



York County Libraries  
*ANSWERS FOR LIVING, KNOWLEDGE FOR LIFE*

# Promoting Healthy Minds and Bodies in York County

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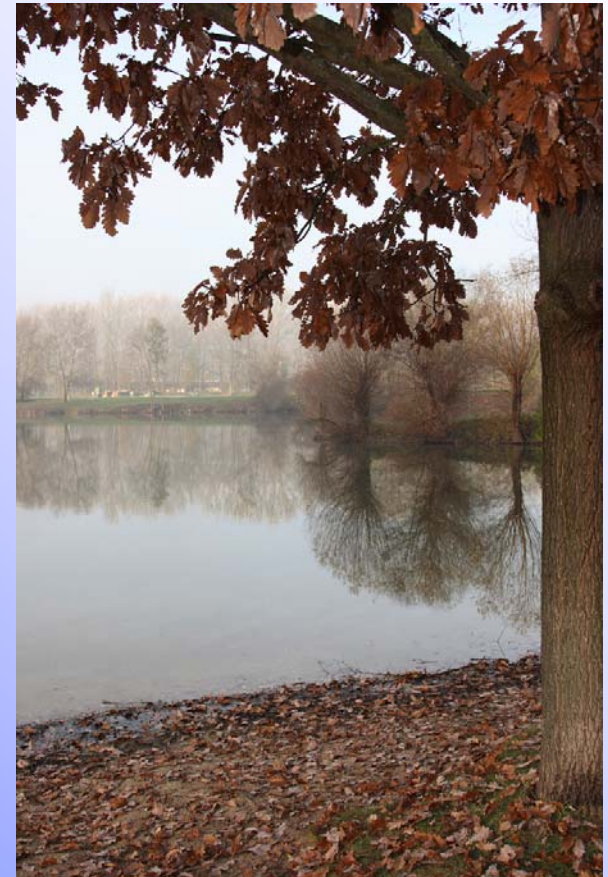
# Presentation Overview

- *Get Outdoors York (GO York)* Task Force
- Partnership with York County Libraries
- *GO York* programming (2008-2010)
- Group Activity: Theme-Based Planning
- Presentation Wrap-Up / Questions

# Task Force History



- Originally named the Healthy Lifestyles Task Force
- Goal was to promote **both** physical activity and healthy eating
- Promoted Shape Up PA and Keystone Active Zone programs
- Developed an informational website
- Results???



# Program Development



- Promoted parks and trails as places for children and families to be physically active
- Summer-long, countywide initiative
- Partnership between Healthy York County Coalition and York County Libraries
- Utilized hobby of letterboxing to engage participants

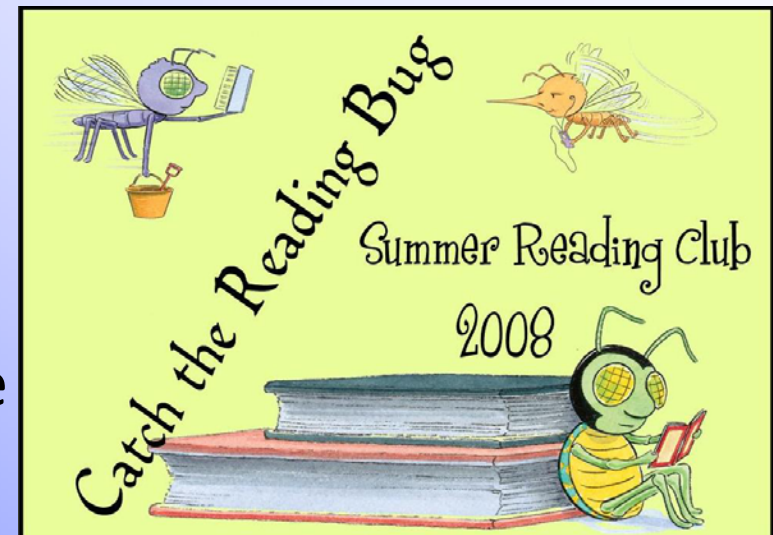


# Summer Reading Club



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- National initiative sponsored by the Collaborative Summer Library Program (CSLP)
- Theme changes annually
- Resources available – print, PSAs, etc. – to promote initiative
- Local libraries adapt program to meet needs of community
- Calendar folder and online site to log minutes read



