



Park Hop Evaluation Report

2015

Park Hop is a fun and exciting way for families to explore parks across Greenville County and encourage physical activity.

Table of Contents

Partners and Sponsors.....	3
Authors and Acknowledgements.....	3
Executive Summary	4
Background.....	5
Program Description.....	6
Park Hop 2015 Kick Off Celebration.....	6
Park Hop 2015 Scavenger Hunt	7
Figure 1. Map of 2015 Park Hop Park locations	7
Table 1: List of 2015 Park Hop Parks	7
Figure 2. Park Hop 2015 Passport	7
Figure 3: Park Hop Mobile App	8
Park Hop 2015 Closing Celebration.....	8
Evaluation Methods and Measures	9
Results	9
Participation.....	9
Table 2: Park Hop Overall Participation by year.....	9
Figure 4: Communication Outlets	9
Table 3: Participant Demographics	10
Demographics	10
Park Usage, Discovery, and Physical Activity	10
Table 4: Park Hop Visitation and Discovery.....	10
Table 5: Park Visits by Park.....	11
Table 6: Parks Discovery by Park.....	11
Table 7. Physical Activity Measures	11
Figure 5. Activities during Park Hop park visits.	12
Park Hop Satisfaction	12
Figure 6: Park Hop Satisfaction	12
Mobile Application Satisfaction	13
Table 8: Mobile App Satisfaction	13
Park Perceptions	13
Table 9: Changes in Perceptions of Parks.....	Error! Bookmark not defined.
Park Hop Focus Groups.....	14
Table 10. Themes from Park Hop focus groups	14
Conclusions and Future Goals.....	16
References.....	17
Appendix A - Park Hop 2015 Prizes.....	18

Partners and Sponsors

A special thanks to our Park Hop Partners and Sponsors who help us reach more people in the community and support the role of parks and active living for Greenville County, SC. Park Hop would not exist without key partnerships with all of our local parks and recreation agencies and our generous sponsors. Thank you for your collaboration and contributions to this initiative.

Park Hop 2015 Partners

City of Fountain Inn Parks and Recreation
City of Greenville Parks and Recreation
City of Greer Parks and Recreation
City of Mauldin Parks and Recreation
City of Simpsonville Parks and Recreation
Greenville County Parks, Recreation and Tourism
Paris Mountain State Park
Kidding Around Greenville

Park Hop 2015 Sponsors

Greenville Health System Safe Kids Upstate
Pelham Medical Center
Cunningham Recreation
The Greenville Drive
Children's Museum of the Upstate

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Suggested Citation: Toto, M. B., Mutschler, E., Fair, M. L., Hughey, S. M., Kaczynski, A.T., Powers, A. R., Wills, S. (2015). Park Hop Report 2015. Greenville, SC: Furman University.

Executive Summary

The following report provides a summary of the 2015 Park Hop Initiative. The Greenville County Park Hop was launched in 2013 by LiveWell Greenville, in partnership with six area parks and recreation agencies: City of Greenville Parks and Recreation; City of Fountain Inn Parks and Recreation; City of Greer Parks and Recreation; City of Mauldin Parks and Recreation; City of Simpsonville Parks and Recreation; and Greenville County Parks, Recreation and Tourism.

Park Hop is a summer-long scavenger hunt that encourages youth and their families to visit parks and recreation venues located throughout Greenville County, SC. Throughout the summer, participants answer physical activity-themed clues in 19 parks and recreation locations using a printable passport or mobile app. The initiative kicks off each spring in a local park featuring games, prizes, healthy foods, and physical activity vendors. At the end of the summer, Park Hoppers submit their passports online or via the mobile app for a chance to win adventure-themed prizes awarded at a closing celebration.

Park Hop 2015 successfully recruited more participants, increased the total and average number of park visits, increased the proportion of physical activity during park visits, and improved parent/guardian perception of park amenities and youth enjoyment of parks. Additionally, parent/guardians reported high levels of satisfaction, with 94% agreeing that their child enjoyed Park Hop, 88% indicating they would participate again, and 92% willing to recommend Park Hop to a friend. From 2014 to 2015, the total number of participating families rose from 236 to 275, the total number of participating youth increased from 513 to 625, and the total number of family park visits increased to 2,506. Youth and their families reported visiting an average of 12 parks, 4.6 of which were newly-discovered venues. There was a slight increase in the average number of parks visited in the last 30 days. The proportion of time spent in PA during park visits increased, with participants spending an average of 94.4 minutes in PA during park visits.

Included in this report:

- Background and Initiative Description
- Process and Impact Evaluation Methods and Results
- Implications and Future Plans



Background

In recent decades, youth obesity has become a priority public health focus, with more than 32% of US youth now considered overweight or obese (Ogden, Carroll, Kit, & Flegal, 2012). South Carolina experiences higher rates of youth obesity than the national average, and in Greenville County, SC alone, 35.7% of youth are overweight or obese (Piedmont Health Care Foundation, 2008). This is concerning given that overweight and obese youth are at risk for developing poorer long-term health outcomes due to increased rates of adult chronic disease including obesity, heart disease, diabetes, and some cancers (CDC, 2015). In addition, overweight and obese youth are at higher risk for psychological and social problems during childhood and adolescence, further contributing to the need for addressing youth obesity.

