

SCORP Advisory Council
Anaheim Focus Group
September 15, 2016

Health Sector

- This concept is happening currently here in Anaheim
- An identified HEAL Zone here in Anaheim, to work in the parks, work with the schools, and the markets
- Partnerships to Improve Community Health – a grant for park improvements for improving parks to help families be more healthy together
- Used a HEAL grant to reach out to the community, and then were able to build the park to meet the needs of the community.
- Disney is an important partner, provides funding and outreach regarding how to cook healthier foods.
- Whittier also received a HEAL grant in partnership with the YMCA. Also partnered with another health agency for similar types of work.
- City of Perris is working towards healthy, active living, has a department that goes out to schools to teach and help families to be more healthy. Nutrition is a main focus.
- Usually, you find these connections where there are large hospitals within the city to partner with. Not always available in smaller cities.
- It would be nice to have a listing of all of these ideas for other cities to adopt.
- Engaged communities equals healthy communities.
- Little things can change a mindset; putting in walking paths, taking sugar out of schools... working towards being sustainable even if funding is not available.
- Get the community involved at a grassroots level where kids can learn to eat healthy early on.
- Add organizations that can apply for these grants to the funding list
- A funding list is a great idea for small cities; they need grant money to be able to make these programs happen.
- Reach out to faith based organizations, as well as local businesses including restaurants as they do great work in giving back to the local community. And maybe it isn't just about money, they also have people to help for events or even providing food.
- Safety in parks is still a major concern; that needs to be addressed before you can even begin these programs.
- For smaller cities it can be a struggle to get the help to even begin these programs. It would be good to give the small municipalities the tools they need to be successful.
- How do we serve the needs of a very diverse State?
- Cities are forming partnerships individually. As a state agency, we could provide an overview that is more readily available.
- Maybe there is an opportunity to provide information regarding barriers that people are seeing and how these barriers are being dealt with.

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- The perception is that parks are not safe and that parents will not let kids go to parks without them. Homelessness, gangs and drugs are a major concern, and makes people not want to come to parks.
- Start a social media campaign to push positive messages.
- Agencies seem to want to know what the benefit is for them before they are willing to partner.
- There should be a relationship with municipalities and schools.
- Provide a roadmap of how to work with people based upon other experiences that agencies have had.
- Celebrate your successes, if you can show that you are changing the community, people want to be a part of it.
- Add examples of previous grant awardees to the health funding list.
- New York Times just published yesterday an article about a study from the AHI.
- County of Orange publishes a yearly report, Conditions of Children, that gives baseline information for the county and health related issues.
- OC Healthier Together, an online resource, provides information
- Orange County United Way provides a great online tool as well for community health
- This tool would be available on our website.
- Finding the economic impact may be hard to reach, what is the reasoning behind this? The physical impact and footprint is important, but the future and sustainability is also important.
- Parks need to find a way to not be the afterthought. When we talk about health, parks and recreation is not at that table.
- The business model does not produce change. What advocacy needs to be done at the State level? Other agencies have advocates, and parks and recreation does not. There is no data to help support the advocacy. Statistics means a lot to people because it is something that can be shown to decision makers to prove that there is a financial benefit.
- If you do not have a presence, then the bad element tends to move in. Work with people to find out what their needs are. If you have the constituents behind you, then it is easier to initiate change.
- Analysis of funding sources available, make certain that the data that is collected is the same as what is being asked, in the same way. This makes it easier when it comes time to apply.
- Work with TCE, can put in any zip code in California, will tell you what your potential lifespan is and can work from there. They have also identified communities in their healthy initiative. They want to create sustainable change in communities.
- The LA County Parks Needs Assessment has a lot of information and resources.
- There may be a branding issue. Being Parks and Recreation tends to make us not sound as important. It sounds like games and sports, and it is hard to evolve from that. Maybe we need to rebrand ourselves. Maybe there is an opportunity

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for California State Parks to partner with another State organization to produce the SCORP.

- Perception and behavior is difficult, but engaging with the community may help to change the mindset. How do we position parks into the main frame of thinking? This should be a part of your life.

Public Survey

- Robert Santana: National level strategy for responses – ideas for producing new findings
- Use the data to learn something new or to advocate for parks and recreation
- Categories can be combined, usage/need, safety, perceptions
- Lesson learned: short surveys, concise, questions combined
- Focus group for survey – short survey then focus group for more detailed questions
- What do some of the questions actually mean? More concise framing of questions
- Important to differentiate as to who is responding to survey
- Zip code data is priority
- Self-identify barriers! Work schedule, transportation, safety, etc.
- Demographics indicate if you are reaching everyone
- Demographics can help determine how marketing is addressed
- Demographics help determine types of features (i.e., young residents = skate park)
- Programmed parks are safe parks!
- Pickle ball can save the world!
- Private partnerships to facilitate programs, land/space to help create a hub for recreation and use data/information to encourage further
- Case study for partnerships
- Demographics are important to knowing your “clientele”
- Survey can be used broadly for potential usage/need versus used down to the local level
 - Results can be identified at the local level by zip code
- Demographics are important to identify usage/need (i.e., gender)
- How will the survey be facilitated? Local level, contracting/partnering with organizations
- Facilitate survey in places where people do not visit parks
- Pokemon Go! Partnership for survey and other potential apps
- Car ownership – accessibility as survey question
- How many hours in a week do you work? What hours?
- Transportation is important – what are your obstacles to visiting the park?
- Does it produce money? Programs are meant to (may) offset costs, but it’s not meant for profit

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- Perceptions overall may be that recreation is not necessarily beneficial – important to help change this. Safety and parks/recreation are in fact tied
- Non-profits are designed to take donations, where cities or local agencies are not and strategies can be implemented where partnerships can be created
- Partnerships require negotiations – “skin in the game” (commitments) true collaborations
- Survey can help lead or plant the seed that parks and recreation are an important part of health
- What is the benefit to local agencies for participating, what are the incentives?
- Overall agreement survey questions are based on thresholds for certain responses
- Incentive = access to results for other areas and full participation
- Overall participation is a motivator, value in getting feedback from stakeholders not just general public or residents (schools, businesses, city)
- Survey results may help advocate for decision makers to appreciate the need for parks and recreation
- Chamber of Commerce at the table?
- Faith based and corporate interested in what is needed in the community
- Rolling out survey in July during park recognition month
- “would you use a park to address your physical, mental or social health” ask the question in direct language
- Ask questions regarding trends regarding needs/concerns
- Potential for future planning to address community needs (i.e., development fees include parks/recreation)