

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



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# Overview

- I. Background
- II. LiveWell Greenville
- III. At Play Workgroup
- IV. Park Hop
- V. Park Hop Evaluation – Survey
- VI. Park Hop Evaluation – Focus Group
- VII. Conclusions & Future Directions



# Acknowledgments

## 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

At School



Out of School



At Play



## Mission:

Make the healthy choice the easy choice by creating and maintaining a community that supports healthy eating and active living

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At  
the Doctor

At  
Mealtime



Around Town



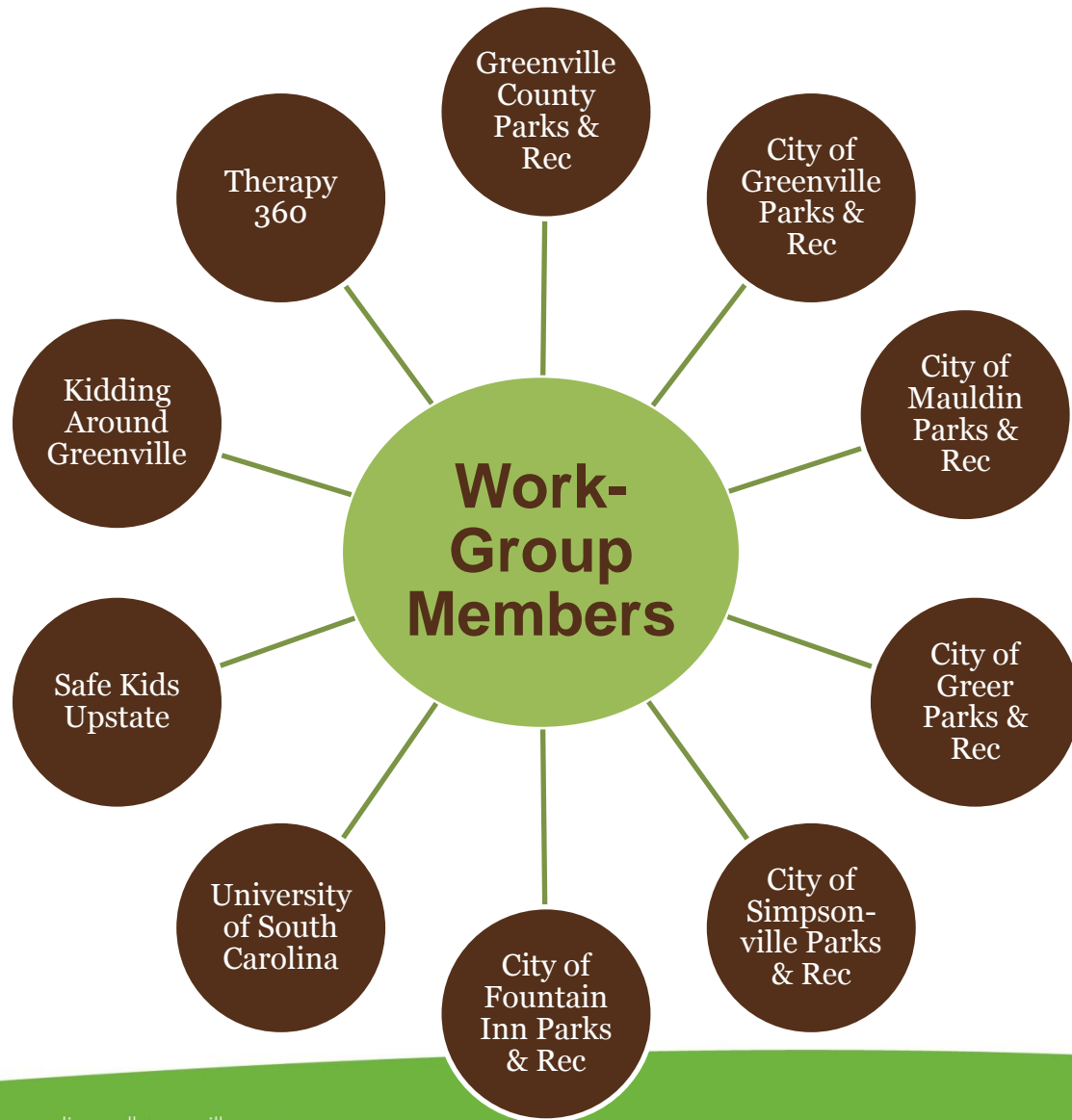
At Worship



At Work

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# 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



