

# Park Hop

Inter-agency collaboration to promote park visitation and physical activity among youth in Greenville County, SC

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# Agenda

1. What is LiveWell Greenville
2. The Idea of Park Hop
3. Park Hop Program Features
4. Park Hop Evaluation
5. Vision for the Future
6. Discussion



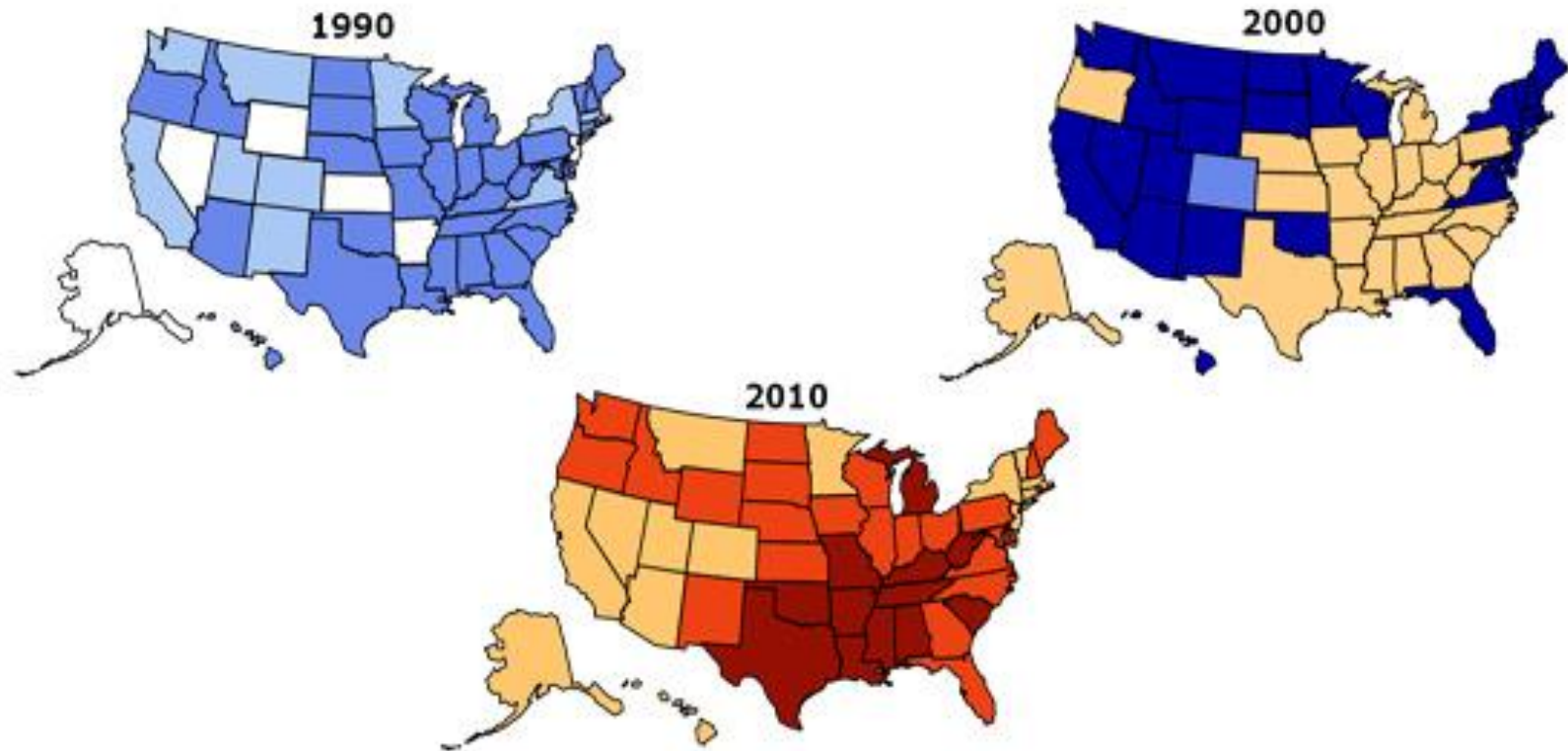
Making the Healthy Choice the Easy Choice

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# Obesity Trends\* Among U.S. Adults

**BRFSS, 1990, 2000, 2010**

(\*BMI  $\geq 30$ , or about 30 lbs. overweight for 5'4" person)



# Greenville County, South Carolina



- 66% of Greenville County Adults are overweight or obese  
(SC Department of Health & Environmental Control, 2012)
- 41% of Students in Greenville County Schools are Overweight or Obese  
(Furman University Study, 2008)



