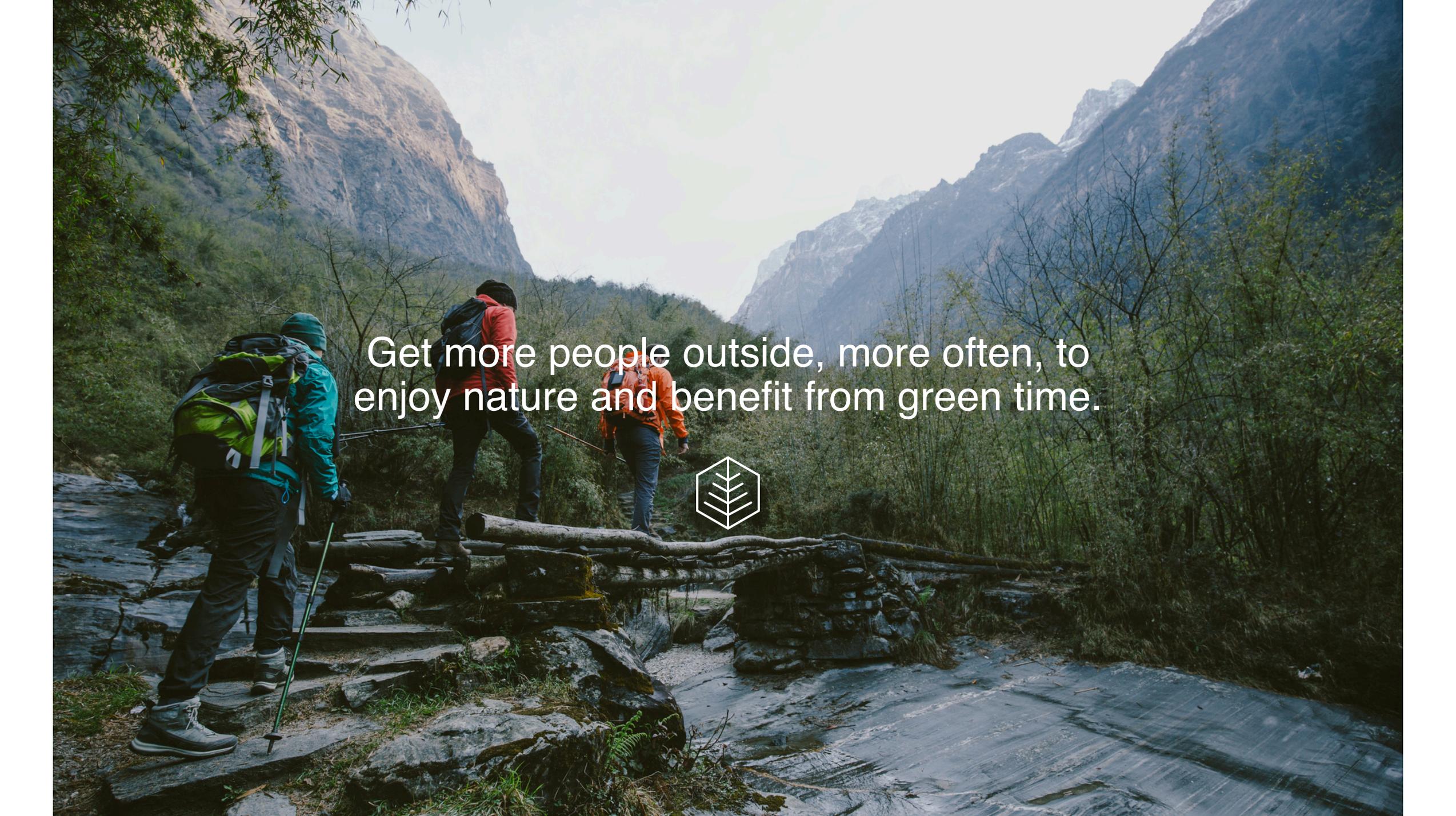




# healthy by nature

Dr. Andrew Day, CEO  
Jennifer McCaffrey, Program Manager  
Melissa Lem, Strategic Advisor



A scenic landscape photograph of a mountain valley. In the foreground, three hikers are crossing a makeshift bridge made of logs over a stream. The hiker in the foreground is wearing a teal jacket and a large green backpack. The hiker in the middle is wearing a red jacket, and the hiker in the background is wearing an orange jacket. The stream flows through a lush green valley, and the background features towering, rugged mountains under a clear sky. The text "Get more people outside, more often, to enjoy nature and benefit from green time." is overlaid in white in the center of the image.

