

Economic

Seven Dimensions of Well-Being Spotlight



NATIONAL
RECREATION AND PARK
ASSOCIATION

The Vision

Communities provide access to economic opportunities and economic stability, including fair and good paying jobs, workforce development opportunities, affordable housing, healthcare, food and other social resources. Community members are economically and financially secure, can contribute skills, talents and passions to the community, and they have a pathway to economic opportunity.

How Parks and Recreation Promotes Economic Well-Being

Park and recreation agencies play a vital role in bolstering economic well-being. Beyond the broad economic advantages parks and recreation brings to communities, agencies also facilitate direct economic opportunities and help support financial stability for individuals and families. Through youth programs, agencies promote economic empowerment by enhancing academic achievement, guiding young people toward positive and healthy lifestyles, and providing workforce development, skill building and early employment opportunities. Parks and recreation also serves as referral partners, connecting community members to needed resources and convening service providers to ensure basic health, safety and security needs are met.

Examples of Advancing Economic Well-Being

- Leverage the role of parks and recreation as a driver of economic activity through capital and operational expenses, jobs, increased home value, and by attracting more residents, employers and businesses that strengthen the tax base.
- Connect community members to services and benefit programs that ensure people have health, safety and security needs met, including meals, shelter, health screenings and transportation.
- Create equitable workforce development, experiential learning and career exploration opportunities for young people and compensate staff fairly.
- Remove barriers to participation, including cost, transportation, equipment, unnecessary paperwork and documentation.
- Provide meal programs, Supplemental Nutrition Assistance Program (SNAP)/Women, Infants and Children (WIC) enrollment support, community gardens, farmers markets and nutrition education.
- Provide opportunities for community members to receive education and assistance on financial literacy, job searching and résumé writing.
- Provide access to the internet, phones, video conferencing or other technology needs.
- Assess hiring practices, career growth opportunities, pay scales, wages and workplace cultures to ensure staff are treated fairly and have growth opportunities.

In Practice

Peoria (Illinois) Park District partnered with Peoria Grown, a nonprofit focused on nutrition education and healthy food access, to open a weekly food market inside a recreation center. The recreation center is located in a part of Peoria where much of the community does not have easy access to a grocery store or healthy foods. Market 309 — the weekly pop-up food market located in Peoria's Southside — allows local residents, older adults, people with disabilities and anyone with a SNAP Electronic Benefit Transfer (EBT) card to more easily access affordable healthy food within their community. This has contributed immensely to the quality of life of customers. Many have reported positive effects experienced from shopping at Market 309, including better health outcomes, lower blood pressure and weight loss.

Learn More: bit.ly/Peoria-In-Practice



Market 309 volunteers and organizers participate in the weekly food market. Photo courtesy of Market 309 in Peoria, Illinois.

Learn more about the seven dimensions of well-being by visiting nrpa.org/CommunityWellnessHubs