



FAMILY

HEALTH & FITNESS DAY

2023 Outreach Toolkit

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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Family Health & Fitness Day – Saturday, June 10, 2023 – in your community a little easier! This toolkit is designed to help you generate positive media coverage and support for your Family Health & Fitness Day activities and ultimately the work of your agency and the benefits you bring to your community.

This kit includes template media materials, such as:

- media alerts for special events,
- press releases for before and after the event,
- fact sheets,
- social media posts for before and after the event,
- web ads,
- sample web and email copy that you can use in your publications, and
- a checklist of activities.

Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure to tag NRPA in your Facebook, Twitter and Instagram posts and use **#NRPAFamilyHealthDay**.

Don't forget, we want to see your successes too — register your event with NRPA, send us photos, videos and stories from your Family Health & Fitness Day events or the creative ways you have used the marketing materials so we can amplify your work!

If you have questions or need further assistance, please don't hesitate to contact me:

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We hope this toolkit helps you generate great support for Family Health & Fitness Day!

2023 Family Health & Fitness Day Fact Sheet

- NRPA's Family Health & Fitness Day — celebrated the second Saturday in June each year — promotes the importance of parks and recreation in keeping communities healthy. This year it lands on June 10, 2023.
- Agencies everywhere are encouraged to participate by inviting families to get active and healthy at their local park or recreation center, or by safely hosting an event, such as a health and wellness fair or family fun run/walk, on Saturday, June 10. Members of the community, including healthcare and public health partners, local businesses, and other community-based organizations, also are encouraged to participate, even as sponsors.
- Various research studies have confirmed that local parks, recreation programs, green spaces and access to the outdoors are critical for creating healthy, active and resilient communities. As we have witnessed throughout the coronavirus (COVID-19) pandemic, parks and recreation has played a critical role in supporting our mental and physical well-being, and Family Health & Fitness Day is a great opportunity to celebrate this. The key messaging, in the next section, includes research and articles that describe these benefits.
- In addition to celebrating at your local parks and recreation on June 10 with events, you can get involved in Family Health & Fitness Day by:
 - Using this toolkit to promote your health and wellness programs and activities via digital channels and local media
 - Using the social media images and #NRPAFamilyHealthDay on your social media channels leading up to and on Saturday, June 10
 - Highlighting the ways your agency helps your community stay healthy on your website, social media channels and promotional materials. Examples could include:
 - **Innovative programming provided across multiple dimensions of well-being**
 - **Mental health benefits of visiting your parks and participating in your programs**
 - **Physical activities and experiences visitors can participate in**
 - **Connections to other essential health service providers in your community**
- Join the conversation on NRPA's [Facebook](#), [Twitter](#) and [Instagram](#) using #NRPAFamilyHealthDay.
- Register your event with NRPA!
- For additional information, visit www.nrpa.org/familyfitness.

Research to Share

There is a growing body of evidence that shows how parks and recreation supports health and wellness. Below is a list of messaging and articles that you can pull from to show how beneficial parks and recreation is to your local community — and the many reasons to celebrate it. These can be shared on your social media channels, in-text to cite statements in your communications for Family Health & Fitness Day — or anytime in the future!

- Living close to parks and other recreation infrastructure is consistently related to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, which studies demonstrate relieves stress, tightens interpersonal relationships and improves mental health.
- Through the many spaces, programs and services park and recreation agencies manage, they have the unique power to advance [NRPA's seven dimensions of well-being](#).
- Parks and recreation and the professionals who make it happen are essential. Here are [five statements with supporting research](#) that showcase the fundamental role of parks and recreation, including how parks and recreation promotes health and wellness.
- Local park and recreation agencies are uniquely suited to serve as Community Wellness Hubs, connecting all members of the community to programs and services that advance health equity, improve health outcomes and enhance quality of life. [NRPA's Community Wellness Hubs Toolkit](#) contains evidence, resources and case studies to provide park and recreation professionals ideas and guidance to advance parks and recreation as Community Wellness Hubs. [These three videos](#) explore the lasting impact of Community Wellness Hubs, how planning and partnerships support access to healthy foods and health and wellness services, and how three agencies launched Community Wellness Hubs during the pandemic.
- According to guidance from the [Community Services Preventive Task Force](#), park and recreation and public health professionals play a vital role in ensuring all communities have equitable opportunities to get active. [The Active Parks! Increasing Physical Activity Through Parks, Trails, and Greenways](#) recommendation states that combining 1) essential **infrastructure improvements** with 2) **additional activities** like community engagement, programming, public awareness and other access enhancements can increase physical activity and the use of parks, trails and greenways. [NRPA's Active Parks! Implementation Guide](#) provides an overview of the recommendation, as well as a step-by-step process for equitable implementation.