Get more people outside, more often, to  
enjoy nature and benefit from green time.



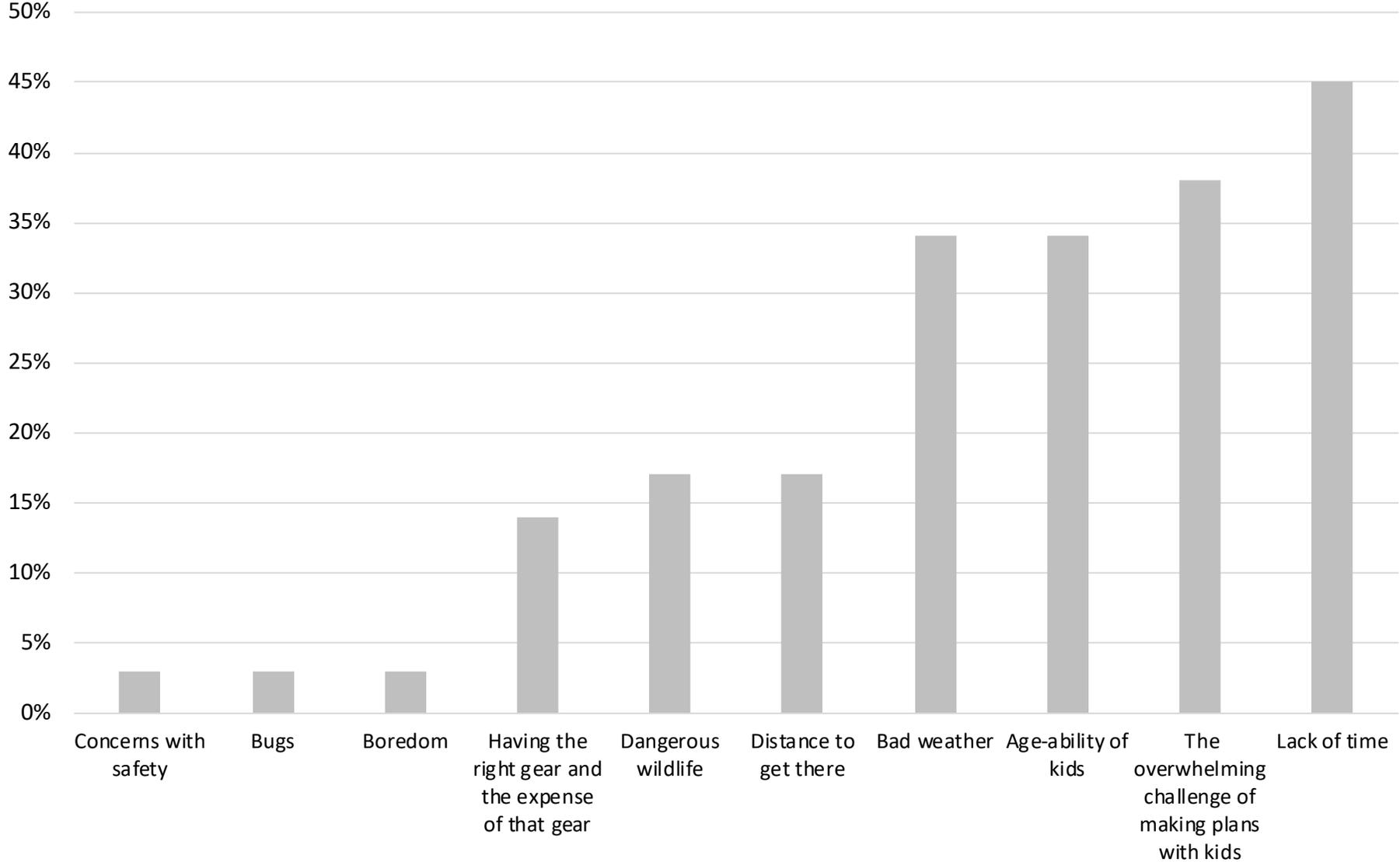


#OutsideandUnplugged

## Changing behaviours to make GREEN TIME a new social norm

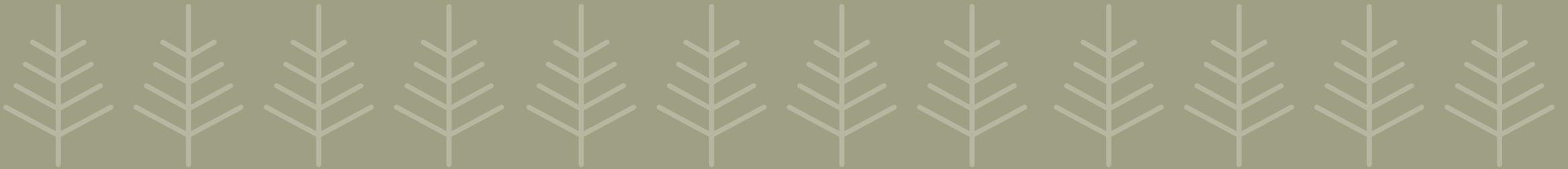
- ✓ Solving problems/breaking down **barriers**
