

Healthy People  Healthy Trails 

Connect to an active life. Connect to the outdoors.

Agenda

1.National Context | Park Rx Movement

2.Local Application | Santa Barbara County

3.Lessons Learned | Our Experience





National Context



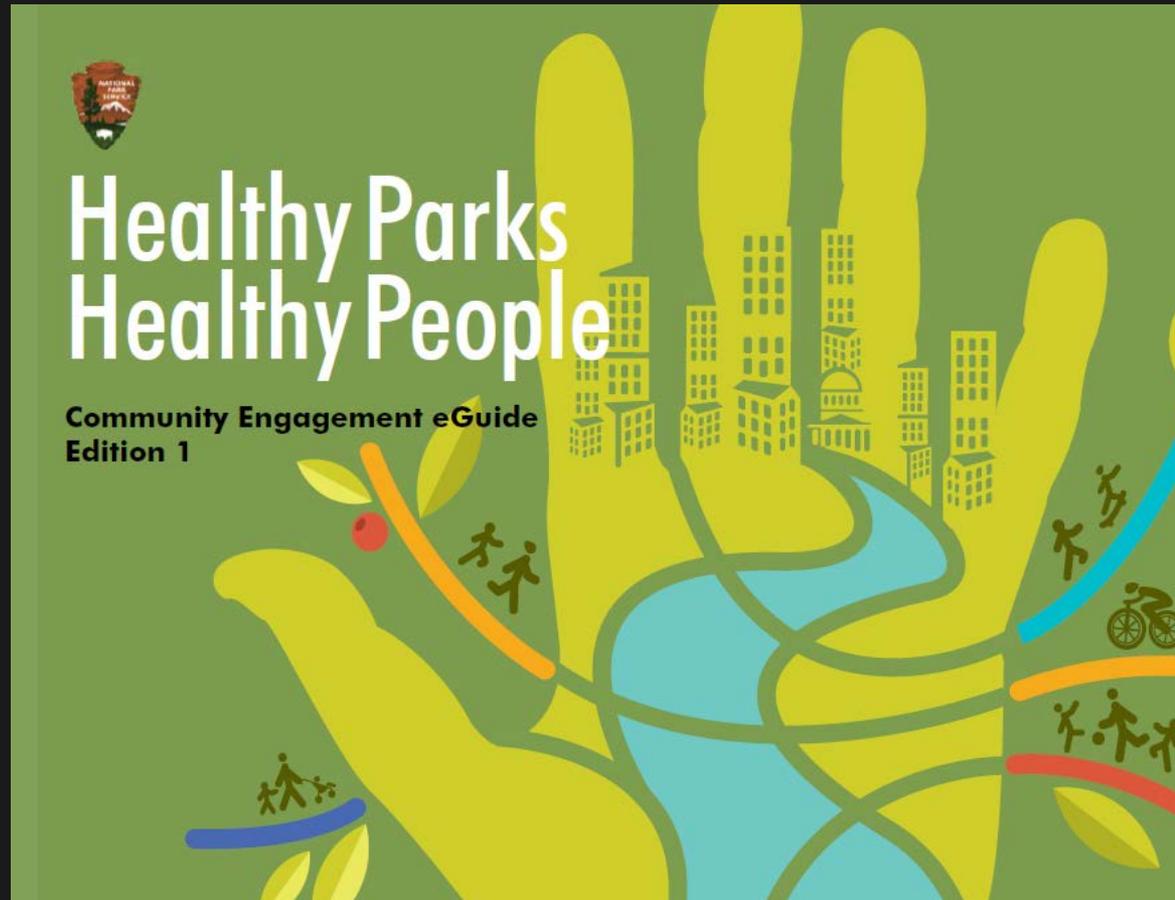


Mutual Needs

Two Communities. Common Ground.

