Playing in the park! A coalition workgroup’s efforts to increase youth play opportunities throughout Greenville County, South Carolina.

Morgan Hughey, Michael Toto, Emily Mutschler, Melissa Fair, At Play Workgroup
Overview

I. Background
II. LiveWell Greenville
III. At Play Workgroup
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Partners

- Parks and Recreation agencies: City of Greenville, Greer, Fountain Inn, Mauldin, Simpsonville, and Greenville County
- Kidding Around Greenville
- Furman University, University of South Carolina

Sponsors

- Safe Kids Upstate, Cunningham Recreation, Greenville Drive, Cabela’s
- Ongoing CDC grant funding

Parks are lungs of the city and the heart of a community.

Frederic Law Olmsted
Background

- The U.S. has a high proportion of overweight and obese youth
  - Disproportionate among racial/ethnic minorities and low socioeconomic status
- Parks & recreation facilities and programs can provide vital opportunities for increasing physical activity
  - Innovative solutions needed to increase access to physical activity opportunities and community involvement in parks and recreation
LiveWell Greenville

Mission:
Make the healthy choice the easy choice by creating and maintaining a community that supports healthy eating and active living.
At Play Workgroup

**Goals**

1) Support the growth and maintenance of our public parks and trails systems in order to increase accessibility to safe, convenient places to be active

2) Increase physical activity of residents through parks, green spaces, and trail systems
Park Hop – What is it?

• Summer long scavenger hunt featuring 19 park and recreation venues across Greenville County

• Complete clues for a chance to win local, adventure themed prizes

• Two community events: Kick Off Celebration (May) and Closing Celebration (August)
Park Hop Goals

- Increase Physical Activity
- Park Awareness and Discovery
- Appreciation of Parks
Park Hop Passport

Greenville County has a wealth of parks with countless activities for all ages to enjoy that are fun, affordable, and right around the corner. We hope that the Park Hop scavenger hunt will become an annual tradition for friends and family to enjoy.

REQUIRED INFORMATION FOR SUBMISSION OF PARK PASSPORT
1. What is the age of the child submitting this passport?

2. Did you visit any new parks for the first time? If so how many?

GET DIRECTIONS
Find directions and more information at www.parkhop.org. Scan the QR code seen here with your mobile device to see a map of all Park Hop locations.

CONTACT INFORMATION
Name of Participant:
Email (Parent/Guardian):
Phone (Parent/Guardian):

PASSPORT 2015
LiveWell Greenville is excited to announce the third annual Park Hop!

Park Hop is a fun and exciting way for you and your family to explore parks across Greenville County while being physically active. Join us on this journey and become one of our Park Hoppers!

Mail completed passport to LiveWell Greenville at P.O. Box 2284, Greenville, SC 29602 OR go online to parkhop.org and enter the answers to the clues in the online survey by Monday, August 3rd. To complete the clues in a mobile app, download the GreenWell app from your App Store and click on the LiveWell Greenville and Park Hop icons.

PRIZES
Youth that complete 5 clues will receive a small prize. Additional prizes will be available for youth that complete 10 or more clues, and all youth that complete 18 of the 19 clues will be entered for the grand prizes drawing. Prizes are intended for youth 18 and under. For more information, visit www.parkhop.org.
GET HOPPIN' AND LIVEWELL GREENVILLE!

In order to guide you along the way on your journey we have provided you with this passport to record the answers to your clues and track your progress on this fun summer adventure. For more information visit the website at www.parkhop.org.

1. Thompson Gardner Park: This neighborhood park sits in the Viola Street community and is a great space for children to play. How many slides are there on the playground? ________________

2. Gower Estates Park: This park is great for the entire family to enjoy with many amenities, including softball fields, basketball courts, tennis courts, playgrounds, picnic shelters, a horseshoe pit, a 3-hole disc golf course, and a one mile paved walking trail. Why might leisure sites be located between the softball field and tennis courts? ________________

3. North Main Rotary Park: This beautiful park, nestled in the North Main neighborhood behind the Bobby Pearson Community Center, includes a playground, basketball court, baseball field, and picnic area. For families to enjoy! You may also notice a bat house sitting high above you. What natural water feature runs through this park? ________________

4. Green City Park: Enjoy a nice stroll in this 12-acre park with plenty of places to stop and swing! How many swings are found in this park? ________________

5. Kid’s Planet at Century Park: Enjoy one of the top ranked playgrounds in the state at Kid’s Planet at Century Park! Locate an instrument that looks like a xylophone in the playground and play one of the songs listed. How many notes does the instrument have? ________________

6. Pavilion Recreation Complex: The coolest place in town has everything from the Bounce House to the dog park and plenty of grounds to play on! Find the walking path around the playground that has three circles. What colors are they? ________________

7. Lakeside Park: The splash pad at 7th Inn Ring Island Waterpark and wagon-wheel baseball diamonds make Lakeside Park a hit in the summertime. How many frog stools are found on the walking trail around the playground? ________________

8. Pleasant Ridge Park: This beautiful park located on the Hiw. 11 scenic corridor offers great activities like fishing, hiking, mountain biking, picnicking and play grounds. How many swings are on the swing set near the lake? ________________