# LiveWell Greenville



## Connecting the Dots:

Making Greenville County  
A Healthier Place to  
Live, Work & Play

[www.livewellgreenville.org](http://www.livewellgreenville.org)

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# Our Mission

To create & maintain a healthy community through the promotion & support of policies, systems & environments that make the healthy choice the easy choice

## Areas of Change

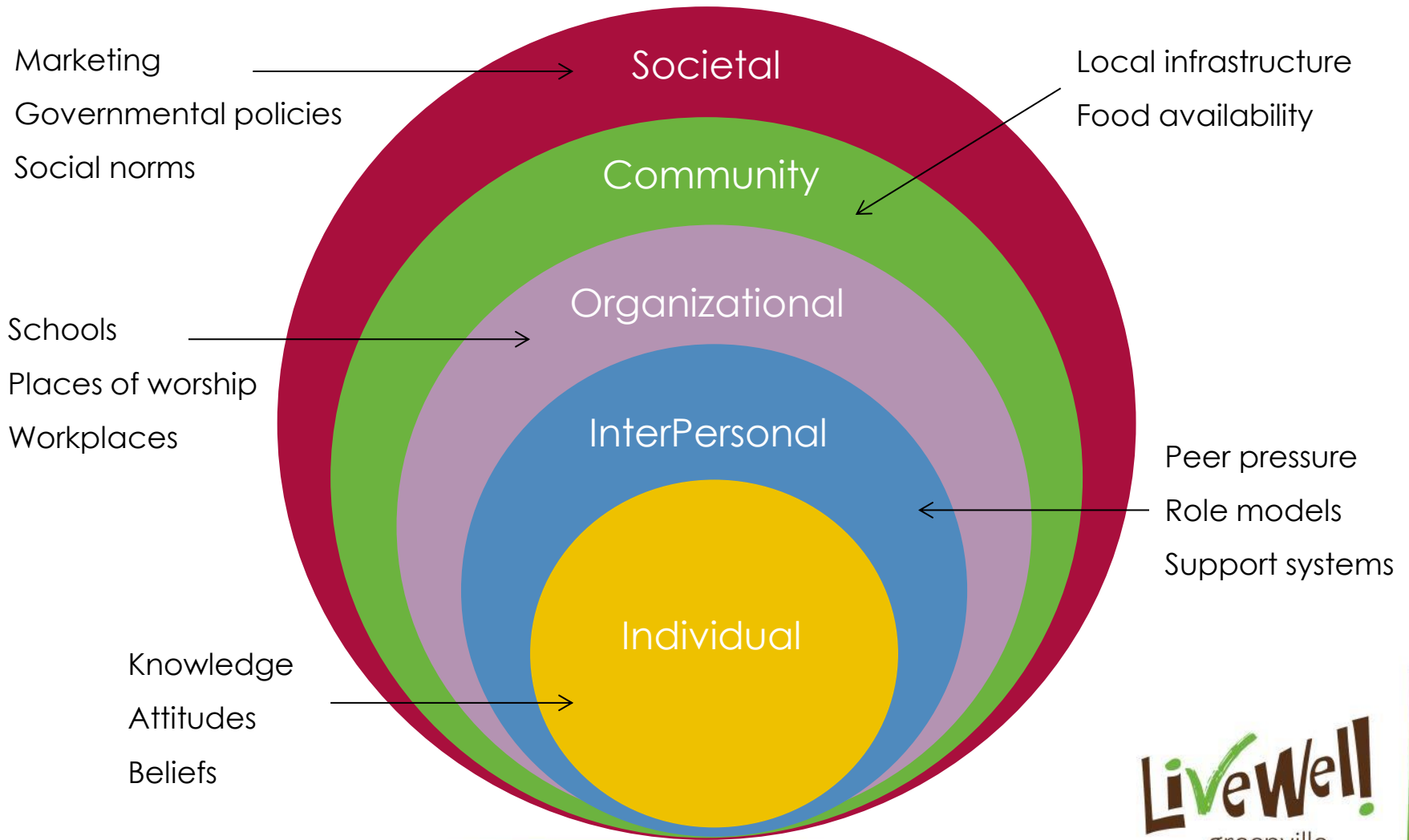
- **Practice:** Informal actions adopted by a group that influences a desired outcome
- **Policy:** A set of ideas that is agreed upon by an organized group of people
- **Systems:** A combination of interacting groups that work together with related goals
- **Environments:** Areas such as home, school, work, church, and other locations

