

GAME PLAN

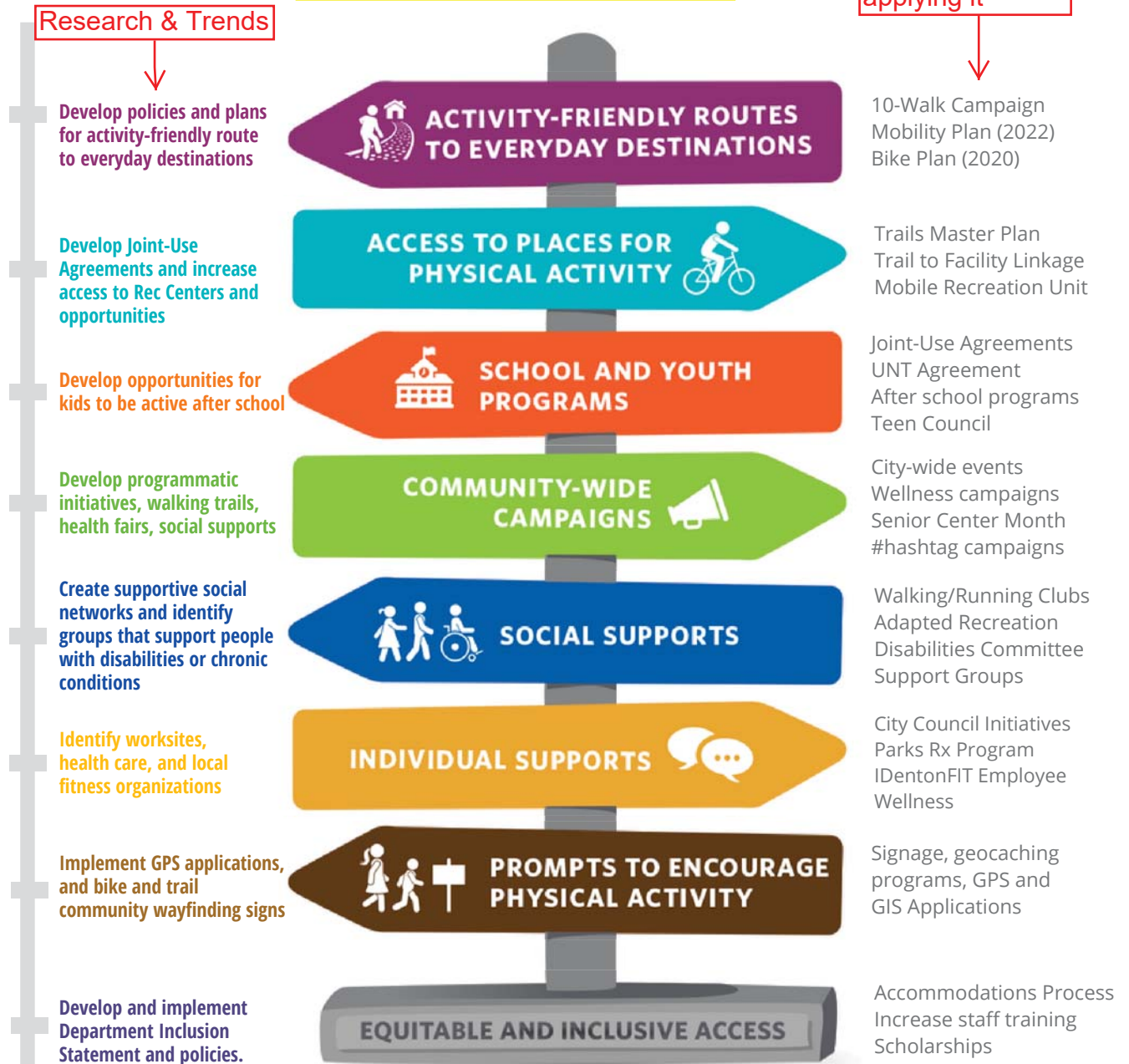
MOVING FORWARD



As a department we can utilize the **Active People, Healthy Nation** framework and strategies to increase access to parks and programs resulting in a healthier, physically active community.

