emotional needs

# Gather Data



**Social media metrics** – Hootsuite, Sprout Social, In-app tools

**Survey tools** – Alchemer, SurveyMonkey, Jotform

**Available community data** – Demographics and population



# Different Channels

1. Social Media
2. Email & Web
3. Radio & TV
4. Flyers & Posters
5. Word of Mouth!

# How to Use the Toolkit



# Press Release

Leveraging the press release

- Pre-event press release template

Inviting the press to your event

- Search for contacts and customize media alert

Consider a post-event press release

# Social Media

Many individuals use social media to keep up to date with events.

- Utilize the toolkit
- Get creative
  - Use trends and social listening
- Ask for help!
- #NRPAFamilyHealthDay



# Email & Web

Utilize the web and email copy in our toolkit and keep in mind email best practices.

- Write compelling (but concise) subject lines.
- Include a signature of a specific person.
- Keep the main message and call-to-action above the fold.

# Feedback & Impact

Gathering feedback before, during, and after the event is essential!

- Survey your community
- Testimonials
- SMART Goals



Get Creative!





# Keeping Up With Trends

- Spend time online
- Curate a list of influencers/organizations
- Read blogs and newsletters
- Implement pop culture references
- Share local news and community interests

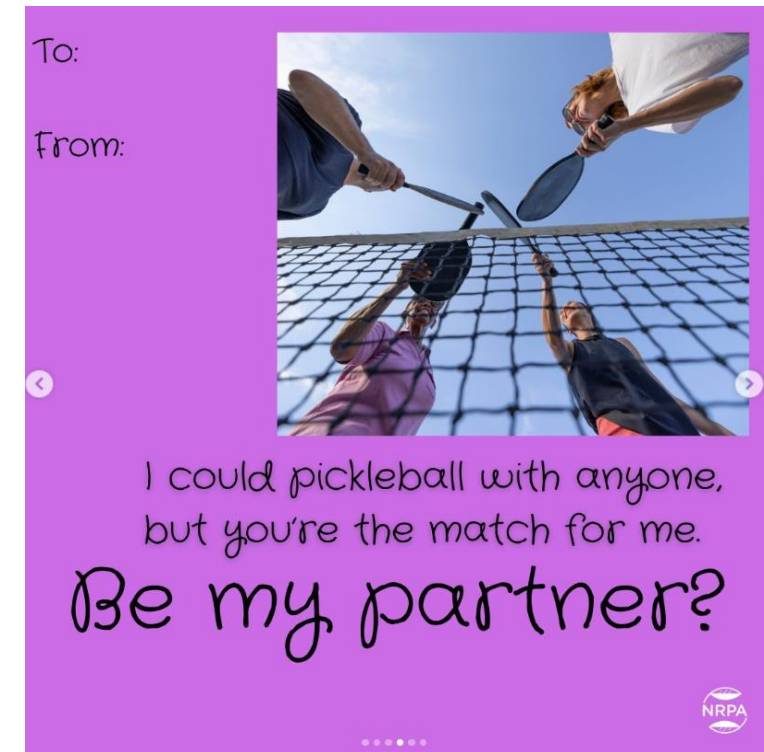
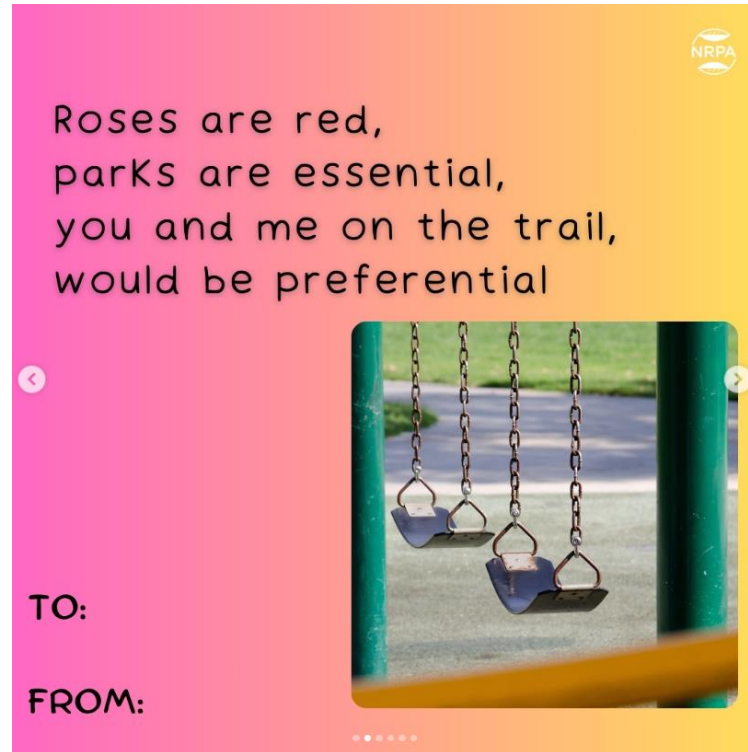


