



# Kids in Parks



*Family-friendly Trails that get Kids in Parks  
Annual Report - 2023*

# TRACK Trails



The Blue Ridge Parkway Foundation's Kids in Parks program has created a national network of self-guided trails that engage kids and families in outdoor recreation activities that foster lifelong wellness and meaningful connections to public lands.

# Brochure-Led Discoveries



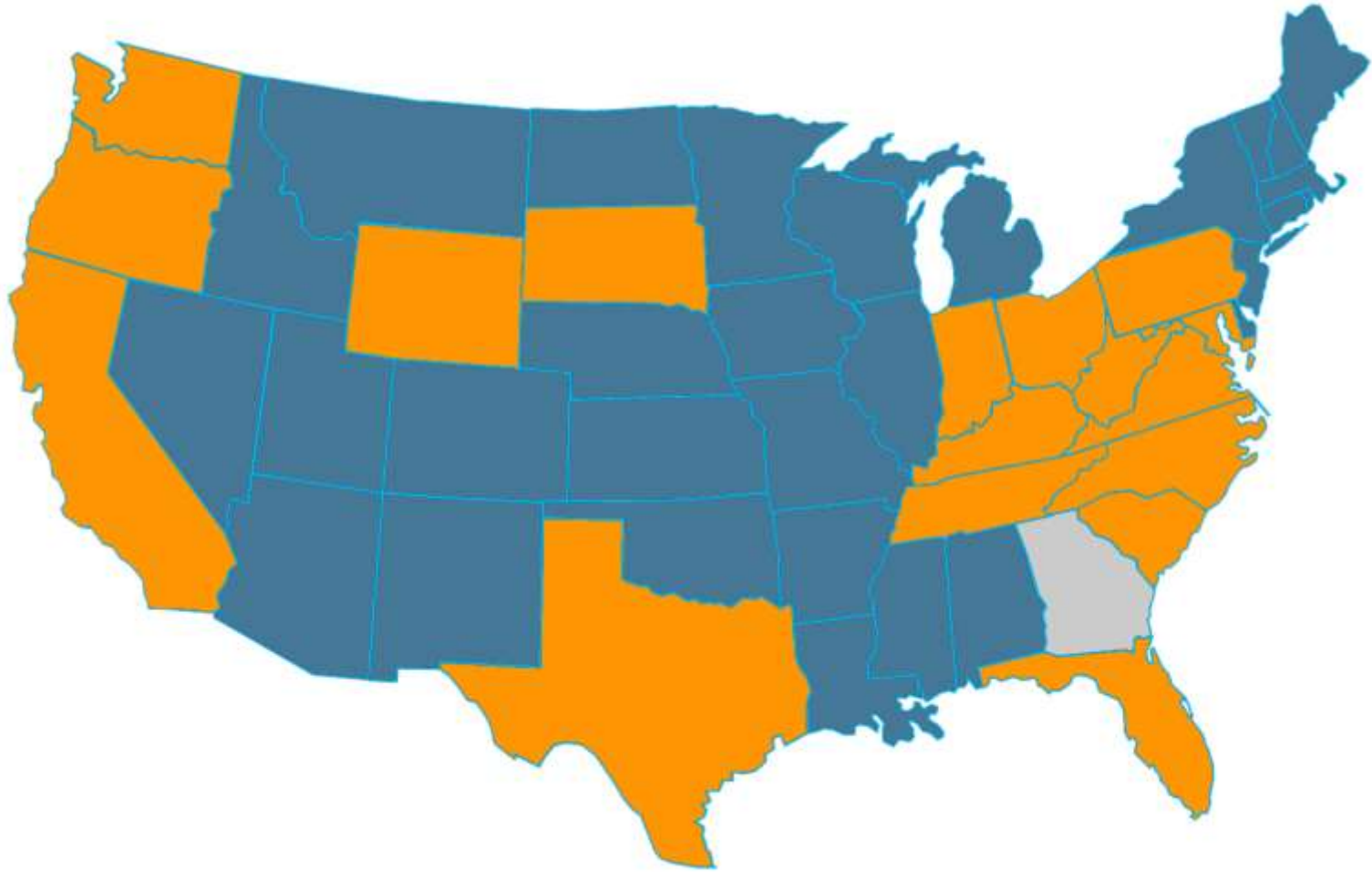
The program's TRACK Trail trailhead kiosks provide kids and families with a series of self-guided, brochure-led activities that help convert an ordinary hike into a fun-filled, discovery-packed adventure.