1. Leverage Cross Sector Commitment
2. Community engagement, data collection, & assessments
3. Connect action plans to refine strategic efforts
4. Evaluate and measure using CDC and State resources
5. Integrate sustainability and improvements

How we are applying it



<https://www.cdc.gov/physicalactivity/>

AQUATICS GAME PLAN



According to the **Centers for Disease Control and Prevention**, in the United States:

- Drowning is the leading cause of unintentional death among children ages 1 to 4.
- For children with autism, that range increases to ages 1 to 14.
- For children ages 5–14, drowning is the second leading cause of unintentional injury death after motor vehicle crashes.
- Drowning death rates for Black people are 1.5 times higher than the rates for White people. Disparities are highest among Black children ages 5-9 (rates 2.6 times higher) and ages 10-14 (rates 3.6 times higher).

Certain factors make drowning more likely:



Not being able to swim



Lack of close supervision



Not wearing life jackets

www.cdc.gov/drowning



American Red Cross
Training Services

Learn to Swim (LTS) and Lifeguard Training Program Goals:

1. Train and hire a minimum of 150 Lifeguards and 30 Water Safety Instructor staff for 2023 Summer Season
2. Partner with Recreational Care to offer LTS during summer camp programs
3. Create a LTS Instructor Aid program to develop entry level Instructors
4. Expand LG Training program to internal professional staff



IAAPA, the premier global association for the attraction industry provides events and conferences where industry providers share successful ideas and best practices. As a member, the aquatics division staff have access to valuable tools and resources to ensure smarter, safer, and more profitable delivery of a high quality guest experience.

The annual IAAPA Water Park Benchmark Report presents the latest trends, best practices, and metrics on a range of park activities including average demographics, revenue, expenses, pricing, admissions, attractions mix, visitor demographics, and human resources from water park operations around the world.

Aquatics Master Plan

The 2022 Parks, Recreation, and Trails System Master Plan identifies several improvements and significant investments needed for the Aquatics division. In September of 2022 City Council approved a Professional Services Agreement with Kimley-Horn and Associates, Inc. for professional services to create a comprehensive Aquatic Master Plan. This project will consist of significant public engagement, needs assessment, conceptual designs, probable cost for the improvements, and several other items culminating to an Aquatics Master Plan that will guide the Aquatics division for the next 10 years.

GAME PLAN

OUTDOOR RECREATION

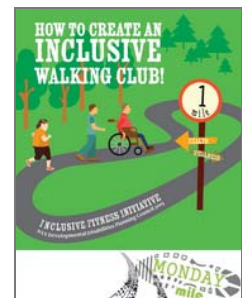
“There was a reasonable expectation that during 2021, the second year of the pandemic, outdoor participation would return to 2019 levels as indoor activity including, dining, sporting events, and fitness centers and gyms, reopened. The 2021 data indicates that participation in outdoor recreation retained momentum in 2021. This data indicates that outdoor recreation is “sticky;” once someone begins to participate, they are likely to continue to participate... **Activating nonparticipants and retaining current ones should remain a key priority for every outdoor company and organization.**”

Outdoor Industry Association, 2022



The **Association of Outdoor Recreation and Education (AORE)** is the premier organization dedicated to serving the needs of recreation and education professionals in non-profit settings. AORE connects members to a wide network of professionals, high quality programs, tools, trainings, certifications, and career advancement opportunities that are inclusive and accessible to grow a thriving, supportive community of diverse voices that will help enrich the field of outdoor recreation and education. AORE leverages its national influence to advocate for critical issues impacting membership and ensures that current and aspiring professionals are informed on the latest industry news, research, best practices, and funding opportunities with the goal of advancing the field of outdoor recreation and education as a whole.

Partnerships & Resources



MOST POPULAR OUTDOOR ACTIVITIES AGES 6 TO 17

ACTIVITY	PARTICIPATION RATE	AVE ANNUAL OUTINGS PER PARTICIPANT
BIKING	29.9%	33.7
CAMPING	26.2%	9.2
FISHING	25.6%	13.9
RUNNING	21.3%	41.2
HIKING	20.2%	not provided
SKATEBOARDING	not provided	43.5

OIA, 2022 Outdoor Participation Trends Report

DPARD Outdoor Recreation partners to offer staff training and a variety of outdoor educational and adventure activities and summer camps. Through partnerships with these, and other State and Local organizations, the following goals have been identified for the coming year.