Everyone in Boise on  
the first day of Spring

## Analyze the Field

Reflect on how the field is engaging with their audiences. How are agencies across the state running marketing campaigns? How about agencies across the country?

# Social Listening



Use relevant industry keywords

Leverage accounts and agencies that are excelling

Evaluate your own goals and plans



# Utilize AI

Artificial intelligence can save time and enhance creativity.

- Caption writing
- Content ideas

Be mindful of the ethical issues.

- Review and validate
- Monitor and gather feedback

# Best Content Creation Tools

## Adobe

Classic editing software for graphic designers and video editors. Premiere Pro, Photoshop and Illustrator are great tools for social media content. Mobile-friendly options available.

## Canva

Free online graphic design tool. Build graphics from scratch or search through hundreds of design templates. \$119.99/year

## CapCut

Free video editing phone application. Crop videos, add text and share directly onto platforms like Instagram, TikTok and YouTube. No watermark.

## Instagram Reels

Create short and engaging videos through Instagram. Video editing capabilities are built into the application and allow for easy exporting onto your device.

## Chat GPT

Artificial intelligence chatbot that can help create first drafts of captions, web articles, keywords and other useful language for social media and online content.

## Smartphone Tools

Basic editing techniques are built into your smartphone. Adjust brightness, exposure, vibrancy, saturation and more directly on your phone.



# Contact Us!

Christina High (she/her), NRPA marketing specialist: [chigh@nrpa.org](mailto:chigh@nrpa.org)



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# Agency Spotlight





# FAMILY HEALTH AND FITNESS DAY

## SACRAMENTO COUNTY



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SACRAMENTO  
COUNTY



Liz Bellas

DIRECTOR, SACRAMENTO COUNTY  
REGIONAL PARKS



# Sacramento County Regional Parks



Sacramento County Department of Regional Parks enhances the health, enjoyment and quality of life in the region by:

