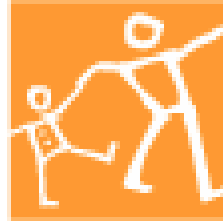
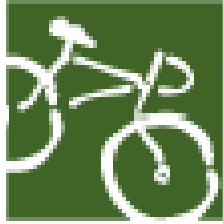


L I T T L E   R O C K



**Parks & Recreation**

**Step up to Health ...**

**It Starts in Parks**

Produced By

**Little Rock Parks & Recreation**

In Cooperation with the

**National Recreation and Park Association**



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Mark Stodola**

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# Table of Contents

Letter from Mayor .....	2
Introduction by City Manager .....	3
Our Mission/Our Goal .....	4
Four Key Areas of Healthy Living Standards.....	5
Our Charge	
Physical Activity .....	7
Nutrition .....	9
Safety & Injury Prevention .....	11
Environment & Land Use .....	13
Current Programs & Activities	
Physical Activity .....	16
Nutrition .....	16
Safety & Injury Prevention .....	17
Environment & Land Use .....	17
Assessment	
Community Strengths .....	19
Community Weaknesses .....	19
Our Partners .....	22
Gap Goals .....	24
Marketing & Promotion Action Steps .....	26
Did You Know? .....	28
Resources & Web Sites .....	31
Parks & Recreation Director Comments	Inside Back Cover



## Office of the Mayor



Dear Little Rock Citizens:

The plight of our nation's obesity crisis has reached epic proportions. Statistics show, unfortunately, that our city and state are large stakeholders in this crisis. Built environments that reflect the loss of public spaces to engage in physical activity, increasing healthcare costs and the rising rates of childhood diabetes all make finding solutions even more difficult. These are not just federal issues. Because the effects of this crisis are felt virtually throughout every aspect of our community, state and local entities also feel the financial and social strain and recognize that prevention is the key to healthier communities.

Healthy people need healthy places. A healthy, livable community is one that represents many facets – from promoting physical activity and ensuring proper nutrition to safety and injury prevention, attention to the built environment and disaster preparedness. A livable community also is one that offers residents and visitors healthy places to facilitate purposeful and productive lifestyles (at work, school, play, worship, and in the neighborhood) through diverse efforts such as transit-oriented development, community gardens, and pedestrian friendly paths.

Park and Recreation leaders are taking notice of the role they can and will play in providing healthy lifestyle opportunities and more livable communities for those they serve. As stewards of our nation's spaces, they are working collaboratively with our nation's top leaders and experts in the public health community to help lead the way for positive, effective change, and ensure community health and livability.

I congratulate our Parks and Recreation Department on this accomplishment and challenge all of our citizens to step up and take charge of your health today.

Sincerely,

Mark Stodola  
Mayor  
City of Little Rock



## LITTLE ROCK PARKS & RECREATION



### STEP UP TO HEALTH ... It Starts in Parks

A recent survey conducted by the International City/County Managers Association showed that respondents indicated that local parks and recreation departments (nearly 89%) should take the leading role in developing a community conducive to active living. “Parks and recreation play a dynamic and unique role in fostering livable communities and improving the healthy lifestyles of all Americans,” states National Recreation and Parks Association Executive Director John Thorner. “The access, opportunity, affordability, and inclusive nature of parks and recreation are critical to reversing the obesity trend by engaging the public in active recreational pursuits and by enlisting new stakeholders in support of public parks and recreation.”

The Step up to Health...It Starts in Parks initiative serves as a rally call from the National Recreation and Parks Association to encourage local park and recreation agencies and professionals to step up and take a leadership role in their community in the fight against the nation’s health and obesity crisis through the inclusion and improvement of healthy lifestyle opportunities in communities.

This booklet puts forth the mission, goals, and strategy for the Little Rock Parks and Recreation Step Up to Health...It Starts in Parks program. As you read it, the City’s hope is that you will be inspired to step up and pursue healthier lifestyles and help create a more livable community. And remember...it all starts in Parks.