Physical activity is a recognized contributor to obesity intervention, and increased rates of physical activity are correlated with reduced body mass index (BMI) (CDC, 2015). However, only about one quarter of youth ages 6 to 15 years participate in the recommended amount of 60 minutes of moderate-to-vigorous physical activity each day, with disparities found across gender, age group, and race/ethnicity (ACSM 2015 Physical Activity Report Card).

The built environment and community infrastructure is increasingly being recognized as key in creating healthy communities, and parks have been identified as ideal settings for increasing population-level physical activity because of their relative low cost to operate and their widespread availability (Bedimo-Rung, Mowen, & Cohen, 2005; Kaczynski & Henderson, 2007). Parks, however, are often underutilized and a significant number of observed park users are sedentary (Cohen et al., 2007; Mowen, Kaczynski, & Cohen, 2008). In recent studies, utilization of community outreach strategies such as marketing and organized programming have been shown to increase the amount of physical activity within parks (Roubal, Jovaag, Park, & Gennuso, 2013).

LiveWell Greenville (LWG) is a network of organizations partnering to “make the healthy choice the easy choice” for all Greenville County, SC residents through healthy eating and active living policy, systems, and environmental changes. LWG supports initiatives in a number of community settings including recreation and play. The LWG At Play workgroup supports the growth and maintenance of our public parks and trails systems to promote accessibility to safe, convenient places to be physically active.



Program Description

In 2013, the LiveWell Greenville At Play Workgroup, in collaboration with six local parks and recreation agencies, launched the Park Hop Initiative to create a fun, cost-effective way to allow residents to connect and interact with local parks. Park Hop is an incentivized, summer-long scavenger hunt of parks and recreation venues located throughout Greenville County, SC designed for youth and their families.

Goals of Park Hop

- Promote park usage in all parks across Greenville County, SC through interagency collaboration.
- Facilitate discovery of more than 100 existing parks and recreation venues in Greenville County, SC.
- Increase youth and family physical activity during park visits using a fun, easily accessible and cost effective initiative.
- Foster an appreciation for the wealth of park and recreation facilities throughout the county.
- Create an annual tradition for all Greenville County, SC residents to enjoy that can be replicated throughout the state and region.

Park Hop 2015 Kick Off Celebration

On May 17th 2015, the Park Hop Initiative held its second opening celebration in Conestee Park, sponsored by Greenville Health System Safe Kids Upstate where they fitted over 250 children for free bicycle helmets. The opening celebration is an open invitation to all youth and families interested in participating in Park Hop. The 2015 celebration featured the unveiling of the mobile app and passport, along with an on-site scavenger hunt for a chance to win an adventure-themed prize. Families enjoyed active games and activities from sponsors and partners, as well as live music. Healthy food was provided by Whole Foods and the Papa John's LiveWell pizza. The Park Hop 2015 Opening Celebration, attended by about approximately 1,200 youth and families, was a great success showcasing the community partnerships between LiveWell Greenville and our parks and recreation partners to improve play opportunities in Greenville County, SC.



Park Hop 2015 Scavenger Hunt

The 2015 Park Hop scavenger hunt featured 19 park and recreation venues throughout the county. A list and map of the 2015 Park Hop parks are provided in Table 1 and Figure 1, respectively. The scavenger hunt included one clue per destination. Clues highlighted a physical activity amenity such as playgrounds, rock climbing walls, and walking trails. Families answered the scavenger hunt clues in two ways: a Park Hop Passport or the Park Hop mobile application.

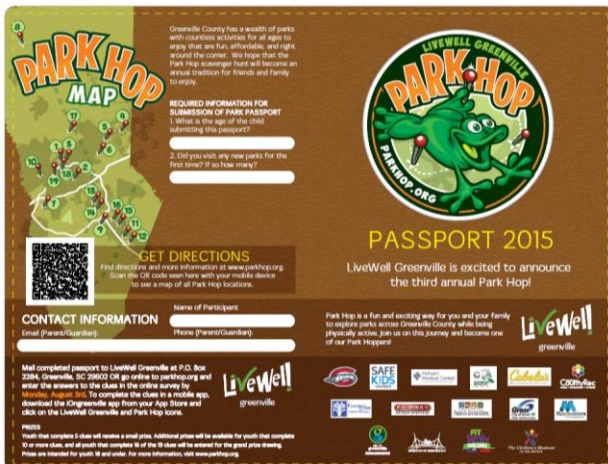
Table 1: List of 2015 Park Hop Parks
Thompson Gardner Park
Gower Estates Park
North Main Rotary Park
Kid's Planet at Century Park
Greer City Park
Pavilion Recreation Complex
Lakeside Park
Pleasant Ridge Park
Southside Park
Westside Park
Georgia Street Park
Rotary Park
Sunset Park
Springfield Park
Heritage Park
Simpsonville City Park
Paris Mountain State Park
The Children's Museum
Greenville Drive