# Catch the Activity Bug!



## Program Logistics

- 30 letterboxes hidden in 23 different York County parks
  - Each letterbox contained a unique stamp, notepad and pen.
  - Three levels of difficulty
- Letterboxes also listed on national websites – [www.atlasquest.com](http://www.atlasquest.com) and [www.letterboxing.org](http://www.letterboxing.org)
- Email account established for participant concerns, issues and comments (>450 e-mails received)
- Staff and volunteers maintained letterboxes throughout program duration

# Catch the Activity Bug!



## Program Outcomes

- 1118 Field Guides returned at program completion (13.5%) - ~8200 distributed
- 29.5% of participants located all 30 letterboxes and walked ~21 miles each
- 16,535 miles walked by all participants\*

## Challenges

- Removal or theft of ~60 letterboxes
- Challenge of locating letterboxes
- Road closures or construction

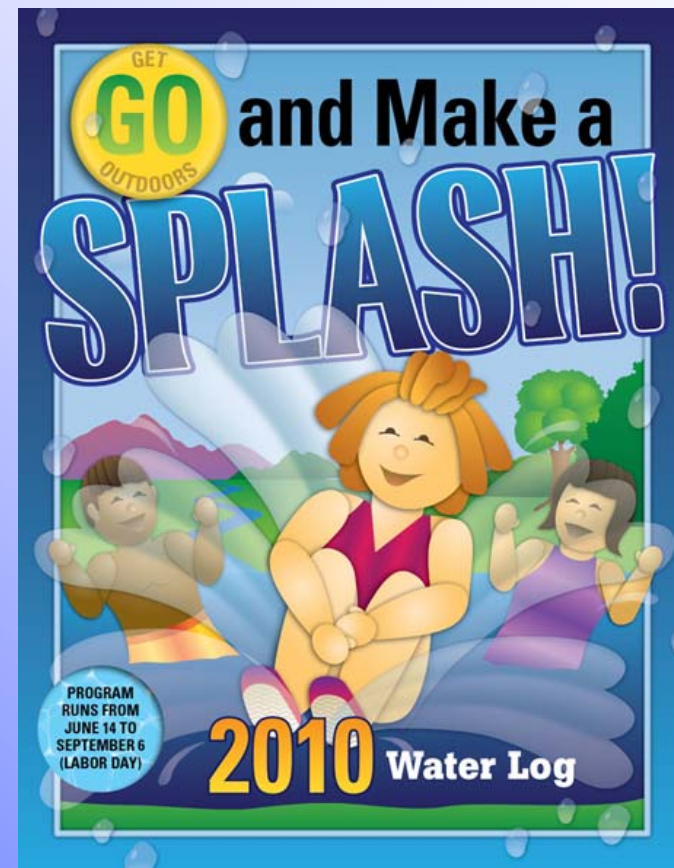
\* Based on number of Field Guides returned. Actual data may be higher as many people reported not returning their Field Guide.

# Program Recognition



- Excellence in Programming, Health/Fitness/Wellness – Pennsylvania Recreation & Park Society, Inc.
- Best Practices for Early Learning, Program that Showcases Community Collaborations – Pennsylvania Library Association
- Finalist, The Non-Profit Innovation Awards, Small Organizations – Central Penn Business Journal
- American Public Health Association (APHA) Conference presentation

# GO York Programs



# Get Outdoors and Be Creative! (2009)



## Updates

- Use of wooden posts and rubbing plates for creativity stations
- Published length to creativity stations in Sketch Book
- Center “tear-out” sheet for rubbings
- GO York website ([www.goyork.org](http://www.goyork.org))