Respectfully submitted,

Bruce T. Moore  
City Manager



## **Our Mission**

**Improve and develop places and programs to affect a healthy living standard for community and visitors.**



## **Our Goal**

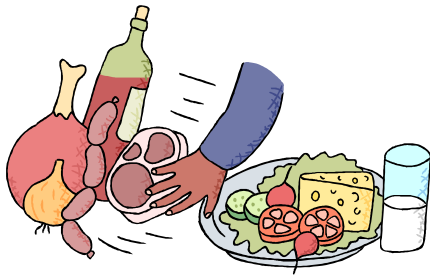
**Inspire our citizens to step up and pursue healthier lifestyles which will create a more livable community.**

## Four Key Areas of Healthy Living Standards

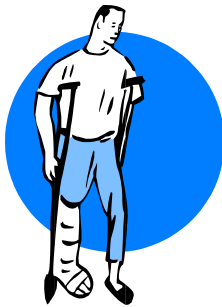
Little Rock Parks and Recreation affects a healthy living standard through four key areas



**Physical Activity**



**Nutrition**



**Injury Prevention**



**Environmental/Land Use**



***Our  
Charge***



## Physical Activity

### What Parks and Recreation Can Do:

- Develop or enhance existing programs and promote safe physical activity options, and strategically use facilities and outdoor spaces for active recreation. Programs should address the various needs of the public, including at risk populations.
- Expand and continue promoting physical activity in parks, schools, boy's and girl's clubs, YMCA, churches, etc.
- Develop and expand strategies to increase physical activity levels for citizens currently using existing parks and recreation facilities for passive leisure activities.
- Create, improve and maintain safe routes to walk and bike to community destinations.
- Ensure that there are well-maintained open spaces in parks that provide safe and inviting places for physical activities.

### What Public Health Can Do:

- Commit to partnering with Park and recreation leaders to conduct research that supports state funding allocations.
- Convene key stakeholders, such as departments of transportation, parks and recreation departments, state and local councils on physical fitness, environmental groups, and the sports and recreation industry regularly, to explore ways to make society more active.
- Advocate for community funding to develop opportunities for residents to be more physically active, funding streams may include allocations for bike paths, sidewalks, greenways, swimming pools, and parks.
- Conduct walkability audits and health impact assessments to identify barriers in communities that do not facilitate physical activity.

# Physical Activity

Continued

## Together we can:

- Promote programs that encourage regular physical activity.
- Utilize community evaluation tools that assess the availability of opportunities for physical activity, with a special emphasis on opportunities for high risk population.
- Work with zoning and transportation policy makers to create and protect spaces for physical activity.
- Prioritize capital improvement projects to increase opportunities for physical activity (such as the creation of sidewalks, trails, playgrounds, and parks).
- Restore and preserve aging recreation sites and support the development of new facilities.



## Nutrition

### What Parks & Recreation Can Do:

- Offer healthy options in all vending, concession, and food services.
- Create and expand community gardening initiatives and support farmer's markets.
- Include nutrition education in current and new programs.
- Utilize available partnerships to support nutrition programs.

### What Public Health Can Do:

- Coordinate state health agency efforts with partners such as departments of education, transportation, agriculture, and parks and recreation agencies, to address policy and environmental options to improve nutrition.
- Increase opportunities for fruit and vegetable consumption in schools, after-school activities, and communities through public education campaigns.
- Identify funding opportunities for residents to purchase healthy foods in their communities.
- Educate public agencies on healthy food and beverage choices available for vending machines and assist in increasing the delivery of nutritious meals to youth in all public settings.

# Nutrition

Continued

## Together we can:

- Create community education classes to educate on proper nutrition and host these classes in a variety of settings (libraries, governments office buildings, recreation centers, senior centers, etc.).
- Integrate healthy snacks into all governments settings (municipal buildings, libraries, town halls, recreation centers, sporting facilities, etc.).
- Advocate contracts with companies to offer healthy options in vending machines in local government venues.
- Support farmers' markets and encourage the sale of healthy food options by local vendors.



The Farmers'  
Market  
Where Little  
Rock Shops!!  
For healthy  
fruits and  
Vegetables.

# Safety & Injury Prevention

## What Parks & Recreation Can Do:

- Work proactively to ensure that parks and public spaces are safe places to recreate and engage in daily physical activity (design, maintenance, crime prevention, supervision in spaces).
- Promote personal injury prevention by creating awareness programs and action steps that people can follow to prevent personal injury and improve personal safety.
- Integrate safety and injury prevention messages into all physical activity programming.
- Develop messaging prompts to put in public spaces to encourage safety precautions and injury prevention.
- Train professionals to develop programs for high risk individuals to minimize activity-related injuries and increase the likelihood of regular physical activity. Provide training and introductory programming for individuals that are unfamiliar or have a lower skill level.