Figure 1. Map of 2015 Park Hop Park locations



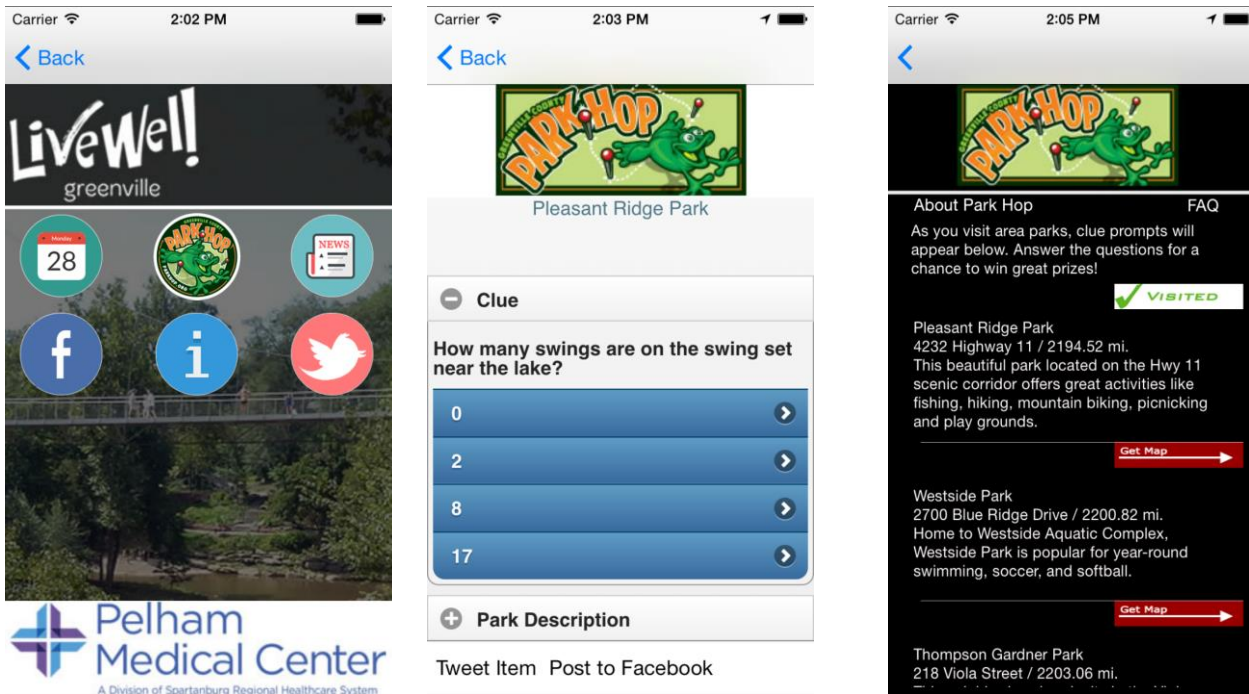
Park Hop 2015 Passport. The Park Hop Passport (Figure 2) is a scavenger hunt guide to help participants on their summer journey. The passport can be submitted through an online survey or via mail at the end of the summer for a chance to win adventure-themed prizes. Participants can download and print the electronically accessible passport on the Park Hop website (www.parkhop.org), by registering using an online form. The Park Hop Passport provides participants with one question about each location designed to highlight a park amenity, such as playgrounds or walking trails.

Figure 2. Park Hop 2015 Passport



Park Hop 2015 Mobile App. The Park Hop Mobile App provider changed to iOnGreenville in 2015. Similar to the previous provider, the mobile app could be downloaded for free from the Apple or Android app store as an alternative to the printable passport. The mobile app allowed participants to directly register, navigate, and enjoy Park Hop all from their smartphone. In 2015, the mobile app included a geo-location feature that unlocked clues once participants entered the park.

Figure 3: Park Hop Mobile App



Park Hop 2015 Closing Celebration

Park Hop 2015 concluded with a closing celebration, sponsored by Cunningham Recreation, on August 9th 2015 in Fountain Inn at the new downtown Rotary Park where the local Farmer’s Market is held. Open to all Park Hop participants, this fun family picnic featured music, games, activities, and healthy food from our partners and sponsors. Youth and families explored the park and had a chance to meet Reedy Rip It (Greenville Drive mascot) before prizes were awarded. Park Hoppers who submitted their clues online or via the mobile application received swag bags, t-shirts, Greenville County waterpark passes, vouchers to a local minor league baseball game, and Children’s Museum passes based on the number of parks they had visited. Participants also had a chance to win adventure-themed prizes totaling thousands of dollars in value that were generously donated by our community partners. Prizes (Appendix B) included bikes, camping gear, and the grand prize of the first pitch at a local minor league baseball team game (i.e., Greenville Drive).



