Kids in Parks

TRACK Trails and TRACK Rx: Networks that get Kids in Parks
Introducing Kids in Parks

Kids in Parks provides a network of self-guided trails that engage kids and families in outdoor recreation to foster lifelong wellness and meaningful connections to public lands.
Each of the program’s TRACK Trail trailhead kiosks have four brochure-led adventures that engage kids in nature.
Provides Incentives for Participation

Kids can register their adventures through the program’s website and earn a series of prizes designed to encourage repeat participation.
Network of Trail Opportunities

TRACK Trails are networked through the program’s website (kidsinparks.com), allowing families to find its kid-friendly trail locations.
TRACK Trails link national parks, state parks, city/county parks, and other types of public lands together through a common mission.
TRACK Trails are FUN!

Kids just want to have FUN!
Kids in Parks provides “stealth health” through fun activities, not a “healthy kids” program.
Brief History
The first TRACK Trail opened on the Blue Ridge Parkway at the Asheville Visitor Center on August 29th, 2009.
In 2010, Kids in Parks began installing “Gateway Trails” in communities along the Parkway, creating a network of trail opportunities for kids and families in the region.
In 2011, KIP tested the program’s “Proof of Concept” to determine if TRACK Trails could be easily replicated in any park in the United States.
TRACK Trail Growth by Year

2009 – 1 TRACK Trail
2010 – 5 TRACK Trails
2011 – 11 TRACK Trails
2012 – 40 TRACK Trails
2013 – 80 TRACK Trails
2014 – 106 TRACK Trails
2015 – 135 TRACK Trails
2016 – 148 TRACK Trails
2017 – 165 TRACK Trails
2018 – 175 TRACK Trails
2019 – 200 TRACK Trails
2020 – 220 TRACK Trails

In 12 States and Washington, D.C.
The program was endorsed by the American Academy of Pediatrics as a program pediatricians could prescribe to their patients as part of the Park Prescriptions initiative.
TRACK Rx
(Our Version of Park Rx)
Kids in Parks installs “pediatrician office trailheads” in the lobbies of doctor offices as part of the Park Rx movement.
The brochure provides fun activities that teach kids how spending time in nature improves their overall health.
Our prescription pad allows doctors to prescribe outdoor activity and TRACK Trails to their patients. The unique 9-digit serial number allows us to track the fulfillment.
This map shows the TRACK Trails (BLUE) and TRACK Rx sites (RED) sites in North Carolina, demonstrating the ability for healthcare providers throughout the state to prescribe outdoor recreation and TRACK Trail locations to their patients.

120 Trails. 135 Doctor Offices.
Does ALL this get Kids in Parks?
### Health of Kids and Families

<table>
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<th>...2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<td>1,397</td>
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<td>2,973</td>
<td>4,115</td>
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Website registrations as of 06/30/2020

Online registration data collected since 2009, in conjunction with on-site observation studies, suggests:

- 750,000 adventures completed...
- 750,000 miles have been hiked...
- 375,000 hours spent active outdoors...
- 110 million calories have been burned...

...by kids on TRACK Trails
Health of Kids and Parks

The health of our parks and public lands are improving:

53% of KIP registrants were first-time visitors to the park
51% intentionally visited the park to hike the TRACK Trail
47% returned for a second adventure (Return Rate)
78% of returnees visited more than one TRACK Trail
TRACK Rx Registrations by County Type

County types:
Green = Rural: 80 counties total.
Blue = Suburban/Regional: 14 counties total.
Orange = Urban: 6 counties total.

County densities calculated by the NC Rural Center using 2014 United States Census population estimates.
Get Kids in Parks!

Jr. Ranger Ian has visited more than 60 TRACK Trails and is a Junior Ranger in more than 70 parks state and national parks.