# Linking Public Lands



Kids in Parks has been unique in its ability to cross state and agency boundaries, linking public land management agencies together through a common mission.

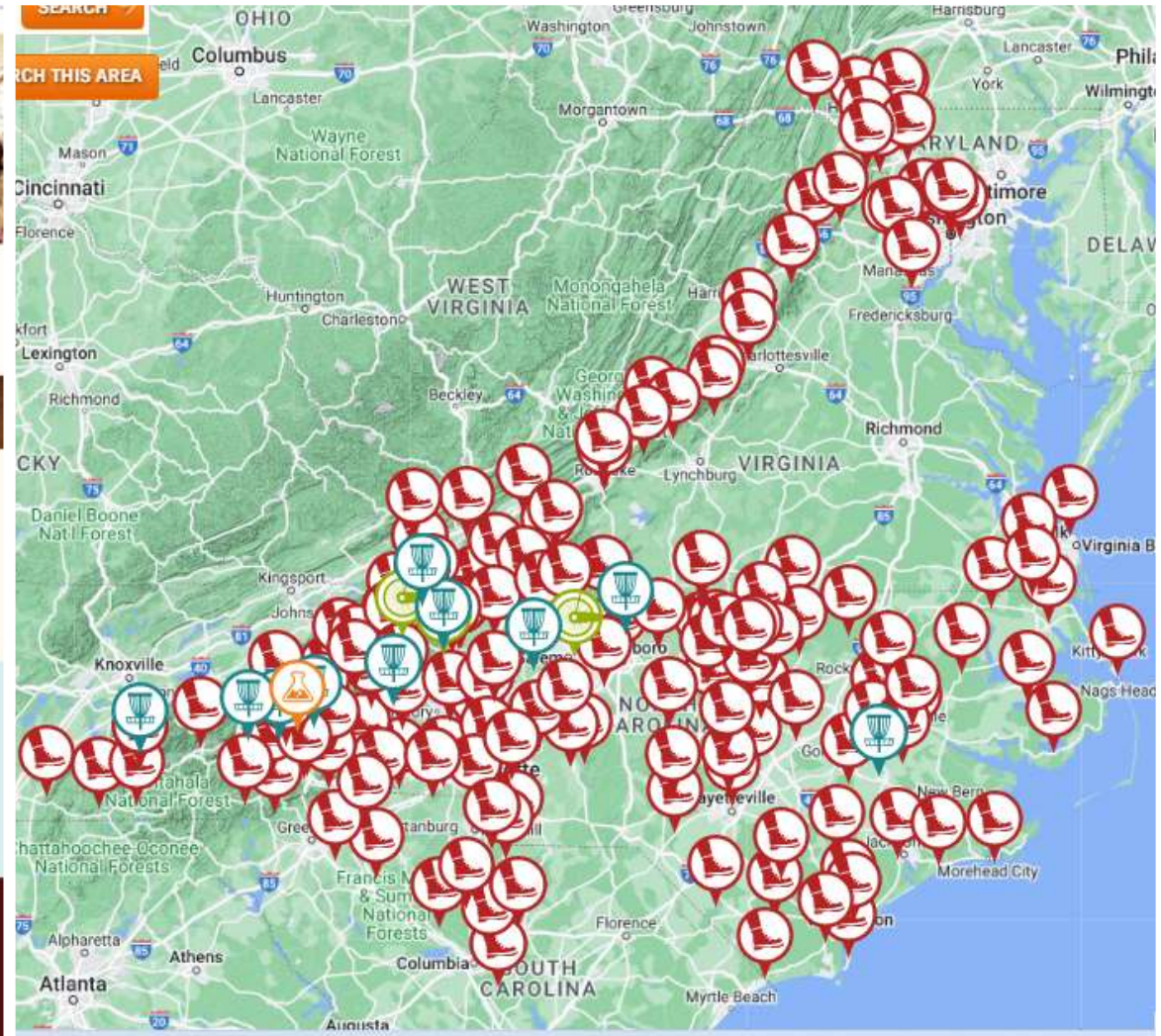
# National Expansion



In 2023, Kids in Parks added Ohio to the national network, bringing the program's current total to 17 states and Washington, D.C. The program also began working on trails in Georgia (coming in 2024).