- ✓ Making participants **feel good**
- ✓ Creating **connections** (online and offline)
- ✓ Offering attractive and easy ways to have **nature-based** experiences

# BARRIERS TO GETTING OUTSIDE



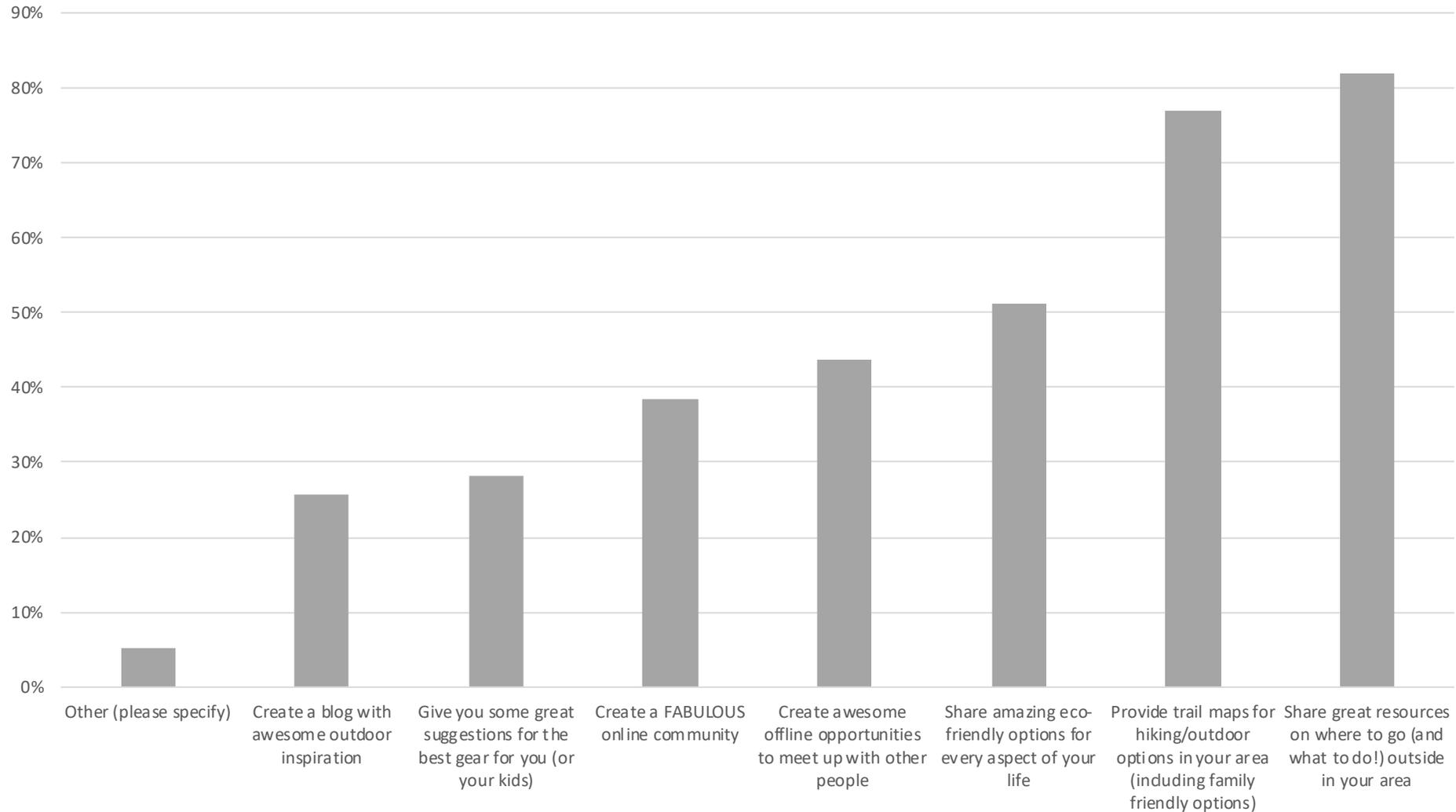


We are building  
a lifestyle.