- According to NRPA's [2022 Engagement With Parks Report](#), over 275 million U.S. residents visited a local park and recreation facility at least once during the last year, with families visiting local facilities an average of 22 visits per year.
- According to NRPA's [2022 Agency Performance Review](#), nearly 90 percent of park and recreation agencies offer structured sports, fitness classes, and health education for community members.
- Park and recreation professionals provide important offerings for youth when school is not in session, including before and after school, during weekends, and over summer break. According to the [October 2022 NRPA Park Pulse](#), U.S. adults believe the most beneficial youth offerings from park and recreation agencies include sports and physical activities, job training and skill development, and access to nutritious foods.
- According to the [September 2022 NRPA Park Pulse](#), more than 1 in 4 U.S. adults say it is not easy or they are unsure how to access locally grown-food. Local park and recreation agencies are strong advocates for improving access to nutritious foods. According to NRPA's [2022 Agency Performance Review](#), 45 percent of park and recreation agencies operate community gardens and 21% administer or manage farmers markets, increasing healthy, local food options for their communities.
- According to the [July 2022 NRPA Park Pulse](#), 86 percent of U.S. adults believe it is helpful to have access to the outdoors and nature during stressful times. Examples of mental health opportunities found in parks and recreation include socializing with friends and family, spending time in nature, and exercising.
- In a [May 2022 Parks & Recreation magazine article](#), NRPA President and CEO Kristine Stratton, discusses the adaptive nature of park and recreation professionals that allows them to combat public health challenges.
- In a [March 2022 Parks & Recreation magazine article](#), contributors Cheri Ruane, Julia Africa, Chuck Raymond, Gary Hilderbrand and Chris Reed share how parks can serve as critical infrastructure to strengthen public health and safety.
- According to the [2021 NRPA Out-of-School Time \(OST\) Report](#), more than four in five park and recreation agencies offer OST programs. The top benefits of OST programs include childcare for working parents and/or caregivers, offering children a safe place outside of school hours, opportunities to engage in physical activity through play, exercise and sports, social opportunities, and chances to connect youth to peers.
- According to NRPA's [Parks and Recreation: Advancing Community Health and Well-Being](#) report, nine in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity

- The impact of adverse childhood experiences and trauma on youth mental and behavioral health outcomes is a rising concern in communities across the country. Local park and recreation agencies provide ample opportunities for youth to build positive social connections. Through the [Mentoring in Parks and Rec](#) initiative, NRPA supports agencies in their efforts to build effective and evidence-based mentorship programs that connect youth with caring and compassionate mentors while strengthening connections across their community.
- As providers of, and connection points to, public health services and community conditions that protect and promote health and well-being, parks and recreation plays a vital role in addressing substance use and mental health disorders. [Parks and Recreation: Addressing Substance Use and Mental Health Disorders](#) provides resources to support park and recreation professionals as they address substance use and mental health disorders in their communities.
- This [NRPA-funded research report](#) explores the health equity benefits of parks and their economic impacts, written by Mychal Cohen, Kimberly Burrowes and Peace Gwam of the Urban Institute.

2023 Family Health & Fitness Day Media Outreach – “How To”

The following are general guidelines for conducting media outreach for special events you may be hosting on June 10 for Family Health & Fitness Day.