## Areas of Support

- **Advocacy:** Support legislation and policies that enhance healthy eating and active living
- **Communication:** Create public awareness of healthy eating and active living initiatives
- **Training:** Offer toolkits to address healthy eating and active living
- **Local Action:** Assist with establishing best practices to address healthy eating & active living



# Levels of Impact





# Connecting the Dots



# Community Action Plan: AT SCHOOL



- Culinary Creations Menu
- Building a Healthy School Culture
- School Wellness Teams
- Safe Routes to Schools
- Health Education Curricula
- LiveWell School Designation



# Community Action Plan: OUT OF SCHOOL

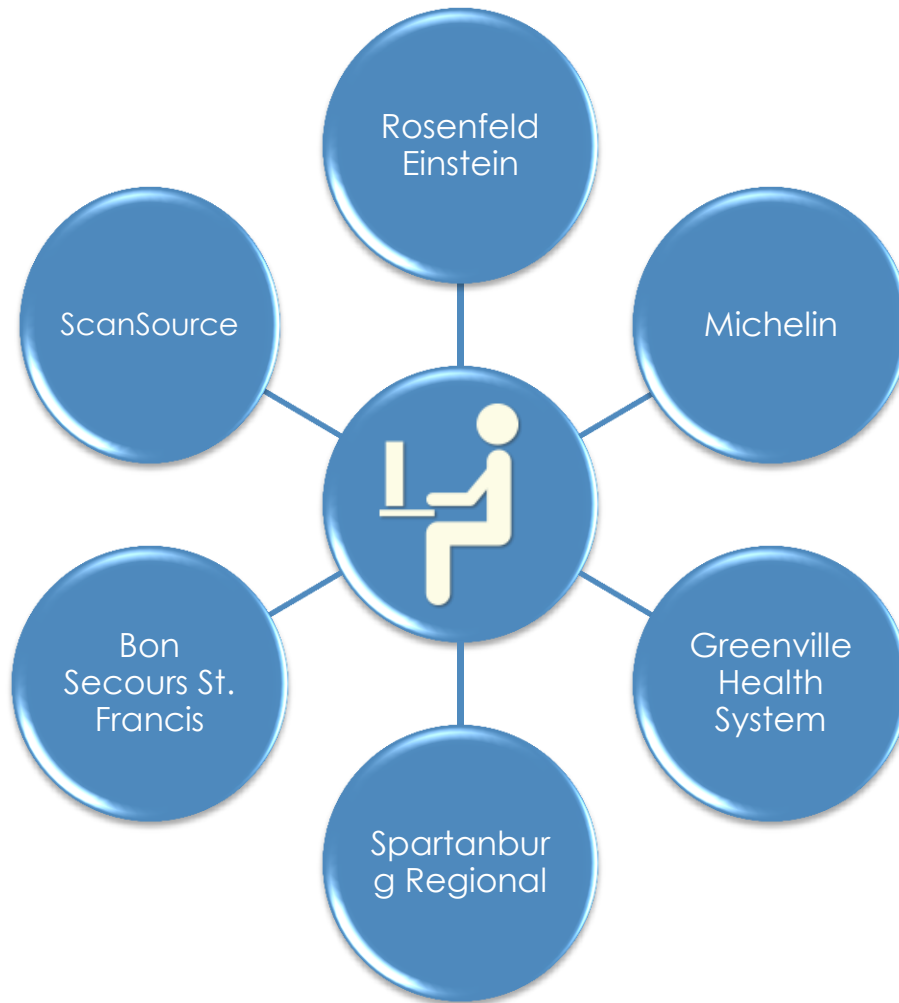


- Creating a Culture of Health
- Healthy Snack Options
- School Bike Clubs
- Out of School Time Awards



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# Community Action Plan: AT WORK