# WHAT PEOPLE WANT

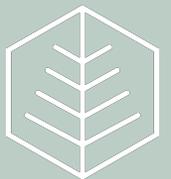


## Engaging the **HEALTHY BY NATURE** audience:

1. Online challenges (#outsideinaugust, #firstdayhikes, etc.).
2. Content & resources (delivered online and offline).
3. Enabling doctors to prescribe HBN nature-based experiences.
4. Community partners delivering certified HBN events.

Why PaRx?

Why now?





# PaRx

*A Prescription  
for Nature*

The PaRx Program will be used **nation-wide**  
to help diverse communities and individuals  
gain health benefits from  
increased time and activity in nature.



PaRx will also increase outdoor recreation helping build support for more green spaces and a culture of **environmental stewardship** in the country to protect and maintain our parks.



ParkRx 

ParkRx  
GREATER WILLIAMSBURG AREA

DEKALB COUNTY  
PARK  
PRESCRIPTION  
Rx FOR IMPROVING HEALTH



Park Rx 

Start a journey to better health

GB   
ParksRx

Rx 

# Park Rx America Rx

[www.ParkRxAmerica.org](http://www.ParkRxAmerica.org)

Ask your doctor for a park prescription today!

Obesity costs the U.S.  
**\$190 billion**  
each year.

Being obese puts a person at **greater risk for chronic illness**, including coronary heart disease, high blood pressure, stroke, type 2 diabetes, cancer, and reproductive problems.

**29 million Americans** suffer from diabetes and are at higher risk of heart disease, stroke, blindness, kidney failure, and lower limb amputation.

Coronary heart disease is the **leading cause of death** for both men and women.

15.7 million adults reported having at least **one major depressive episode** in the past year.

Outdoor activity improves both **mental and physical well-being** more than indoor activity.

Spending time in nature is associated with **better cognitive development** in schoolchildren.

The closer we are to green space, **the less we suffer** from cardiovascular, musculoskeletal, mental health, respiratory, neurological, and digestive diseases.

Diabetics who spend more time in nature are more physically active and show **better blood sugar control**.

Spending more time in parks translates to being **more physically active**.

Spending time in Nature helps to **decrease high blood pressure**.

Spending time in nature **decreases anxiety and negative thinking** and lowers levels of depression and stress.

LEARN MORE AT  
[ParkRxAmerica.org](http://ParkRxAmerica.org)

This poster was created in collaboration with  
NEEF, NRPA, Dr. Zor, and NPS RTCA



# THE SHIFT RX CHALLENGE

## TAKE YOUR DOCTOR'S RECOMMENDATIONS FOR PHYSICAL ACTIVITY OUTSIDE



### ANNUALLY/ BI-ANNUALLY

**LOCATION** Wilderness - no urban intrusion  
**DOSE** Multiday excursions

### MONTHLY

**LOCATION** "Restful" natural areas (e.g., national parks, lakes, rivers) with minimal urban intrusion  
**DOSE** One weekend per month

### WEEKLY

**LOCATION** Bigger / wilder city, state, regional parks and waterways with less urban intrusion  
**DOSE** Two hours per week

### DAILY

**LOCATION** Nearby nature (e.g., outside in daylight with fresh air-gardens, neighborhood parks, fountains, urban wildlife)  
**DOSE** 30 minutes per day

### RECOMMENDED "DOSES" OF NATURE

Should be taken in conjunction with The U.S. Department of Health and Human Services' Recommendations for Physical Activity.

At least 30 minutes of moderate-intensity aerobic activity at least 5 days per week for a total of 150 minutes outside in nature;

OR

At least 25 minutes of vigorous aerobic activity outside at least 3 days per week for a total of 75 minutes outside in nature;

OR

A combination of moderate- and vigorous-intensity aerobic activity outside in nature;

PLUS

Moderate - to high-intensity muscle-strengthening activity at least 2 days per week outside in nature for additional health benefits.