Leveraging the Press Release

To announce your involvement in Family Health & Fitness Day and what activities will be taking place on June 10, customize the Pre-Event **Press Release** template on page 11 and distribute it to appropriate reporters, bloggers and/or broadcast media in your local area.

1. You'll want to send the release out at the end of May or beginning of June to journalists and reporters, and to TV/radio stations approximately two days before an event you want them to attend.
2. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
3. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. It is a good idea to review the stories the reporter writes to get a feel for what they are most interested in so that you can tailor your outreach to meet their interests. Most reporters prefer email.
4. Search online for bloggers, social media influencers or health and wellness influencers in your area and invite them to your event; these social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
5. Once you have your list together, prepare your pitches. Make sure you tailor the pitch for the type of outlet and personalize it as much as possible for the journalist or blogger you are contacting. Keep it brief.
6. Customize the press release template with the appropriate information, as marked with brackets and yellow highlight, EX: **[NAME]**.
7. You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms and with online media.
8. In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email.
9. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.

10. Once you have sent your release, follow up with a phone call to reporters. Be sure to have a short pitch ready, and be prepared to answer questions about why your event or story is a “must see/cover.”

Inviting Press to Your Event with the Media Advisory

If you are hosting a special event on June 10 and would like to invite reporters to cover your event on-site:

1. It's a good idea to send Media Advisories to journalists and reporters at least two weeks in advance and to TV/radio stations approximately two days before an event.
2. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
3. Search for contact information for reporters and publications in your local area that cover topics related to parks, the outdoors, and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. Most reporters prefer email.
4. Consider inviting local bloggers to your event as well or creating a special opportunity for them to come out and get a sneak peek of your Family Health & Fitness Day event. These social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
5. Customize the media alert template with the appropriate information, as marked.
6. Write a brief, one-paragraph pitch to the reporter, and attach the Media Advisory as a PDF or Word document, or paste the text into the email, beginning with “Media Advisory.”
7. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.
8. Once you have sent your Media Advisory, follow up with a phone call to reporters you are particularly interested in having attend. Be sure to have a short pitch ready and be prepared to answer questions about why your event is a “must see.”
9. Consider sending a post-event press release to generate coverage after the event. It is a good idea to send this immediately following the event or the next morning. Often this means drafting most of the release in advance, and adding a few pertinent details afterward. We've included a template for a Post-Event Press Release on page 12 that you can use.

10. Reach back out to the reporters that you previously contacted. If you can, offer footage from the event or high-resolution photos (cell phone photos are great, too!). To learn more about photographing your event/park, check out [this article](#) from the May 2021 issue of *Parks & Recreation* magazine.

Tips and Tactics

- Remember that timeliness is a big factor in press coverage.
- Try to keep the message brief. One page is best — do not exceed two.
- Don't forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
- Write using short paragraphs and sentences, and in the third person — don't refer to yourself as "I" or "we," except in a direct quote.
- Avoid testimonials or other promotional language. A press release is news — not advertising.
- Don't be discouraged if you do not receive interest, or if a reporter doesn't make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the amount of current events taking place/space, editor approval, capacity, etc.). It's never personal.
- If a reporter does email or call with interest, be sure to respond in a very timely manner.

Let us know if your Family Health & Fitness Day event is covered in the news! Send links of online coverage to cjones@nrpa.org so we can share it.

2023 Family Health & Fitness Day Template Media Advisory

[GROUP LOGO/LETTERHEAD]

MEDIA ADVISORY

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] to Host Family Health & Fitness Day at [Park/Facility Name]

[Agency Name] joins the National Recreation and Park Association to celebrate and promote health and well-being through the power of parks and recreation on June 10, 2023.

WHO/WHAT: [Name of major public officials, celebrities or local organizations who are participating, as well as the number of people who will be in attendance.]

[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]

WHEN: [Date/Time]
[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]
[Provide parking information, if relevant.]

WHY: Celebrated the second Saturday of June each year, Family Health & Fitness Day is an opportunity for local community members to get out and discover all the health benefits provided by their local parks and recreation department. An initiative of the National Recreation and Park Association, [Agency Name] joins parks and recreation departments around the country in showcasing easily accessible, close-to-home health and wellness opportunities on Saturday, June 10, 2023.