## Program Outcomes

- 795 Sketch Books returned at program completion (9.0%) - ~8800 distributed
- 30.7% of participants located all 30 stations and walked ~25.5 miles each
- 13,473 miles walked by all participants\*

# GO and Make A Splash! (2010)



## Updates

- Lost buoy accessibility listed in Water Log
- Bonus picture opportunity
- Social media component – Facebook and Twitter
- Program blog linked to website ([www.goyork.org](http://www.goyork.org))

## Program Outcomes

- 729 Water Logs returned at program completion (9.7%) - ~7500 distributed
- 33.9% of participants located all 30 lost buoys and walked ~24 $\frac{1}{3}$  miles each
- 11,800 miles walked by all participants\*
- Frequency of park visits\* ranged from 55.0% (n=401) to 81.6% (n=595) of participants

# Participation



# Practical Application

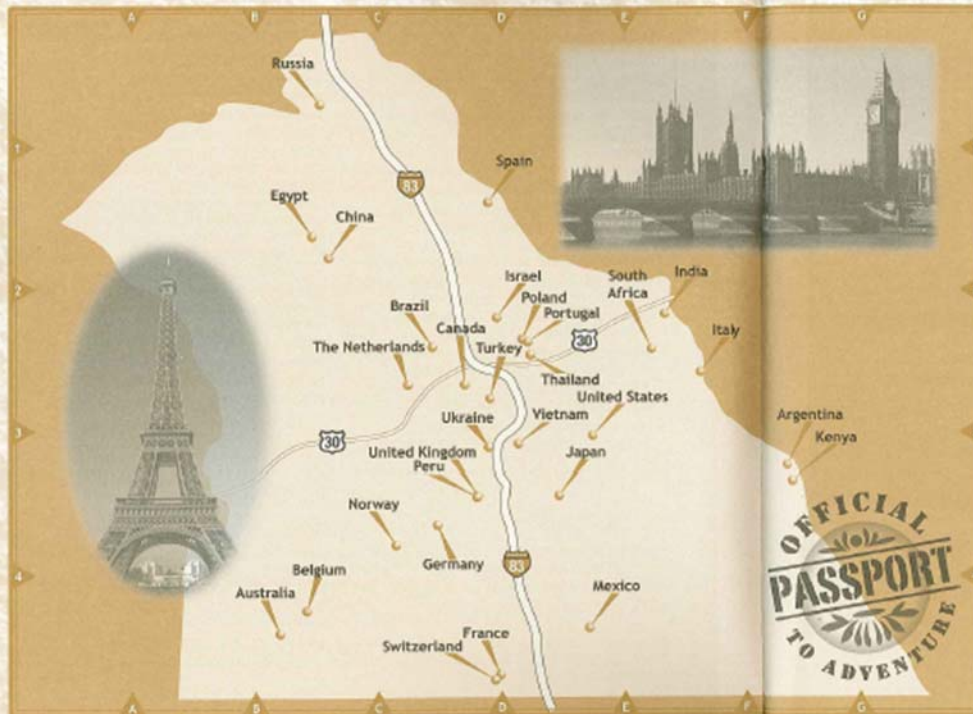


- Using the theme “One World, Many Stories”:
  - What would the physical activity program theme be?
  - What would you call your program guide?
  - What would you call the letterboxes (i.e. creativity stations, lost buoys)?
  - Provide names for three (3) letterboxes
  - Is there any additional information you think should be incorporated