# A LOOK INTO THE PARK PRESCRIPTION MOVEMENT

Source: ParkRx Census 2018, Institute at the Golden Gate, n=71.

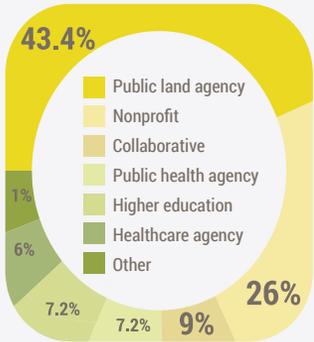


## ParkRx Funding Sources

Over 37% of programs rely on 2 or more funding sources.

## Coordinating Agency

Public land agencies and nonprofits most often lead ParkRx programs.



## ParkRx Prescribers

The majority of programs work with multiple healthcare and social service professionals that recommend individuals to spend time in nature.

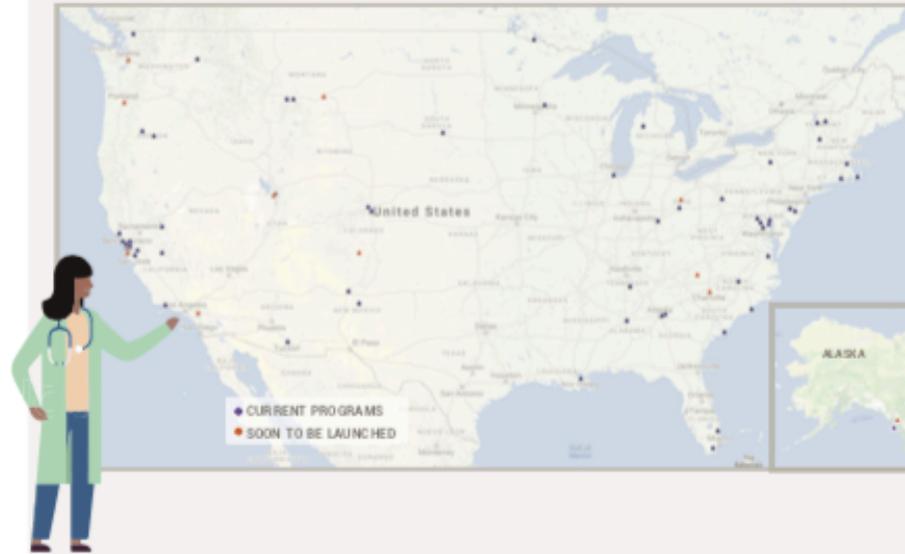
**Doctors**  
 Social Workers  
 Medical Assistants  
**Health Educators**  
 Nurse Practitioners  
 Physical Therapists  
 Mental Health Professionals  
 Nurses  
 Dietitians



For more information, visit [instituteatgoldengate.org](http://instituteatgoldengate.org)

# MAPPING THE PARK PRESCRIPTION MOVEMENT

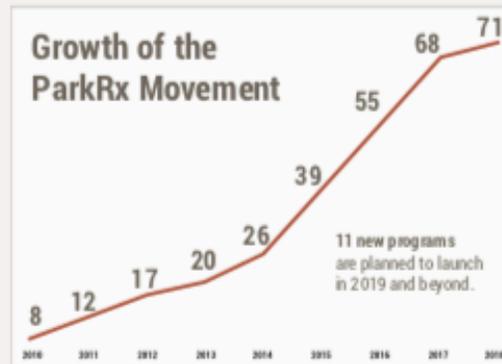
Source: ParkRx Census 2018, Institute at the Golden Gate



There are currently 71 ParkRx programs in 32 states and the number is growing!

The different programs featured here share one important element of innovation: they leverage the health or social service sectors to encourage individuals to spend time in nature for their health and well-being.

To make sure your program is included, please contact [instituteatgoldengate.org/contact](http://instituteatgoldengate.org/contact).



For more information, visit [instituteatgoldengate.org](http://instituteatgoldengate.org)

# Physicians are in a unique position

- ✓ Trusted health care provider
- ✓ Ability to educate, counsel, and follow-up
- ✓ Promote behaviours to improve patient health and well-being.