# National Network of Trails

The screenshot shows the Kids in Parks website interface. At the top, there is a navigation bar with links for Home, About Us, Find a Trail, and Sign Up. Below this is a large banner with the text "Have Fun Outdoors and Win Prizes" and a "SIGN UP FOR FREE" button. Underneath the banner are three circular icons representing different activities: 1. SIGN UP & FIND an adventure, 2. GO for an adventure, and 3. TRACK your adventure and GET prizes. Below the icons is a "FIND AN ADVENTURE" section with a search bar and filters for "Activity", "State", "Season", and "Age Group". The "Activity" filter is set to "Hiking". The "State" filter is set to "Virginia". The "Season" filter is set to "All Seasons". The "Age Group" filter is set to "All Ages". Below the search section are two columns of featured adventures, one titled "BLOG" and the other "ON FACEBOOK". At the bottom, there is a "SIGN UP FOR FREE" button and a "Kids in Parks" logo.



Since 2009, Kids in Parks has established more than 270 TRACK Trail locations. The program's website allows families to locate the program's trails and "TRACK" their outdoor adventures. In 2023, the program added 25 TRACK Trails to its national network.

# Incentivized Participation

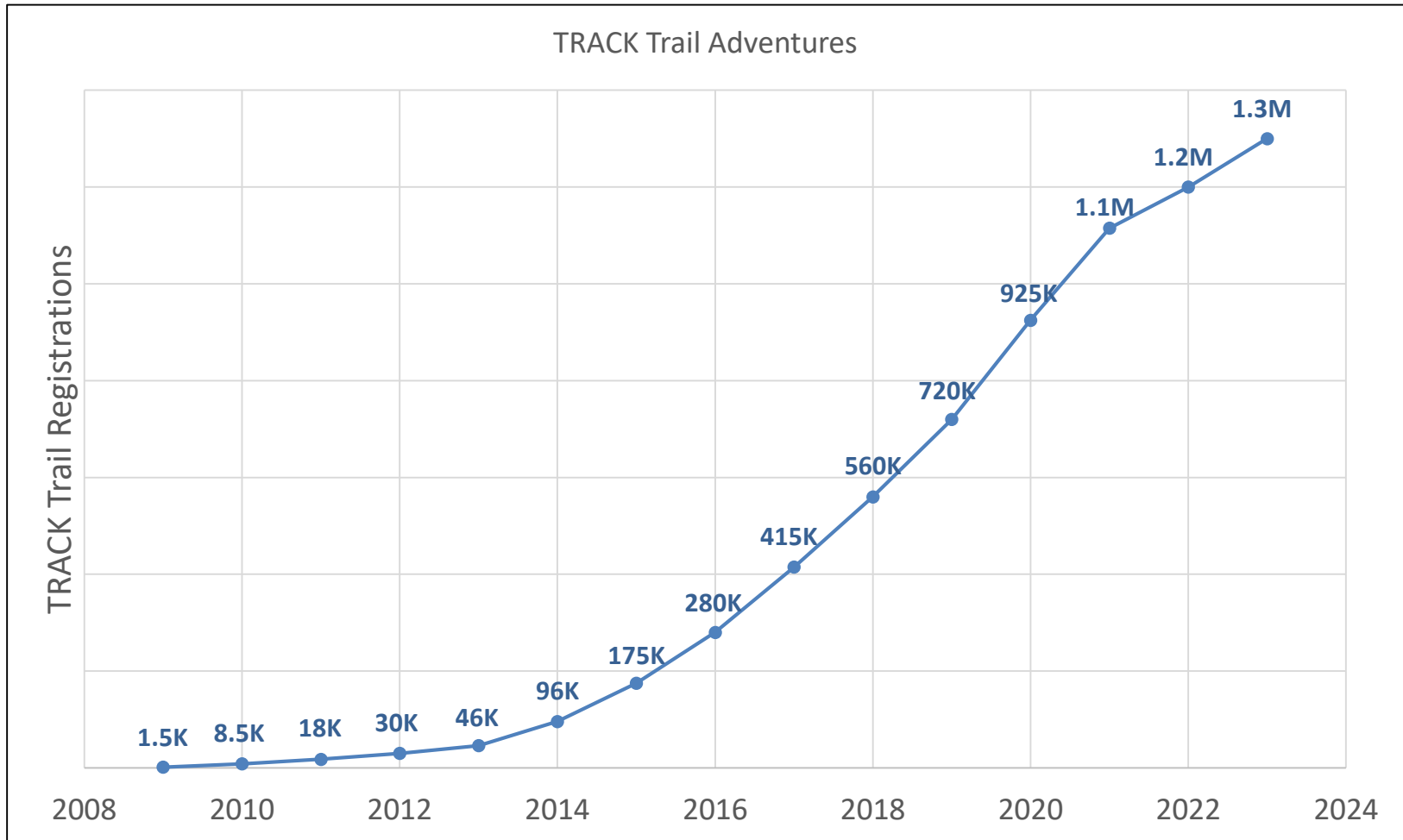


Kids that register their outdoor adventures through the program's website earn a series of prizes designed to encourage repeat participation. Each TRACK Trail has a custom sticker kids can collect in the Trail TRACKer Passport booklet, and the program's collectible prize cards provide educational information they can use during future outdoor excursions.

# 2023 Data Report



# TRACK Trail Adventures



Since 2009, more than 40,000 adventures have been TRACKed through the program's website. Observational research studies suggest that these registrations equate to more than 1.3-million outdoor adventures by kids on the program's TRACK Trails.

