

## TOOLKIT OVERVIEW

NRPA has released the video, [Healthy Aging in Parks: Evidence-Based Programs Benefit Older Adults](#), showcasing three programs key to the Healthy Aging in Parks initiative:

- Active Living Every Day
- Fit and Strong!
- Walk with Ease

NRPA, with support from the Centers for Disease Control and Prevention, has been collaborating with local park and recreation agencies to disseminate these evidence-based, chronic disease prevention and management programs. They support the physical, mental and social well-being of older adults.

We thank you in advance for sharing this video and information about these programs. If you have any questions, please don't hesitate to reach out.

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## SAMPLE SOCIAL MEDIA POSTS

We encourage you to share this video and information about NRPA's Healthy Aging in Parks initiative on your social media platforms such as Facebook, Twitter, Instagram and LinkedIn.

Connect with NRPA on the following platforms, if you have not already.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

In your social posts, be sure to use the hashtag **#HealthyAgingInParks** on Twitter and Instagram. Using hashtags amplifies our message and makes social conversations trackable.

## Samples for Facebook

- Every day, local park and recreation professionals provide critical services to older adults to support their physical, mental and social well-being. Learn more in the @National Recreation and Park Association's [#HealthyAgingInParks](#) video: <http://ow.ly/8jYS50ygEmk>
- Park and recreation staff help older adults get active through the @National Recreation and Park Association's [#HealthyAgingInParks](#) evidence-based, chronic disease prevention and management programs. <http://ow.ly/8jYS50ygEmk>
- So far, 285 park and recreation agencies across 48 states have offered one or more of the @National Recreation and Park Association's [#HealthyAgingInParks](#) programs to more than 23,000 participants. <http://ow.ly/8jYS50ygEmk>

## Samples for Twitter

- Local park and recreation professionals provide critical health and wellness services for older adults. Learn more about [@NRPA\\_news](#) [#HealthyAgingInParks](#) initiative at <http://ow.ly/8jYS50ygEmk>
- More than 23,000 individuals participate in one or more of the evidence-based, chronic disease prevention and management programs supported by [@NRPA\\_news](#) [#HealthyAgingInParks](#). <http://ow.ly/8jYS50ygEmk>
- The [@NRPA\\_news](#) [#HealthyAgingInParks](#) initiative supports the physical, mental and social well-being of older adults: <http://ow.ly/8jYS50ygEmk>
- Park professionals help older adults get active through evidence-based, chronic disease prevention and management programs. [@NRPA\\_news](#) [#HealthyAgingInParks](#) <http://ow.ly/8jYS50ygEmk>

Link to Video: <https://youtu.be/D8eApavjuns>

## Sample Images:

Full-size versions of the following images are provided as separate files along with this toolkit. We encourage you to use these images with your social media posts or in other outreach.



## Sample Newsletter Copy

### Evidence-based programs help older adults get active and form social connections

Every day, local park and recreation professionals in communities throughout the U.S. provide critical health and wellness services to older adults. The National Recreation and Park Association (NRPA), with support from the Centers for Disease Control and Prevention, has been collaborating with local park and recreation agencies to disseminate three [evidence-based, chronic disease prevention and management programs](#):

- Active Living Every Day (ALED)
- Fit & Strong! (F&S!)
- Walk With Ease (WWE)

As part of [NRPA's Healthy Aging in Parks initiative](#), these programs support the physical, mental and social well-being of older adults. So far, 285 park and recreation agencies across 48 states have offered one or more of these programs to more than 23,000 participants.

“As soon as I hear that [it’s evidence based], I know that there’s been lots of research, lots of studies done and that you’re going to see results when the person takes the program,” said Barb Blum, Active Living Every Day instructor at the Juanita Pohl Center in Tualatin, Oregon.

Learn more about each of these programs in NRPA’s video, [Healthy Aging in Parks: Evidence-Based Programs Benefit Older Adults](#).