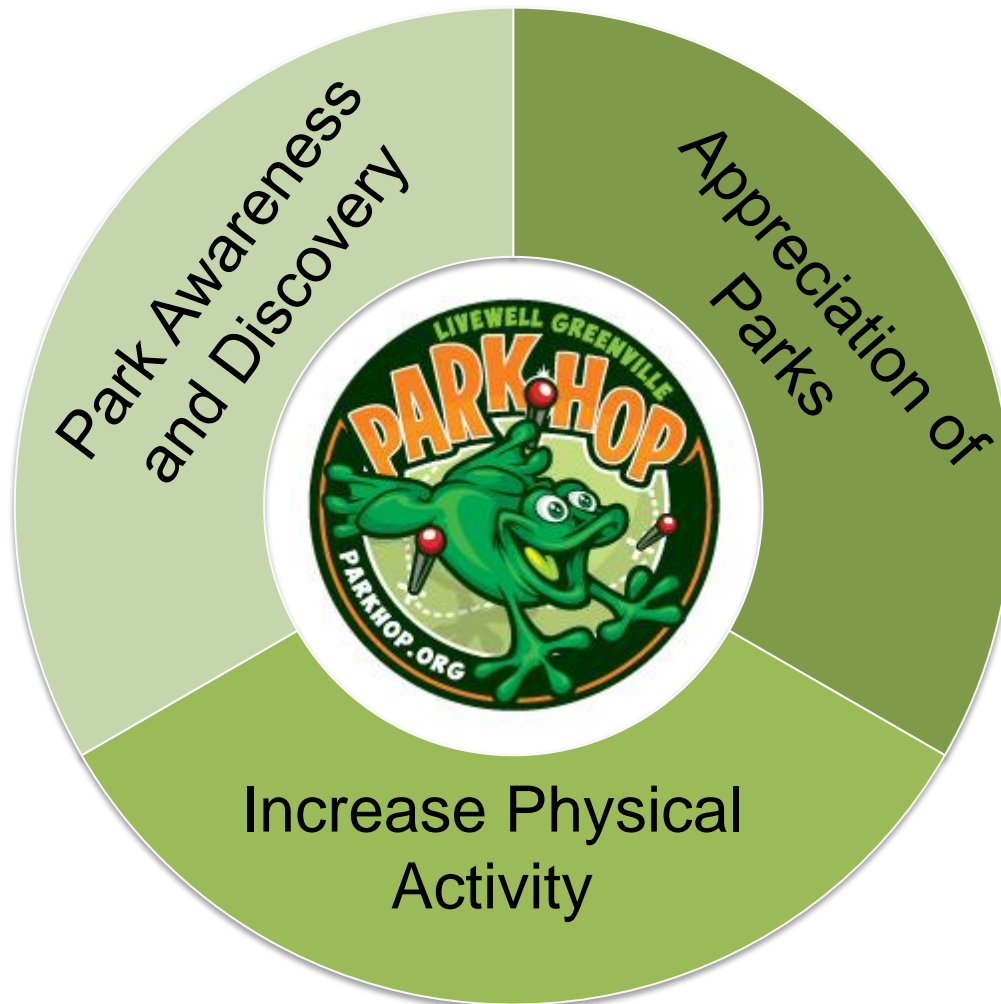


# Park Hop – What is it?

- 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





# Park Hop Partners



# Park Hop Passport

## PARK HOP MAP



### GET DIRECTIONS

Find directions and more information at [www.parkhop.org](http://www.parkhop.org).  
Scan the QR code seen here with your mobile device  
to see a map of all Park Hop locations.

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?