9. Southside Park: Discover the large playground, shelter, huge waterpark, and more at Southside Park! How many round green soccer balls are located at the back of the large green playground? ________________

10. Westside Park: Home to Westside Aquatic Complex, Westside Park is popular for year-round swimming, soccer, and softball. How many handhols are on the climbing wall on the playground? ________________

11. Georgia Street Park: This quaint neighborhood park has a lot to offer with a playground, basketball court, gazebo, and 1/4 mile tricycle track with a mini Fire House and Elementary School to play in. Lots of young kids have learned to ride a bike along this safe and fun track. How many center line marks are painted on the track that divide the lanes? ________________

12. Rotary Park: This new park off of Main Street has a state of the art water fountain, arbors, swings, and is right beside the Fountain Inn Farmers Market that is open every Saturday morning. Enjoy a swing on Friday and Saturday nights while listening to live music this summer! How many water sprays are inside the fountain? ________________

13. Sunset Park: This multi-activity park has an All-Accessible Playground, a “Pet Park” for Upstate SC, which stands a few hundred feet away from the Miracle League All-Accessible baseball field. How many turtles are in the “lake” at the playground? ________________

14. Springfield Park: This neighborhood park, surrounded by shade trees, has 5 baseball fields, a football field and an outdoor full basketball court. How many windows are at the concessions building found in this park? ________________

15. Heritage Park: This large park, full of green spaces, playgrounds, and sports fields is perfect for a family day at the park. A creature made up of 7 animals holds the entrance sign to the playground near the train. What is the name of this animal? ________________

16. Simpsonville City Park: Make family exercise fun at Simpsonville City Park, and walk around the fitness trail! A panoramic black and white can be found in the middle of the dog parks that are located along the trail. What is it? ________________

17. Park Mountain State Park: $6 Park Mountain State Park, located minutes from downtown Greenville, dates back to the Great Depression and features 15 miles of trails for bikers and hikers. The park also hosts the “Music in the Woods” concert series during the fall. Local bands come out and play in the amphitheater that is built into the side of the mountain. How many seating levels are there in the amphitheater? ________________

18. The Children’s Museum: The mission of the Children’s Museum of the Upstate is to spark a lifelong passion for curiosity and learning through play. Find the colorful sensory wall behind the museum on the train track. How many ladybugs can you count? ________________

19. Greenville Drive: $4 Go see Greenville’s favorite mascot, Reedy Ripper, during a Drive game at Fluor Field! What is the name of the player whose plaque is located nearest to the steps at the Heritage Plaza? ________________
About Park Hop

As you visit area parks, clue prompts will appear below. Answer the questions for a chance to win great prizes!

Pleasant Ridge Park
4232 Highway 11 / 2194.52 mi.
This beautiful park located on the Hwy 11 scenic corridor offers great activities like fishing, hiking, mountain biking, picnicking and playground.

Westside Park
2700 Blue Ridge Drive / 2200.82 mi.
Home to Westside Aquatic Complex, Westside Park is popular for year-round swimming, soccer, and softball.

Thompson Gardner Park
218 Viola Street / 2203.06 mi.

FAQ

Pleasant Ridge Park

How many swings are on the swing set near the lake?

- 0
- 2
- 8
- 17

Park Description

Tweet Item  Post to Facebook
Park Hop Closing Celebration
• Evaluation Questions:
  1) How many people are participating?
  2) What are the characteristics of those families who participate?
  3) Is Park Hop reaching its goals?
     - Increasing Park Discovery
     - Increasing Park Visits
     - Increasing Park Awareness and Appreciation
     - Increasing Physical Activity
  4) Are those who participate satisfied with Park Hop? How can we make it better?
Park Hop Survey Evaluation
<table>
<thead>
<tr>
<th>Event</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick Off Celebration</td>
<td>n/a</td>
<td>~300-400</td>
<td>~1,200</td>
</tr>
<tr>
<td>Closing Celebration</td>
<td>~100</td>
<td>~200</td>
<td>~300-350</td>
</tr>
<tr>
<td># Families</td>
<td>115</td>
<td>236</td>
<td>275</td>
</tr>
<tr>
<td># Youth</td>
<td>217</td>
<td>513</td>
<td>635</td>
</tr>
<tr>
<td># Park Visits</td>
<td>1,466</td>
<td>2,064</td>
<td>2,506</td>
</tr>
</tbody>
</table>
Park Hop Outreach & Communications

How did you learn about Park Hop?

- Participated Before: 60
- Online Blog: 40
- Social Media: 20
- Friend / Family: 10

www.livewellgreenville.com
**Methods**

- Pre and post surveys provided self-reported data
- Participants were incentivized to complete the pre/post surveys using random drawings for a chance to win four $25 Visa gift cards

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**Survey Data**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Discovery</th>
<th>Visits</th>
<th>PA</th>
<th>Satisfaction</th>
</tr>
</thead>
</table>

LivelWell! greenville

www.livewellgreenville.com
• Pre- and post-surveys were matched to determine change in park usage, time spent in physical activity during park visits, and perceptions.