# Kid and Family Health Outcomes

Participant Health Outcomes	2023	2009 - 2023
Registered Adventures	4,000	42,000
Estimated Adventures	125,000	1.3 Million
Estimated Miles Hiked	120,000	1.25 Million
Estimated Hours Spent Outdoors	60,000	625,000
Estimated Calories Burned	18 Million	190 Million

Group Health Outcomes (i.e., Families)	2023	2009 - 2023
Registered Group Adventures	2,200	23,000
Estimated Adventures	75,000	775,000
Estimated Miles Hiked	235,000	2.5 Million
Estimated Hours Spent Outdoors	110,000	1.2 Million
Estimated Calories Burned	30 Million	325 Million

These extrapolations were calculated using data collected during program evaluations, including:

Program's registration rate (3%)

Average group size (2023): 3.19 individuals

Average trail length (2023): 1.26 miles

Average Completion Rate: 75%

# Park Health Outcomes

In addition to the health of kids and families, the health of our parks and public lands are improving, too. Registration data suggests that:

63% of KIP registrants were first-time visitors to the park

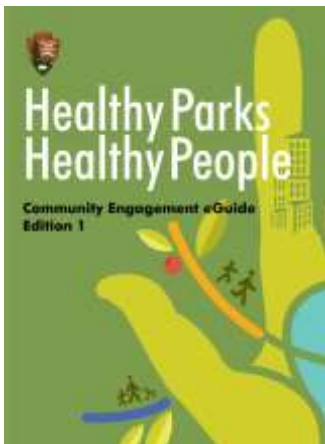
45% intentionally visited the park to hike the TRACK Trail

47% returned for a second adventure (Return Rate)

88% of returnees visited more than one TRACK Trail



# Endorsements and Awards



In 2012, Kids in Parks earned the “Let’s Move! Champions of Change” Award from the White House. The program has also been endorsed by the American Academy of Pediatrics, highlighted in the NPS HPHP catalog, mentioned in a report released by the U.S. Surgeon General, reviewed as a “practice-tested intervention” by the Center for TRT, and earned an Outstanding Public Engagement Award from the APPL.

