

**BACKGROUND**

- Austin Parks and Recreation Department (PAR)D's Health Promotion Unit launched Austin's Park Prescription Program (ParksRx) in 2018
- ParksRx focus: Increasing physical activity and time in nature can benefit physical and mental health
- Similar programs have been implemented in the United States and Canada
- Health professionals should buy into the program because a patient's well-being is not only determined by their medications.

**OBJECTIVES**

- **2022-2023:** Recruit healthcare providers to prescribe time in nature or physical activity to their patients
- **Long Term:** Improve patients' overall health by connecting them with PAR)D resources

**METHODS**

- Interest in ParksRx by community pharmacies and CommUnity Care clinics was gauged through phone calls and emails
- Locations that expressed interest had a meeting with one or more team members and were provided materials to facilitate a one-month trial of ParksRx
- Surveys were utilized to receive feedback.
  - Focused on provider input on the prescribing process and sharing PAR)D resources with patients
- Eight social media posts highlighting the benefits of time in nature were created for PAR)D's Instagram and Facebook pages

**EACH PHARMACY RECEIVED:**

- PAR)D Park Map with Bus routes
- ParksRx Flyer
- PAR)D Letter about ParksRx
- Prescription Pad
- Provider Quick Guide
- Contact Sheet

**RESULTS**

**COMMUNITY PHARMACY**

**Provider Site Enrollment**



**Provider Post-Trial Feedback**

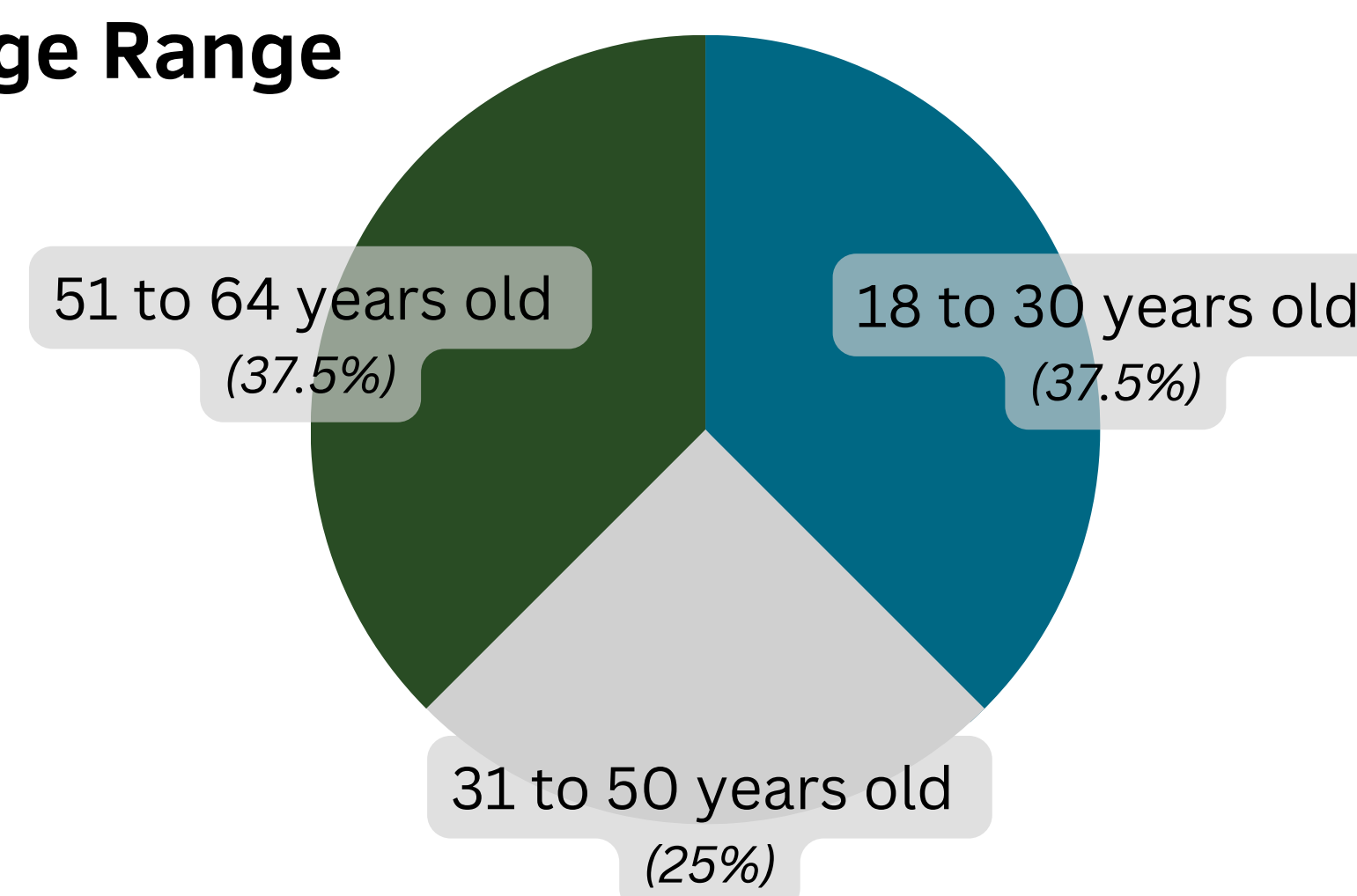
- Beneficial for patients concerned about their health and diet issues
- Liked the emphasis on the education of benefits to patients
- Younger patients were more interested vs. older
- Suggested combining materials to make it simpler for patients
- Improve patient access to the program
- Try to focus more on patients with mental health issues