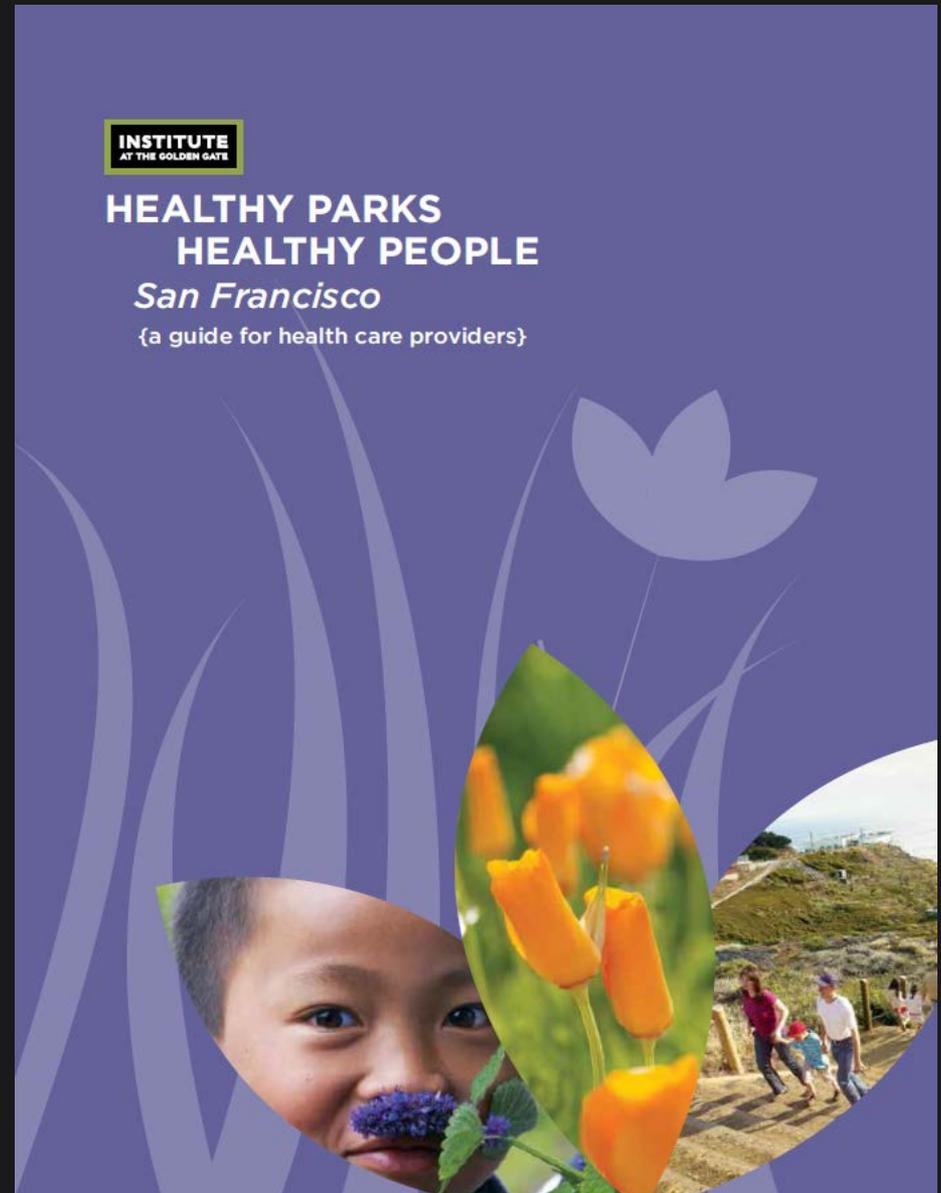


Park Rx Movement



Model Programs

- District of Columbia
Park Prescriptions
- New Mexico
Prescription Trails
- Bay Area
Healthy Parks
Healthy People





Healthy People Healthy Trails





Healthy People Healthy Trails

Goal for Santa Barbara County

Launch and sustain a Healthy People Healthy Trails program to increase use of trails, parks and open spaces as outdoor gyms for health, fitness and overall wellness that is free of charge and easily accessed.