# Key barriers for physicians

1. Billing
2. Evidence
3. EMR inclusion
4. Time to counsel
5. Consistent follow-up
6. Regional relevance

# Digital Toolkit for PaRx

- ✓ Physician's **guide** on how to prescribe nature
- ✓ **Tip sheet** on motivational interviewing and stages of change
- ✓ **Prescription pads** with individualized doctor & patient code
- ✓ Summary sheet for the physician about the **health benefits of nature**
- ✓ Summary sheet for the patients about the health benefits of nature
- ✓ A list of **community resources/programs** with outdoor activities
- ✓ Promotional/informational **posters**
- ✓ Information to set up physician and patient **tracking account** online
- ✓ List of helpful **literature/resources** for physicians
- ✓ Idea list of **outdoor activities**

NAME \_\_\_\_\_

DATE \_\_\_\_\_

**MY OUTDOOR ACTIVITY PLAN** \_\_\_\_\_ MINUTES \_\_\_\_\_ DAYS PER WEEK

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Patient Signature

\_\_\_\_\_  
Health Professional's Signature

**Prescription #** \_\_\_\_\_ - \_\_\_\_\_

Healthy by Nature | Outside & Unplugged  
**EARN REWARDS FOR REGISTERING YOUR PRESCRIPTION!**

1. Go for an adventure outside.  
Find a nearby park or explore other green spaces in your neighbourhood.
2. Go to [healthybynature.ca](https://healthybynature.ca) and sign up with your prescription number  
(ie. Prescription #123-456).
3. Choose *Track your prescription* and earn REWARDS.

Make green time logging your activities for MORE PRIZES!  
For more outdoor ideas, activities and events, go to [healthybynature.ca](https://healthybynature.ca).



# PaRx

*Side effects may include:*

- Living longer
- Increased energy
- Decreased anxiety
- Better mood
- Pain reduction
- Reduced stress levels
- Improved heart health



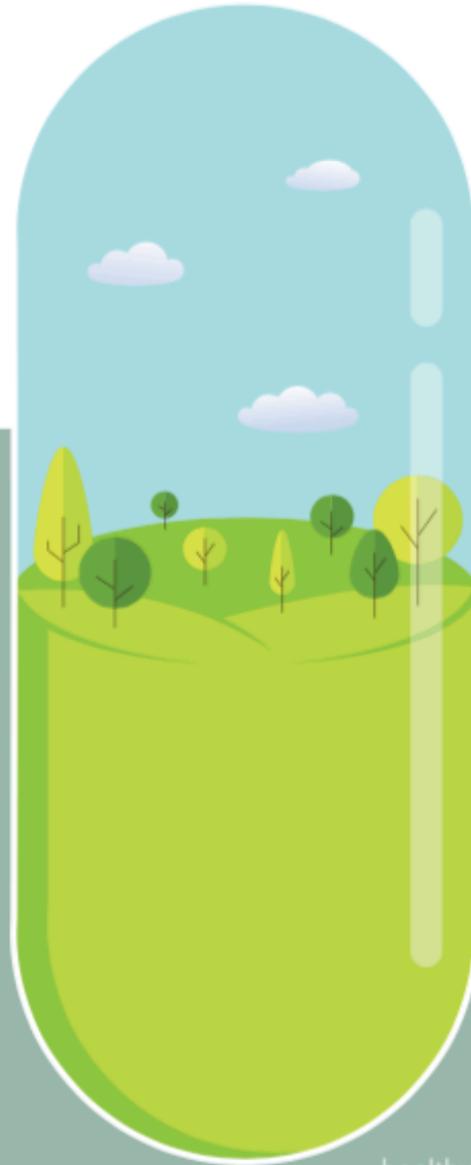
Ask your doctor today.

healthy  
by nature 

# PaRx

*One Solution to*  
Fatigue  
Anxiety  
Tension  
Stress  
Pain reduction  
Heart health