New  
TRACK Trail  
Materials  
in 2023

# New Website

The screenshot shows the homepage of the Kids in Parks TRACK website. At the top left is the logo for Kids in Parks TRACK, which includes a circular emblem with a person hiking and the text 'KIDS IN PARKS TRACK'. To the right of the logo is a navigation menu with links for 'PAGES', 'Adventure Stories', 'Resources', 'Support KIP', 'Help', and 'Log In'. Below the navigation are three buttons: 'Find an Adventure', 'e-Adventures', and 'Track Your Adventure'. The main heading reads 'Get Unplugged. Get Outdoors. Get Cool Prizes.' Below this are three colored boxes: a green box with a trail sign icon and the text 'FIND a TRACK Trail', a grey box with a boot icon and the text 'GO on an Adventure', and an orange box with a trophy icon and the text 'EARN FREE prizes'. A photograph of a family hiking in a forest is on the right side of the page. Below the heading and boxes is a paragraph: 'Kids in Parks is a FREE, national program that connects families to the outdoors through hands-on exploration. Self-guided TRACK Trail activities and smartphone e-Adventures turn any outing into a fun-filled, discovery-packed adventure. TRACK your adventures to earn prizes along the way!'. At the bottom, there is a section titled 'Adventures Near Me' with two small images of hiking trails and a map of the United States with a search bar that says 'Find an Adventure!'. The map also features the Kids in Parks logo in the bottom right corner.

Kids in Parks TRACK

PAGES | Adventure Stories | Resources | Support KIP | Help | Log In

Find an Adventure | e-Adventures | Track Your Adventure

## Get Unplugged. Get Outdoors. Get Cool Prizes.

**FIND**  
a TRACK Trail

**GO**  
on an Adventure

**EARN**  
FREE prizes

Kids in Parks is a FREE, national program that connects families to the outdoors through hands-on exploration. Self-guided TRACK Trail activities and smartphone e-Adventures turn any outing into a fun-filled, discovery-packed adventure. TRACK your adventures to earn prizes along the way!

### Adventures Near Me

Blue Ridge Parkway - Asheville Visitor

Haw Creek Elementary

Find an Adventure!

Although officially launched in 2024, much of the work for the program's new website-application (web-app) was completed in 2023.

The new platform provides an enhanced user experience and utilizes gamification strategies to encourage repeat participation in the program.

# User Dashboards

The web-app's new user dashboards (aka. My Journal) allow program participants to track their total number of outdoor adventures, miles walked, and badges earned.

The Adventures section of the dashboard provides participants with a map detailing the official and non-official TRACK Trail sites they have visited, as well as a list of sites visited and self-guided activities completed at each site.



## Adventures



Monday, January 22, 2012

Jason Urroz  
Everglades National Park, Florida, USA

Adventure: Birds of the Pacific States  
Distance: 1m



Monday, January 22, 2012

Jason Urroz  
Bethesda Park

Adventure: Flower Power  
Distance: 1.1m



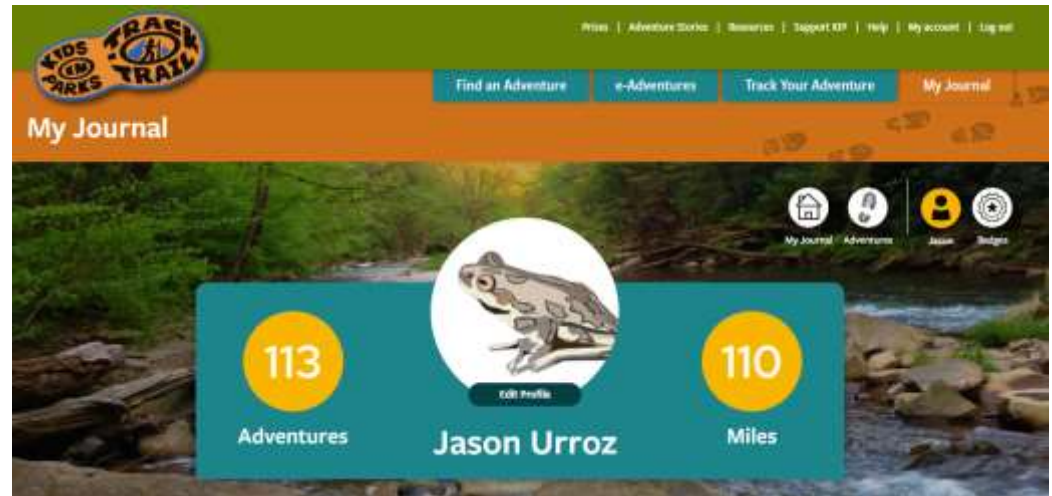
# User Dashboards

In addition, participants can earn virtual badges associated with the participation in the program.