### CONTACT INFORMATION

Email (Parent/Guardian):

Name of Participant:

Phone (Parent/Guardian):

Mail completed passport to LiveWell Greenville at P.O. Box 2284, Greenville, SC 29602 OR go online to [parkhop.org](http://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 iOnGreenville 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 16 of the 19 clues will be entered for the grand prize drawing. Prizes are intended for youth 18 and under. For more information, visit [www.parkhop.org](http://www.parkhop.org).



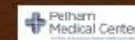
## PASSPORT 2015

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!

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# Park Hop Passport



## 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](http://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 9-hole disc golf course, and a one mile paved walking trail. *What military feature sits in between the softball field and tennis courts?* \_\_\_\_\_

**3. NORTH MAIN ROTARY PARK:** This beautiful park, nestled in the North Main neighborhood behind the Bobby Pearce 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. GREER 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 Kids 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 this 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 learning station along the walking path around the playground that has three circles. *What colors are they?* \_\_\_\_\_

**7. LAKESIDE PARK:** The splash pad at 7th Inning Island Waterpark and wagon-wheel baseball diamonds make Lakeside Park a hit in the summertime. *How many frog plaques are found on the walking track around the playground?* \_\_\_\_\_

**8. PLEASANT RIDGE PARK:** This beautiful park located on the Hwy 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 steps 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 handholds 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  $\frac{1}{4}$  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, arbor 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 spouts are inside the fountain?* \_\_\_\_\_

**13. SUNSET PARK:** This multi-activity park has an All-Accessible Playground, a "first" for Upstate SC, which stands a few hundred feet away from the Miracle League All-Accessible Baseball Field. *How many marbles are in the "star" 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. I am painted black and white and can be found in the middle of the dog parks that are located along the trail. *What am I?* \_\_\_\_\_

**17. PARIS MOUNTAIN STATE PARK:** \$\$ Paris 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 Trike Track. *How many lady bugs can you count?* \_\_\_\_\_

**19. GREENVILLE DRIVE:** \$\$ Go see Greenville's favorite mascot, Reedy Rip't, 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?* \_\_\_\_\_


**DON'T FORGET TO TURN IN YOUR PASSPORT OR FILL OUT OUR ONLINE SURVEY BY AUG 3<sup>RD</sup> TO BE ENTERED TO WIN FUN ADVENTURE THEMED PRIZES!**

**COMPLETE AT LEAST 16 OF THE CLUES TO BE ENTERED INTO THE DRAWING FOR THE GRAND PRIZE!**

\$\$\$ - Fee associated with entry

# Park Hop Passport






About Park Hop

FAQ

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

 **VISITED**


**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 play grounds.

[Get Map](#)

**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.

[Get Map](#)

**Thompson Gardner Park**  
218 Viola Street / 2203.06 mi.



Pleasant Ridge Park

-

 Clue

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

0

>

2

>

8

>

17

>

+

 Park Description

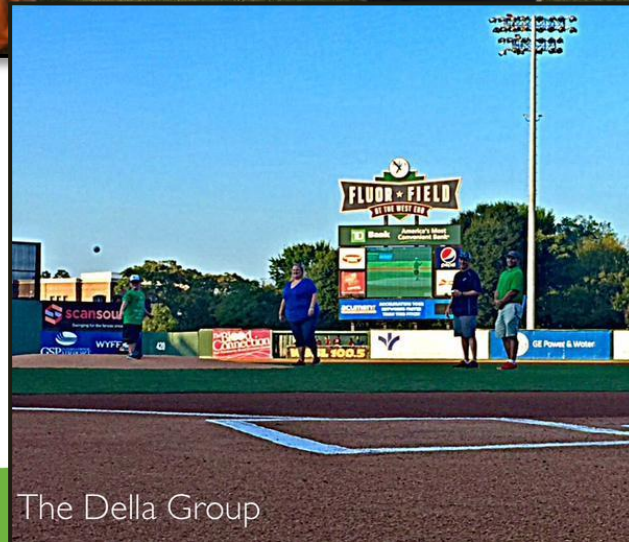
[Tweet Item](#) [Post to Facebook](#)