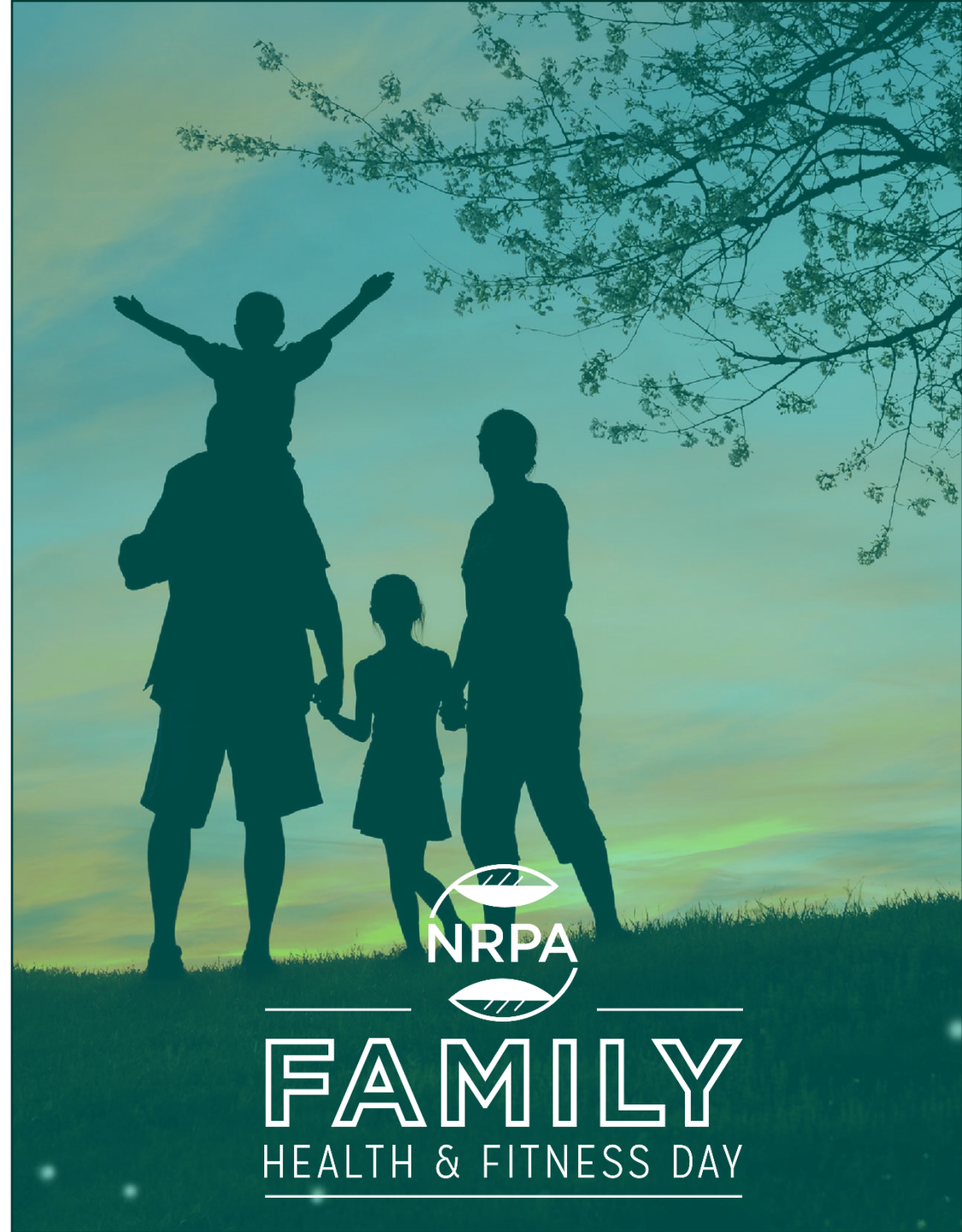
- acquiring, managing, and protecting park and open space lands;
- educating the public on the uses and values of leisure time activities, and the cultural and natural history of the County;
- growing and linking a system of regional parks, trails and open space in Sacramento and neighboring counties;
- providing a broad range of recreational activities for the community's diverse populations and;
- providing stewardship and protection of Sacramento County's regional park system through partnerships, planning and community involvement.

# Sacramento County

## Department of Regional Parks

Sacramento County's Department of Regional Parks maintains and operates more than 15,000 acres of parks throughout the County, including open spaces, multi-use trails, sports facilities, golf courses, river access and picnic areas which offer outdoor adventure for every taste.

We recognize the Regional Parks system, and our stakeholder partners, play a key role in providing facilities and programs that positively influence the health of the region and contribute to the Department's goal of advancing health equity within Regional Parks.



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# FHFD Planning

# 1

Reach out to  
Partner  
Organizations

Feb - April

# “PARKNERSHIPS”

Leverage existing programs when possible ~ this greatly expands your reach and diversity of offerings to the public



Identify key locations for events or programs to highlight



Identify key like-minded groups to grow and expand your reach



Share your plans far and wide...this will spark ideas from others



Identify key locations  
for events or programs  
to highlight



What park sites are popular?

Do you have new or under-utilized sites  
or programs you want to highlight?



Identify key like-minded groups to grow and expand your reach



Who is your primary focus?  
What other organizations serve or interact with these groups?