Badges can be earned for:

- Miles Hiked
- Hiking TRACK Trails visited
- Biking TRACK Trails visited
- Disc Golf TRACK Trails visited
- States Visited
- Agency Badges
- Topic Badges
- Holiday Badges
- And more...

The dashboard also provides information about which milestones are within reach, encouraging repeat participation.



## Virtual Badges Earned (25)



[See All](#)

## Closest Milestones



Register 5 Nature Trail Disc Golf Courses

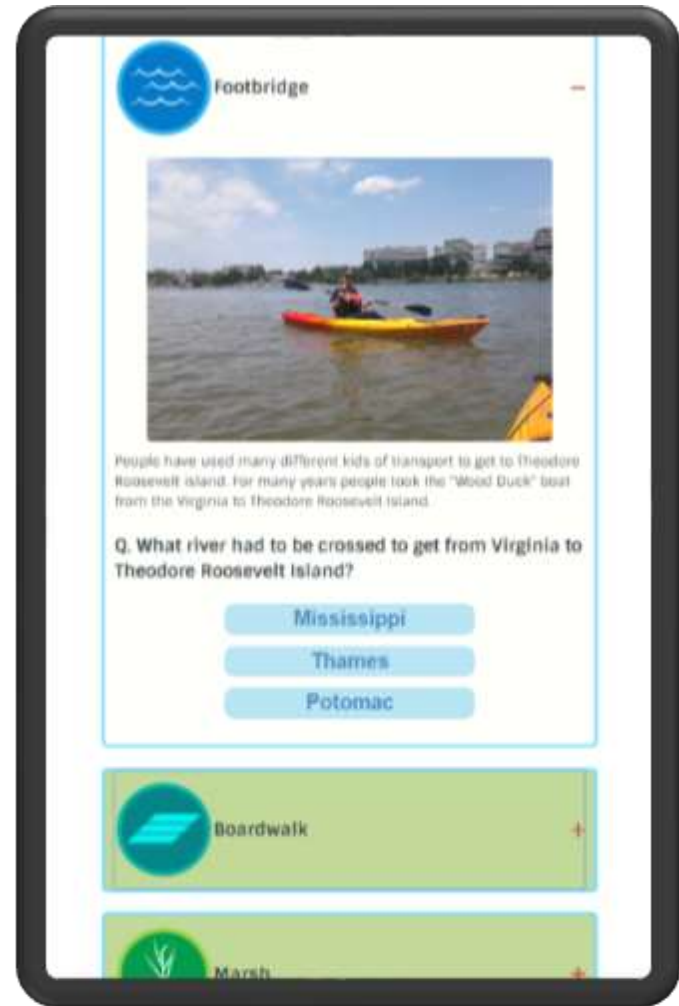
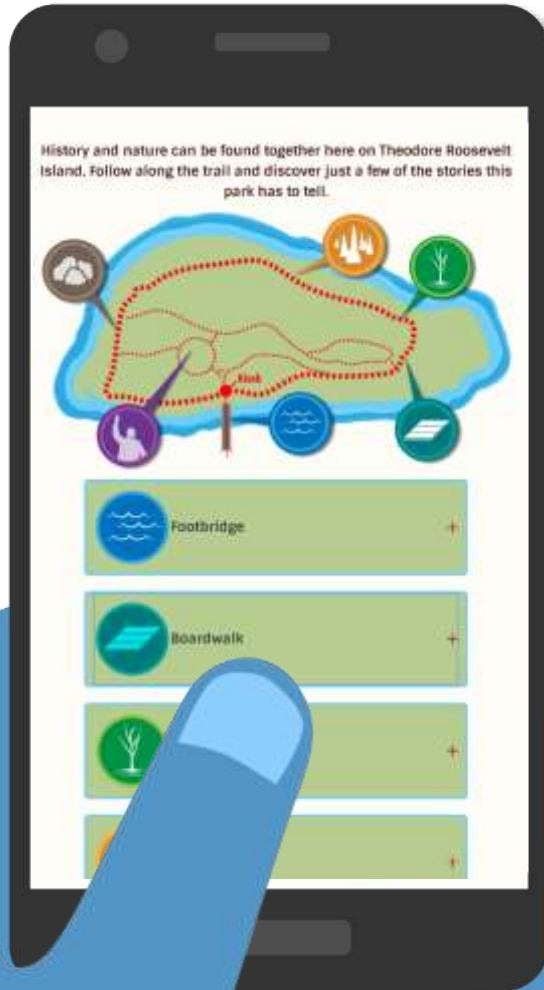