# Park Hop Kick Off Celebration



# Park Hop Closing Celebration



The Della Group



# Park Hop Evaluation

- 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

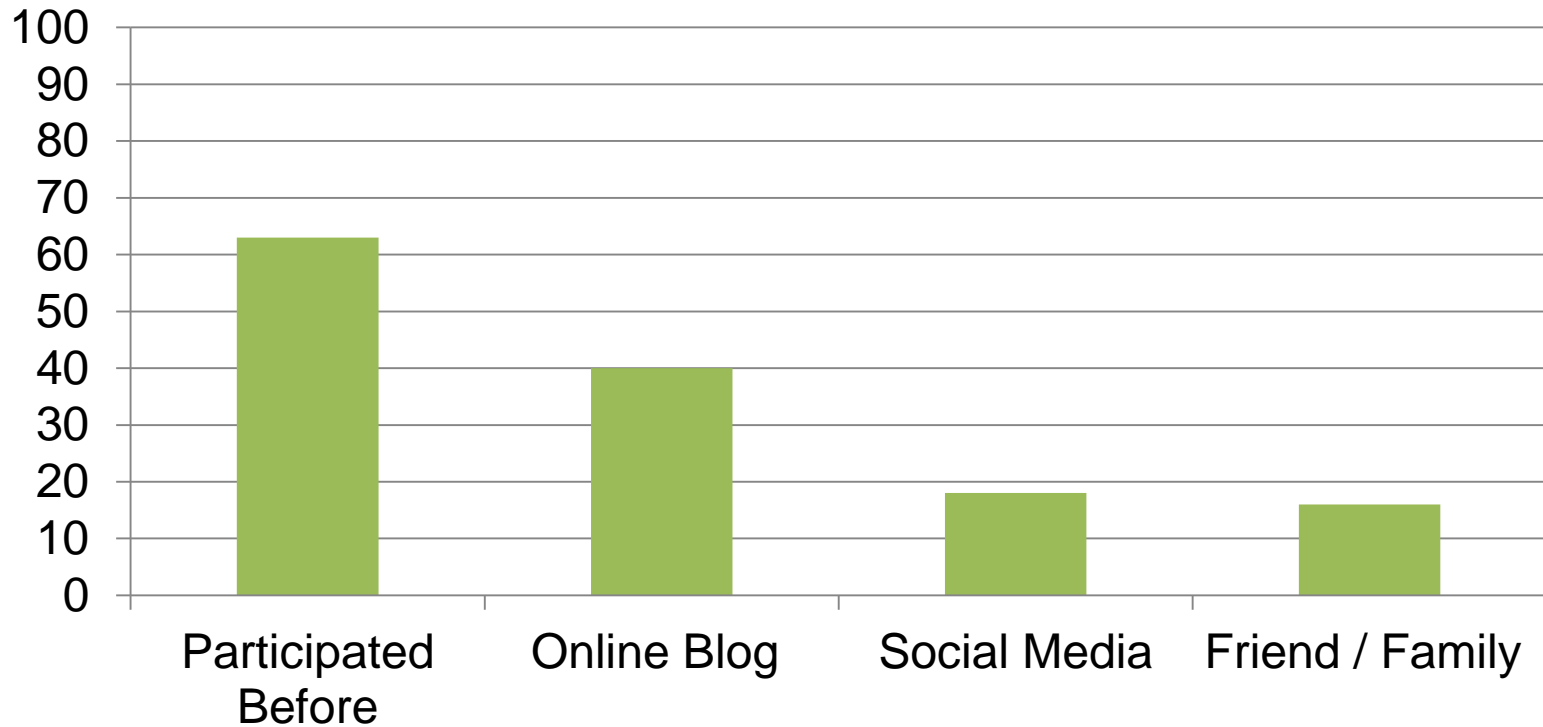


# Park Hop Participation

	<b>2013</b>	<b>2014</b>	<b>2015</b>
Kick Off Celebration	n/a	~300-400	~1,200
Closing Celebration	~100	~200	~300-350
# Families	115	236	275
# Youth	217	513	635
# Park Visits	1,466	2,064	2,506

# Park Hop Outreach & Communications

## How did you learn about Park Hop?



# 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

## Survey Data

Demographics	Discovery	Visits	PA	Satisfaction
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# Methods