## What Public Health Can Do:

- Collect, analyze, and disseminate data on recreation and activity-related injuries. Utilize this surveillance to inform policymakers, develop prevention strategies, and educate the public.
- Convene key stakeholders to address collective infrastructure issues that impact injury patterns. Partners may include transportation, education, law enforcement, park and recreation, and planning professionals as well as private sector and advocacy entities representing these disciplines.

# Safety and Injury Prevention

Continued

## What Public Health Can Do:

- Educate the public, media, and policymakers on effective, proven injury prevention strategies and environmental modifications. Develop “best practices” and models and provide technical assistance and training to partners and stakeholders. Develop fact sheets, tool kits, and other materials for priority issues, including traumatic brain injury, bicycle and pedestrian safety, sports injuries, and crime and violence prevention.
- Integrate safety and injury messages into activities of other public health and non-public health policy areas, including physical activity promotion, obesity prevention, disaster preparedness, transportation planning, and environmental protection.

## Together we can:

- Promote personal injury prevention by creating such awareness programs as: traumatic brain injury, bicycle and pedestrian safety, sports injuries, and crime and violence prevention.
- Provide resources to create and improve upon existing signs, lighting, etc. in public spaces that advise of safety precautions (cross walk, bike path, helmet, reflective gear, skin protection).
- Promote education and understanding of the proper use of recreational equipment.
- Tackle the perception that public areas are “unsafe” by advocating for adequate funding (for example, to install lights along trails and in parks), more supervision (for example, staff to facilitate activities in parks); and maintenance (for example, cutting back foliage at trail heads).

## Environmental & Land Use

### What Parks & Recreation Can Do:

- Create a network of walking and cycling trails (build more trails where current ones do not exist) that offer functional alternatives to automobile travel and opportunities for exercise, recreation and community connectedness.
- Restore and preserve aging recreation sites. Work with all levels of government to secure funding to acquire open space or to build recreational facilities.
- Provide transportation when needed to community destinations such as parks, recreation centers, community centers, senior centers, and schools.
- Focus comprehensive community planning efforts, including development of master parks plans to provide active, friendly environments.
- Work with community planning and development staff to make connections between private and public lands and use. (Homeowner's associations, houses of worship, etc.)

### What Public Health Can Do:

- Create multi-disciplinary teams within the agency, comprised of staff experts from chronic disease, injury prevention, environmental health, and other relevant divisions. Develop coordinated budgets and work groups, if possible.
- Educate planners, developers, transportation and education officials, law enforcement, elected officials, and others on the health impacts of community design.

# Environmental and Land Use

Continued

## What Public Health Can Do:

- Conduct and disseminate Health Impact Assessments on existing and proposed developments, transportation projects, and other infrastructure initiatives. Ensure that health impacts are adequately addressed in planning decisions.
- Work with planners, developers, and economic development officials to permit and create multi-use neighborhoods, enabling residence, commerce, retail, education, recreation, and entertainment facilities within the same development to create a connected environment.
- Work with education and transportation officials to ensure that the appropriate infrastructure is in place to ensure that students can safely walk or bike to school and after school care.

## Together we can:

- Actively work with architects, landscape architects, and planners on community and neighborhood designs that facilitate active, healthy living.
- Promote infrastructure development and the location of public facilities to encourage urban redevelopment and infill.
- Plan for transit-oriented development along public transportation lines and convenient to existing transit stations.
- Work with zoning boards to revise existing zoning codes to encourage multi-use land development patterns that make it possible to work, shop, recreate, and go to school within walking distance of people's homes.
- Work with planning and zoning boards to establish open spaces to preserve the environmental health of the community.
- Work with state transportation officials to institute and enforce "traffic calming" measures, such as lowering speed limits in residential areas and the use of traffic circles, speed bumps, and street crossing mechanisms.