Development Roadmap

- Identify Partners – engage community, build the team
- Define Scope
- Establish Roadmap
- Stay Focused
- Celebrate Success

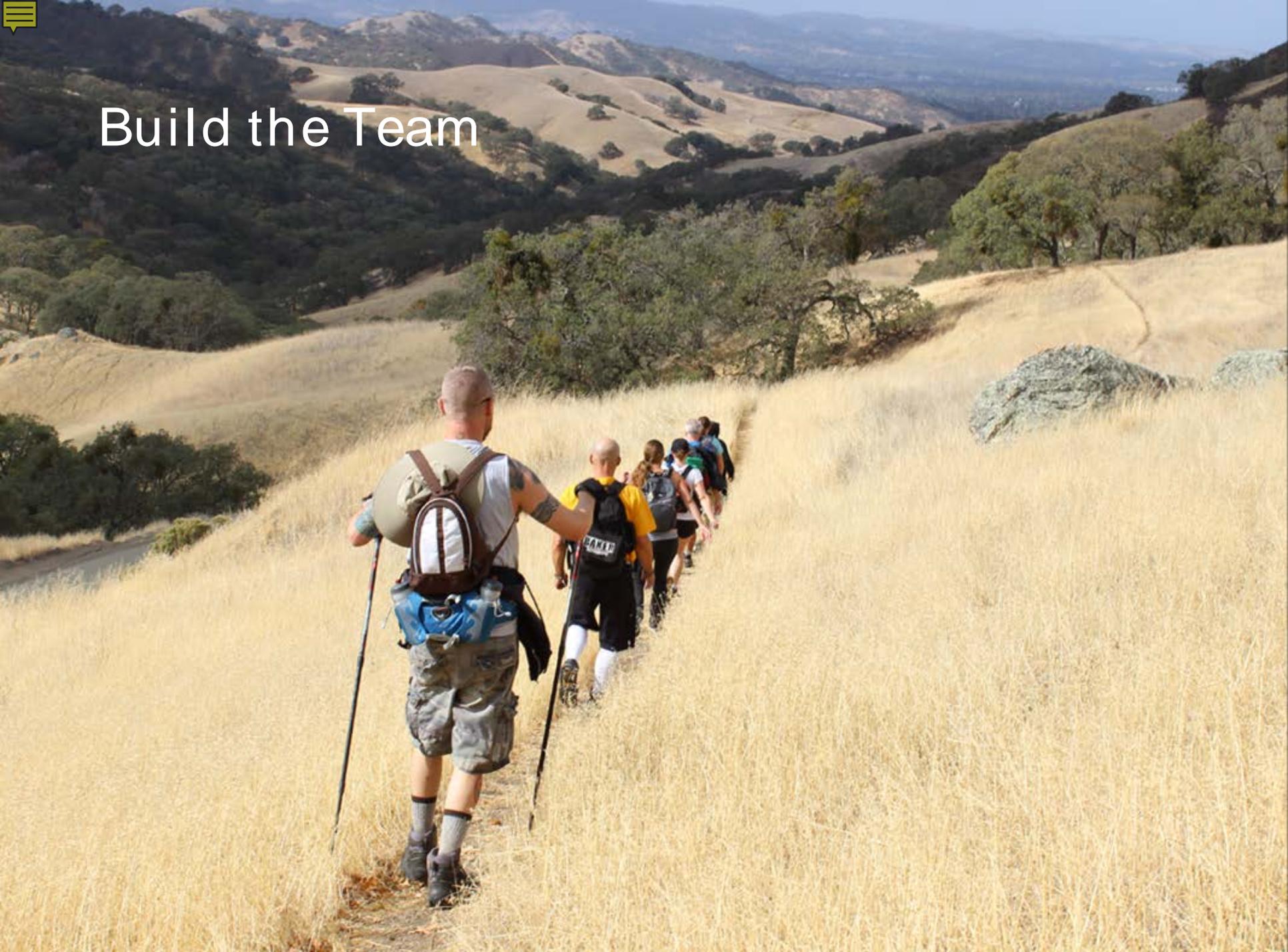


Engage Community

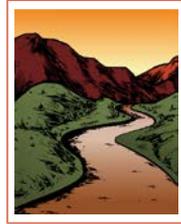




Build the Team



Our Sponsors



Our Supporters





Define Scope





Establish Road Map

- Metrics Work Group
- Mapping Work Group
- Messaging Work Group





Establish Road Map

Metrics Work Group

Objective: Identify desired health content and details to successfully administer and evaluate the Healthy People Healthy Trails program

- Literature review
- Identify parameters for Rx for Outdoor Activity
- Plan, design, and vet prescription form

Rx Para actividad al aire libre

¡Felicitaciones por tomar la decision de aumentar su actividad fisica y disfrutar de los beneficios de estar en la naturaleza!