- 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

# Demographics

	N	%
<b>Age</b>	40	7.4 (mean)
<b>Gender</b>		
Male	23	46.9%
Female	26	53.1%
<b>Race</b>		
White	35	77.8%
Other	9	22.2%
<b>Household Income</b>		
\$25,000-\$49,999	7	18.4%
\$50,000-\$74,999	16	42.1%
\$75,000 or greater	12	39.5%
<b>Passport Use</b>		
Paper Passport	8	16%
Mobile App	33	66%
Both Paper Passport and App	9	18%

- Mean age of participants was 7.4 (range, 1-16)
- Slightly more than half of 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



# Parks Discovered

- 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

	Mean	t-value	p-value
<b>Number of visits</b>	12.4		
<b>Change in park visits per month (past 30 days)</b>	-1.277	-1.312	0.196
<b>Change in total time at most recent park visit (min)</b>	26.416	1.891	0.065



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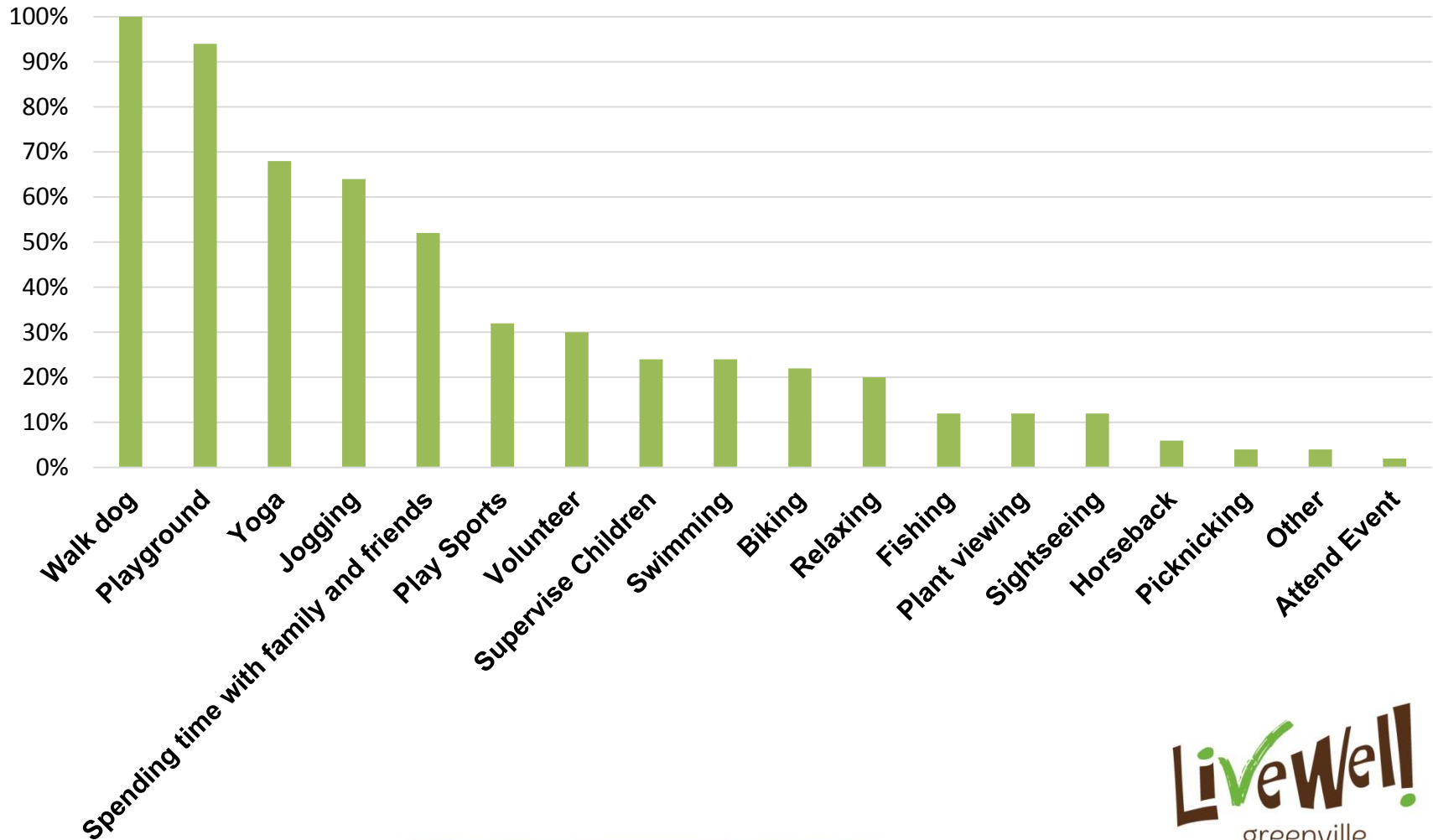
# Physical Activity

