



June 12, 2021

Family Health & Fitness Day

OUTREACH TOOLKIT

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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Family Health & Fitness Day in your community a little easier! This toolkit is designed to help you generate positive media coverage and support for your Family Health & Fitness Day activities and ultimately the work of your agency and the benefits you bring to your community.

This kit includes template media materials, such as media alerts for special events, press releases, fact sheets, social media posts and web ads, along with sample web and email copy that you can use in your publications. Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure you are tagging NRPA in your Facebook, Twitter and Instagram posts and using the #NRPAFamilyFitDay.

Don't forget, we want to see your successes too — send us photos and videos from your Family Health & Fitness Day events or the creative ways you have used the marketing materials!

If you have questions or need further assistance, please don't hesitate to contact me:

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We hope this toolkit helps you generate great support for Family Health & Fitness Day!

2021 Family Health & Fitness Day Fact Sheet

- NRPA’s Family Health & Fitness Day — celebrated the second Saturday in June each year — promotes the importance of parks and recreation in keeping communities healthy. Agencies everywhere are encouraged to participate by inviting families to get active at their local park or recreation center, or by safely hosting an event, such as a health fair or family fun run, on June 12. Members of the healthcare community also are encouraged to participate, even as sponsors.
- Various research studies are confirming that community parks and recreation, green spaces and time outdoors are critical for creating healthy, active and sustainable communities. As we have witnessed throughout the coronavirus (COVID-19) pandemic, parks and recreation has played a critical role in supporting our mental and physical well-being, and Family Health & Fitness Day is a great opportunity to celebrate this.
- In addition to visiting a park or recreation center on June 12, you can get involved in Family Health & Fitness Day by:
 - Using this toolkit to promote your health and wellness programs and activities.
 - Using the social media images and #NRPAFamilyFitDay leading up to and on June 12.
 - Highlighting the ways your agency helps your community stay healthy on your website, social media channels and promotional materials. Examples could include:
 - **Innovative programming during COVID-19**
 - **Mental health benefits of visiting your parks**
 - **Physical activities visitors can participate in**
 - **Connections to other essential health service providers in your community**
- Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) using #NRPAFamilyFitDay.
- For additional information, visit www.nrpa.org/familyfitness.

Key Messages

- Living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, which studies demonstrate relieves stress, tightens interpersonal relationships and improves mental health.
- According to a [poll](#) conducted by the National Recreation and Park Association, six in seven U.S. adults look forward to outdoor activities this spring and summer.
- Park and recreation agencies are uniquely suited to serve as community nutrition hubs, connecting all members of the community to programs and services that improve health outcomes. The [Launching Community Nutrition Hubs During a Pandemic video](#) explores how park and recreation professionals from three agencies began the planning process to implement a hub model in their communities to address food security and nutrition literacy for their community members during a critical time — the COVID-19 pandemic.
- Local park and recreation agencies are perfectly suited to serve as [community wellness hubs](#) by leveraging their role as trusted gathering places that connect every member of the community to essential programs, services and spaces that advance health equity, improve health outcomes and enhance quality of life.
- In the United States, more than 46 million people live with mental health illnesses, according to 2017 data from the National Institute of Mental Health (NIMH). In a *Parks & Recreation* magazine article, contributors Barbara Heller and Molly Young share their thoughts on how the field of parks and recreation can assist those struggling with mental health challenges, [How Parks and Recreation Can Support Mental Health Initiatives](#).
- According to the [February 2021 NRPA Park Pulse](#), four in five U.S. adults report their physical activity changed in 2020 compared to previous years. While 33 percent of U.S. adults increased their physical activity, 46 percent decreased their physical activity (20 percent reported no change to their typical physical activity). Younger adults, especially Gen Zers, were more likely to have increased their physical activity while their older peers (baby boomers) report a decline in their physical activity in 2020.
- According to the [May 2020 NRPA Park Pulse](#), an overwhelming majority of U.S. adults find exercising at their local parks, trails and open spaces essential to maintaining their mental and physical health during the COVID-19 pandemic. More than half (59 percent) note it is very or extremely essential to be able to walk, jog, hike and/or bike, with parents even more likely to feel this way (68 percent).

- According to a recent article in *The Washington Post* — [A year into the pandemic, it's even more clear that it's safer to be outside](#) — beaches and parks “are some of the safest places you can gather,” said Linsey Marr, an expert on airborne virus transmission at Virginia Tech, regarding COVID-19.
- According to a recent article in *The New York Times* — [Regular Exercise May Help Protect Against Severe Covid](#) — people who tended to be sedentary were far more likely to be hospitalized, and/or die, from COVID-19 than those who exercised regularly.

2021 Family Health & Fitness Day Template Media Advisory

[GROUP LOGO/LETTERHEAD]

MEDIA ADVISORY

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] to Host Family Health & Fitness Day at [Park/Facility Name]

[Agency Name] joins the National Recreation and Park Association and parks across the country to celebrate and promote health and well-being

WHO/WHAT: [Name of major public officials, celebrities or local organizations who are participating, as well as the number of people who will be in attendance.]