Aquí esta el plan del que hablamos para que pueda empezar.

Nombre: _____ Fecha : _____

Inicio con: _____ minutos

Aumentar a: _____ minutos

Vamos a revisar este plan en _____ se

x

Firma del doctor



NOTA: Los senderos recomendados son en su mayoría plano con una superficie.

Rx for Outdoor Activity

Congratulations on deciding to increase your physical activity and enjoy the benefits of being in nature!

Here is the plan that we discussed to get you started.

Name: _____ Date: _____

Start with: _____ minutes on _____ days per week.

Increase to: _____ minutes on _____ days per week.

Let's review this plan in _____ weeks.

x

M.D. Signature



Healthy People  Healthy Trails

NOTE: The trails recommended are mostly flat with a hard surface. Find further details at www.xxxxxxxx.



Establish Road Map

Mapping Work Group

Objective: Inventory and assess outdoor park, open space, trail, and program resources for inclusion in the prescription for exercise program and trail guide.

- Difficulty Rating Survey
- Trail Inventory: Data and Experience Survey
- Trail Specific Maps
- Trail Guide

Carpinteria Salt Marsh Trail



Take Note

A stroll through this nature preserve at low tide and high tide will create two different experiences.



Carpinteria Salt Marsh Nature Preserve

Trailhead Coordinates: 34.395872, -119.528247

Legend

- Hiking-Walking Trail
- Park Area
- Marsh Area
- Distance Indicator
- Trailhead
- Wildlife Viewing
- Point of Interest



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January 2016 | Subject to Change
Map Designed by

Things to Do: Walking, birding, wildlife viewing, jogging, photography, and picnicking.

Amenities: Restroom, benches, interpretive nature displays, wildlife viewing and beach access. Street side parking.

What to Bring: Map, sun protection, layered clothing, flashlight, first aid kit, water, snack, cellphone, and personal identification.

Trail Etiquette: Have fun, be friendly and considerate. Leave what you find. Respect wildlife. Stay on trail. Do not trespass.

Access Mode/Parking: By car, bike, and shuttle bus. Train station located 1/2 mile away. Park on street.

Guided Walks: City of Carpinteria docent lead walks are held every Saturday, weather permitting. Meet at trailhead at 10am.

Trailhead: 133 Ash Ave, Carpinteria, CA 93013
Directions: From Santa Barbara, take the 101 Freeway south to Exit 86 B for Linden Ave. Turn right (south) on Linden Ave and drive 0.6 miles to Sandyland Road. Turn right and drive 0.3 miles to the end of the road. From Ventura, take the 101 Freeway north to exit 86 for Casitas Pass Road. Turn left (south)

on Casitas Pass Road make the right onto Carpinteria Ave. Drive 1/3 of a mile and turn left on Linden Ave. Go half a mile and turn right on Sandyland Road. Drive 0.3 miles to the end of the street where you will spot the start of the trail.

More information at: <http://healthypeoplehealthytrails.org>

What to Expect: Views of mountains, salt marsh, and wildlife. Changing tide levels provide unique experiences.

