Utilizing Parks and Recreation Policies, Programming, and Facilities to Impact Community Health

Alison Miller, City of Bloomington Parks and Recreation
Sally Pelto-Wheeler, Eppley Institute
A Little About Me!

“Be the change you wish to see in the world.” – Mahatma Ghandi

Alison Miller, M.S.
Health and Wellness Coordinator
City of Bloomington Parks and Recreation Department
Presentation Objectives

Participants will be able to:

1. Identify at least one new program related to parks and recreation that intentionally impacts community health.

2. Identify at least one new organizational policy related to parks and recreation that influences community health.

3. Examine potential partnerships with parks and recreation agencies to maximize community wellness impact through utilization of facility space.
Presentation Overview

• Master Plan Background
• Programming
• Policies
• Partnerships
• Conclusion
Organizational Introduction
Master Plan Goals

1. Maintain and Provide Safe Parks, Trails, and Facilities
2. Expand Department Trail System to Improve Connectivity and other Active Design Assets
3. **Position Department Activities, Programs, and Partnerships to Positively Impact Community Health**
4. Continue to Provide High-Quality Programs and Recreational Opportunities
5. Be Responsive to Development and Redevelopment
6. Consider Adding or Repositioning Department Resources so the Department can Achieve its Master Plan Goals
Master Plan Goal 3: Position Department Activities, Programs, and Partnerships to Positively Impact Community Health

Bloomington Parks and Recreation Department Policies:

• Promote health and wellness through programs in partnerships with healthcare providers
• Continue to invest in walking and biking trails
• Continue programs that promote access to nature
• Insert wellness categories into program reviews
• Align with Monroe County Health Department efforts to improve community health
• Continue to provide healthy food choices via programs, such as the Farmers’ Market and Community Gardens
• Continue to incorporate traditional and innovative marketing and branding strategies to promote health and wellness by encouraging participation in Department programs and facilities
Goal 3: Position Department Activities, Programs, and Partnerships to Positively Impact Community Health

**HOW IMPORTANT IS IT TO HAVE HEALTH AND WELLNESS PROGRAMS IN BLOOMINGTON?**

- Very Important: 57%
- Important: 28%
- Somewhat important: 13%
- Not very important: 2%

Very important is the most common response.
Goal 3: Position Department Activities, Programs, and Partnerships to Positively Impact Community Health

Most Important Benefits Received from Parks, Trails, Facilities, Programs, and Events

- Improve Physical Health and Fitness: 60%
- Improve Mental Health and Reduce Stress: 40%
- Make Bloomington a more desirable place to live: 30%
The following are some of the benefits that you and your household may receive from parks, trails, recreation facilities, programs, and services.

For each potential benefit, please indicate your level of agreement.

- Improves Physical Health and Fitness
- Improve Mental Health and Reduce Stress
- Improve Diet and Nutrition

Legend:
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Don't know
Programming

• The Bloomington Walking Club

• Bryan Park Kids Triathlon

• Play Day

• Banneker Running Club
City of Bloomington Policy

• Support of attendance at City sponsored wellness events using staff time (employee health fair, lunch and learns, wellness coaching)

• Kids out-of-school programs-healthy snacks, active breaks (NRPA foods of the month)
Partnerships

• IU Health-Get Onboard Active Living

• ACHIEVE (Action Communities for Health Innovation and EnVironmental changE)

• Active Living Coalition
Conclusion-Presentation Objectives

Participants will be able to:

1. Identify at least one new program related to parks and recreation that intentionally impacts community health.

2. Identify at least one new organizational policy related to parks and recreation that influences community health.

3. Examine potential partnerships with parks and recreation agencies to maximize community wellness impact through utilization of facility space.
Questions?
Contact Information

• Alison Miller, milleal@bloomington.in.gov, 812-349-3771
• Website: www.bloomington.in.gov/parks