Public Health Partnerships in Minnesota
Navigating the Land of 10,000 Opportunities

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TODAY’S PRESENTERS

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SORP is the voice for advancing the outdoor recreation profession.
Why is Minnesota the land of 10,000 opportunities?

For public health and outdoor recreation partnerships
Our Quality of Life

TOP RANKING STATES

1. Washington
2. New Hampshire
3. Minnesota
4. Utah
5. Vermont

Outdoor activities are an increasingly important part of life for most Minnesotans.

From 2004 to 2017, the percentage of Minnesotans who reported that outdoor activities are very important increased from 57 to 70 percent. Most Minnesotans also participate in outdoor activities frequently: nearly two-thirds of Minnesotans reported recreating, on average, more than twice per week over the past year.

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2004</th>
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<tbody>
<tr>
<td>Very important</td>
<td>70%</td>
<td>57%</td>
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<tr>
<td>Somewhat important</td>
<td>23%</td>
<td>25%</td>
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11% State*

6% County-managed state land

7% Federal & other

76% Private

*Includes <1% non-DNR administered state land

Outside

2014 BEST TOWN EVER

1: DULUTH, MINNESOTA
2: PROVO, UTAH
3: MINNEAPOLIS, MN
4: ANCHORAGE, ALASKA
5: ITHACA, NEW YORK

MINNEAPOLIS PARK SYSTEM
#1 IN AMERICA

THE TRUST FOR PUBLIC LAND
Our Healthcare Landscape

[Logos of various healthcare organizations]
Challenges We Face

• Low visitation to state parks among people of color (only 5% in 2017)

• Access challenges to healthcare and green space in lower income and diverse communities

• Health inequities across the state
Health is more than health care

Health Behaviors: 30%
- diet & exercise
- alcohol use
- smoking
- social activity

Physical Environment: 10%
- housing
- air quality

Socio-Economic: 40%
- family/social support
- community safety
- income/job status
- education

Health Care: 20%
- access
- quality
Forging partnerships

To leverage opportunities and address challenges
Menu of public health partnership options

1. Park prescriptions
2. Communication campaigns
3. Community events
4. Contests or challenges
5. Research and evaluation
6. Infrastructure
7. Discounts/incentives
8. Regular programming
Starting a park prescription program

**Park Prescription Program Toolkit**
- Park Prescription Webinar Series
- Park Prescription 2018 Census

**Park Rx America**

**NPS Healthy Parks Healthy People**
- Community engagement eGuide
- Parks, Trails, and Health workbook

Or learn from one of more than 70 park prescription programs nationwide!
**Case Study: St. Croix Valley PowerUp**

**PowerUp** is a community-wide youth health initiative to make better eating and active living easy, fun, and popular, so that our youth can reach their full potential.

**Click here to learn more!**

**Kids get $10 prescriptions for fruits and veggies**

During well child exams until July 31, doctors are handing out a special prescription to help kids learn about healthy foods.
PowerUp in the Parks Passport

To find the PowerUp Parks Passport visit: powerup4kids.org/parks
The tool

Provide opportunities and incentive for all kids and families to have fun being active and enjoy the outdoors.

Estimated reach: 1000+
The inspiration

Introduce families to local parks through a kick-off event, offer transportation to reduce barriers for all, especially for families who have limited access to parks.

Estimated reach: 350+
The intention

Strengthen the connection between the child and the pediatrician and the importance and fun of outdoor physical activity.

Photo Credit: Department of Pediatrics, University of Minnesota Medical School
RESULTS: People visited new parks after receiving the Rx

Source: HealthPartners PowerUp Park Rx Survey (2017) n=33
**RESULTS:** Rx helped facilitate patient/provider conversations

80% of providers agreed that the Park Rx and Guide helped facilitate meaningful conversations with their patients.

Source: HealthPartners PowerUp Park Rx Survey (2017)
RESULTS: Time with patients is the most important thing

Which of the following are needed to support meaningful conversations with your patients around physical activity? (Select all that apply.)

- Other (please specify) 20%
- Community programs promoting physical activity 60%
- Patient resources including handouts, websites, recipes, etc. 60%
- Care team support 20%
- Time with patients 80%
- Embed into established workflow 60%

Source: HealthPartners PowerUp Park Rx Survey (2017)
Recognition for PowerUp in the Parks Rx
Elements of a successful pilot

1. **Learn**
   - Research programs
   - Use available tools
   - Existing programs nearby
   - Partnerships are powerful

2. **Get buy-in**
   - Develop your pitch
   - Good communication
   - Pilots can make it possible
   - Funding options
   - Evaluation

3. **Piggyback**
   - Enhance existing program
   - Cross-promotion
   - Work within systems
Now what? Keeping your partnership thriving
Post-pilot considerations

**Continue as-is**
- Maintain resources
- Maintain capacity

**Expand**
- Grow resources
- Grow capacity

**Call it a day**
- Too much success
- Too much interest

**Stay connected & plan**
- Cross-promotion, events, consultation
- Gather information to identify how to move forward
Long-term Goals for Health & Nature

DNR Parks and Trails

1. **Share information** broadly about the health benefits of nature with other outdoor recreation providers and healthcare systems of all sorts

2. **Encourage expansion of park prescription programs** statewide, through Park Rx America or another avenue

3. **Evaluate** these programs to contribute to evidence-based research

4. **Explore partnerships** that advance health equity and promote state parks and trails
Explore partnerships that advance health equity and promote state parks and trails

- Access to parks, trails, and healthcare
- Entry to state parks and related costs
- Sharing information about parks and trails
- Special programming for health and wellness in parks and trails
HealthPartners PowerUp

1. Continue to BUILD community partnerships that promote low-cost/no-cost outdoor physical activity

2. GROW and expand the Rx program, helping to bring it to scale with clinics and other partners including:
   - Schools/PE teachers
   - Libraries
   - Community organizations
   - Other potential community partners

3. INTEGRATE health and nature messaging into our communication channels
Barriers to speedier implementation

- Insufficient staff time
- Complexity of multiple organizations
- No direct funding
- Tech issues
To Keep Goals Moving Forward

- Local champions
- Leadership support
- Focus and prioritization
- Keep learning
- Adaptability
- Persistence
What are we doing now?

- Shared communication efforts
- Special events
- Consultation (steering committees)
- Interviewing and evaluation
- Convening partners
- Data and technology
- Considering more “pilots”
QUESTIONS?

Type your question in the QUESTION pane in the Control Panel.

Want to follow-up after the webinar?

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