1. Increase participation in organized outdoor rec by 10% each quarter.
2. Development of Youth Outdoor Adventure Program with 50% of programs meeting minimum enrollment.
3. Implement Inclusive Trails Program in partnership with Adaptive & Inclusive Recreation (AIR) Coordinator.
4. Include an educational component in all outdoor rec programs.

TOP FIVE OUTDOOR ACTIVITIES (MILLIONS OF PARTICIPANTS)

2015 TO 2021



GAME PLAN

HEALTH AND FITNESS



Exercise is one of the least expensive ways to stay healthy, with one study finding that exercise can prevent chronic diseases as effectively as medication.

British Journal of Medicine, 2013.

A comprehensive study and analysis of existing research found that leisure-time physical activity is associated with reduced risk of 13 different types of cancer, including breast, colon, liver and myeloid leukemia.

National Institutes of Health, 2016.



A DEEPER MOTIVATION TO MOVE

Top reasons people exercise

Pre-pandemic:

1. Control weight (35%)
2. Feel good (33%)
3. Live a long and healthy life (32%)

Post Pandemic:

1. Reduce stress (43%)
2. Feel better mentally (43%)
3. Look better physically (39%)

2022 Mindbody Wellness Index



ACSM: American Fitness Index



IHRSA: Health Club Consumer Report



Les Mills: 2023 Fitness Trends Forecast



IHRSA: Strategies to Expand Inclusion in Fitness

Virtual remains a strong acquisition and retention tool.

- For many, virtual workouts are simply an extension of a brand they're already engaging with.
- 25% of those who participate in virtual workouts do so with the gym/studio they currently attend.
- Virtual also proves to be a great way to try out new class types.
- 35% of consumers started going to an in-person fitness class they discovered virtually.

Working with LesMills to determine how to offer On Demand virtual classes to all of our members.

GAME PLAN

ADAPTED & INCLUSIVE REC



PARK AND RECREATION
INCLUSION REPORT



NRPA Parks for Inclusion is a formal commitment to the Partnership for Inclusive Health's Commit to Inclusion initiative to ensure that all people have access to the benefits of local parks and recreation. Parks for Inclusion supports built environment enhancements, model policy development, and best practices for program implementation to increase access to health opportunities for those with physical and cognitive disabilities, the LGBTQ community, and racial and ethnic minorities and new Americans.

Key Findings in the **NRPA Park and Recreation Inclusion Report** show the greatest challenges keeping park and recreation agencies from being more inclusive to all members of the community include:

- Insufficient funding
- Facility space shortages
- Inadequate staffing
- Lack of staff training

Development of the DPARD Inclusion Statement was a step towards ensuring we address these issues. **Our focus for 2023 will be broad implementation of the Denton Parks and Recreation Inclusion Statement across all divisions of Denton Parks and Rec.**



Guideline for Disability Inclusion

The Guidelines for Disability Inclusion and its resources can be used by any entity including government, private, and non-profit organizations to ensure new and existing program initiatives and policies in the areas of physical activity, nutrition, and obesity are appropriate and accessible for people with disability.



Move United is focused on ensuring everyone, regardless of ability, has equal access to sports in their communities. Move United uses the power of sport to push what's possible for people with disabilities, confronting ignorance, fueling conversation, and inciting action that leads us to a world where everyone's included. Move United's ambitious goal is that by 2028, ninety-percent of all Americans live within fifty miles of a Move United Member Organization.



Comprehensive Study of Special Olympics TX Athletes and Their Families

In the largest study to date of people with intellectual disabilities and their families, researchers found that Special Olympics Texas leads the nation in the employment of athletes with intellectual disabilities in competitive environments. The study also showed that children, adolescents, and adults with disabilities experience a significant improvement in self-esteem through participating in Special Olympics in the Lone Star State.



#inclusionmeans My team has four wheels and four feet!



#inclusionmeans I can go rafting with my family!



#inclusionmeans I can participate in yoga with the help of resources like @NCHPAD....

GAME PLAN REC CARE, YOUTH & TEEN

Consistent with our numbers. Expanding summer camps by three locations this summer, looking at how to expand Afterschool programs.



