



FAMILY

HEALTH & FITNESS DAY

Outreach Toolkit

Contents

Toolkit Purpose	3
Family Health & Fitness Day Fact Sheet	4
Research to Share	5
Family Health & Fitness Day Media Outreach – “How To”	7
Family Health & Fitness Day Template Media Advisory	11
Family Health & Fitness Day Template Press Release - Before Event	12
Family Health & Fitness Day Template Press Release - After Event	13
Family Health & Fitness Day Social Media Materials	14
Family Health & Fitness Day Web and Email Copy	17
Family Health & Fitness Day Evaluation Metrics	18
Sample Timeline and Checklist of Activities	21

Toolkit Purpose

This toolkit is meant to make promoting and celebrating Family Health & Fitness Day in your community a little easier! It 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
- Sample web and email copy that you can use in your publications
- A timeline and 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, X and Instagram posts and use **#NRPAFamilyHealthDay**.

Don't forget, we want to see your successes too — send us photos, videos and stories from your Family Health & Fitness Day events and 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:

Cina Makres (she/her)
NRPA Program Specialist
cmakres@nrpa.org

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

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.
- 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. Members of the community (e.g., 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. Parks and recreation plays 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, which can be found in the next section, includes research and articles that showcase these benefits.
- In addition to celebrating at your local park and recreation agencies 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 the day of
 - 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](#), [X](#) and [Instagram](#) using #NRPAFamilyHealthDay.
- For additional information, visit nrpa.org/events/family-fitness-day/.

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 or included in your communications on Family Health & Fitness Day. Feel free to continue using them in the future!

- Living close to parks and other recreation infrastructure is consistently linked to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, and studies demonstrate that connecting to nature relieves stress, tightens interpersonal relationships and improves mental health.
- Through the many spaces, programs and services that 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 support it 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, which connect 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 – A Toolkit for Advancing Community Health and Well-Being Through Parks and Recreation](#) contains evidence, resources and case studies to provide park and recreation professionals with ideas and guidance to advance parks and recreation as Community Wellness Hubs. [This video series](#) provides an opportunity to learn how park and recreation professionals can begin to implement a hub model in their communities to address food security and nutrition literacy.
- According to guidance from the [Community Services Preventive Task Force](#), park and recreation professionals and public health professionals play vital roles 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 [2023 Engagement With Parks Report](#), more than 280 million people in the United States visited a local park or recreation facility at

least once during the past year, and 9 in 10 people agree that parks and recreation is an important service provided by their local government.

- According to the [January 2024 NRPA Park Pulse](#), 93 percent of U.S. adults are prioritizing four top activities in the new year. The activities include being physically active, improving mental health and self-care, being in nature, and learning a new skill — all which can be accomplished at a local park or recreation facility.
- Local park and recreational opportunities shape a neighborhood. According to the [October 2023 NRPA Park Pulse](#), 84 percent of U.S. adults indicate proximity to high-quality parks, playgrounds, open spaces or other recreational facilities is important when choosing a place to live.
- According to the [August 2023 NRPA Park Pulse](#), 90 percent of U.S. adults want park and recreation agencies to provide programs specifically for older adults, including outdoor activities, indoor activities, physical activities and educational opportunities.
- According to the [June 2023 NRPA Park Pulse](#), 83 percent of U.S. adults believe it is important to have access to indoor and outdoor recreation areas, classes and activities in order to lead a healthy lifestyle. NRPA's [2023 Agency Performance Review](#) report shows 81 percent of park and recreation agencies offer fitness classes and 80 percent offer health and wellness education.
- According to the [2021 NRPA Out-of-School Time \(OST\) Report](#), more than 4 in 5 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, 9 in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity.
- The impacts of adverse childhood experiences and trauma on youth mental and behavioral health outcomes are rising concerns 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 also 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.