Evaluation Methods and Measures

Five primary methods were used to collect participant information and conduct the Park Hop 2015 Evaluation: Park Hop passport, Park Hop mobile application, Park Hop pre- and post-survey, and a child and parent focus group. Park Hop participation was determined by the number of submitted passports and registrations on the mobile app. The passport and mobile app also allowed for the collection of the total number of park visits during the 2015 initiative.

Pre- and post-surveys collected self-reported information from parent/guardians of Park Hop participants. Information collected included participant demographics, Park Hop Initiative satisfaction, mobile app satisfaction, park usage, number of newly discovered parks, physical activity during park visits, and perceptions of parks. Participants were incentivized to complete the pre- post surveys using random drawings for a chance to win four \$25 Visa gift cards. Pre- and post-surveys were matched to determine change in park usage, time spent in physical activity during park visits, and perceptions of park following Park Hop participation. Park Hop pre-surveys were delivered via e-mail to all who had registered for Park Hop and were automatically e-mailed to newly registered families as soon as they signed up. Then, the Park Hop post survey was sent to all participants after Park Hop was completed. To examine change in perceptions and behaviors, we matched and compared those who had answered both surveys. Our final sample for the surveys was 50 participants, which is presented in many of the following results tables. This year, we also conducted a child and parent focus group to garner feedback about the Park Hop program. Two separate discussions were recorded, coded, and analyzed to understand the parent and child experience while participating in Park Hop.

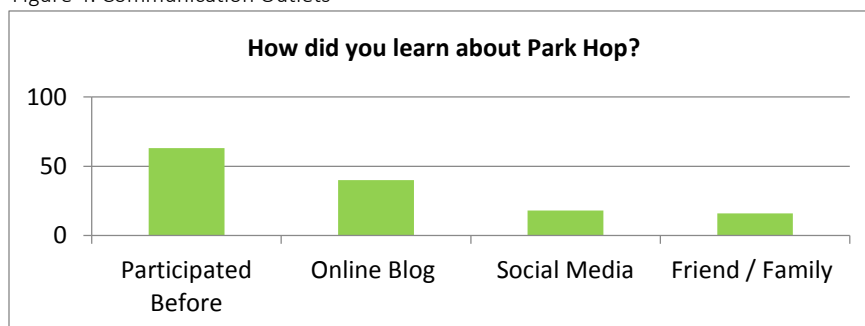
Results

Participation

Park Hop 2015 recorded an increase in the number of families, number of youth, and park visits as compared to Park Hop 2014. In 2015, a total of 275 families participated, a 14% increase from 2014. The total number of youth participating increased by from 513 to 635 from 2014 to 2015. The total number of park visits increased by 41% from 2,064 visits in 2014 to 2,506 visits in 2015 (Table 2). The majority of these participants reported participating in Park Hop 2014 or discovering Park Hop through online sources, friends and family, or social media (Figure 4).

	2013	2014	2015
Kick Off Celebration	n/a	~300-400	~1,000
Closing Celebration	~100	~200	~300-350
# Families	115	236	275
# Youth	217	513	635
# Park Visits	1,466	2,064	2,506

Figure 4: Communication Outlets



Demographics

Based on matched pre/post surveys, the average age of the youth participants was 7.4 years. The majority of participating households had youth between the ages of 0 and 5 years (58%), and 6 to 10 years (60%). The majority of youth were white (77.8%). Most participating families (81.6%) had an annual household income above \$50,000 per year. Table 3 provides a description of participant demographics. Park Hop participants used the paper passport (16%), the mobile app (66%), or both of these modes of participation (18%).

Park Usage, Discovery, and Physical Activity

Participants visited an average of 12.4 parks (SD=6.13), and discovered 4.6 parks for the first time (Table 4). The parks with the highest visitation were Sunset Park (80%), Heritage Park (78%), Simpsonville City Park (78%), Kids Planet at Century Park (75%) and North Main Rotary Park (75%). The lowest visitation rates were seen by Pleasant Ride Park (37%) and one of the few parks visitors must pay to enter, Paris Mountain State Park (37%). Table 5 describes the number of park visits for each Park Hop park. Parks with the highest percentage of new discoveries (Table 6) were: Thomson Gardner Park (65%), North Main Rotary Park (63%), Georgia Street Park (53%), Rotary Park (51%), and Gower Estates Park (43%).