Healthy Out-of-School Time Coalition (HOST) is a national coalition of leaders in the out-of-school time (OST) field with a vision to foster health and well-being practices in afterschool programs nationwide, using science-based standards for healthy eating, physical activity, screen time, and social supports for these behaviors including staff, family and child engagement. Visiting the HOST website will connect staff with a variety of organizations and resources to assist in research and planning of OST programs.

“Unmet demand has skyrocketed. For every child in an afterschool program, 3 are waiting to get in. Afterschool Alliance, America After 3PM, 2022”



Child Trends

Why Teens Are Not Involved in Out-of-School Time Programs: The Youth Perspective: Child Trends' youth development team invited adolescents who were not affiliated with out-of-school time programs to participate in a Youth Roundtable discussion. This Roundtable provided an opportunity to gain a deeper understanding of what program qualities are important to increase and maintain participation in out-of-school time programs.



The **American Camp Association** (ACA) is a community of camp professionals joined together to share over 100 years of knowledge and experience and to ensure the quality of camp programs. The ACA supports and facilitates rigorous research in order to expand the value and visibility of the camp industry and provide research-informed resources for camp organizations.

Hosting hiring fairs, getting into the schools.

Summer Camp is a "REAL" job!

Camp counselors are leading, mentoring and building communities every day. Our research suggests that campers and staff use what they learn at camp in school, in their early jobs, and in roles as they enter adulthood. *American Camp Association; Project Real Job*



Boys' and Girls' Club of Denton County provides a new partnership opportunity that our Recreational Care and Teen programming divisions will explore in the coming year. By partnering with BG CDC the division hopes to expand program opportunities at after-school and summer camp programs as well as increasing access in underserved areas utilizing their mobile programming unit.

5 Issues Teens Care About in 2022

Boys & Girls Club teen leaders selected these five topics as the biggest issues impacting today's teenagers. 1. Mental health, 2. Social media, 3. Self-image and confidence, 4. Substance abuse, 5. School and what comes next. *Boys and Girls Club of America, 2022*

71% of Denton ISD students eligible for free/reduced lunch	25% of kids are considered at-risk of school drop out	60% of parents face difficulty accessing programs incorporating mental health for their kids
<i>BGCGTC Community Conversations 2021. https://bgcgc.org/denton/</i>		

GAME PLAN

ACTIVE ADULTS, AGES 50+

New Active Adult Center on the Bond Proposal for 2023

“

One in three Americans is age 50 or older. By 2030, 73 million Americans, fully one in five Americans, will be older than 65. By 2034, the United States will — for the first time ever — be a country comprised of more older adults than of children. *AARP*

”



The National Council on Aging (NCOA) was the first national voice for older adults and believes aging well should be a right, not a privilege. NCOA advocates to secure Medicare, Medicaid, and the Older Americans Act; and delivers the resources, tools, best practices, and advocacy our nation needs to ensure that every person can age with health and financial security. The NCOA built digital tools that empower local organizations and the older adults they serve with knowledge. In their march to measurably improve 40 million lives by 2030, the NCOA is focused especially on those who have faced inequalities to ensure they, too, reap the benefits of longevity.

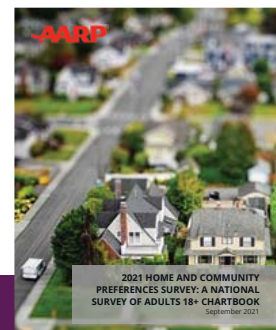
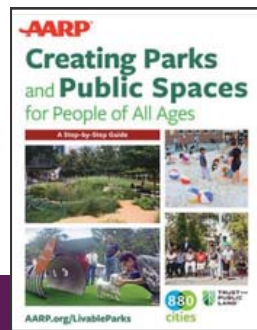
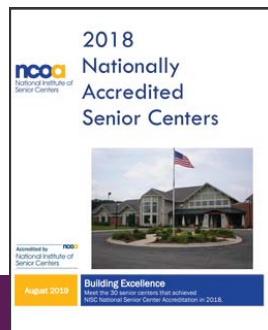


The National Institute of Senior Centers (NISC), a unit of the National Council on Aging, is the largest national membership organization dedicated to serving senior center professionals. Free to join, NISC supports senior centers with best practices and innovations in programming, as well as networking and training opportunities.

