

**Connecting with Health Care Professionals  
Session Notes Recorded by Kathy Louv  
C&NN 2008 Grassroots Gathering  
September 17 – 19, 2008**

The session began with the moderator, Paul Hai, asking all attendees why they signed up, what they hoped to achieve. A summary:

- Seeking credentials to message.
- Wanting hospitals to participate, taking movement seriously.
- To develop health messages.
- Concerned about childhood obesity and diabetes.
- Need for or access to existing research and data to use for presentations to health professionals, community.
- Wants tools to connect with local health district.
- Wants tools to get political entities on board, hoping for assistance from health professionals.
- Wants tools to get funding from health care resources for programs.
- How do we impact parental values via health care providers, especially pediatricians?
- Therapeutic recreation - to increase engagement with facilities and existing programs.
- Needs tools to increase grant opportunities with partners. This attendee's organization has grant money available to do research with the Wisconsin College of Medicine but doesn't know how to start a relationship.
- Wants to learn how to understand the health care language and relate with commonalities.
- Wants tools to engage pharmaceutical companies, HMOs for funding, resources.
- Donna Flemming from pub health, looking at chronic disease management, wants to learn how to develop creative partnerships with others for programs: parks, transportation, department of education.
- Wants tools to engage health and pharmaceutical companies in state programs.

Janet Ady of the National Conservation Training Center then presented an array of projects, handouts, conferences, and partnerships the US Fish and Wildlife Service had produced or participated in that intentionally focused on getting children outdoors. Some of the handouts will be mailed to C&NN for attachment to these minutes. She also shared the USFWS's "Bold Goal:"

"By 2010, 500 health professionals and 500 land management personnel will be working together to increase awareness among our peers and within our communities about the

importance of connecting people to nature for health improvement to the environment and to ourselves.”

Nancy Herron of the Texas Parks & Wildlife Department followed Janet with a presentation of recent state legislation and related work her organization has accomplished or been involved with. In 2007, Texas mandated an annual physical assessment for 3<sup>rd</sup>-12<sup>th</sup> graders which will impact 4 million children. She presented a Clinical Toolkit for Healthcare Professionals her organization helped develop that assists in assessing child wellness and fitness, helping providers meet this mandate. It includes a prescription for healthy lifestyle changes, including going outside, but lacks actual lists of nearby safe nature spots and waiting room posters. This toolkit is in revision and will be available online. She also discussed the importance of forming collaborations with a wide variety of agencies and organizations to meet goals and share resources.

The American Academy of Pediatrics has issued a statement on outside play.

The moderator then asked the attendees to list what they would like to have in a tool kit for connecting with healthcare professionals. They listed:

1. A list of contacts, with titles, that open doors – government, health, insurance, education, parks and recreation departments.
2. A list of resource agencies (e.g. Statewide Comprehensive Outdoor Recreation Plan – SCORP, American Heart Association).
3. Power Points presentations.
4. Best practices manual for a layperson for outdoor-healthy programs (based on academic rigor). – must provide research, bibliography.
5. A list of potential research/funding partners.
6. A list of “sneezers,” people in the community who will widely and quickly disseminate information.
7. Nice posters for MD offices, waiting rooms, or nature TV, in pdf format, with a place to add additional agency logos.
8. Information on how to create gardens next to hospitals.
9. A list of talking points to build collaboration with another agency, including common benefits, backed by data and best practices.
10. Prescriptions, printed and electronic.
11. Prescription bottle labels.
12. Bibliography, both for new member for self-education, as well as for educating medical community.
13. Annotated data.
14. List of foundations, organizations with philanthropic focus in nature/health/children.
15. List of nationwide, state entities with focus on children, health, the outdoors.
16. C&NN poster with space for agency log too, C&NN handouts, in pdf/cd.
17. Cooperative marketing tool kit.

Concrete suggestions (particularly useful suggestions in boldface):

1. **Develop the tool kit above.** Janet and Nancy will be approached by the future working group with the request to incorporate many of their materials into this kit.
2. Offer to present at as many conferences and gatherings with a health theme as possible. –Janet Ady
3. **Have a physician spokesperson.** – Nancy Herron

- Quote: 1. “Parents don’t listen to pediatricians like they used to.” – told to an attendee by a pediatrician
2. “Sneezers’ are people in your community who will quickly and widely disseminate information.”