

## THE ULTIMATE GOAL

Create healthy, sustainable and equitable communities

### SOCIAL EQUITY

People in underserved communities should have access to programs, facilities, places and spaces that make their lives and communities great. NRPA defines underserved communities as individuals of color and/or those living in poverty or near poverty.

#### Three-Year Outcomes:

- 4.5 million people in underserved communities will have improved park spaces and programs

### HEALTH AND WELLNESS

### CONSERVATION

Parks and recreation improves the health of communities by increasing access to physical activity opportunities and improving access to healthy foods.

#### Three-Year Outcomes:

- 1.5 million people will have increased access to physical activity
- 3 million people will have improved nutrition

Parks and recreation creates sustainable communities, protects natural resources and open space, and connects people to the benefits of nature and the outdoors.

#### Three-Year Outcomes:

- 1 million people with greater connection to nature and the outdoors
- 1,000 communities implementing sustainable practices through parks

## DIRECT BENEFITS TO NRPA MEMBERS

The programs and funds raised from this three year strategic plan will help support NRPA members in the following key areas:

- GRANT FUNDING
- EDUCATION
- ADVOCACY
- COMMUNITY
- DATA
- RESEARCH
- CASE STUDIES AND BEST PRACTICES
- NATIONAL PROMOTION

## Programs Supporting the Plan

**Access to Sports:** Projects that improve and expand youth sports programs in underserved communities.

**Commit to Health:** A national campaign to support the implementation of Healthy Eating and Physical Activity (HEPA) standards in 2,000 park and recreation sites.

**Fighting Childhood Hunger:** An initiative that increases the number of healthy meals served through USDA meal programs.

**Great Urban Parks Campaign:** A national initiative to maximize the social and environmental benefits of green infrastructure in parks in underserved communities.

**Grow Your Park:** Projects that build or enhance community gardens in underserved communities.

**Parks Build Community/Park Improvements:** NRPA partners with donors to make improvements to activity spaces (i.e. natural playgrounds, soccer fields, basketball courts).

**Parks for Monarchs:** An initiative that educates the public, promotes citizen science, and increases habitat conservation for the monarch butterfly.

**Park Prescriptions:** A national initiative that links the healthcare system and local parks to improve individual health behavior.

**Safe Routes to Parks:** The national initiative to facilitate safe access to parks for all people.

**Wildlife Explorers:** A fun nature program for kids who do not have much experience with nature and the outdoors that is operated through recreation centers in urban areas.

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