Table 3: Participant Demographics (based on matched surveys)		
	N	%
Age	40	7.4 (mean)
Gender		
Male	23	46.9%
Female	26	53.1%
Race		
White	35	77.8%
Other	9	22.2%
Household Income		
\$25,000-\$49,999	7	18.4%
\$50,000-\$74,999	16	42.1%
\$75,000 or greater	12	39.5%
Passport Use		
Paper Passport	8	16%
Mobile App	33	66%
Both Paper Passport & App	9	18%

Table 4: Park Hop Visitation and Discovery	
	Mean
Average Park Visitation	
Parks visited as a part of Park Hop	12.4
Parks visited for first time (discovery)	4.7



Table 5: Park Visits by Park

Park	Percent	N
Thompson Gardner Park	65%	33
Gower Estates Park	66%	34
North Main Rotary Park	75%	38
Greer City Park	71%	36
Kid's Planet at Century Park	75%	38
Pavilion Recreation Complex	65%	33
Lakeside Park	55%	28
Pleasant Ridge Park	37%	19
Southside Park	63%	32
Westside Park	55%	28
Georgia Street Park	63%	32
Rotary Park	65%	33
Sunset Park	80%	41
Springfield Park	63%	32
Heritage Park	78%	40
Simpsonville City Park	78%	40
Paris Mountain State	37%	19
The Children's Museum	66%	34
The Greenville Drive	59%	30

Table 6: Parks Discovery by Park

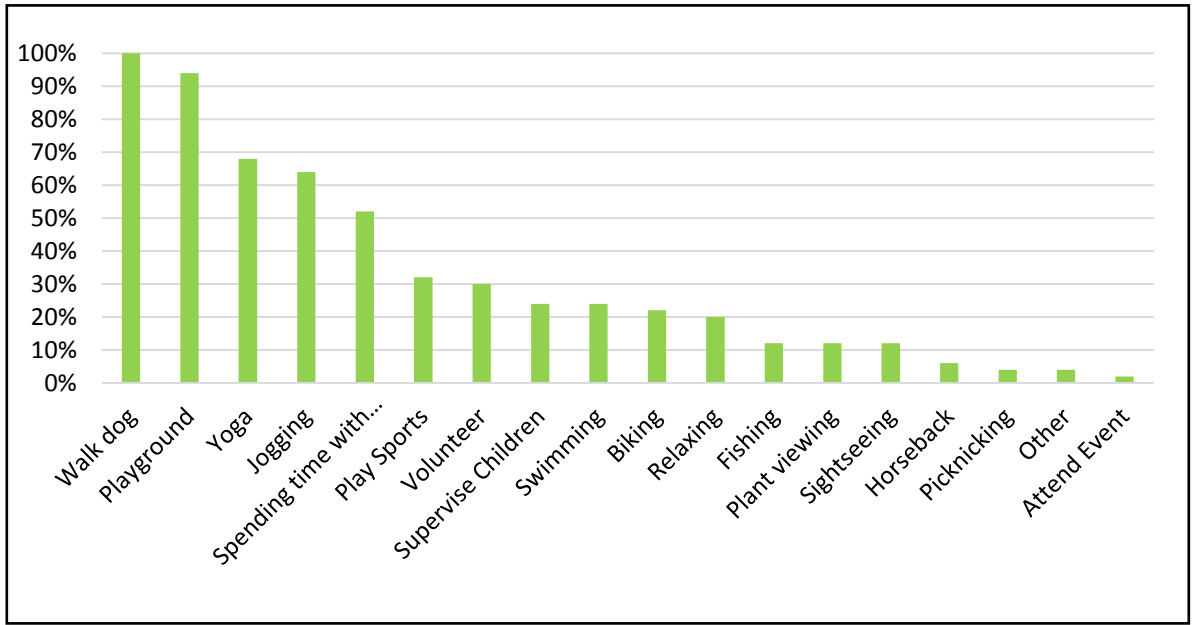
Park	Percent	N
Thomson Gardner Park	65%	33
Gower Estates Park	43%	22
North Main Rotary Park	63%	32
Greer City Park	12%	6
Kid's Planet at Century Park	14%	7
Pavilion Recreation Complex	12%	6
Lakeside Park	33%	17
Pleasant Ridge Park	22%	11
Southside Park	24%	12
Westside Park	41%	21
Georgia Street Park	53%	27
Rotary Park	51%	26
Sunset Park	33%	17
Springfield Park	33%	17
Heritage Park	14%	7
Simpsonville City Park	30%	15
Paris Mountain State	2%	1
The Children's Museum	6%	3
The Greenville Drive	6%	3

Participants were asked to recall the number of park visits in the last month for both the pre- and post-survey. Participants were also asked to recall the total amount of time they spent at their last park visit. Although many of the changes were not statistically significant (i.e., values were not significantly greater), there was still meaningful data from the results. First, we did see that on average, families visited one more park per month at end of Park Hop. We also found that there was an average of 94 reported minutes of physical activity per park visit, which is greater than the daily recommended physical activity levels for children (60 minutes). There was an increase in the total time spent in physical activity and an increase in the proportion of time spent in physical activity per park visit was statistically significant, indicating that Park Hop could have contributed to more child activity when visiting parks (Table 7). Participants indicated that they were physically active in a number of ways at the park: walking their dog, playing on the playground, doing yoga, and playing sports (Figure 5).