- [The Health Benefits of Parks and Their Economic Impacts](#) is an NRPA-funded research report written by Mychal Cohen, Kimberly Burrowes and Peace Gwam of the Urban Institute; it explores some of the many benefits that parks provide.
- Our nation's leading public health experts endorse parks and recreation as an effective strategy for improving physical, mental and social well-being. An [advisory report](#) released by the U.S. Surgeon General, titled "Our Epidemic of Loneliness and Isolation," found that before the coronavirus (COVID-19) pandemic, about half of U.S. adults reported experiencing measurable levels of loneliness. In response to this national health crisis, the report recommends strengthening social infrastructure, including parks, libraries and public programs.
- Parks improve the environment and help protect communities from the growing impacts of climate change including extreme heat, flooding, poor air quality and light pollution.
- The [Physical Activity Guidelines for Americans Midcourse Report: Implementation Strategies for Older Adults](#) recommends community interventions, including parks, greenways, trails and other public spaces to increase physical activity of older adults.

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

The following are general guidelines for conducting media outreach for special events you may be hosting in celebration of Family Health & Fitness Day.

Leveraging the Press Release

To announce your involvement in Family Health & Fitness Day and what activities will be taking place, 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 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 be instrumental in spreading 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 tagline 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 Family Health & Fitness Day and would like to invite reporters to cover your event onsite:

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 for 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 influencers can be very helpful in spreading 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 tagline 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. This often 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 out to the reporters whom you previously contacted. If you can, offer footage from the event or high-resolution photos (cellphone 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 (e.g., timeliness, the amount of current events taking place/space, editor approval and capacity). 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.***

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 [Event Date].

WHO/WHAT: [Name(s) 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 park and recreation department. An initiative of the National Recreation and Park Association (NRPA), [Agency Name] joins park and recreation departments around the country in showcasing easily accessible, close-to-home health and wellness opportunities on Saturday, June [Event Date].

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

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

###

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 [Event Date]

[CITY, STATE ABRV] – [DATE] – [Agency Name] invites all [Town/City] residents to celebrate Family Health & Fitness Day on Saturday, June [Event Date], 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 park and recreation department. To learn more about Family Health & Fitness Day, visit 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 nrpa.org. For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit parksandrecreation.org.

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 helps to keep their community healthy

[CITY, STATE ABRV] – [DATE] – [Town/City] residents celebrated Family Health & Fitness Day on Saturday, June [Event Date], 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 park and recreation department. To learn more about Family Health & Fitness Day, visit 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 nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit parksandrecreation.org.

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 for Family Health & Fitness Day. Download the logo and supporting graphics [here](#). You can also use the logo on your website, emails, printed materials and more!



Logo



Celebration Graphic

Sample Social Media Posts

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

Tag NRPA in your posts, too.

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

Official Family Health & Fitness Day Hashtags

- #NRPAFamilyHealthDay

Leading Up to the Event:

Sample posts for Facebook

- No matter what your family looks like, Family Health & Fitness Day is for you! We want to celebrate the benefits of [insert agency name] with you and your people. Join us on #NRPAFamilyHealthDay, June [event date]!
- How does your family enjoy time at [insert park/facility name]? [insert agency name] improves the mental and physical well-being of [city/town/community name]. Share your favorite activities and join us on #NRPAFamilyHealthDay, June [event date]!
- Did you know access to nature helps to relieve stress, strengthens interpersonal relationships and improves mental well-being? Celebrate #NRPAFamilyHealthDay with us and get a brain boost! [include photo of program or activity]
- Celebrate Family Health & Fitness Day at [insert facility or park name] on Saturday, June [event date]! #NRPAFamilyHealthDay
- Today, we're celebrating Family Health & Fitness Day! How has [insert agency name] improved the health of your family? #NRPAFamilyHealthDay
- This weekend, we're celebrating Family Health & Fitness Day! Discover all the ways we're helping [insert city/town/community name] stay healthy! #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]
- Did you know that June [event date] is Family Health & Fitness Day? Bring a loved one to [insert park/facility name] and help us celebrate the power of parks! #NRPAFamilyHealthDay

Sample posts for X:

- [insert park or facility name] is keeping [city/town/community name] healthy! Help us celebrate on June [event date] at your local park. #NRPAFamilyHealthDay
- 📸 On this lovely @NRPA_News Family Health & Fitness Day, share your favorite family activity at [insert park or facility name]! 📸 #NRPAFamilyHealthDay
- Join us as we celebrate Family Health & Fitness Day at [insert park or facility name] on June [event date]! #NRPAFamilyHealthDay
- Bring your mom, brother, best friend, dog — any loved one to [insert park or facility name] on June [event date] to celebrate #NRPAFamilyHealthDay with us!
- Parks and recreation plays a vital role in keeping communities active and healthy. Discover these benefits with @NRPA_News and [insert agency name or X handle]. #NRPAFamilyHealthDay

Sample posts for Instagram:

- Time spent in nature positively impacts mental health. This Saturday, get out to [insert park or facility name] for your daily dopamine boost from nature and help us celebrate Family Health & Fitness Day! #NRPAFamilyHealthDay
- We love providing programs and spaces that improve the well-being of [city/town/community name]. What are your family's favorite [insert park or facility name] activities? #NRPAFamilyHealthDay
- Stressed out? Gather your loved ones and join us for a day of celebration at [insert park or facility name]. Time spent in nature is proven to relieve stress and improve mental well-being! #NRPAFamilyHealthDay
- Today, we're celebrating @nrpa's Family Health & Fitness Day! How has [insert agency name] kept you and your family healthy this year? #NRPAFamilyHealthDay
- Celebrate @nrpa's Family Health & Fitness Day at [insert park or facility name] on June [event date]! #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:

- The [city/town/community name] made our Family Health & Fitness Day an amazing day! Thank you for supporting [agency name] and the power of parks. #NRPAFamilyHealthDay [include photos from your events]
- There's really nothing better than hearing stories from park users! To all those who joined us this past Saturday, thanks for using [insert park or facility name] to keep you and your family healthy and happy! #NRPAFamilyHealthDay [include photo from family who attended]

Sample posts for X:

- Thanks to all the amazing local families who celebrated #NRPAFamilyHealthDay with us! [include photos from your events]
- We know the power of parks, but there's nothing quite like hearing stories from your neighbors. Thanks for visiting this #NRPAFamilyHealthDay! [include quote/photo from family who attended]

Sample posts for Instagram:

- Thanks to all the amazing local families who celebrated #NRPAFamilyHealthDay with us! If you missed out on the festivities, don't worry — we have a spring and summer calendar that will keep the excitement going. [include photos from your events]
- We know the power of parks, but there's nothing quite like hearing stories from your neighbors. Thanks for visiting this #NRPAFamilyHealthDay and we look forward to seeing you soon for all our spring and summer activities! [include quote/photo from family who attended]

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 [Event Date]

Join us in celebrating the numerous health and well-being resources located right here in [town/city/community name] on Saturday, June [event date]. 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 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]

Family Health & Fitness Day Evaluation Metrics

Evaluating the success of your event is important for showing the effects 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 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 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)
- Description(s) of event activities
- Description(s) of community engagement during the 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, full-time equivalents (FTEs)

- Number of press releases written/where sent/published
- Media coverage descriptions/recordings (e.g., news, radio, TV, other)
- Methods of other promotion (i.e., what type, where, reach)

Typically, these measures will help you create brief 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 for evaluating them are dependent on factors that are sometimes out of your control due to 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 the answers to in order 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 provide 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? (Pose these questions to anyone attending the event.)
- 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?
- Ask any other questions that will draw stories about the event and connect parks and recreation to health and wellness. *Include some questions for staff members and sponsors/partners that 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.

- Conduct short (three to five questions max.) surveys addressing all perspectives that are administered by walking around the event and asking attendees, quick reference (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 participants 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 using 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 to summarize the crowd's answers. This also can be effective using post-it notes on a wall.
- Ask a multiple-choice 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 into a drawing for the incentive. Or, you could give everyone who contributes a small token incentive.