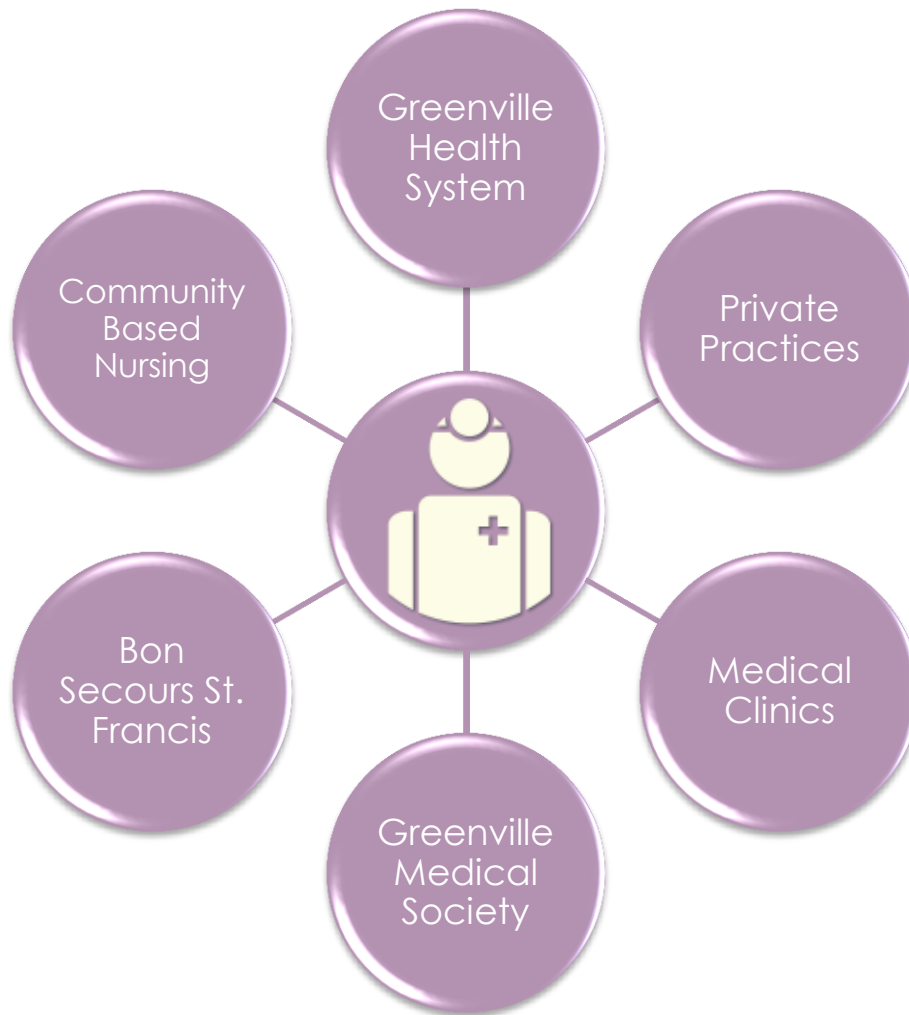


- Workplace Toolkit
- LiveWell At Work Designation
- Quarterly Roundtables
- Healthy Workplace Expo



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# Community Action Plan: AT THE DOCTOR



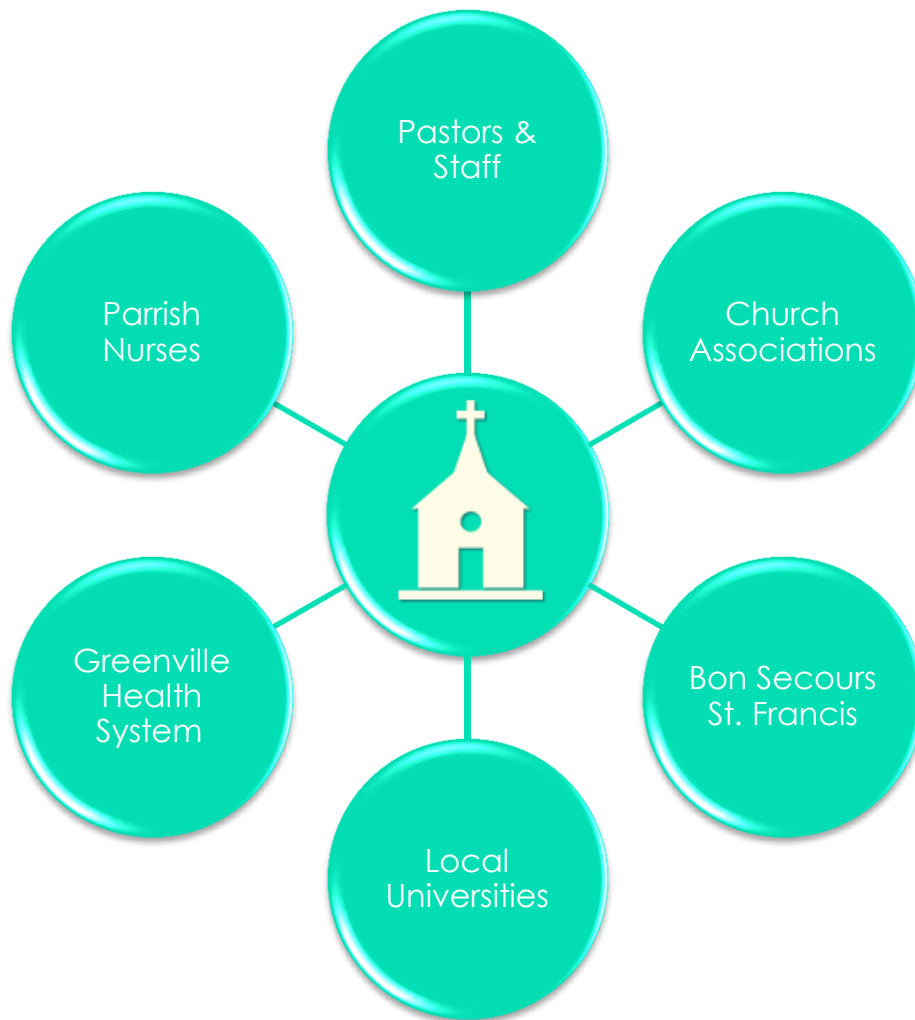
- Pediatric Toolkit
- Motivational Interview Training
- Medical Grand Rounds
- CATCH Program
- Docs Adopt Program