Table 7. Physical Activity Measures

	Mean	t-value	p-value
Change in park visits per month (past 30 days)	1.3	1.3	0.20
Change in total time at most recent park visit (min)	26.4	1.9	0.07
Minutes spent in PA	94.4		
Change in total minutes in PA	11.2	1.3	0.19
Change in proportion of time engaged in PA during most recent park visit	0.09	2.9	0.005*
* Indicates a statistically significant change			

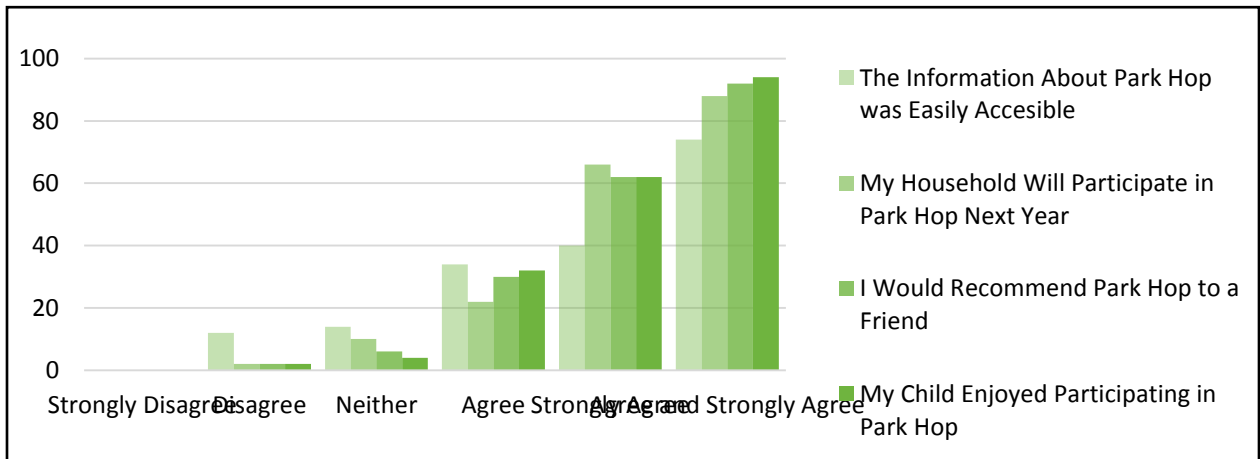
Figure 5. Activities during Park Hop park visits.



Park Hop Satisfaction

Park Hop scavenger hunt satisfaction of parent/guardian participants was determined using four questions on the post Park Hop survey (Figure 6). Responses indicated that 94% of participants strongly agreed or agreed their child enjoyed Park Hop, 92% would recommend Park Hop to a friend, 88% will participate again next year, and 74% believe that the information is easily accessible. The latter indicates potential improvements in clear communications regarding Park Hop and associated events.

Figure 6: Park Hop Satisfaction



Mobile Application Satisfaction

Park Hop mobile app satisfaction of parent/guardian was assessed with 14 questions on the post survey. Parent/guardian participants agreed that the Park Hop app was well organized (m=3.98); the functions of each item were immediately understood (m=3.98); the buttons were well organized (m=3.88); the functions of the buttons were easily understood (m=4.02); and participants felt very confident using the Park Hop app (m=4.00). In general, participants disagreed with the statements regarding whether the Park Hop app was unnecessarily complex (m=2.26), need for the support of a technical person to use the app (m=1.68), and that the app was very awkward to use (m=2.10). All average responses on the mobile app satisfaction questions is shown in Table 8 below.

Table 8: Mobile App Satisfaction (n=42 mobile app users responded)

	Mean	SD
The Park Hop app was well organized	3.98	0.84
I immediately understood the function of each item in the Park Hop app	3.98	0.88
All of the functions I expected to find in the Park Hop app were present	3.69	1.16
The buttons in the Park Hop app were well organized and easy to find	3.88	0.97
I immediately understood the function of each button in the Park Hop app	4.02	0.84
All of the functions I expected to find on the menu bar in the Park Hop app were present	3.98	0.94
I think that I would like to use the Park Hop app frequently	4.02	1.84
I found the Park Hop app unnecessarily complex	2.26	0.91
I think that I would need the support of a technical person to be able to use the Park Hop app	1.68	0.78
I found the various functions in the Park Hop app were well integrated	3.64	0.72
I thought there was too much inconsistency in the Park Hop app	2.10	0.79
I found the Park Hop app very awkward to use	2.10	1.01
I felt very confident using the Park Hop app	4.00	0.94
I needed to learn a lot of things before I could get going with the Park Hop app	1.71	0.74

***Mean values based on 5 point Likert scale where 1= strongly disagree and 5=strongly agree**

Park Perceptions

We examined whether participants had changes in their perceptions of park facilities across Greenville County by comparing responses to the same set of questions before and after Park Hop (Table 9). We observed several slight, but statistically significant, decreases in perceptions of parks between the pre- and post-survey. Perceptions of child enjoyment, safety, cleanliness, maintenance, and park use slightly declined from before Park Hop compared to at the end of Park Hop 2015. We did not observe significant changes in perception of interesting park facilities, attractiveness, overall amenities, or overall park ratings. There are a few potential explanations for these unexpected changes. First, participants could have had a particular experience at a new park that influenced their overall perceptions. Second, by visiting and discovering new parks, families are seeing new places that are outside of their normal routine, which they may be more critical of or could influence their opinions. Last, though we asked a variety of questions, it is difficult to know if participants are thinking of one particular area or experience when answering the question about overall perceptions of parks.