***Current  
Programs  
&  
Activities***

## Current Programs & Activities

### Physical Activity

- **Arts and Crafts:** crafts, ceramics, needlework, quilting, sewing, floral design, arts festival, arts fest.
- **Athletics, Sports & Tournaments:** kickball, golf, tennis, athletic camps, gymnastics, cheerleading, softball, basketball, volleyball, baseball, soccer, tennis, pickle ball, badminton.
- **Hobby Activities:** fishing, bocce, billiards/pool, ping pong/table tennis, archery, table games.
- **Swimming and Fitness:** boot camp fitness, walking, bicycling, aerobics, martial arts, palates, water aerobics, sculpting, aqua abdominal, turbo kick, seniorcise, Cha Yon Ryu, parent/child fitness, swimming, weightlifting, Mayor's Olympic Kids, marathon, fun and fitness.
- **Acting, Music, & Dance:** piano classes, dance, acting and drama.
- **Park Activities:** horseshoe pits, bocce, basketball courts, walking and biking trails, open space play areas, softball/baseball fields, volleyball courts, fishing lakes and ponds, golf courses, archery range, playgrounds, tennis courts, camping, soccer fields, boating/canoeing.
- **Miscellaneous:** summer playground program.

### Nutrition

- Community gardens.
- Cooking classes for both adults and youth.
- Summer youth meals program.
- Farmers' market
- Senior citizen meals.
- TOPS (Take off pounds sensibly nutrition classes).
- Personal training to include proper eating habits.

# Current Programs & Activities

Continued

## Safety & Injury Prevention

- Security officers assigned to key locations, lifeguards on duty at pools, first aid and CPR training offered to staff, defibrillator available at many facilities.
- Certified playground inspectors inspect playgrounds regularly.
- Safety policies and procedures are developed in accordance with federal, state and local guidelines.
- It is policy that every reasonable effort will be made to provide and maintain a safe and healthy workplace and to establish and insist upon safe methods and practices at all times.
- Safety is a shared responsibility between participants and the organization.
- Safety is an integral part of the operation of this program and every effort is made to maintain facilities in a clean and safe manner. Programs offered by this initiative have an element and certain degree of risk for each participant. Daily precautions are implemented to inform all participants and visitors how to properly use facilities and practice recreational safety.
- Regular inspections of programs and facilities are conducted to eliminate hazardous conditions and to prevent accidents. A concentrated effort is made to guard against any operating conditions that may compromise the safety of citizens, visitors and employees.
- A risk management team reviews all aspects of organizational policies and procedures that impinge on the organization risks including environmental, infrastructure, and programmatic and emergency care hazards and evaluates risk management efforts and options.
- Risk management manuals are available to all staff that explains emergency procedures and process to be carried out in the event of an emergency.
- Parks buildings and equipment are inspected on a monthly basis to ensure hazards are identified and repaired.

## Environmental and Land Use

- Urban forestry program manages health of trees for cleaner air and lower energy costs.
- Open space policy is under review to improve quality of life.
- Walking, bicycle and jogging trails have been recently developed and are getting national attention.



***Assessment***

## Assessments

### Community Strengths

1. Parks and Recreation facilities as well as several fitness facilities located throughout the community have added fitness rooms.
2. Many existing programs in place to serve as platform for Step up to Health initiative.
3. Federal programs are available that support Step up to Health; meals program for children and senior citizens.
4. Walking and marathon programs are in existence.
5. Established relationships with other community agencies.
6. Master Parks and Recreation Plan recommends some objectives supporting Step up to Health.
7. The City has an urban forestry program supporting the environment.
8. Facilities are available in the community to support disasters.
9. The City has hired a therapeutic professional to support people with disabilities.
10. New facilities and renovated facilities conform to ADA standards.
11. The City has hired a homeless coordinator, which supports Step up to Health.
12. Good water system in the community

### Community Weaknesses

1. Supervised outdoor recreation opportunities are lacking.
2. Little or no funding, short on people and resources for Step up to Health initiative.
3. Urban planning does not always encourage walking/biking.
4. Trail system needs to be expanded.
5. Need additional park security/police patrol.
6. Vending machines provide poor food choices.
7. Population predominantly obese; lacking in exercise; poor eating habits; chronic disease expanding.
8. Homeless population without home base.
9. Park facilities lag behind national standards based on population.
10. Insufficient number of community gardens..
11. Poor marketing on nutritional education and health objectives.