[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]

WHEN: [Date/Time]
[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]
[Provide parking information, if relevant.]

WHY: Celebrated the second Saturday of June each year, Family Health & Fitness Day is an opportunity for local community members to get out and discover all the health benefits provided by their local park and recreation department. An initiative of the National Recreation and Park Association, [Agency Name] joins park and recreation departments around the country in showcasing easily accessible, close-to-home health and wellness opportunities.

For more information about the national event, visit www.nrpa.org/familyfitness or search #NRPAFamilyFitDay on social media.

EDITOR'S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

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2021 Family Health & Fitness Day Template Press Release

[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] Invites [Town/City] Communities to Get Healthy With Parks and Recreation

[Agency Name] celebrates Family Health & Fitness Day, Saturday, June 12

[CITY, STATE ABRV] – [DATE] – [Agency Name] invites all [Town/City] residents to celebrate Family Health & Fitness Day on Saturday, June 12. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy.

To celebrate, [Agency Name] encourages everyone [to gather safely with family and friends to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert Quote from Program Director on the Importance of Parks and Recreation in Keeping Communities Active and Healthy]

Community members also can participate in Family Health & Fitness Day by:

- Sharing your activities on social media using #NRPAFamilyFitDay
- Thanking our staff if you meet one of them
- Having a healthy picnic at [park name]
- Exploring nature on [trail name]
- [feel free to add your own activities]

Park and recreation departments nationwide offer year-round opportunities for families and individuals to stay active and fit. In fact, living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all of the health benefits provided by their

local park and recreation department. To learn more about Family Health & Fitness Day, visit www.nrpa.org/familyfitness.

#

[Agency boilerplate/ "about" information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit <https://www.nrpa.org/>. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

2021 Family Health & Fitness Day Social Media Materials

Social Covers and Badges

You can find the full-size versions of the images below at www.nrpa.org/familyfitness. We encourage you to post these images on your social media pages to show your support for Family Health & Fitness Day!



2021 Logo



2021 Celebration Graphic



Sample Social Media Posts

If you have social media platforms, such as Facebook, Twitter and Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts for **Family Health & Fitness Day on June 12** and feel free to develop some more on your own!

Tag NRPA in your posts, too.

- Facebook: @National Recreation and Park Association
- Twitter: @NRPA_News
- Instagram: @nrpa

Official Family Health & Fitness Day Hashtags

- #NRPAFamilyFitDay

Sample Posts for Facebook:

- We're building a healthy [insert town name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyFitDay
- Did you know? Parks and recreation plays an essential role in keeping [insert town name] active and healthy, especially throughout COVID-19. Discover these benefits with (insert agency name). #NRPAFamilyFitDay
- Celebrate Family Health & Fitness Day at [insert facility or park name] park on Saturday, June 12! #NRPAFamilyFitDay
- Today, we're celebrating Family Health & Fitness Day! How does your family get healthy with parks and rec? #NRPAFamilyFitDay (include photo of program or activity)
- This weekend, we're celebrating Family Health & Fitness Day! Discover all the ways we're helping our community stay healthy at (insert park/facility name)! #NRPAFamilyFitDay
- Family Health & Fitness Day encourages families and individuals to use their local parks and recreation to stay healthy and active. #NRPAFamilyFitDay (include photo of program or activity)
- We want to know. Is visiting your local park part of your health routine? Tell us using #NRPAFamilyFitDay. (include photo of program or activity)

Sample Posts for Twitter:

- We're building a healthy community! Help us celebrate on June 12 at your local park. #NRPAFamilyFitDay
- Today, we're celebrating @NRPA_News Family Health & Fitness Day! How do you get healthy with parks and rec? #NRPAFamilyFitDay

- Celebrate Family Health & Fitness Day at (insert park or facility name) on June 12! #NRPAFamilyFitDay
- Did you know? Parks and rec has played an essential role in keeping [insert town name] active and healthy, especially during COVID-19. #NRPAFamilyFitDay
- Parks and recreation plays a vital role in keeping communities active and healthy. Discover these benefits with @NRPA_News and (insert agency name or Twitter handle). #NRPAFamilyFitDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyFitDay. (include photo of program or activity)

Sample posts for Instagram:

- Did you know? Parks and recreation plays an essential role in keeping [insert town name] active and healthy, especially throughout COVID-19. Discover these benefits with (insert agency name). #NRPAFamilyFitDay
- We're building a healthy [insert town name] by providing access to nature to relieve stress, strengthen interpersonal relationships and improve mental well-being. #NRPAFamilyFitDay
- Today, we're celebrating @nrpa's Family Health & Fitness Day! How has parks and recreation kept you healthy throughout the past year? #NRPAFamilyFitDay
- Celebrate @nrpa's Family Health & Fitness Day at (insert park or facility name) on June 12! #NRPAFamilyFitDay
- Parks and recreation plays an essential role in keeping communities active and healthy. Discover these benefits with @NRPA and (insert agency name or Instagram handle). #NRPAFamilyFitDay
- Is your local park part of your health routine? Share a picture using #NRPAFamilyFitDay. (include photo of program or activity)

2021 Family Health & Fitness Day Web and Email Copy

Ensure that your community members can find out all the information they need to know about your Family Health & Fitness Day event by updating your website with the event information. If you already have a template you use for events, use it! If you need some inspiration for copy, feel free to modify and edit the text below.