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# Community Action Plan: AT WORSHIP



- At Worship Toolkit
- Quarterly Roundtables
- At Worship Annual Conference
- LiveWell At Worship Designation
- Encourage Healthy Meals & Fitness



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# Community Action Plan: AROUND TOWN



- BikeWalk Greenville
- Safe Routes to Schools
- LiveWell Near You Map



# Community Action Plan: AT MEALTIME



- Upstate Regional Food Council
- Upstate Food Hub
- Food Policy Scan
- LiveWell Menu Options
- Food Desert Study

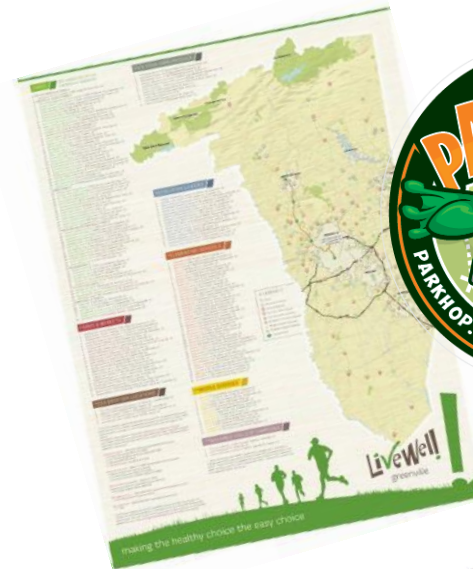


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# Community Action Plan: FOR FUN



- Greenville County Park Hop
- Bike Share & Safe Routes to Parks
- LiveWell Near You Maps
- Park Prescriptions
- Healthy Menu Options at Water Parks



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# Why LiveWell and Parks

- Only 1 in 3 children are physically active on a daily basis (National Association for Sport and Physical Education, 2013)
- Children spend more than 7 ½ hours a day in front of a screen (NASPE, 2013)
- People who live near parks tend to be more physically active (UCLA Center for Health Policy Research)
- Low income and minority neighborhoods tend to have fewer quality parks and recreation facilities (Active Living Research)
- Parks provide free or low cost venues for physical activity
- There are over 100 parks in Greenville County



# The Idea of Park Hop

- Opportunity for interagency collaboration with LiveWell Greenville acting as neutral convener
- Unite the 7 parks and recreation entities across Greenville County to cross promote parks and recreation











**Children's Hospital**  
Greenville Health System  
Children's Advocacy

Upstate  
**Parent**  
www.upstateparent.com



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# Park Hop Goals

- Foster Parks Usage and Discovery
- Foster awareness and appreciation of parks in Greenville County
- Increase time spent in PA during park visits
- Establish an annual tradition for all to enjoy



# Park Hop Features

- Summer long scavenger hunt featuring 19 park and recreation venues across Greenville County
- At least two parks from each agency
- Complete clues for a chance to win physical activity themed prizes
- Clues submitted using mobile phone app or paper passport



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# Park Hop Program Features

- Park Hop Opening Celebration with partner booths and activities
- Closing Celebration with prizes: including t-shirts, bags, bikes, camping gear, etc.
- On site scavenger hunt at opening and closing celebration





# 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 and Spinx 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?

3. How did you get to the parks? (car, bike, walk, bus, ect.)



## PASSPORT 2014

LiveWell Greenville is excited to announce the second annual Park Hop!