# Assessments

Continued

## Community Weaknesses

12. Limited choice of healthy dining facilities.
13. Need for additional long term health care facilities
14. Need to increase number of farmers' markets located in residential areas.
15. Lack of coordinated efforts between community agencies..
16. According to the Commonwealth fund, a private foundation that works to improve the health-care system, Arkansas health care ranks among the worst among all the states (rank: 48).
17. Only 75.6 percent of Arkansas residents under 65 are insured – leaving one in four without coverage.
18. Less than 68 percent of Arkansas children age 19 to 35 months gets the recommended vaccinations.



***Our  
Partners***

## Partnerships

**Little Rock Parks and Recreation partners with several agencies that support healthy living standards.**

Little Rock and Pulaski School Districts.  
Westside YMCA  
Amateur Softball Association  
Little Rock Housing Authority  
UAMS Medical Center  
Ouachita Girl Scout Council  
Arkansas Tennis Association  
Arkansas Recreation and Park Association  
Care Link  
Arkansas Heart Hospital  
Intelistaf Healthcare  
American Red Cross  
Arkansas Partnership Program  
Union Pacific Railroad  
Ozark Outdoors  
Little Rock Football Club  
Healthy Arkansas  
First Tee of Arkansas  
St. Mark Church  
Heart Clinic of Arkansas

Arkansas Game and Fish Commission.  
West Central Sports Complex  
University of Arkansas at Little Rock  
Arkansas Department of Human Services  
St. Vincent Medical Center  
Little Rock Boy's and Girl's Club  
American Association of Retired Persons  
National Recreation and Park Association  
Arkansas Children's Hospital  
Arvest Bank  
Arkansas Health Department  
Little Rock Waste Water  
GAIN, Inc.  
Today's Office  
Arthritis Foundation  
American Heart Association  
Easter Seals  
Little Rock Athletic Club  
Drug Free Arkansas  
Arkansas Blue Cross-Blue Shield



Arkansas Game and Fish Commission preparing for the LRPR annual Fishing Derby.





*Gap  
Goals*



## Gap Goals

- Strengthen existing partnerships and create new ones.
- Use partnerships to promote/market **Step Up to Health** initiatives.
- Encourage Laidlaw Transportation, Central Arkansas Transit and other transportation agencies to establish routes to parks, recreation facilities and other agencies providing health and fitness programs.
- Work with the Planning Commission and urge City Board of Directors to encourage developments which support the **Step Up to Health** initiative.
- Improve marketing and public relations concerning the importance of living healthy lifestyles.
- Work with current vending machine provider to start providing healthy food and drink as choices.
- Expand and continue to promote fitness programs throughout the community.
- Re-establish the Outdoor Recreation Division.
- Identify revenue streams through corporations, grants, and sponsorships.
- Develop City programs that will limit the harvesting of trees and establish nature reserves.
- Actively work with architects, landscape architects, and planners on community and neighborhood designs that facilitate active, healthy living.
- Continue working to accomplish goals of the Parks and Recreation Master Plan as it relates to health and fitness issues.
- Consider additional facilities and programs to compliment the **Step Up to Health** initiative: historical walking tour, fitness complex for youth, year round aquatic facility, indoor and outdoor sports complex, and skate board park.
- Increase park security in all parks and at recreation facilities.
- Work with community groups to increase the number of community gardens and farmer's markets.
- Encourage citizens to take advantage of healthy food offerings at local restaurants.
- Include **Step up to Health** initiative at Little Rock Marathon Health and Fitness Expo.
- Increase density of living conditions and encourage mixed land uses to develop more walking and biking trips.
- Develop trails that are more accessible and safe.
- Work with Planning and Public Works and developers to share resources and promote active living styles.
- Establish a close and consistent link between land use and transportation plans and priorities.