NISC is setting the standard for the future of senior centers. It is committed to supporting and strengthening the nation's 11,000 senior centers through best practices, professional development, advocacy, research, and national standards and accreditation. The national standards manual for senior centers, is made available to NISC Affiliates to complete self assessment and use as a guide to becoming a nationally accredited senior center. The Denton Senior Centers are striving for National Senior Center Accreditation in 2023.



AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people to choose how they live as they age. AARP Livable Communities supports the efforts of neighborhoods, towns, cities and rural areas to be great places for people of all ages. Livable Communities help create connected, safe places where people can live where they choose and remain independent for as long as possible.



Today, nearly 11,000 senior centers serve one million older adults every day. Research shows that compared with their peers, senior center participants have higher levels of health, social interaction, and life satisfaction. *National Council on Aging, 2021*

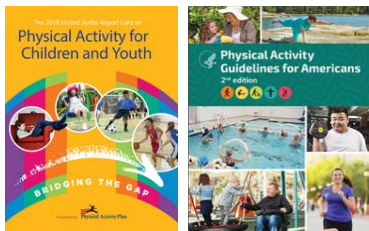
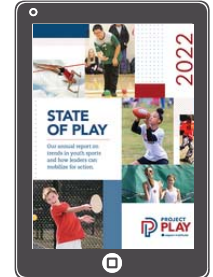
ATHLETICS GAME PLAN



Improving physical health was the No. 1 benefit parents gave for engaging their children in organized sports. Improved mental health, fun and enjoyment, promote teamwork and improved self-confidence were the next highest benefits identified by parents. *Aspen Institute, 2018*



THE ASPEN INSTITUTE PROJECT PLAY — 2024 —



Surgeon General Recommendations

- Provide access to and opportunities for organized physical activity and intramural programs before and after school.
- Expand access to recreational spaces and quality sports programming while focusing on eliminating disparities in access based on race, ethnicity, socioeconomic status, gender, disability, geography, age, and sexual preference.
- Establish joint use agreements to allow use of school facilities for physical activity programs offered by community-based organizations outside of school hours.
- Enhance existing parks, recreation, fitness, and sports infrastructure to build capacity to disseminate policy and environmental interventions that promote physical activity.

Educational Benefits

Organized sports activity helps children develop and improve cognitive skills, according to a study that tracked kids from kindergarten through fourth grade (Piche, 2014).

Physical activity in general is associated with improved academic achievement, including grades and standardized test scores. Further, such activity can affect attitudes and academic behavior, including enhanced concentration, attention, and improved classroom behavior (GAO, 2012).

The benefits extend to the workplace. A survey of 400 female corporate executives found 94% played a sport and that 61% say sports contributed to their career success (EY Women Athletes Business Network/espnW, 2014).

Health Benefits

Regular physical activity benefits health in many ways, including helping build and maintain healthy bones, muscles, and joints; helping control weight and reduce fat; and preventing or delaying the development of high blood pressure (GAO, 2012).

Psychological Benefits

Physical activity, and sports in particular, can positively affect aspects of personal development among young people, such as self-esteem, goal-setting, and leadership. However, evidence indicates that the quality of coaching is a key factor in maximizing positive effects (GAO, 2012).

A 2018 psychosocial survey by the Aspen Institute and University of Texas at Austin found that **team sports are preferred better than individual sports, such as tennis and golf**. The study, part of the Healthy Sport Index, explored the experiences for high school athletes based on their preferences for team vs. individual sports. There seems to be evidence that more traditional team sports may be preferred, at least, interpreted by the participants – in a manner that produces more positive experiences associated with well-being.

Expanding Joint Use agreement with DISD

Exploration of expanding scholarships to cover more of the youth sports fees, increase equity in tennis and golf programs

State of Play | Families that can afford more, play more.

Kids from lower-income homes face increasing participation barriers. Kids from the lowest-income homes are more than three times as likely to be physically inactive. In 2018, 22% of kids ages 6 to 12 in households with incomes under \$25,000 played sports on a regular basis, compared to 43% of kids from homes earning \$100,000+.



A new survey conducted by the Aspen Institute with the Utah State University Families in Sports Lab found that the average child stops playing sports by age 11. Basketball 12%, Baseball 9%, Soccer 7%, Softball 5%, Flag football 4%