- 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).

	Mean	t-value	p-value
Minutes spent in PA	94.4		
Change in total minutes in PA	11.234	1.335	0.189
Change in proportion of time engaged in PA during most recent park visit	-.08525	-2.925	0.005*

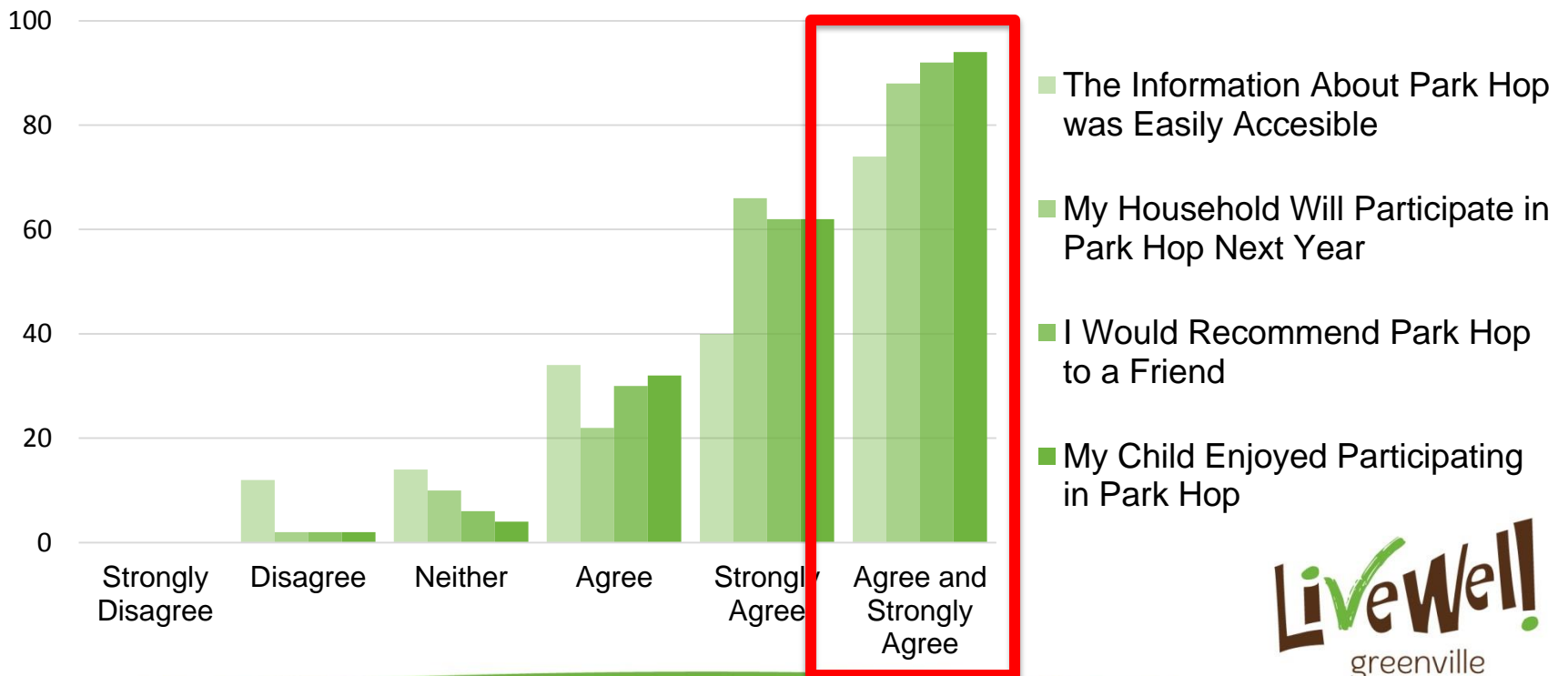
\* Indicates a statistically significant change