Table 9: Changes in Perceptions of Parks

	Pre-Mean	Post-Mean	Change	t-value	p-value
My child enjoys parks in Greenville County ^a	4.84	4.64	-0.2	2.9	0.006
Parks in Greenville County are safe. ^a	4.14	3.88	-0.27	2.8	0.01
Parks in Greenville County have facilities I'm interested in. ^a	4.24	4.18	-0.06	0.7	0.49
Parks in Greenville County are clean. ^a	4.10	3.84	-0.27	2.9	0.005
Parks in Greenville County are attractive. ^a	4.12	3.98	-0.14	1.7	0.09
Parks in Greenville County are well-maintained. ^a	4.12	3.86	-0.27	3.3	0.002
Parks in Greenville County are used by many. ^a	4.04	3.59	-0.45	3.1	0.003
Parks are a benefit to Greenville County residents. ^a	4.58	4.43	-0.14	2.2	0.03
Overall, how would you rate the amenities of parks in Greenville County. ^b	4.04	3.96	-0.08	0.8	0.5
Overall, how would you rate the parks in Greenville County. ^b	4.18	4.18	0	0	1.0

^aMeasured on a 5-point Likert scale where 1= strongly disagree and 5=strongly agree
^bMeasured on a 5-point Likert scale where 1= poor and 5=excellent
*** Indicates a statistically significant change**

Park Hop Focus Groups

Two focus groups were conducted on August 12th, 2015 to assess participants’ perceptions of Park Hop. One focus group included 10 parents who participated in Park Hop 2015. Simultaneously, the children of those adults participated in a second focus group in a separate room. All families were from the Greenville County area, with kids ranging from kindergarten to middle school. These focus group sessions asked several open-ended questions to gain more insight into the barriers and facilitators of participating in Park Hop, including ways to improve Park Hop in the future. Each family that participated was given a family four pack of waterpark tickets in exchange for their willingness to participate. Each focus group was recorded, transcribed, and analyzed to understand the overarching themes that resulted from the discussions. Table 10 presents the main themes from the Park Hop focus groups.

Table 10. Themes from Park Hop focus groups					
	Theme	Description			
Park Hop Facilitators	Adults	Competitive draw gets families out in parks	The competition of the Park Hop Scavenger Hunt was a draw for parents.		
		Incentives/prizes	Parents saw incentives, like prizes at the end of the summer, as a motivator to go to parks and complete activities.		
		Play equipment selection	Parents chose to visit certain parks based on the availability of certain equipment and the perceived quality of that equipment.		
		Park Hop introduces people to new parks	One parent is quoted saying, “I didn’t even know it was there” when referring to a Park Hop park. A draw of Park Hop is the introduction and exploration of lesser-known parks for community members.		
	Youth	Companions	Children valued companions at parks, whether it is parents, friends, siblings, or church group members.		
		Water	Children continuously reported parks with a water element as their favorites, including water parks, splash pads, creeks, and beaches.		
		Slides, swings, monkey bars	Children praised parks that had equipment like slides, swings, and monkey bars. They were attracted to equipment that allowed them to “go fast.”		
		Outdoor rec activities/locations	Children enjoyed parks that incorporated outdoor recreation activities (like hiking and Frisbee golf) and requested to have more nature parks included in Park Hop.		
		Park Hop Barriers	Adults	Perceived discomfort	Due to location, natural and built environment, or the absence of other people around, parents were deterred from certain parks that they perceived as unsafe.
				Entrance fees to parks	Even if the fee was minimal, parents were deterred by a money sign listed with a park.
Proximity to parks	Parents weren’t typically willing to travel far for a park.				
Youth	Distance		Children were deterred by parks that required a long transportation time.		
	Time in parks		Children struggled with time constraints that forced them to leave parks before they were ready to go.		
	Age appropriateness of equipment		Equipment that was too small to be used by all children was a barrier for play and inclusion in some parks.		
	Access		Parents’ choice of parks restrained children’s visitation of diverse parks.		

Focus Groups - Future Directions

ADULT RECOMENDATIONS

YOUTH RECOMENDATIONS

PARKS & REC FACILITIES

- Provide accurate GPS locations for park entrances
- Open a medium for park commentary (rating system, pictures, comments, nearby businesses, park offerings (bathrooms, shade, etc.). This could increase the sense of ownership regarding parks by community members and departments can use the information to make changes.