**SOCIAL MEDIA**

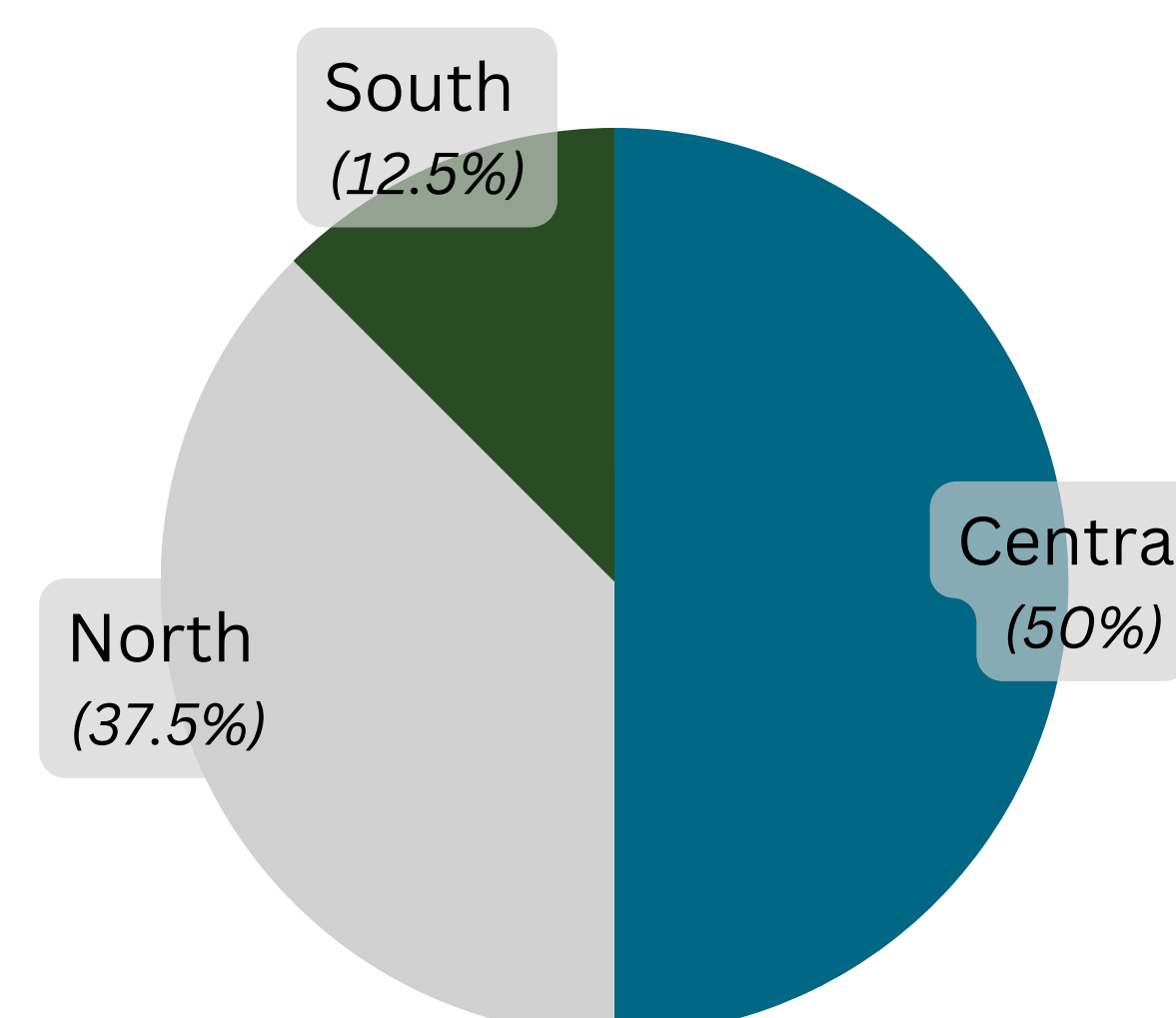
- Social media impression data was collected and analyzed
- Six posts on social media reached 9,910 people with 5,978 from Instagram and 3,932 from Facebook