Register 5 Animal Athlete adventures





# e-Adventures



The new web-app has allowed the program to enhance e-Adventure functionality. The new e-Adventures utilize more smartphone features, and allow the program to collect data related to use of each e-Adventure topic.

# TRACK Trail Minis

In 2023, Kids in Parks began offering a new type of trail – TRACK Trail Minis.

TRACK Trail Minis are what they sound like: smaller versions of a TRACK Trail. Instead of a large trailhead kiosk and 4 brochure topics, TRACK Trail Minis utilize a smaller sign panel, only 1 brochure, and a QR code that launches the trail's webpage and its associated e-Adventures.

And, at \$2,500, TRACK Trail Minis provide a way for park departments with limited budgets to franchise into the program's national network of trails.



# Junior Ranger Angler

## LARGEMOUTH BASS



**Largemouth Bass** (*Micropterus salmoides*) are freshwater fish that can be found in clear ponds, swamps, lakes, and other calm waters with lots of places to hide (submerged stumps, logs, and other vegetation). They prey on fish, frogs, crayfish, and other small animals.

**Angler Tips** Catching largemouth is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try reaction baits (spoons or spinners).
- Keep bait moving and don't let it sink.
- Drag bait beside, but not into, vegetation/logs.

**REGULATIONS**  
Find and note current species regulations at: [www.nps.gov/cong](http://www.nps.gov/cong)

In Season: YES or NO  
Bag Limit:   
Minimum Size:  inches



## BREAM



**Bream** (*Lepomis sp.*) are freshwater fish that include bluegill, flier, warmouth, pumpkinseed, green sunfish, redear (shellcracker), and spotted sunfish. They are most active in the morning and evening hours, hunting in shallow, weedy water. They prey on insects, snails, and small crustaceans.

**Angler Tips** Catching sunfish is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try worms or crickets as bait.
- Cast in calm, shallow water near vegetation.
- Set a bobber 6-12" above hook.

**REGULATIONS**  
Find and note current species regulations at: [www.nps.gov/cong](http://www.nps.gov/cong)

In Season: YES or NO  
Bag Limit:   
Minimum Size:  inches



## CHANNEL CATFISH



**Channel Catfish** (*Ictalurus punctatus*) are freshwater fish that feed along the bottom of clean water. They use taste buds on their skin to detect sources of food. As opportunities, their diet includes plant matter, crayfish, mollusks, fish, dead animals, and other things they find.

**Angler Tips** Catching catfish is a lot easier if you use your knowledge of their behavior and follow these tips:

- Try dough balls and "stink baits".
- Cast near banks, logs, and murky spots.
- Let the bait rest on the bottom.

**REGULATIONS**  
Find and note current species regulations at: [www.nps.gov/cong](http://www.nps.gov/cong)

In Season: YES or NO  
Bag Limit:   
Minimum Size:  inches





Funded by the National Park Foundation, the program's Junior Ranger Angler materials provide species-specific information for fish that can be caught at that site. In 2023, the first JRA Trail opened at Moore's Creek National Battlefield.

# The KIP Team



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# Contact Information



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