AT PLAY WORKGROUP

- To combat the barrier of proximity, workgroup members can look into breaking Park Hop into districts (Ex: North, South, East, West)
- Add multiple clues to each park
- Add a year-round park list for all Greenville Parks on the mobile app
- Improve resources and communication

PARKS & REC FACILITIES

- Make equipment updates - make equipment age-appropriate and include favored items like slides, swings, monkey bars, rock walls
- Finding answers was a key experience of Park Hop for kids. Parks can look to add permanent scavenger hunt activities in parks.
- Add water components to parks

AT PLAY WORKGROUP

- Add more questions at each park (3-4 per park)
- Add more nature parks, trails, and outdoor rec activities in the Park Hop location selection
- Make the mobile app more interactive (like a game)
- Include companions in the Park Hop experience - look into partnerships with church groups, camps, etc.

Conclusions and Future Goals

Park Hop exemplifies a successful collaboration of multiple recreation partners cross-promoting the diverse parks and recreation venues located throughout Greenville County. The Park Hop 2015 initiative was well-regarded by participants and successful in many ways. Park Hop effectively promoted park usage, park discovery, and PA in parks while continuing to build key partnerships across Greenville County. Park Hop also successfully impacted perceptions of park amenities and youth enjoyment of parks, while also receiving high levels of participant satisfaction. Given the results of this year's evaluation and the ongoing goals of the initiative, future years hold great promise to further build upon these key successes.

This evaluation has several strengths and limitations that should be discussed. First, this evaluation comprised multiple surveys and focus groups to collect information on a variety of topics related to Park Hop participation, park visitation, and perceptions of both the program and parks in Greenville County generally. However, it should be noted that the 2015 evaluation survey samples were smaller than previous years and do not necessarily reflect the opinions of all Park Hop participants or Greenville County residents. However, this information does provide some unique insight into areas that parks in Greenville County excel and areas where improvements could potentially be made.

LiveWell Greenville's At Play workgroup has planned a number of future endeavors for Park Hop. Such plans include development of the mobile app to include additional PA features such as "park near you" push notifications and more elaborate in-park scavenger hunts to further promote increased PA. Other objectives include increased outreach to underserved communities and group settings such as out-of-school time centers and church youth organizations.

Park Hop offers an amazing opportunity for youth and their families to discover and appreciate what Greenville County has to offer. It is no surprise that youth enjoy the outdoor time and, not to mention, the opportunity to win prizes. Families are physically active and engaged at the park which, as a result, improves their overall health. Park Hop truly makes the healthy choice, the easy choice across Greenville County.



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Appendix A - Park Hop 2015 Prizes

1. GRAND PRIZE: First Pitch @ Greenville Drive Game
2. GRAND PRIZE: Camping Weekend at Paris Mountain, Cabela's Camping Package
3. GRAND PRIZE: Kid's Kayak from Cabela's
4. GRAND PRIZE: (4) Annual Waterpark and (4) Bounce House Passes Greenville County Recreation
5. GRAND PRIZE: Picnic Package from City of Greer Parks and Recreation
6. GRAND PRIZE: Bike from City of Fountain Inn
7. Cabela's: Five sets of games
8. Innova Disc: 3 Disc Gold sets
9. First Team Sports: Gift certificate, disc golf, soccer package
10. Elephant Trunk: Air Toss Game
11. Mast General Store: Water Bottle, Nylon Backpack, Visor
12. Gravitopia: 4 VIP Tickets
13. Reedy Rides: 2 full day passes
14. Upcountry History Museum: 4 passes
15. Babaziki Mediterranean Grill: Gift certificates
16. Upstate Happy Feet: 7 Happy Feet soccer balls, t-shirts
17. REI: Bike
18. Greenville Soil and Water: Aquafarm
19. Carolina Dance Collaborative: free 1hr session, Birthday Party event
20. The Children's Museum of the Upstate tickets
21. Greenville Drive tickets
22. Paris Mountain: SC State Inland Park Passport (2)
23. Lucky Bike: Prize package
24. Safe Kids: Helmet
25. City of Simpsonville: Shelter rentals, Train Rides at Heritage Park
26. City of Fountain Inn: Bike, Family of 4 carriage rides, 8 ice skating passes
27. City of Mauldin: 2 shelter rentals, 2 rock wall packages
28. City of Greenville: Zoo family membership, 2 shelter rentals, sports registration
29. Sky Zone: 4 admission tickets
30. Monkey Joe's: 4 tickets
31. BikeShare: 2 water bottles, annual pass
32. Velocity Disc Golf: 20-25 Disc Golf discs
33. Roper Mt Science Center Family Passes
34. V-Toe Soc Inc: 800 pairs of socks
35. Sunrift: Kayak rental
36. Greenville Running Company: gift certificate
37. US Whitewater Center: 5 passes
38. Pump It Up: 15 jump passes
39. Furman University: Family Four Pack of Football tickets
40. Velocity Disc Golf Set
41. Greenville Library: Book Set
42. Monkey Joe's: Gift Set