

Welcome to PEAK

What is PEAK anyway?

PEAK is a both a plan and process created by your professional association, the **Colorado Parks and Recreation Association**, and it is designed to do the following:

Move parks and recreation to the forefront of essential community services

AND

Guide our professionals and citizens to assume leadership roles in this effort

PEAK - What Does Its Name Reflect?

The four letters included within “**PEAK**” reflect the intended results for this project:

P – Professionalism

Enhance the professional image of the parks and recreation industry throughout the state of Colorado.

E – Essential Service

Assist park and recreation agencies to reposition themselves as an essential service to the communities served

A – Action

Create a toolbox of resources to help deliver the same clear, precise and consistent message across the state about the value of parks and recreation.

K – Knowledge

Provide quality continuing education opportunities for our professionals and citizen advocates to further enhance their skills and knowledge.

What will PEAK mean to you as a CPRA Member?

Membership has its privileges...

PEAK will result in 2 major, related outcomes for members:

- **Tools and Resources** with a Clear, Concise message(s) that enhances the Visibility and Credibility of parks and recreation and ensures our Sustainability

AND

- **Education and Professional Development** options and opportunities to help you enhance the visibility of our profession and ensure our future relevance in the challenging changes of the 21st century

Membership has its responsibilities...

We can't do it without you. Please join with us

as we embark upon reaching our PEAK!

What is 'Get Active. Live Healthy.'?

'*Get Active. Live Healthy.*' is the clear, concise message that CPRA will be using (along with your help) to enhance the visibility and credibility of parks and recreation to ensure our sustainability.

There is a separate file in this CD that goes into greater depth about the message and its usage.

What will you find within this CD

There are a number of pieces of information and lists of ideas and suggestions that we have pulled together for you all in one location.

There are several categories of information:

Introduction Information:

- #1 – Introduction to PEAK
- #2 – Introduction to “Get Active. Live Healthy.”
- #3 – Introduction to “Telling the Story”

Telling the Story:

- Introduction/Directions
- Talking Points
- Sample Press Releases

Fact Sheets:

- Adult Obesity
- Childhood Obesity
- Colorado Health Statistics

Role of Parks and Recreation:

- Studies related to
- ICMA Study – Parks #1

Sharing Information:

- Recommended Guidelines for Physical Activity
- Printed Brochure-like Information for Adults

How to Use the Information on this CD

In an attempt “not bury you in information”, the specific information pieces within each area are featured in a separate file so you can use what you want and keep the others closed until you need them at a later date.

It is recommended that you read the “Read Me First” sections before you move on.

And just remember...

We can't do it without you. Please join with us

as we embark upon reaching our PEAK!