# Physical Activity in the Park



# Park Hop Satisfaction

- 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



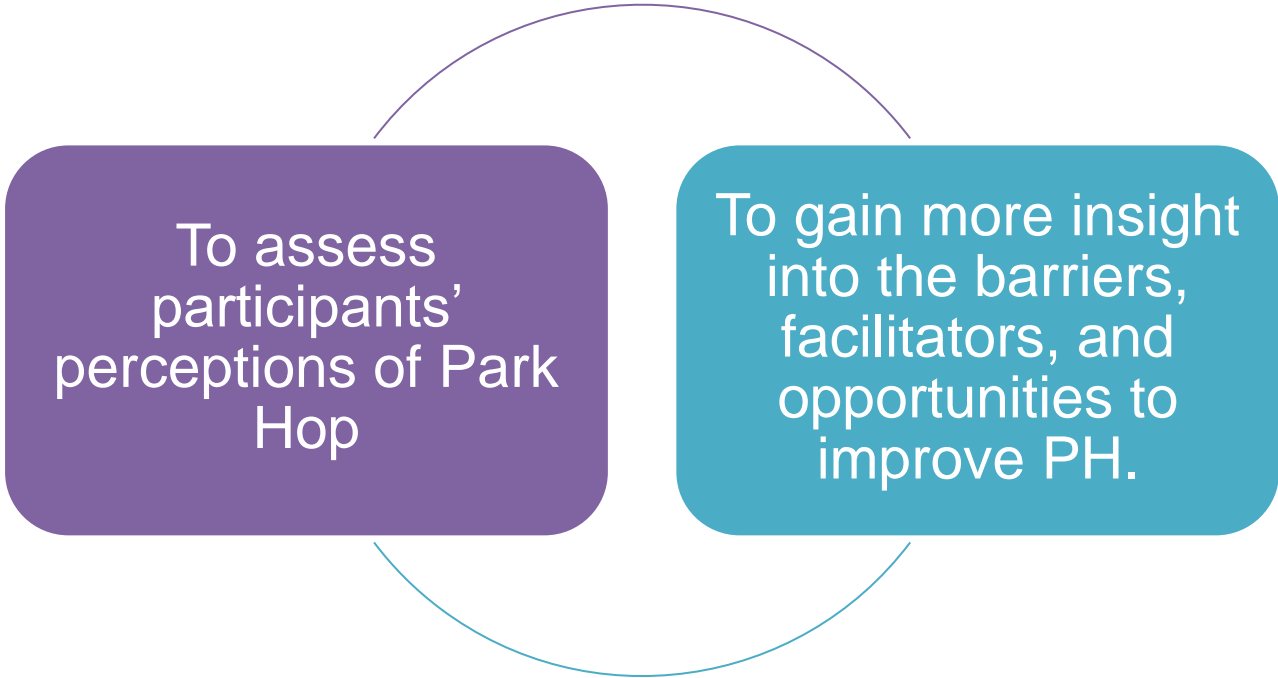
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# Park Hop Focus Group Evaluation



# Park Hop Evaluation - Focus Groups

## Purpose



```
graph LR; A[To assess participants' perceptions of Park Hop] --- B[To gain more insight into the barriers, facilitators, and opportunities to improve PH.];
```

To assess participants' perceptions of Park Hop

To gain more insight into the barriers, facilitators, and opportunities to improve PH.

# Focus Group Participants

## Participants

- 10 parents and their children (k-8) who participated in Park Hop 2015

## Recruitment

- Recruited through Park Hop newsletters and social media

## Incentive

- One family four-pack waterpark tickets for each family



# 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



# Focus Group Results

## 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



# Focus Groups – Conclusions

- 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*