For more information about the national event, go to www.nrpa.org/familyfitness or search #NRPAFamilyHealthDay on social media.

EDITOR'S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

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2023 Family Health & Fitness Day Template Press Release - Before Event

[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] Invites [Town/City] to Celebrate the Health Benefits of Parks and Recreation

[Agency Name] celebrates Family Health & Fitness Day, Saturday, June 10

[CITY, STATE ABRV] – [DATE] – [Agency Name] invites all [Town/City] residents to celebrate Family Health & Fitness Day on Saturday, June 10, and discover how we are building a strong, healthy and resilient community through the power of parks and recreation. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy and promoting well-being.

To celebrate, [Agency Name] encourages everyone to gather with family and friends to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert quote from director/staff on the importance of parks and recreation in keeping communities active and healthy]

Community members also can participate by doing the following:

- **Take a selfie in one of our parks and tag us on social media, and be sure to use #NRPAFamilyHealthDay**
- **Visit our local trails and explore the outdoors at [location]**
- **Enroll in a health and wellness program at [location]**
- **Have a healthy family picnic**
- **Play outside wherever you are able to**
- **Volunteer at a local event**

Park and recreation departments nationwide offer year-round opportunities for families and individuals to move, connect, and engage in activities that promote health and wellness. In fact, living close to parks and other recreation facilities is consistently

related to higher physical activity levels and park usage for other health benefits for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all of the health benefits provided by their local parks and recreation department. To learn more about Family Health & Fitness Day, visit www.nrpa.org/familyfitness.

#

[Agency boilerplate/ "about" information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

2023 Family Health & Fitness Day Template Press Release - After Event

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Town/City] Celebrates the Health Benefits of Parks and Recreation

[Town/City] shows how parks and recreation have helped keep their community healthy

[CITY, STATE ABRV] – [DATE] – [Town/City] residents celebrated Family Health & Fitness Day on Saturday, June 10, by demonstrating how we are building a strong, healthy and resilient community through the power of parks and recreation. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy.

To celebrate, [add number of attendees] gathered to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert quote from director/staff on the importance of parks and recreation in keeping communities active and healthy. We suggest a quote from someone who attended the event, as well!]

Park and recreation departments nationwide offer year-round opportunities for families and individuals to stay active and healthy. In fact, living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all the health benefits provided by their local parks and recreation department. To learn more about Family Health & Fitness Day, visit www.nrpa.org/familyfitness.

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[Agency boilerplate/ "about" information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

2023 Family Health & Fitness Day Social Media Materials

Social Covers and Badges

We encourage you to post these images on your social media pages to show your support of Family Health & Fitness Day. You can download the logo and supporting graphics [here](#). You can also use the logo on your website, emails, printed materials and more!



2023 Logo



2023 Celebration Graphic

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter or Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts for **Family Health & Fitness Day on June 10** and feel free to develop some more on your own!

Tag NRPA in your posts, too.

- Facebook: @National Recreation and Park Association
- Twitter: @NRPA_News
- Instagram: @nrpa

Official Family Health & Fitness Day Hashtags

- #NRPAFamilyHealthDay

Leading up to the Event:

Sample posts for Facebook

- We're building a healthy [insert city/town/community name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyHealthDay
- Have you felt better after visiting a park or participating in our recreational activities? Parks and recreation plays an essential role in keeping [insert city/town/community name] healthy and connected. Explore all the benefits with [insert agency name] on #NRPAFamilyHealthDay, June 10!
- Celebrate Family Health & Fitness Day at [insert facility or park name] on Saturday, June 10! #NRPAFamilyHealthDay
- Today, we're celebrating Family Health & Fitness Day! How does parks and recreation improve the health of your family? #NRPAFamilyHealthDay [include photo of program or activity]
- This weekend, we're celebrating Family Health & Fitness Day! Discover all the ways we're helping our community stay healthy at [insert park/facility name]! #NRPAFamilyHealthDay
- Family Health & Fitness Day encourages families and individuals to visit their local parks and recreation to stay healthy and active. #NRPAFamilyHealthDay [include photo of program or activity]
- We want to know — is visiting your local park part of your health routine? Tell us using #NRPAFamilyHealthDay. [include photo of program or activity]