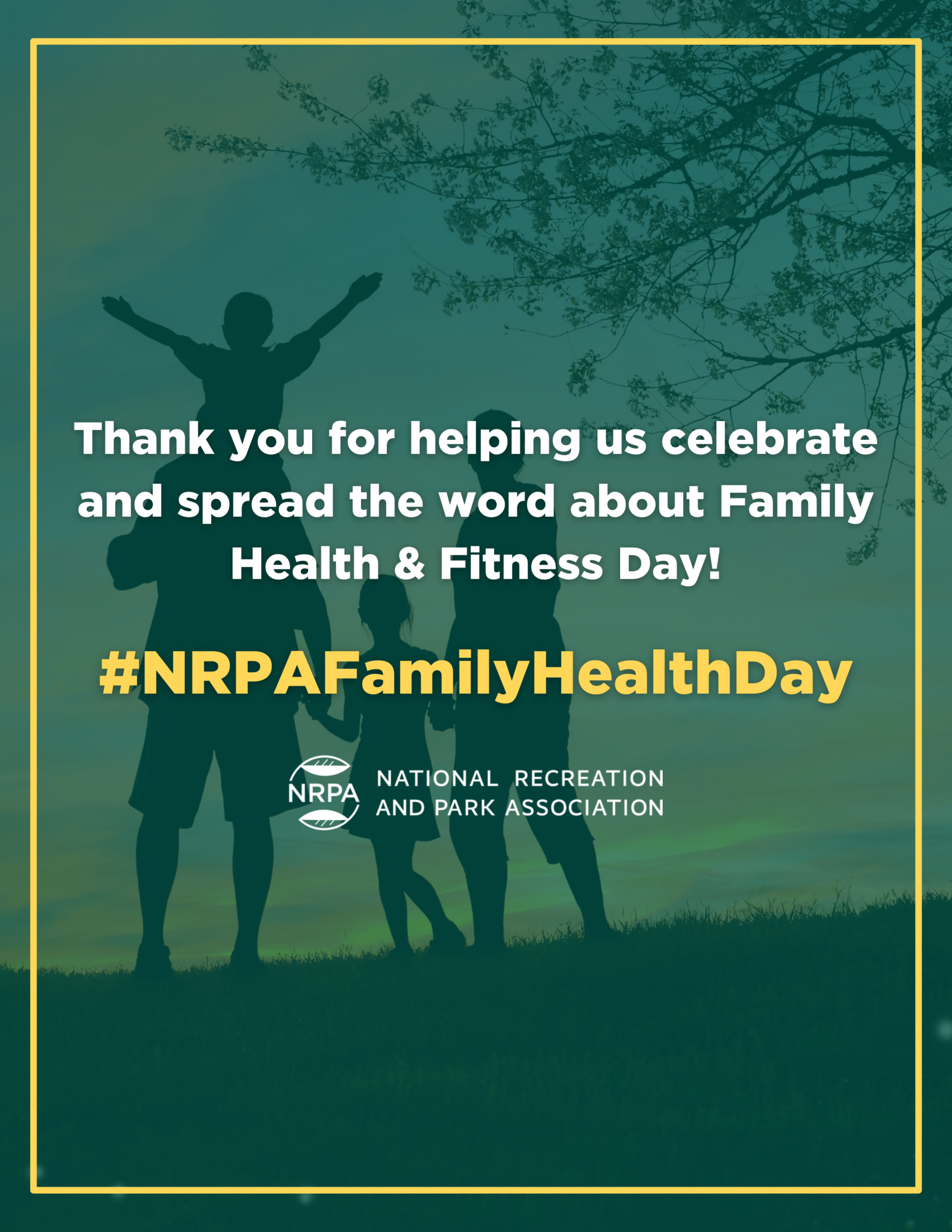
The last step is to communicate your results to all stakeholders and interested parties. Be sure to use concise ways — like infographics — to organize your most important findings. Use stories to answer the questions that you and your stakeholders decided to explore about the event. Include pictures 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!

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.

When?	Activity
First Week of May	• 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 the 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.
Second Week of May	• Continue writing your communications for your event.
Third Week of May	• Share 2-3 social media posts per channel to promote your event.
End of May/Early June	• 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.
First Week of June	• 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.
Day of Event	• Amplify attendee posts on social media.
Week Following Event	• 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 a 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!



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

#NRPAFamilyHealthDay



NATIONAL RECREATION
AND PARK ASSOCIATION