### CONTACT INFORMATION

Email (Parent/Guardian):

Name of Participant

Phone (Parent/Guardian):

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

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Once the passport has been completed mail passport to LiveWell Greenville at PO Box 2284 Greenville, SC 29602, or go online to [www.parkhop.org](http://www.parkhop.org) complete the online survey to submit your clues electronically. The deadline for passport submission is August 4th. Questions? 864-230-6127 or [mfair@livewellgreenville.org](mailto:mfair@livewellgreenville.org).

#### PRIZES

Each participant that completes at least 5 parks will receive a prize. Additional prizes will be available for those visiting up to 10 and higher parks. Participants completing 16 of 19 parks will be entered in grand prize drawing. Prizes are intended for those 18 and under. For more information visit [www.parkhop.org](http://www.parkhop.org).

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Greenville Health System  
Children's Advocacy

**FAIRWAY**  
OUTDOOR ADVERTISING



**CountyRec**  
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City of Greenville  
Greenville, South Carolina



**FAIRWAY**  
PARKS & RECREATION



South Carolina  
State Parks



The Children's Museum  
of Greenville





# 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. LEGACY PARK:** This 20-acre park features rolling greens, water features, colorful landscaping, children's playgrounds and paved pathways ideal for walking, jogging and biking. Take the walking path to the bottom of the hill at Legacy Park until you reach the pond. How many water fountains are in the pond? \_\_\_\_\_

**2. TIMMONS PARK:** Don't forget to pack your frisbee as you enjoy the 18 hole disc golf course in this lovely park that also has lighted tennis courts, playgrounds, and mountain bike trails. At Hole 7 at the Timmon's Park Disc Golf Course, what is the distance in feet from the tee to the basket (hole)? \_\_\_\_\_

**3. CLEVELAND PARK:** This iconic downtown park features a host of amenities including numerous playgrounds, scenic walking trails, athletic fields, and is right next door to the Greenville Zoo! Once you discover the aviation memorial in Cleveland Park, find out what year the pilot was born. \_\_\_\_\_

**4. POINSETT PARK:** This park features a shelter with a grill, electric and restrooms; walking trail and playground. How many frog stenols do you see on the walking path? \_\_\_\_\_

**5. GREENVILLE TECH NW CAMPUS:** Northwest Park is located behind Greenville Tech's Northwest campus and has athletic fields, baseball, football, playground, shelter, soccer, and a tournament facility. At the ball fields, look for a sign and tell us where the little boy is standing? \_\_\_\_\_

**6. HERDKLOTZ PARK:** This beautiful park offers panoramic views of the downtown Greenville skyline, as well as athletic fields, a large playground, sand volleyball, and a shelter. How many handholds are on the climbing wall at the top of the hill? \_\_\_\_\_

**7. BUTLER SPRINGS PARK:** Enjoy the athletic fields, tennis courts, a walking trail, a new picnic pavilion, and playground at this park. How many Born Learning stations are there around the playground? \_\_\_\_\_

**8. CONESTEE PARK:** This recently renovated park offers scenic walking trails that connect to the beautiful Lake Conestee Nature Park. You will also discover playgrounds, baseball fields, and a shady pavilion. How many evergreen trees are there on the playground near the pavilion? \_\_\_\_\_

**9. 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. At the end of the Fire Tower Trail there is a wayside next to the remains of an old fire tower that tells its story. How tall was the fire tower that once stood there? (3.2 mile hike) \_\_\_\_\_

**10. FOUNTAIN INN FIRECRACKER DISC GOLF COURSE:** This course offers something for every skill level with wide open holes, tree covered fairways, and challenging baskets tucked into the woods. At Hole 4 at the Fountain Inn Firecracker Disc Golf Course, what is the distance in feet from the tee to the basket (hole)? \_\_\_\_\_

**11. SWAMP RABBIT TRAIL IN FOUNTAIN INN:** This is the southernmost portion of the GHS Swamp Rabbit Trail, with plans to connect spur trails to Simpsonville. When entering the Swamp Rabbit Trail from Mt. Zion Baptist Church in Fountain Inn, what future location does the new section of the trail lead to? \_\_\_\_\_

**12. HERITAGE PARK:** Bring your favorite sporting equipment and spend the day with the family at Heritage Park. Wide open fields present the perfect opportunity for a pick up soccer or football game with friends. How many swings are in the small playground area by the train? \_\_\_\_\_

**13. SIMPSONVILLE CITY PARK:** Make family exercise fun at Simpsonville City Park, and walk the fitness trail with 10 physical activity stations. Walk one time around the walking track and tell us how many frog stenols you count on the walking trail? \_\_\_\_\_