Sample posts for Twitter:

- We're building a healthy community! Help us celebrate on June 10 at your local park. #NRPAFamilyHealthDay
- Today, we're celebrating @NRPA_News Family Health & Fitness Day! How do you get healthy with parks and rec? #NRPAFamilyHealthDay

- Celebrate Family Health & Fitness Day at [insert park or facility name] on June 10! #NRPAFamilyHealthDay
- Did you know? Parks and rec has played an essential role in keeping [insert town name] active and healthy. #NRPAFamilyHealthDay
- Parks and recreation play a vital role in keeping communities active and healthy. Discover these benefits with @NRPA_News and [insert agency name or Twitter handle]. #NRPAFamilyHealthDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyHealthDay. [include photo of program or activity]

Sample posts for Instagram:

- Did you know? Parks and recreation plays an essential role in keeping [insert town name] healthy and connected. Discover these benefits with [insert agency name]. #NRPAFamilyHealthDay
- We're building a healthy [insert town name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyHealthDay
- Today, we're celebrating @nrpa's Family Health & Fitness Day! How has parks and recreation kept you healthy throughout the past year? #NRPAFamilyHealthDay
- Celebrate @nrpa's Family Health & Fitness Day at [insert park or facility name] on June 10! #NRPAFamilyHealthDay
- Parks and recreation plays an essential role in keeping communities active and healthy. Discover these benefits with @nrpa and [insert agency name or Instagram handle]. #NRPAFamilyHealthDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyHealthDay. [include photo of program or activity]

After the event:

Sample posts for Facebook:

- We celebrated #NRPAFamilyHealthDay with amazing local families. Here are a few photos from the fun events on Saturday. [include photos from your events]
- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyHealthDay event on Saturday! [include quote/photo from family who attended]

Sample posts for Twitter:

- We celebrated #NRPAFamilyHealthDay with amazing local families. Here are a few photos from the fun events on Saturday. [include photos from your events]
- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyHealthDay event on Saturday! [include quote/photo from family who attended]

Sample posts for Instagram:

- We celebrated #NRPAFamilyHealthDay with amazing local families. Here are a few photos from the fun events on Saturday. [include photos from your events]
- We loved hearing from families how their visits to our parks have kept them healthy in the past few years at our #NRPAFamilyHealthDay event on Saturday! [include quote/photo from family who attended]

2023 Family Health & Fitness Day Web and Email Copy

Ensure that your community members can find all the information they need to know about your Family Health & Fitness Day event by updating your website with the event information. If you already have a template you use for events, use it! If you need some inspiration, feel free to modify and edit the text below.

You can also use the copy below in an email to those who have opted in to any of your email and newsletter lists.

Family Health & Fitness Day – June 10, 2023

Join us in celebrating the numerous health and well-being resources located right here in [town/city/community name] on Saturday, June 10. We'll be celebrating Family Health & Fitness Day — an initiative of the National Recreation and Park Association (NRPA) — by [list event details, include any prizes or fun activities taking place].

Celebrated the second Saturday of June each year, Family Health & Fitness Day promotes the importance of parks and recreation in keeping communities active and healthy. Many communities host special events on this day, while others simply encourage their residents to visit a local park or recreation center where they can participate in a variety of family friendly activities, such as walking, hiking, biking, skating, kayaking, golfing, swimming, tennis, pickleball, basketball and more.

[Agency Name] takes pride in providing health and wellness resources for the community, and we hope you'll come out and discover the many diverse opportunities we offer to ensure the health and well-being of everyone in [town/city/community].

Time:

Location:

Partners: [List any partners working with you to host your event]

2023 Family Health & Fitness Day Evaluation Metrics

Evaluating the success of your event is important for showing the impact of your hard work and advocating for the general impact of parks and recreation on community health perceptions and behaviors.