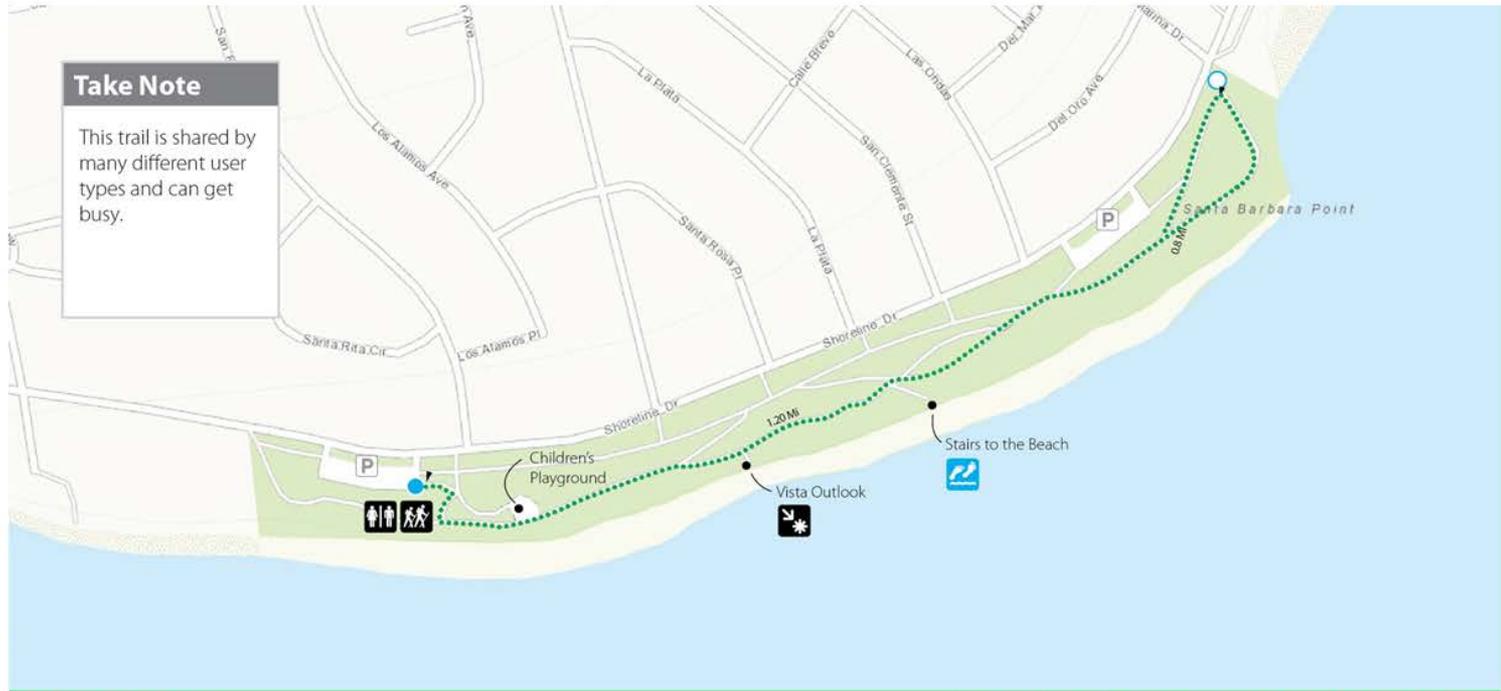
Since so much of the coastline of Southern California has been developed upon, it comes as a relief to find a 230-acre estuary that has been set aside and preserved as a vital ecosystem for shorebirds. Carpinteria Salt Marsh Nature Preserve offers a level 1.2-mile round trip hike through part of "El Estuario" past several observation areas and benches. The trail begins right next to the Pacific Ocean, which means you can take advantage of beach access when you hike.

- **Difficulty Rating:** Easy
- **Distance:** 1.2 Miles out and back
- **Grade Change:** < 5%
- **Trail Layout:** Linear
- **Surface:** Dirt and boardwalk
- **Average Width:** 6 feet
- **Shade:** None
- **Obstacles:** None
- **Accessibility:** Not Rated
- **Restrictions:** No dogs or bicycles
- **Hours:** Sunrise to Sunset
- **Emergency:** Call 911

Nature Preserve Managed by:

- City of Carpinteria Parks and Recreation
- Land Trust for Santa Barbara County





Shoreline Park

Western trailhead coordinates: 34.396014, -119.710313

Legend

- Hiking-Walking Trail
- Paved Road
- Park Area
- 0.5mi Distance Indicator
- Trailhead
- Wildlife Viewing
- Point of Interest



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January 2016 | Subject to Change
Small text saying who made the map

What to Expect: Paved, one-mile round-trip walking path set within Shoreline Park. Park includes large grassy areas, a playground, walking paths, parking lots and restrooms. Very little shade exists, so bring your sunglasses, hat, and sunscreen!