***Marketing &  
Promotion  
Action  
Steps***

## Marketing & Promotion Action Steps

- Incorporate the **Step up to Health** logo on all Little Rock Parks and Recreation collateral.
- Change the Parks & Recreation tag line from “Take it Outside” to “**Step up to Health**”.
- Create a marketing campaign to include radio, television, print, billboards, and posters, create a **Step up to Health** web site locally and add links to our partnerships.
- Create/gather collateral to include in campaign materials.
- Hold press conference to introduce and launch the **Step up to Health** program
- Send media advisories to announce program success stories.
- Distribute parks collateral materials to all parks facilities, local state agencies, local organizations, clubs, schools, and neighborhood associations, etc.
- Secure a sponsor to create a booklet or pocket folder of the **Step up to Health** program for introduction to the public.
- Secure a sponsor to underwrite the cost of printing the new **Step up to Health** booklet.
- Secure a sponsor to underwrite the cost of mailing potentially thousands of booklets.
- Create large banners promoting the **Step up to Health** program.
- Create posters to hang in local retail establishments launching the Step up to Health program.
- Partner with area hospitals working with local restaurants to establish healthier menu choices.
- Create a mascot to tour central Arkansas schools, clubs, festivals, corporate meetings, human resource organizations and multiple club and nonprofit organizations.
- Designate a spokesperson to direct public relations for the **Step up to Health** campaign.
- Create annual special events to celebrate the program’s launch.
- Create PSAs to promote **Step up to Health**.
- Create “show” of **Step up to Health** (three or four in the series) to run on LRTV.
- Create newsletters.
- Create trade show booth and attend trade shows (all types) to get message out.

***Did  
You  
Know?***



## Did you Know?

**...that stress relief, clearing one's mind, and exercise were the most common benefits that older adults attributed to their visits to parks and recreation facilities.**

- Two-thirds of older adults who visit parks report moderate or high levels of physical activity during their visit? <sup>1</sup>
- Active users of public parks have a lower body mass index (a ratio between weight and height) than did people who use parks passively or not at all? <sup>1</sup>
- People who visited parks for longer periods of time (one hour or more) had significantly lower systolic blood pressures than those who only stayed for short periods of time (less than one hour)? <sup>2</sup>
- Park users who were more physically active and who made frequent contact with friends through their leisure time were less likely to report feeling depressed?<sup>1</sup>
- Users of a community-based senior wellness program had significantly higher endurance levels, even after controlling for their level of physical activity? <sup>3</sup>
- Stress relief, clearing one's mind, and exercise were the most common benefits that older adults attributed to their park visits? <sup>1</sup>
- People who visited parks with companions (as opposed to visiting alone) reported significantly higher levels of physical health? <sup>2</sup>
- Citizens who had better access to parks, visited parks more frequently, and engaged in physically-active park behaviors also made fewer visits to their doctor (for reasons other than a regular check-up)? <sup>1</sup>

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<sup>1</sup>Godbey, G., Roy, M. Payne, L. L., & Orsega-Smith, E., (1998), *Final Report on the Health and Park Use Study*, The National Recreation and Park Association.

<sup>2</sup>Orsega-Smith, E., Mowen, A., Payne, L., & Godby, G. (2004), The interaction of stress and park use on psycho-physiological health in older adults. *Journal of Leisure Research*, 36 (2), 232-257.

<sup>3</sup>Orsega-Smith, E., Payne, L. L., & Godbey, G. (2003) Outcomes associated with participation in a community parks and recreation based wellness program for older adults. *Journal of Aging and Physical Activity*, 11(4), 516-531.

## Did you Know?

- People who visited arks more frequently were more likely to have a positive perception of their general health? <sup>1</sup>
- Fifty-percent of older adults who participated in light to moderate aerobic park activity reported being in a better after visiting parks? <sup>4</sup>
- Research subjects who drove through a simulated park environment recovered more quickly from stressful situations than those who drove past a simulated environment dominated by built structures? <sup>5</sup>
- Older adults who engaged in a broad repertoire of park and recreation activities were more likely to report higher levels of perceived physical health? <sup>ε</sup>

### Quick Facts compiled by:

**Andrew J. Mowen, Ching-Hua Ho, Laura L. Payne, Elizabeth Orsega-Smith, Geoffrey C. Godbey.**

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<sup>4</sup>Godbey, G., & Blazey, M. (1983) Old people in urban parks: An exploratory investigation. *Journal of Leisure Research*, 15, 229-244.

<sup>5</sup>Parsons, R., Tassinary, L. G., Ulrich, R. S., Hebl, M. R., & Grossman,-Alexander, M. (1998). The view from the road: Implications for stress recovery and immunication. *Journal of Environmental Psychology*, 18, 113-140.