**Patient Enrollment Demographics**

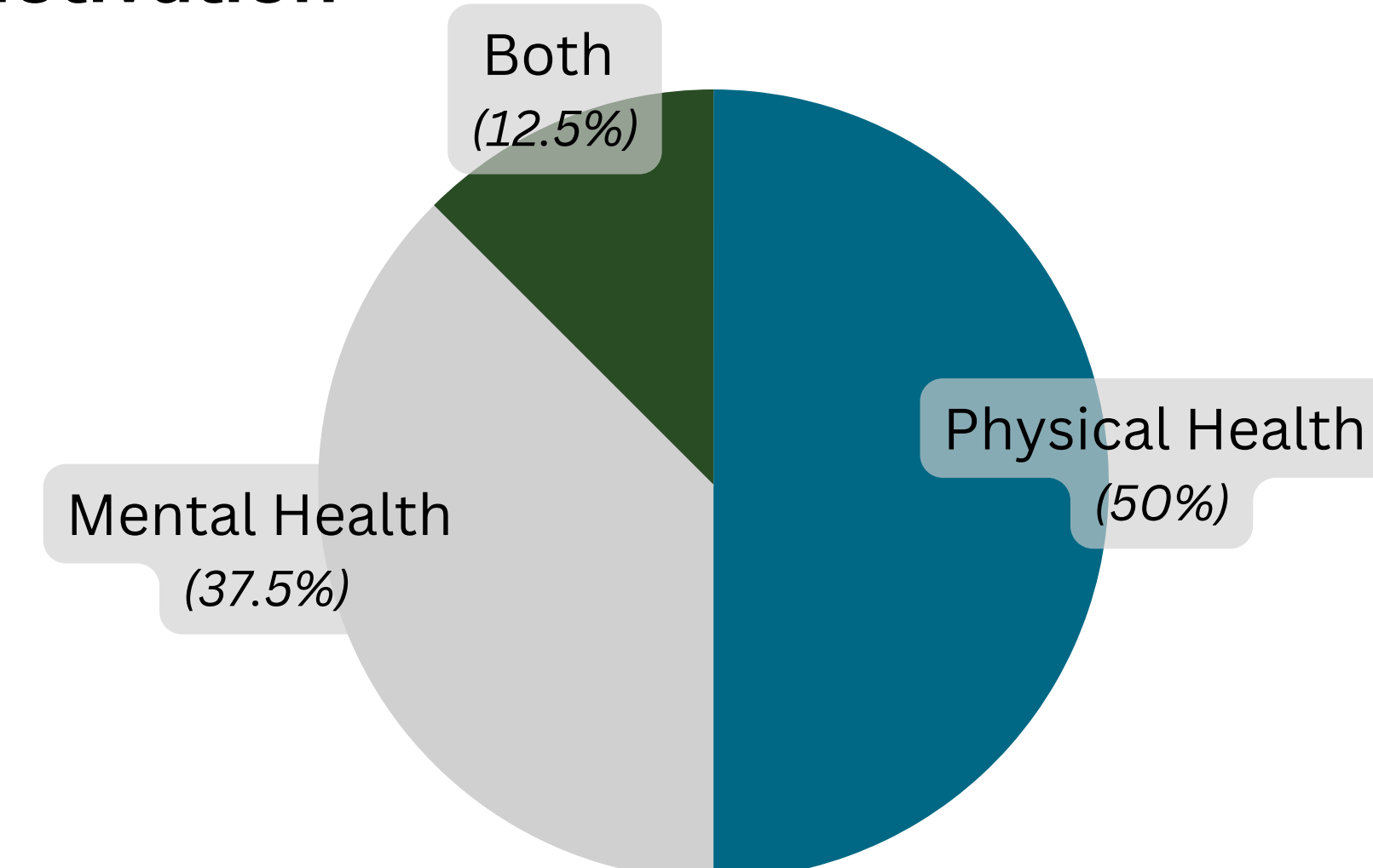
**Age Range**



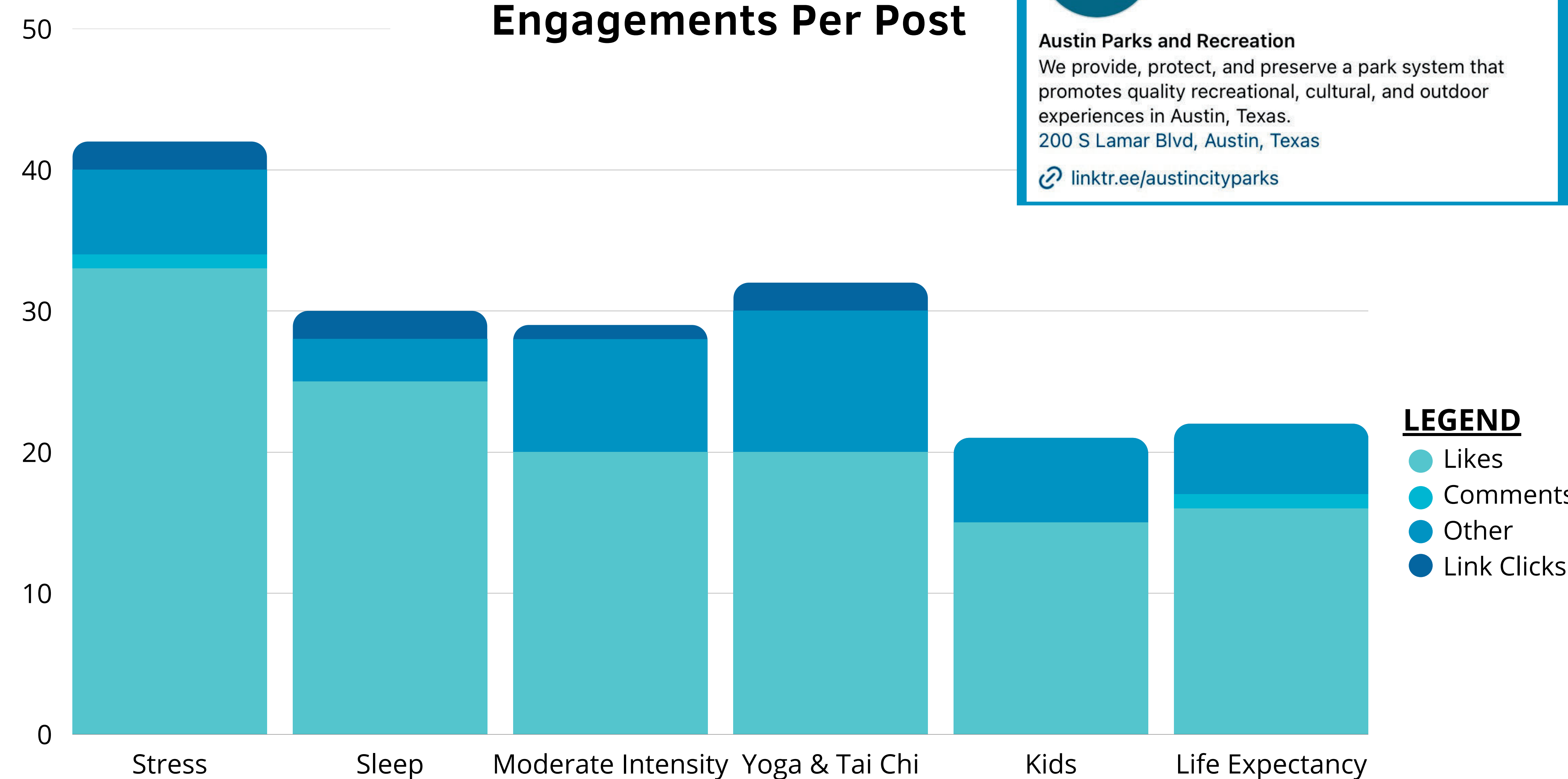
**Austin Region**



**Motivation**



**Engagements Per Post**



**MATERIALS**

**Flyer**



**Social Media Posts**



**Prescription Pad**



**PHARMACY PARTNERS**



**CONCLUSION**

- Challenges: delayed communications, skepticism about practicality and liability, timeline restrictions
- Healthcare providers understand the benefits and want to connect patients to more physical activity and time in nature
- More engagement methods are needed to boost interactions through social media

**REFERENCES**

1. CDC Releases Updated Maps of America's High Levels of Inactivity. Centers for Disease Control and Prevention. 2022.