This bluff-top park is known for its vistas overlooking the Pacific Ocean and Channel Islands. Visitors enjoy wildlife viewing including whale-watching,

people-watching, and exercising in the grassy open spaces. Beach access is available via a staircase, which is located within the park. Need a break? Rest in the sister-city Japanese garden while listening to the sounds of the ocean below.

Things to Do: Walking/running, cycling, wildlife viewing, beach access, kite flying, and children's playground.

Amenities: Two public parking lots and street parking available. Restrooms, benches, and drinking fountains. Wheelchair accessible.

What to Bring: Map, sun protection, layered clothing, flashlight, first aid kit, water, snack, cellphone, personal identification, and other items.

Trail Etiquette: Have fun, be friendly and considerate. Leave what you find. Respect wildlife. Dispose of waste properly.

- Difficulty Rating:** Easy
- Distance:** 1.2 Mile out and back
- Grade Change:** < 5%
- Trail Layout:** Linear
- Surface:** Paved concrete
- Average Width:** 6 feet
- Shade:** Very Little
- Obstacles:** Stairs to beach
- Accessibility:** Wheelchair accessible
- Restrictions:** Dogs on leash
- Emergency:** Call 911

Trailhead: 1355 Shoreline Dr, Santa Barbara, CA 93109

Directions: Highway 101, exit Castillo Street turning south-east toward the ocean. Take a right at Shoreline Drive climbing the hill to Shoreline Park. Street parking is available in some locations near the park. Parking lots are located at the

eastern and western ends of the park.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec cursus lorem, a vestibulum nisi. Seuismod nisi vitae ex accumsan pellentesquerhonus ut maximus. (80)

More information at: <http://healthypeoplehealthytrails.org>

Parks Managed by:

- City of Santa Barbara Parks and Recreation
- Hours: Sunrise to sunset
- Park Info: 805.564.5418
- Web Site: SantaBarbaraCA.gov/ParksAndRec





Establish Road Map

Messaging Work Group

Objective: *Establish uniform messaging/branding for county-wide implementation of the Healthy People Healthy Trails program*

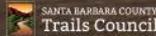
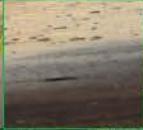
- Key topics, content for collateral, references
- Logo development
- Brochure and Trail Summary Sheet
- Articles in *Good Health* magazine
- Website

Let's get walking!



Healthy People  Healthy Trails 

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Healthy People  Healthy Trails 

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Visit www.healthypeoplehealthytrails.org

Healthy People  Healthy Trails 

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About the Program Healthy People Healthy Trails is a new community program to help you and your family live a more active life while enjoying the outdoors. The goal of the program is to educate the public about our local parks and open spaces as well as encourage outdoor activity and provide the tools necessary to involve local healthcare providers.



Walking Outdoors for Physical Fitness Physical activity is an important component to good health. If you or a family member is new to exercise, the thought of going to the gym can be overwhelming. Walking may be the simplest way to exercise and it can be done anywhere.

Walking and hiking helps people to get moving for a healthier life. People of all ages and abilities can enjoy walking outdoors as a form of daily physical activity. You can walk around a park or on a paved path or sidewalk. Choose a location and length that is appropriate for you and your family. Trail maps are available on our website: www.healthypeoplehealthytrails.org.

About the Prescription Healthy People Healthy Trails is connecting people to our community's parks and trails with an easy-to-use trail guide. Local healthcare providers write Healthy People Healthy Trails prescriptions, choosing a path or trail that fits the patient's exercise needs, and encouraging patients to use the Trail guide.



The Prescription is filled using our new Trail Guide which will provide both patient and doctor with information including the location of appropriate trail, the level of difficulty and other health related factors.

The Trail Guide The Trail Guide contains a selection of trails from Carpinteria to Goleta. Each featured trail includes a map, directions and description of the trail. Its purpose is to connect our patients to easy outdoor walks the whole family can enjoy. The paths and trails in the Healthy People Healthy Trails Trail Guide are great for beginners and appropriate for all ages.