<sup>ε</sup>Payne, L. L., Mowen, A. J., & Monoro-Rodriguez, J (In Press). The role of leisure style in maintaining the health of older adults with arthritis. *Journal of Leisure Research*.





***Resources  
&  
Web Sites***



## Resources & Web Sites for Additional Information

Check Your Physical Activity & Heart Disease I.Q.  
[Http://email.nlbihin.net/product2.asp?sku=3795.](http://email.nlbihin.net/product2.asp?sku=3795)

How to Get in Shape-Fitness Quiz  
[Http://www.mayoclinic.com.](http://www.mayoclinic.com)

Get Active Stay Active Web Log  
[Http://www.getactivestayactive.com.](http://www.getactivestayactive.com)

Interactive Physical Activity Tool  
[Http://www.209.48.219.53/](http://www.209.48.219.53/)

Dairy Council of California Women's Fitness Planner  
[Http://www.mealsmatter.org/EatingForHealth/Tools/wfp.aspx.](http://www.mealsmatter.org/EatingForHealth/Tools/wfp.aspx)

Children's Exercise Quiz  
[Http://www.suntimes.com/output/lifestyles.](http://www.suntimes.com/output/lifestyles)

Virtual Transcontinental Bike Trip across the USA  
[Http://www.healthsurvey.org.](http://www.healthsurvey.org)

How to Assess Your Baseline Fitness Score  
[Http://www.mayoclinic.com.](http://www.mayoclinic.com)

Fitness on a Budget: Low-Cost Ideas For Getting in Shape  
[Http://www.mayoclinic.com.](http://www.mayoclinic.com)

Tweens Use Real-Life Physical Activity to Energize Online Characters  
[Http://www.verbnow.com.](http://www.verbnow.com)

Shape Magazine's Ultimate Ab Workout  
[Http://www.shape.com](http://www.shape.com)

Keep Active: Get Movin' at 50 Plus-An Online Course on Starting Physical Activity  
[Http://www.aarp.org](http://www.aarp.org)

Active Living by Design  
[Http://www.activelivingbydesign.org.](http://www.activelivingbydesign.org)

Little Rock Parks & Recreation  
[Http://www.lrpr.org](http://www.lrpr.org)

Little Rock Marathon  
[Http://littlerockmarathon.com](http://littlerockmarathon.com)

## Resources & Web Sites for Additional Information

American Dietetic Association

[www.eatright.org/Public/](http://www.eatright.org/Public/)

Food Guide Pyramid (USDA)

[www.mypyramid.gov](http://www.mypyramid.gov)

Harry the Heart Healthy Chef

[www.healthyarkansas.com/healthychef.html](http://www.healthyarkansas.com/healthychef.html)

Fruits & Veggies-More Matters Program

[Http://www.fruitsandveggiesmatter.gov/](http://www.fruitsandveggiesmatter.gov/)

CDC Division of Nutrition & Physical Activity

[www.cdc.gov/nccdphp/dnpa](http://www.cdc.gov/nccdphp/dnpa)

USDA Farmers' Market Site

[www.ams.usda.gov/farmersmarkets/index.htm](http://www.ams.usda.gov/farmersmarkets/index.htm)

Healthy Arkansas Initiative

[www.arkansas.gov/ha](http://www.arkansas.gov/ha)

CDC Healthier Worksite Initiative

[Http://www.cdc.gov/nccdphp/dnpa/hwi/index.htm](http://www.cdc.gov/nccdphp/dnpa/hwi/index.htm)



October 2007

The 2001 Little Rock Parks and Recreation Master Plan describes how good park and recreation systems help shape urban landscapes, improve the quality of life, increase property values, and make cities better places to live, work, and play. A major contributing factor in achieving these goals is improved community health and well being.

As Part of the National Recreation and Parks Association (NRPA) **Step up to Health** movement, the City of Little Rock has been designated as a NRPA Step Up to Health Community. This designation was acquired through the participation in a National Step Up to Health...It Starts in Parks summit event held in early 2007.

A healthy community is a vibrant community. We ask that you join Little Rock Parks and Recreation in helping to promote healthy lifestyles and a vibrant environment through the pursuit and attainment of healthy lifestyles..

Sincerely,

Truman Tolefree, Director  
Little Rock Parks and Recreation



L I T T L E   R O C K



**Parks & Recreation**