Share your plans far  
and wide...this will  
spark ideas from others



Send emails to your contacts and ask  
them to share

Present to groups – let them know  
you'd like their input and ideas

HOA and elected officials often need  
content for newsletters

# FHFD Planning

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# 2

Brainstorm  
and Plan  
Events

Mar - May

# Measurable Benefits to Family Health and Well Being



**Public health officials recommend** combining infrastructure improvements with programming, community engagement and public awareness campaigns to increase physical activity in parks



**Physical Activity**  
People who use parks and open spaces are **3x more likely to achieve recommended levels of physical activity than non-users**



**Cardiovascular & Mental Health**  
Time in parks improves physical and mental health, including **decreased stress, blood pressure, and risk of certain chronic diseases; improved ability to cope with stress, and reduced symptoms of anxiety and depression**



**\$\$ Saved**  
Parks and recreation lead to better health outcomes that result in **less reliance on medication, fewer trips to the hospital, and lower healthcare costs**

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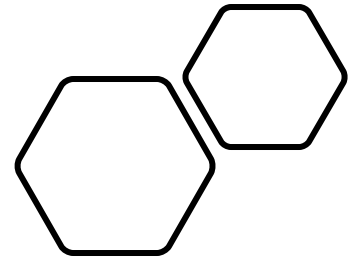
Social Media  
and Present  
to Electeds

April - June



[#familyhealthandfitnessday](#)

[#sacparks](#)



# FHFD Planning

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# 4

Enjoy the Day

June



# 2023 Events ~ Sacramento County



# Run with the Goats!

Join Sacramento County Regional Parks staff at Cherry Island Sports Complex to see our chomping crew in action, learn more about the 2023 Fire Fuel Reduction Program in Parks, and follow the goats as they transition from one location over the Dry Creek Parkway Trail Bridge to their next pit stop on the Parkway!

2429 U Street, Elverta CA

**Free Event, Free Parking**



Gibson Ranch Regional Park:

## Water Lantern Festival

8556 Gibson Ranch Park Rd, Elverta, CA

**5:30 pm – 10:00 pm**

Enjoy Food Trucks / Music / Fun

Design your own Lantern

Lantern Launch at Gibson Ranch Lake

**Per Person Event Ticket Required**

<https://www.waterlanternfestival.com>

**\$6.00 per vehicle entry fee**



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## Cherry Island Golf Course

Join the crew at Cherry Island Golf Course for a morning of family fun! Bounce houses, face painting, kids introduction to golf stations and more!

2360 Elverta Road, Elverta CA

**Free Event, Free Parking**

# Effie Yeaw Nature Center

2850 San Lorenzo Way, Carmichael, CA

## **Sensational Snakes: 10:30 am**

Meet a resident snake up-close and discover how these reptiles use their senses to survive. Enjoy a short stroll with a naturalist and learn how to be safe when viewing the reptiles who dwell in the Nature Preserve.

This program includes a presentation and a hike.

**Free Event, Donations Accepted**

**\$6.00 per vehicle entry fee**





## Dry Creek Ranch House:

6852 Dry Creek Road, Rio Linda, CA

Noon – 8 pm

Join Alley Cats Car Club for  
“Night of the Revving Dead”  
car show, music and family fun

**Free event for spectators**  
**\$10 per vehicle parking fee**

# American River Raft Rentals:

11257 S Bridge St, Rancho Cordova, CA

Join American River Raft Rentals and Sacramento County Regional Parks for a day of *Fun In The Sun* while surrounded by an abundance of nature. Experience the gem of Sacramento on a relaxing 6-mile float within our treasured parkway. All participants will receive a coupon for 25% off their next raft rental, and one lucky group wearing their lifejackets will win one free 12-person raft rental!

**Raft Rental Rates Apply**

**\$6 per vehicle entry fee at**

**American River Parkway entrances**





## American River Bike Patrol

Join members of the volunteer Bike Patrol at an Information, Hydration and Bike Mechanical Station, and take a tour along the American River Parkway trail!

**Free Event**

**\$6 per vehicle entry fee at  
American River Parkway entrances**

# Soil Born Farms

## American River Ranch

2140 Chase Dr. Rancho Cordova, CA

### **Yoga on the Farm**

8:30-9:30 am

The 60-minute class includes breath work and intentional movement and is open to all levels.

Advance registration and payment required.

Bring your own mat and water bottle.

### **Farm Stand Open**

8 am – 1 pm

Buy farm fresh organic produce, learn more about American River Ranch, classes and volunteering opportunities.

**Free Parking**



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# Cosumnes River Preserve

13501 Franklin Boulevard Galt, CA

Join Cosumnes River Preserve docents on a guided hike along the River Walk Trail!

This hike will take you back to the days when the Plains Miwok once inhabited the Cosumnes River's surrounding landscape.