Tips to Get Started Walking is an excellent, low impact exercise appropriate for all age groups. As with all exercise, it is important to remember a few tips before beginning your walk.

1. Wear comfortable tennis shoes and clothing.
2. Bring a hat, water and sunscreen.
3. Notice your posture: walk with your head up, shoulders and neck relaxed, and keep your back straight.
4. Walk during a cooler time of the day in warmer months and drink plenty of water.
5. Check the Trail Guide before you start to make sure you are comfortable with the length and difficulty of the walk.



Our Partners This program is sponsored by CenCal Health, City of Santa Barbara Parks and Recreation Department, Cottage Health, Sansum Clinic, and the Trails Council of Santa Barbara County with support from the National Park Service and community members.



Connect to an active life Connect to the outdoors



Trail Summary



Connect to an active life. Connect to the outdoors.

Healthy People Healthy Trails encourages you to live an active life while enjoying the outdoors. Our goal is for you to enjoy being active in our local parks and open spaces. Physical activity is an important component to good health. Walking may be the simplest way to exercise. People of all ages and abilities can enjoy walking outdoors as a form of daily physical activity. You can walk in a park, on a path or sidewalk.

Tips to Get Started

- Wear comfortable shoes and sunscreen
- Bring a hat and water
- On hot days, walk during a cooler time of the day

Trails at a Glance

Trails are mostly flat, paved, or packed dirt and are generally suitable for walkers, joggers, strollers, small children, and dogs on leash. Most trails here will take about 1 hour to complete at a comfortable pace. You can make any trail shorter or longer to fit your comfort level.

Rx for Outdoor Activity

Congratulations on deciding to increase your physical activity and enjoy the benefits of being in nature! Here is the plan that we have created to get you started.

Name: John Smith Date: 12/15/16

Start with: 45 minutes on 3 days per week.

Increase to: 60 minutes on 3 days per week.

Let's complete this in 4 weeks.

At a glance: 50 20 10

Healthy People Healthy Trails

With the health commitment we made with our health plan, we're taking the first step toward healthy living.

Trail Name	Location	Miles and Description	Hike/Walk	Bike	Skate or Blade	Stroller	Dogs on Trail	Restrooms
Carpinteria Salt Marsh	Carpinteria	1.2 mile round trip. Dirt trail through estuary.	●					
Ennisbrook	Montecito	1.25 miles out and back. Main trail is a level dirt path in mature oak woodland in the 44-acre San Ysidro Creek Preserve. Avoid side trails with steep inclines.	●	●			●	
André Clark Bird Refuge	Santa Barbara	1 mile round trip. Paved multi-use path adjacent to 29 acre lake and near beach access.	●	●	●	●	●	●
Chase Palm Park Coastal Trail	Santa Barbara	1+ mile round trip. Paved multi-use path stretching from Stearns Wharf to East Beach.	●	●	●	●	●	●
Shoreline Park Walking Path	Santa Barbara	1 mile round trip. Paved walking path set in the popular bluff-top park.	●			●	●	●
Alice Keck Memorial Gardens and Alameda Plaza	Santa Barbara	.75 miles perimeter loop. Paved path around the perimeter of two popular downtown parks. Dirt paths meander through gardens at Alice Keck Memorial Park.	●			●	●	●
Lake Los Carneros	Goleta	1.0 mile loop. Dirt walking trails on the east side of a 25-acre lake in the heart of Goleta.	●	●		●	●	●
Girsh Park	Goleta	.75 mile perimeter walk. Paved sidewalk and interior paths circumnavigate the 25-acre sports field.	●		●	●		●

For additional maps and information about HIPHT, visit www.healthypeoplehealthtrails.org



Let's get walking!



<http://healthypeoplehealthytrails.org>



Stay Focused

Sustained Engagement Over Time





Celebrate Success



Annual Event | Save the Date

National
Park Rx
Day

April 24th, 2016

<http://parkrx.org>





Lessons Learned





Partnerships Before Funding





Iterative Process





Mutual Goals | Different Language



Early Outreach



Wrap-up

- Partnerships before Funding
- Iterative Process
- Mutual Goals, Different Language
- Early Outreach



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