161 • Pre-survey

111 • Post survey

51 • Matched participants
Mean age of participants was 7.4 (range, 1-16)
- Slightly more than half or participants were female
- 78% of participants were white
- Over 75% of families had an annual household income above $50,000 a year
- 66% of participants used the mobile app
Post survey data provided the number of first time visits to a park (n=111)

Participants visited an average of 5.66 parks for the first time as a result of Park Hop
## Park Visitation

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of visits</strong></td>
<td>12.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Change in park visits per month (past 30 days)</strong></td>
<td>-1.277</td>
<td>-1.312</td>
<td>0.196</td>
</tr>
<tr>
<td><strong>Change in total time at most recent park visit (min)</strong></td>
<td>26.416</td>
<td>1.891</td>
<td>0.065</td>
</tr>
</tbody>
</table>
Of that time you said your child spent in a park during their last park visit, how much time did they spend being physically active? By physically active, we mean doing any physical movement rather than sitting (e.g., walking, biking).

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minutes spent in PA</td>
<td>94.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in total minutes in PA</td>
<td>11.234</td>
<td>1.335</td>
<td>0.189</td>
</tr>
<tr>
<td>Change in proportion of time</td>
<td>-.08525</td>
<td>-2.925</td>
<td>0.005*</td>
</tr>
<tr>
<td>engaged in PA during most</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>recent park visit</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Indicates a statistically significant change
Physical Activity in the Park

- Walk dog
- Playground
- Yoga
- Jogging
- Play Sports
- Volunteer
- Supervise Children
- Swimming
- Biking
- Relaxing
- Fishing
- Plant viewing
- Sightseeing
- Horseback
- Picknicking
- Other
- Attend Event

www.livewellgreenville.com
94% of participants agreed their child enjoyed Park Hop
92% would recommend Park Hop to a friend
88% will participate again next year
74% believe that the information is easily accessible
Park Hop Focus Group Evaluation
Purpose

To assess participants’ perceptions of Park Hop

To gain more insight into the barriers, facilitators, and opportunities to improve PH.
### Focus Group Participants

<table>
<thead>
<tr>
<th>Participants</th>
<th>Recruitment</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 10 parents and their children (k-8) who participated in Park Hop 2015</td>
<td>• Recruited through Park Hop newsletters and social media</td>
<td>• One family four-pack waterpark tickets for each family</td>
</tr>
</tbody>
</table>
Focus Groups – Methods

• Adult Focus Group

  • Methods:
    • Open-ended questions, group discussion, recorded with a mobile device

  • Questions:
    • How many parks visited this summer and favorite? Least favorite?
    • How did you learn about Park Hop?
    • What is the ideal platform for communication?
    • How well did the mobile app work for you?
    • Reasons why you participate in Park Hop?
    • Key features that make a good park?
    • Suggested changes for Park Hop in the future? Favorite part of Park Hop?
Focus Groups – Methods

• Youth Focus Group

  • Methods:
    • Q&A, recorded with a digital recording device

  • Questions:
    • Favorite thing you did this summer?
    • Favorite thing to do at the park?
    • What is Park Hop?
    • What did you like most about Park Hop?
    • What did you not like about Park Hop?
    • What would you change about Park Hop?
Focus Groups – Data Analysis

- Transcribed focus groups
- Initial qualitative data analysis (first code set)
- Analysis, theme development, and discussion
- Final code list developed
- Themes determined and used to make program changes
Facilitators & Barriers

**Adult Facilitators:**
- competitive, prizes, play equipment, discovering new parks

**Youth Facilitators:**
- companions, water, slides/swings, outdoor rec activities/locations

**Adult Barriers:**
- perceived discomfort, entrance fees, proximity

**Youth Barriers:**
- proximity, limited time in parks, age appropriateness of equipment, access
Facilitators – Examples

“I’m competitive and have competitive sons so we had to do them all” – Parent on motivation for participation

“I like being able to play with my sister during Park Hop” - Child on their favorite part of Park Hop
Barriers – Examples

“I didn’t even try that one because I got confused” – Parent on park addresses

“Sometimes the parks are really far away” – Child on park proximity
Focus Group Results

Adults:
- accurate GPS locations of park entrances
- interactive medium for park feedback
- multiple clues
- year-round park list on the mobile app
- improved resources and communication

Youth:
- equipment updates
- permanent clues in parks
- water/nature components
- multiple clues
- interactive mobile app
- include groups (companions) in PH experience
Conclusions from the results:
- Adults: Communication
- Youth: Engagement during the program

What does this all mean:
- The mobile app, website, and social media can serve as a vital tools for us in the future to engage more people and better meet our goals
Future Directions

- How data were used to improve Park Hop for summer 2016:
  1. For youth, multiple clues at each Park Hop location this summer
  2. For adults and youth, mobile app development including adding a ‘Photobooth’ where you can take pictures in the app and a filter will be added that represents the park agency
  3. For adults, improved communication through updated website layout and improved communication plan.
Thank you!

Questions?

“We don’t stop playing because we grow old – we grow old because we stop playing.”

George Bernard Shaw