**Free Event, Free Parking**

**Pre-Registration required:**

[cosumnesriverpreserve.eventbrite.com](https://cosumnesriverpreserve.eventbrite.com)



# Sacramento Valley

## Conservancy:

### **Volunteer work day – Camp Pollock**

1501 Northgate Blvd, Sacramento, CA

8 am - Noon

Roll up your sleeves and make some new friends as we give Camp Pollock a little love. Tasks vary depending on property needs, and may include planting, weeding, painting, digging, fence building, raking, building maintenance, and native plant propagation. All ages and experience levels welcome.

**Free Event, Free Parking**





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# Sacramento Splash

## **Splash Education Center Open House**

4426 Excelsior Road, Mather, CA

The Splash Education Center will be open from 9:00am to 12:00pm for folks to drop in and discover the magic that thousands of students per year experience when they visit Splash on their school field trips.

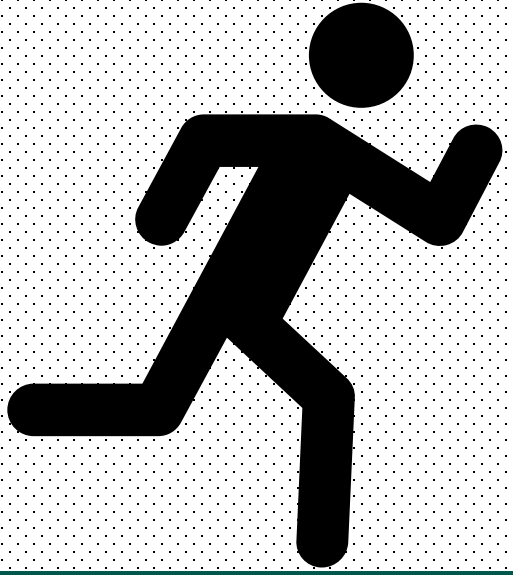
**Free Event, Free Parking**

## **Morning Bird Walk at Mather Lake**

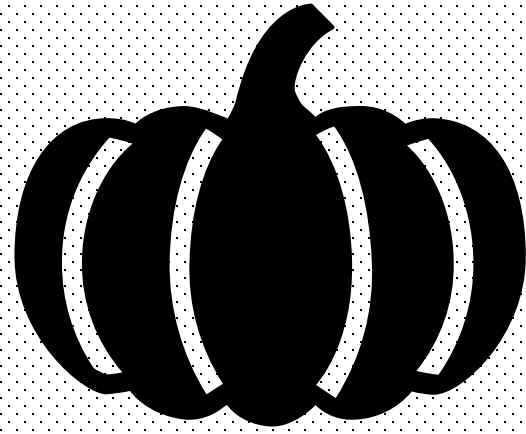
4103 Zinfandel Road, Mather, CA

Sacramento Splash is offering a free morning bird walk around Mather Lake, from 9:00am to 10:30am.

**\$6.00 per vehicle entry fee**



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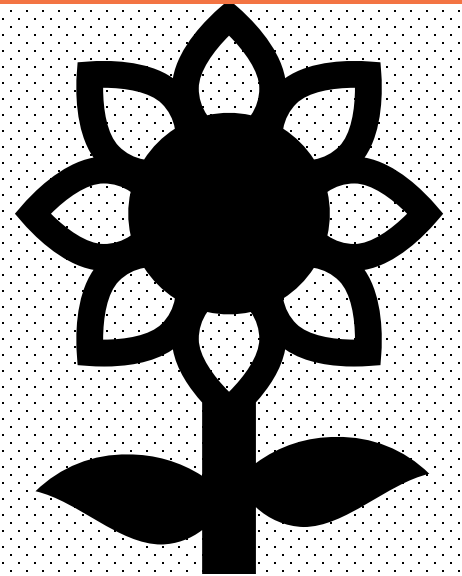


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A group of five diverse children of various ethnicities are smiling and looking towards the camera. The image has a light blue tint. The children are of different ages and are dressed in casual clothing. The overall mood is happy and positive.

JOIN US!



**FAMILY**  
HEALTH & FITNESS DAY

# THANK YOU!

If you have any additional questions around Family Health  
& Fitness Day, please reach out to:  
**Cina Makres** at [cmakres@nrpa.org](mailto:cmakres@nrpa.org)