# GO and Explore Your World!

## Checkpoint Locations



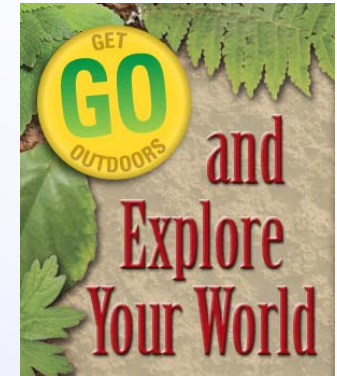
Argentina . . . . .F3	Germany . . . . .C3	Peru . . . . .C3	The Netherlands . . .C2
Australia . . . . .B4	India . . . . .E2	Poland . . . . .D2	Turkey . . . . .D2
Belgium . . . . .B4	Israel . . . . .D2	Portugal . . . . .D2	Ukraine . . . . .C3
Brazil . . . . .C2	Italy . . . . .E2	Russia . . . . .B1	United Kingdom . . .C3
Canada . . . . .C2	Japan . . . . .D3	South Africa . . .E2	United States . . .D3
China . . . . .B1	Kenya . . . . .F3	Spain . . . . .D1	Vietnam . . . . .D3
Egypt . . . . .B1	Mexico . . . . .E4	Switzerland . . . .D4	
France . . . . .D4	Norway . . . . .C4	Thailand . . . . .D2	

CHECKPOINT	PARK LOCATION	PAGE
ARGENTINA . . . . .	Apollo County Park . . . . .	6
AUSTRALIA . . . . .	Codus State Park . . . . .	7
BELGIUM . . . . .	Codus State Park . . . . .	8
BRAZIL . . . . .	Cousler Park (Manchester Twp.) . . . . .	9
CANADA . . . . .	Farquhar Park area (York City) . . . . .	10
CHINA . . . . .	Gifford Pinchot State Park . . . . .	11
EGYPT . . . . .	Gifford Pinchot State Park . . . . .	12
FRANCE . . . . .	Heritage Rail Trail . . . . .	13
GERMANY . . . . .	Heritage Rail Trail . . . . .	14
INDIA . . . . .	Highpoint County Park . . . . .	15
ISRAEL . . . . .	John C. Rudy County Park . . . . .	16
ITALY . . . . .	Kline's Run/Native Lands Parks . . . . .	17
JAPAN . . . . .	Lions Park (Dallastown) . . . . .	18
KENYA . . . . .	Mason-Dixon Trail (Lock 12 Area) . . . . .	19
MEXICO . . . . .	Hopewell Township Park . . . . .	20
NORWAY . . . . .	P. Joseph Raab County Park . . . . .	21
PERU . . . . .	Richard M. Nixon County Park . . . . .	22
POLAND . . . . .	Rocky Ridge County Park . . . . .	23
PORTUGAL . . . . .	Rocky Ridge County Park . . . . .	24
RUSSIA . . . . .	Roof Park (New Cumberland) . . . . .	25
SOUTH AFRICA . . . . .	Samuel S. Lewis State Park . . . . .	26
SPAIN . . . . .	Shelley Park (Newberry Twp) . . . . .	27
SWITZERLAND . . . . .	Spring Valley County Park . . . . .	28
THAILAND . . . . .	Springettsbury Township Park . . . . .	29
THE NETHERLANDS . . . . .	Sunset Lane Park (W. Manch.) . . . . .	30
TURKEY . . . . .	Veterans Memorial Park (York) . . . . .	31
UKRAINE . . . . .	William H. Kain County Park . . . . .	32
UNITED KINGDOM . . . . .	William H. Kain County Park . . . . .	33
UNITED STATES . . . . .	Windsor Wonderland . . . . .	34
VIETNAM . . . . .	York Township Park . . . . .	35

Driving directions to parks can be found beginning on page 38.

# GO and Explore Your World!

- Solidifies partnership between GO York & York County Libraries
  - Shared budget
  - Collective funding requests
  - Single set of program materials
  - Collaborative marketing / promotion
- Passport to Adventure – focused on countries
- Checkpoints = letterbox sites
- Healthy recipes added to website
- Partnership with local college recreation department
- Increased social media content



# One World, Many Stories



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- Tiered programs for children and youth
- Prizes for minutes read – “loggable” online or in Passport
- Local multicultural programs focused on arts & crafts, food and music available in libraries
- Other summer events:
  - Program kickoff with York Revolution
  - TravelFest – Passport to the World
  - York Revolution and Harrisburg Senators games
  - Reading Rainbow – program wrap-up
- Ongoing engagement with participants via social media



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## Questions?

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