The data you collect can be used to support your case for securing future budget funding and support from city leadership, community members, sponsors and partners. While documenting numbers that carefully describe the event is crucial for measuring success, collecting and sharing stories from a multitude of different perspectives adds a powerful and relatable color that demonstrates the heart of the experience.

Stories provide context and inspiration for your audience that will form a deeper memory of, and connection to, your success. This section provides a few methodologies and metrics that can be used to measure your Family Health & Fitness Day events using numbers and descriptions, as well as the impact of your events with stories.

Describing and Measuring Event Implementation, Promotion and Reach

While numbers and program descriptions do not tell the full story of your event, their importance cannot be denied. Documenting the way your event was planned and implemented helps you identify areas in the process that worked well, and lessons learned to apply in the future. When collected over time and examined year-over-year, trends may emerge that could be used to report improvement (e.g., increased attendance, increased sponsorship) or challenges (e.g. less media coverage, drop in promotional activities).

A few recommended measures to document (perhaps in a spreadsheet) include:

- Event logistics (e.g., location, theme, etc.)
- Description(s) of event activities
- Description(s) of community engagement during planning process
- Number/names/types of sponsors engaged
- Number/names/types of partners engaged (healthcare, public health, other)
- Amount of funds raised for event/from whom
- Attendance numbers (adults/youth)/Reach numbers (if virtual event, flyers, etc.)
- Number of staff members needed, roles, FTEs
- Number of press releases written/where sent/#published
- Media coverage descriptions/recordings (e.g., news, radio, TV, other)
- Methods of other promotion (what type, where, reach, etc.)

Typically, these measures will help you create pithy sound bites and infographics about how your project was implemented. But what about measuring impact?

Measuring Impact

Measuring the outcomes and impact of your event can be trickier than measuring implementation, and the methods of evaluating them are dependent on factors that are sometimes out of our control because of limited staff and resources and other factors.

Because of the wide variety of perspectives and story angles available for describing your event, it is important to think about the most important two to three questions you and your stakeholders need or want to know to best illustrate the impact of your event, while considering staffing and resources needed to collect those stories in the most impactful way. It can be helpful (and is often advisable) to ask your various stakeholders what they would like to know about the event. Pick a few short and understandable questions or topics that would be clear evidence of the impact to share with leadership, partners, sponsors and the community.

Some sample questions to use to capture stories include:

- How did you hear about the event today? Who is here with you today? (Can ask the same questions to anybody with them.)
- What have you enjoyed the most about the event? In which activities have you participated?
- What have you learned so far from attending the event? Any new activities or other knowledge? Has anything surprised you?
- Would you have changed anything about the event?
- How do you feel attending this event encourages you to focus on health and wellness in your parks/recreation center? Will you incorporate any new health and wellness activities into your routine?
- Tell us a story about how you have included in your daily routine a health and wellness activity in your local park or recreation center.
- How do park and recreation centers contribute to your health and wellness journey?
- What is your favorite health and wellness activity in a park or recreation center. Why?
- Any other questions that will draw stories about the event and connecting parks and recreation to health and wellness. *Including some questions for staff members and sponsors/partners may also spur some interesting stories about the impact of your event.*

You can select from a variety of methods to collect stories about your event. Depending upon your most important identified questions and available resources, some may be more feasible than others. A few ideas for story collection are below, but countless creative ideas are possible.

- Short (three to five questions max) surveys from all perspectives administered by walking around the event and asking attendees, QR Codes, social media posts,

paper or online surveys at a booth, etc. Be sure to include open-ended questions.

