

Get Active. Live Healthy.

What is ‘Get Active. Live Healthy.’?

“Get Active. Live Healthy.” is part of the PEAK project created by **the** Colorado Parks and Recreation Association

PEAK is a both a plan and process 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*

‘Get Active. Live Healthy.’ is part of that plan and process

The first two goals of the **PEAK** are to address:

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

‘Get Active. Live Healthy.’ are the words associated with the image we want parks and recreation to play as being essential to individuals and residents of Colorado.

Get Active. Live Healthy. What it is - and What it isn’t

‘Get Active. Live Healthy.’ is a set of words selected to...

...help “reposition” our industry as essential to an important issue in Colorado and society – **Health**

...be used by you and your department as a way to communicate this essential position to your constituencies. This is where the “A” within **PEAK** comes into play:

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.

‘Get Active. Live Healthy.’ is **NOT** just a slogan to be used repeatedly until the next cute phrase comes along.

The slogan is just the beginning. The slogan...

...gives us a clear, precise, and consistent message to use about our value

AND

...it is the beginning of our collective effort to **Re-Position our Industry as Delivering an Essential Service to the State of Colorado**

That’s the last initial of **PEAK**:

K – Knowledge -provide quality continuing education opportunities for our professionals and citizen advocates to further enhance their skills and knowledge.

‘Get Active. Live Healthy.’ will serve as the basis for how we prepare ourselves with the skills and knowledge to play an important role in Colorado’s future.

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.