You can use the copy below in an email to those who have opted in to any of your email lists.

Family Health & Fitness Day – June 12, 2021

Join us in celebrating the myriad health and well-being resources located right here in [COMMUNITY]. We'll be celebrating Family Health & Fitness Day — an initiative of the National Recreation and Park Association (NRPA) — by [list event details, include any prizes or fun activities taking place].

Celebrated the second Saturday of June each year, Family Health & Fitness Day promotes the importance of parks and recreation in keeping communities active and healthy. Many communities host special events on this day, while others simply encourage their residents to visit a local park or recreation center where they can participate in a variety of family friendly activities, such as walking, hiking, biking, kayaking, golfing, swimming, tennis and more.

[Agency Name] takes pride in providing health and wellness resources for the community, and we hope you'll come out and discover the many diverse opportunities we offer to ensure the health and well-being of everyone in [town/city].

Time:

Location:

Partners: [List any partners working with you to host your event]

2021 Family Health & Fitness Day Media Outreach – ‘How To’

The following are general guidelines for conducting media outreach for special events you may be hosting on June 12 for Family Health & Fitness Day.

Leveraging the Press Release

To announce your involvement in Family Health & Fitness Day and what activities you will have happening on June 12, customize the **Press Release** template and distribute it to appropriate reporters, bloggers and broadcast media in your local area.

1. Search online for the **news desk** emails and/or submission guidelines for your local TV stations and radio stations.
2. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. It is a good idea to review the stories the reporter writes to get a feel for what they are most interested in so that you can tailor your outreach to meet their interests. Most reporters prefer email.
3. Search online for bloggers in your area; these social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
4. Once you have your list together, prepare your pitches. Make sure you tailor the pitch for the type of outlet and personalize it as much as possible for the journalist or blogger you are contacting. Keep it brief.
5. You'll want to send the release out at the end of May or beginning of June to journalists and reporters, and to TV/radio stations approximately two days before an event you want them to attend.
6. Customize the press release template with the appropriate information, as marked with brackets and yellow highlight, EX: [NAME].
7. You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms and with online media.
8. In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email.
9. Put an engaging tagline or sentence in the "Subject" line of the email to entice reporters.

10. Once you have sent your release, follow up with a phone call to reporters. Be sure to have a short pitch ready and be prepared to answer questions about why your event or story is a “must see/cover.”

Inviting Press to Your Event

If you are hosting a special event on June 12 and would like to invite reporters to cover your event on-site:

1. Search online for the **news desk** emails and/or submission guidelines for your local TV stations and radio stations.
2. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. Most reporters prefer email.
3. Consider inviting local bloggers to your event as well or creating a special opportunity for them to come out and get a sneak peek of your Family Health & Fitness Day event. These social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
4. It's a good idea to send Media Advisories to journalists and reporters at least two weeks in advance and to TV/radio stations approximately two days before an event.
5. Customize the media alert template with the appropriate information, as marked.
6. Write a brief one-paragraph pitch to the reporter and attach the Media Advisory as a PDF or Word Document, or paste the text into the email, beginning with “Media Advisory.”
7. Put an engaging tagline or sentence in the “Subject” line of the email to entice reporters.
8. Once you have sent your Media Advisory, follow up with a phone call to reporters you are particularly interested in having attend. Be sure to have a short pitch ready and be prepared to answer questions about why your event is a “must see.”
9. Consider sending a post-event press release to generate coverage after the event. It is a good idea to send this immediately following the event or the next morning. Oftentimes, this means drafting most of the release in advance, and adding a few pertinent details afterward.
10. Reach back out to the reporters who you previously contacted. If you can, offer footage from the event or high-resolution photos.

Tips and Tactics

- Remember that timeliness is a big factor in press coverage.
- Try to keep the message brief. One page is best — do not exceed two.
- Don't forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
- Write using short paragraphs and sentences, and in the third person — don't refer to yourself as "I" or "we," except in a direct quote.
- Avoid testimonials or other promotional language. A press release is news, not advertising.
- Don't be discouraged if you do not receive interest, or if a reporter doesn't make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the amount of current events taking place/space, editor approval, capacity, etc.). It's never personal.
- If a reporter does email or call with interest, be sure to respond in a very timely manner.

Let us know if your Family Health & Fitness Day event is covered in the news! Send links of online coverage to cjones@nrpa.org.