**14. MAULDIN CITY PARK:** Spend hours with the family enjoying the picnic shelter, playground, basketball courts, athletic fields and walking trails at Mauldin City Park. As you complete one lap on the paved track circling the baseball field, how many "No Pets Allowed" signs do you see? \_\_\_\_\_

**15. SPRINGFIELD PARK:** This park is a sports enthusiast's dream with 5 baseball fields, batting cage, football field, and basketball court. After climbing to the top of the concrete bleachers, how many Blue Score Boards can you see? \_\_\_\_\_

**16. GREER CITY PARK:** Pack a picnic with your favorite healthy foods, grab a book, or bring a kite to enjoy the expansive green spaces within Greer City Park. Walk down the center side of the amphitheater and tell us how many concrete steps there are. \_\_\_\_\_

**17. KIDS PLANET AT CENTURY PARK:** Come explore a new world at the huge state of the art playground at Kid's Planet at Century Park. Slide down each slide at kid's planet and tell us how many are in the entire playground? \_\_\_\_\_

**18. GREENVILLE DRIVE:** Forget about the stresses of school, work and daily life...attend a Drive Game at Fluor Field. Let Yourself Go! My picture is located on the beam behind Section 113. Who am I? \_\_\_\_\_

**19. THE CHILDREN'S MUSEUM:** The Children's Museum of the Upstate sparks a lifelong passion for curiosity and learning through play. Find the Secret Garden in front of the museum, and look for the animal sculpture which best represents Park Hop. What am I? \_\_\_\_\_

**DON'T FORGET TO TURN IN YOUR PASSPORT OR FILL OUT OUR ONLINE SURVEY BY AUG 5<sup>TH</sup> TO BE ENTERED TO WIN FUN ADVENTURE THEMED PRIZES!**

**COMPLETE ALL CLUES AND BE ENTERED INTO A DRAWING FOR THE GRAND PRIZE!**



# Program Features

- Mobile app created by local start up tech company, Gamemaster
- Mobile app unlocked clue once within the park
- Allows us to guarantee park visitation
- Able to track park visits that did not submit passports at end of summer





## Park Hop

17

Remaining

0

Completed

Time Left

All Challenges

? Answer It: Cedar Falls Park

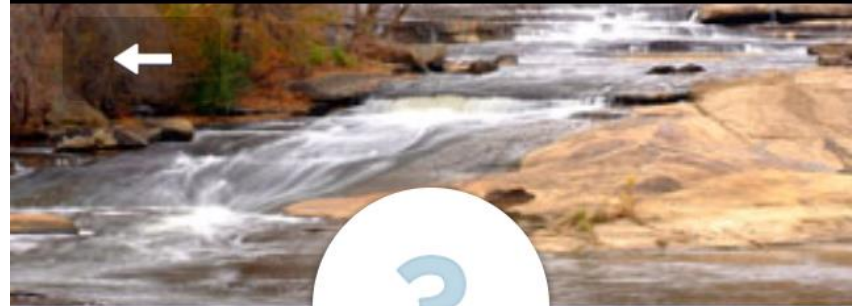
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? Count It: Century Park

20

? Answer It: Centesee Park

20



Answer It!

## Cedar Falls Park

View Location on map

Follow the interpretive signs and discover who operated the power plant at Cedar Falls Park in the early 1900's. Who was it?

17 characters

Complete Challenge

+20

# Program Features

- Prizes donated from over 30 businesses and organizations
- Included bikes, camping gear from REI, disc golf sets, Greenville Zoo Memberships, Greenville County Waterpark passes, Children's Museum passes, Greenville Drive Vouchers
- Facebook photo contest



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# Park Hop Media Coverage

- Park Hop stickers distributed to 49 elementary schools in Greenville Co.
- Park Hop website and social media pages
- Park Hop Newsletter
- Digital billboards in four locations
- Coverage through local news stations and periodicals
- Flyers in community centers and recreation facilities



# Program Evaluation

Evaluation  
completed by Dr.  
Andrew Kaczynski  
and the BEACH Lab  
team from USC  
Arnold School of  
Public Health



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# Program Evaluation

- Pre survey
- Post survey
- Incentivized to complete surveys with opportunity to win \$25 gift certificates
- SOPARC direct observations of 2 Park Hop parks and matched control parks
- 3 observation days with 4 times each day



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# Park Hop. . . The Numbers

- **946 Park Hop passport registrations** (one per family)
- 595 individuals downloaded the mobile app
- 351 individuals downloaded the Park Hop paper passport
- **286 completed Park Hop passports**
- 285 completed pre survey
- 141 completed post survey



