

Talking Points

Nearly all of us have a story to tell about how difficult it is trying to explain to others what exactly we do in parks and recreation.

Three Essential Elements within Talking Points

A critical part of PEAK and its ‘Get Active. Live Healthy.’ initiative is that everybody – and we do mean everybody - in our field and your department should be able to do the following:

- Describe how important health is to individuals, your community, and society
- Outline the role of parks and recreation in addressing that important issue of health
- Describe how your department or programs, etc. play a part in this issue

Where to get specific information

There are some starter pieces of information contained within this CD to help you formulate your own ‘talking points’. Here’s a template to develop your own ‘talking points’:

- (1) Name the Department and Mention ‘Get Active. Live Healthy.’
- (2) Importance of Health: See Section titled “Fact Sheets”
- (3) Role of Parks and Recreation: See Section titled “Role”
- (4) Review what your department offers and select a specific program, park, service, etc. that would reinforce the health and recreation message.

Example:

- (1) The “Somewhere, Colorado” Park and Recreation Department inspires people to Get Active and Live Healthy.
- (2) Did you know that the percentage of children and adolescents who are overweight has tripled in the last 30 years and lack of physical activity is one of the associated causes?

- (3) Studies conducted by the National Institutes for Health found that existing recreation programs could be structured to increase physical activity levels among their participants.
- (4) That's just one of the reasons why our department offers (fill in the blank...after school recreation, summer day camps, etc.) to help kids Get Active and Live Healthy.

Another Example:

- (1) "Somewhere, Colorado" Park and Recreation Department inspires people to Get Active and Live Healthy.
- (2) Did you realize that nearly 55% of adults in Colorado are overweight or obese? Not finding time to get enough physical activity is one of the reasons for the that high percentage.
- (3) According to Active Living Research, just having natural and built facilities nearby results in 43% of adults being more likely to get the recommended 30 minutes of physical activity most days of the week than those adults without such access.
- (4) That's why we keep our parks safe, accessible, and attractive to support our residents as they strive to Get Active and Live Healthy.