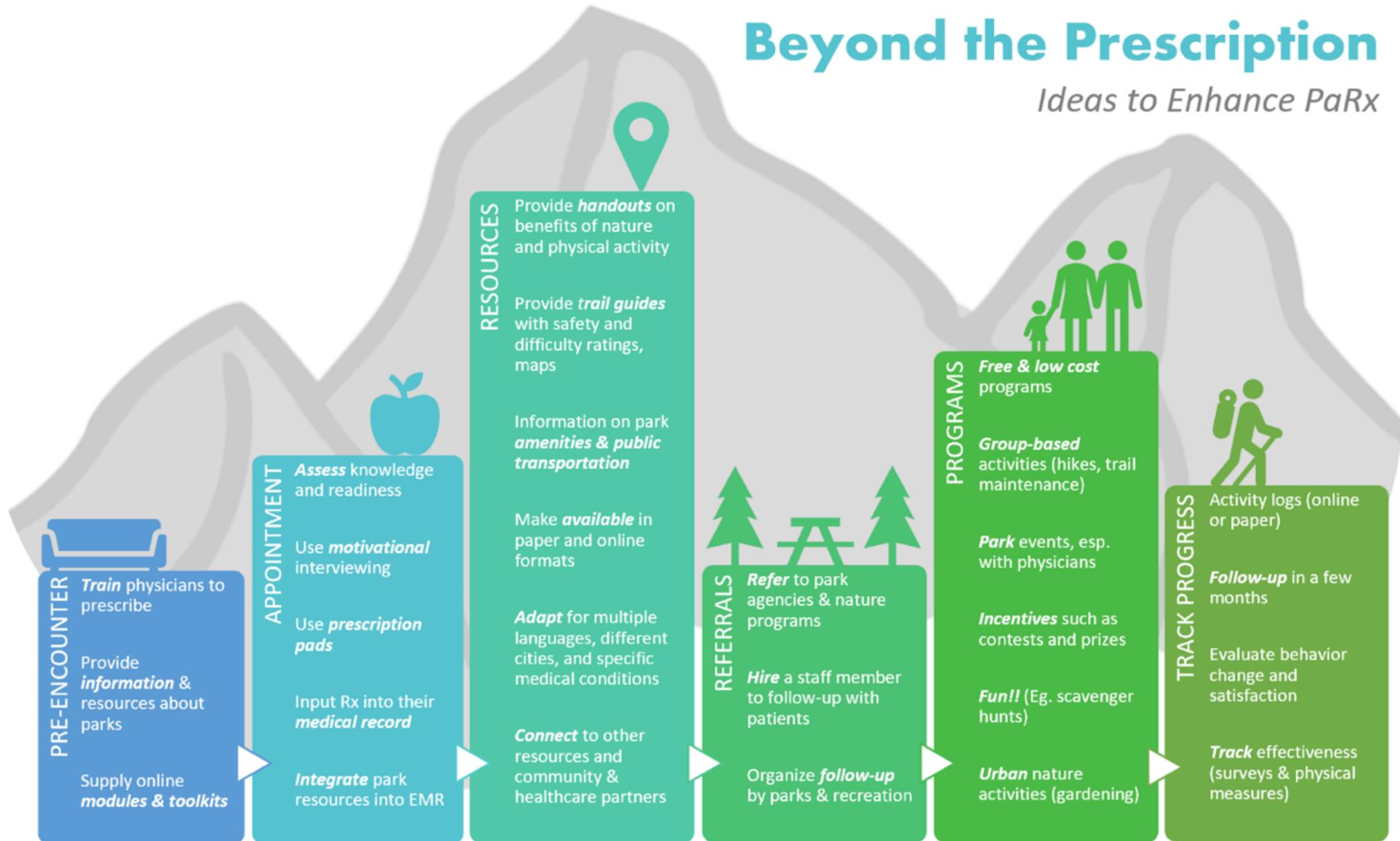
Learn more  
about PaRx at  
[healthybynature.ca](http://healthybynature.ca)



healthy  
by nature 

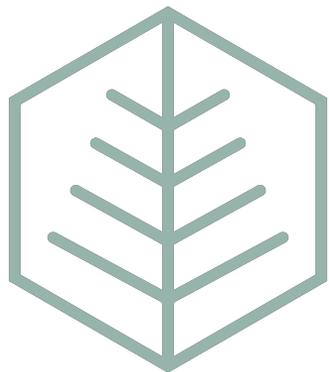
# Beyond the Prescription

*Ideas to Enhance PaRx*



# Moving Forward Together

- Studies on economic, ecological, and social (health) values of parks
- Best ideas for engaging and fun outdoor activities for different audiences
- Social media, website
- Interested health care professionals
- Research partners
- Funding partners



# healthy by nature

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Melissa Lem, Strategic Advisor





#OutsideandUnplugged

[Healthybynature.ca](http://Healthybynature.ca)