2. Centers for Disease Control and Prevention. (2022, June 16). Benefits of physical activity. Centers for Disease Control and Prevention.
3. Austin, TX. United States Zip Codes. 2022.
4. Adult Physical Inactivity Prevalence Maps by Race/Ethnicity. Centers for Disease Control and Prevention. 2022.
5. Median Household Income 2021. Austin Chamber.
6. President, J. C. V., Cusick, J., President, V., Director, M. C. A., Coleman, M., Director, A., Shepherd Director, M., Shepherd, M., Director, Director, E. L. A., Lofgren, E., Gordon Director, P., Gordon, P., Director, J. P. S., Parshall, J., Director, S., Azoulay, E., Gibbs, H., Ives-Ruble, M., ... Khattar, R. (2022, August 15). Health disparities by race and ethnicity. Center for American Progress.
7. Carratala S, Maxwell C. Health Disparities by Race and Ethnicity [Internet]. Center for American Progress; 2020
8. Get Active! Living with Diabetes. Centers for Disease Control and Prevention. 2022.
9. About. Park Rx America. 2022.
10. Healthy Streets. The City of Austin. 2022.
11. Healthy People 2030. US Department of Health and Human Services. 2022.
12. Healthy Texas. UT Health Science Center. 2022.

**ACKNOWLEDGMENTS**

PAR)D Marketing Director, Raquel Dadomo, for her assistance in creating and sharing the posts. Amy Russell, PAR)D Health Promotions Unit Co-coordinator, for her guidance and positivity. PAR)D provided funding and printed all materials distributed to pharmacies during the trial.