- Roam around and ask questions about the event to participants on video. (Intercept surveys/interviews) *A bonus of this method is the possible use of these videos for event promotion the following year – be sure to have participation sign consent forms when necessary if you are using photos or videos of them!*
- Encourage participants to post pictures or videos from the event on social media with hashtags. Ask them to share a story along with the picture or to answer a specific question in videos. Pull the stories from the posts.
- Provide some sort of education for children or adults where they draw pictures or create something related to the health/wellness education provided or about their favorite activity at the park. Take pictures of their creations.
- Erect a wall, poster boards or other object so participants can write a short message or draw a picture of their favorite thing to do with their families in the park or how they feel when they are active with their families. Maybe ask them to draw their families doing what they do together. Transcribe or photograph the quotes or use pictures as a way to summarize the crowd's answers. This also can be effective using post-it notes on a wall.
- Ask a question with two to three possible responses, each represented with a jar. Ask participants to put a ball or some other object in the jar that represents their response. Tally the percentage of responses in each jar.
- If possible, offer a small incentive for people to draw, write or answer a few questions related to the event and provide their name and contact information on it to be entered in a drawing for the incentive. Or, you could give everyone who contributes a small token incentive.

The last step is to communicate your results to all stakeholders and interested parties. Be sure to use short, pithy ways to organize your most important findings — like infographics. Use stories to answer the questions that you and your stakeholders decided to explore about the event. Include pictures and videos to tell a story that will leave your audience feeling inspired and connected. If a challenge arises that needs to be communicated, always include how you may change the program to improve results the next time.

Always remember evaluation should not feel like judgement — it is an opportunity to collect useful information for successful future planning and for accurately showing off the impacts of your hard work!

Share with NRPA

We want to hear about your Family Health & Fitness Day! NRPA will be releasing a post-event survey in the coming months to gather information around the campaign's impact and reach. Be prepared to share the following data, if possible.

1. Types of activities at your event
2. Number of participants at your event

3. Number/name/type of partners engaged in your event and how they were involved in promoting and fostering activities
4. Number/name/type of sponsors engaged in your event
5. Pictures/videos/stories of your event.

Sample Timeline and Checklist of Activities

We know you are busy. We've put together a timeline of activities to make it easy to integrate your Family Health & Fitness Day communications into your calendar.

Week	Activity
May 7 - 13	<ul style="list-style-type: none"> ● Plan your communications for your Family Health & Fitness Day event ● Begin writing your communications for your event ● Include information about Family Health & Fitness Day on your website ● Include Family Health & Fitness Day event in your email communications ● If one of your events requires pre-planning for the attendees, like a 5k, you can begin sharing on social media one month ahead of the event
May 14 - 20	<ul style="list-style-type: none"> ● Continue writing your communications for your event
May 21 - 27	<ul style="list-style-type: none"> ● Share 2-3 social media posts per channel to promote your event ● Register your event and planned activities with NRPA!
May 28 - June 3	<ul style="list-style-type: none"> ● Send news release to newspapers ● Invite print reporters to attend event with media advisory ● Share 2-3 social media posts per channel to promote your event ● Register your event and planned activities with NRPA!
June 4 - 9	<ul style="list-style-type: none"> ● Send news release to TV/radio stations ● Invite broadcast/radio reporters to attend with media advisory ● Share 2-3 social media posts per channel to remind people to attend your event ● Register your event and planned activities with NRPA!
June 10 - Day of Event	<ul style="list-style-type: none"> ● Amplify attendee posts on social media
June 11 - 17	<ul style="list-style-type: none"> ● Send post-event news release to outlets that didn't attend ● Share 2-3 social media posts per channel about the outcomes of your event ● Include photos and short description of your event in your email communications/newsletter ● Fill out NRPA's post-event data collection survey to share your impact with us!

Register Your Event with NRPA

Help NPRA tell the story of Family Health & Fitness Day by registering your event with us. Registering your event will allow us to better track the reach and impact of Family Health & Fitness Day events across the country, helping to demonstrate the vital role that parks and recreation play as a social driver of health. Simply complete the brief survey to share the creative activities and events you have planned, anticipated reach and participation numbers, and provide a point of contact so we can follow up and collect your stories!

[CLICK HERE TO REGISTER YOUR EVENT!](#)



**Thank you for helping us celebrate
and spread the word about Family
Health & Fitness Day!**

#NRPAFamilyHealthDay



NATIONAL RECREATION
AND PARK ASSOCIATION