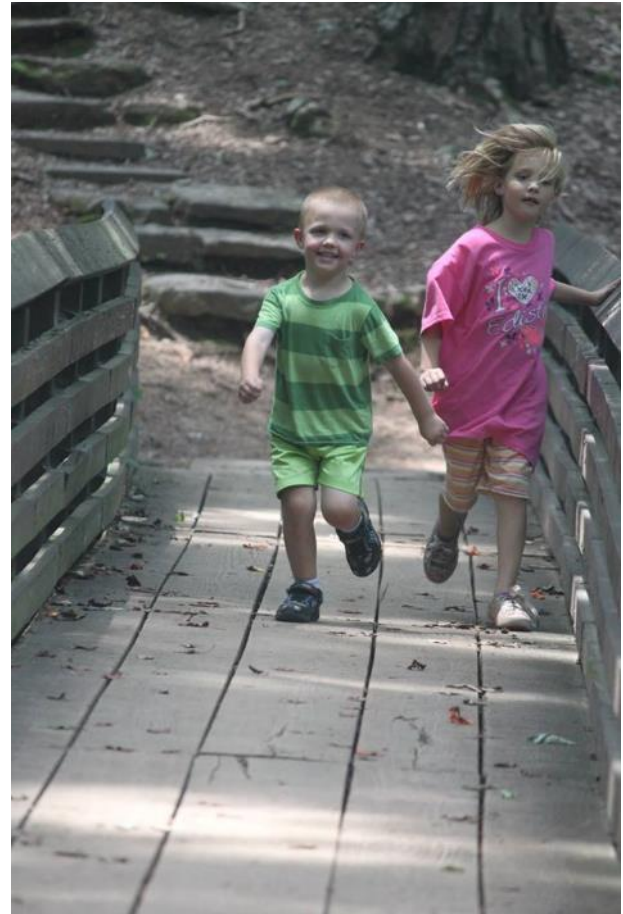
# Park Hop. . . The Numbers

- **1079 individual park visits** using mobile app by 203 individuals with average of **5.32 visits per person**
- 158 children and their families attended the Park Hop Closing Celebration
- 87 families completed on site scavenger hunt covering 12 acre park



# Park Hop. . .The Numbers

- 46.09% of participants completed scavenger hunt with mobile app only
- 25% used both the mobile app and passport
- 28.91% used only paper passport



# Ages Participating in Park Hop

- 0-5 years: 37.3%
- 6-10 years: 37.7%
- 11-14 years: 19.8%
- 15-18 years: 4.6%





# Parks Visited for First Time

- Legacy Park: 33.91%
- Timmons's Park: 51.3%
- Cleveland Park: 6.09%
- Poinsett Park: 33.91%
- Greenville Tech NW Park: 40.0%
- Herdklotz Park: 33.91%
- Butler Springs: 33.91%
- Conestee Park: 28.7%
- Paris Mountain State Park: 7.83%
- Fountain Inn Disc Golf: 47.83%
- Swamp Rabbit in Fountain Inn: 46.09%
- Heritage Park: 12.17%
- Simpsonville City Park: 26.09%
- Mauldin City Park: 39.13%
- Springfield Park: 46.09%
- Greer City Park: 18.26%
- Kid's Planet at Century Park: 10.43%
- Greenville Drive: 11.30%
- The Children's Museum: 13.04%



# Park Hop Demographics

- 63.03% male
- 36.97% female

- 96.55% Non-Hispanic or Latino
- 3.45% Hispanic or Latino

- 93.52% White
- 4.63% Black or African American
- 1.85% Native Hawaiian of Pacific Islander

- 71.57% annual house hold income of 50,000 or above



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# Time Spent in Park

- Average of 106.18 minutes spent in park on last visit
- Average of 93.34 minutes spent in physical activity (anything physical movement rather than sitting)
- The proportion of time spent in Physical Activity: 87.9%



# Park Hop Program Satisfaction

- 91.4% of parents agreed that their child enjoyed participating in Park Hop
- 90% of parents agreed that they would participate in Park Hop next year
- 92.9% of parents agreed they would recommend Park Hop to a friend







"I personally enjoyed the collaboration of the people in the community working together in deciphering the clues and helping with the hunt. It was fun for adults and children."

"This was a wonderful experience for my family and the kids can't wait for the kickoff again next year. We did not get to attend the opening ceremony but did attend the closing celebration and it was so much fun! "



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# Vision for the Future. . .

- Permanent Park Hop clue installations in parks
- Further development of mobile app including push notifications indicating vicinity to park
- Park Hop “play days” in parks throughout the summer
- Incorporating “geo-caching” or other technology in the scavenger hunt
- More detailed program evaluation

