Nature's health benefits – making the case

Workshop 3.3
25 September 2019, Jūrmala Centre, Latvia

How can parks and protected areas make and communicate the case better to our politicians and policy makers?

- Joel Erkkonen – Development Manager, Metsähallitus, Parks & Wildlife Finland
- Carles Castell Puig - Conservation Manager, Natural Areas Department, Provincial Council of Barcelona

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Programme

14:30-15:00	Introduction to the workshop (Joel Erkkonen)
15:00-15:30	Case study 1 – *Making the case for our natural health centres – a Spanish perspective* (Carles Castell Puig)
15:30-16:00	Case study 2 – *The magic numbers – measuring the health and well-being benefits for visitors to Finnish National Parks* (Liisa Kajala)
16:00-16:15	Interactive session: Identifying the challenges (inhibitors)
16:15-16:45	Break
16:45-17:30	Interactive session: Identifying the challenges (inhibitors)
17:30-18:00	Interactive session: Personal Green Prescription & Green Diagnosis
18:00-18:30	Summary and conclusion (Joel Erkkonen and Carles Castell Puig)

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Who we are? 25 participants, 13 countries

| Name	Country	Name	Country
Agnese Balandiņa	LV	Leo Reyrink	NL
Bérengère Vital	FR	Liisa Kajala	FI
Carles Castell	ES	Marianne den Braven	NL
Eric Brua	FR	Mireia Pecurul Botines	ES
Erika Stanciu	RO	Myrthe Fonck	NL
Giedrius Norvaisas	LT	Olaf Holm	FR
Heather Palomino	GB	Olaf Ostermann	DE
Isha van Alsenoy	BE	Radek Drahny	CZ
Jakub Kaspar	CZ	Raya Arbiol	US
Jens Brüggemann	BR	Riccardo Gini	IT
Joel Erkkonen	FI	Robert Cain	GB
Jurgen Vanlerberghe	BE	Susan Batty-Symes	GB
Leide Y Takahashi	BR		

Some general points about this workshop

English is not the first language for the majority of participants, so…

- let's speak slowly and clearly

- let's be patient and allow people to absorb information

- please seek help with translation from colleagues

Let's keep this workshop interactive with good flow of discussion!

- There will be good time for discussion and questions

- We are using Mentimeter
  - → everyone can participate using personal cell phone, tablet or laptop
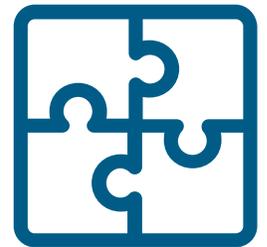
Objectives

Overall objectives of EUROPARC workshops

- ensure delegates can gain from experiences across Europe
- debate and consider current challenges and future actions

Specific objectives of this workshop

- exchange ideas and experiences with participants
- find new ideas and solutions
- create a green diagnosis
- create personal green prescriptions

➢ The outcomes of the workshops will be used later on Friday 27 Sept

Setting the scene

EUROPARC Toolkit - overview

- **Aim –** help PAs contribute to delivery of health outcomes

- **Structure** – key messages; the importance of policy frameworks; sources of evidence; case studies; check-list

- **The goal** – develop the toolkit to encourage use of nature as 'core business' – in both the environment and health sectors

EUROPARC Toolkit

Health & Well-being benefits
from Parks & Protected Areas

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www.europarc.org/toolkit-health-benefits-from-parks/

Setting the scene

- Societal costs of physical inactivity are billions of euros annually
  - direct health care costs
  - productivity costs
    - sick leave costs…
    - cost of unemployment…
    - loss of income taxes…

- Health care costs as a whole are constantly increasing
 - Seems to be a trend all over the world
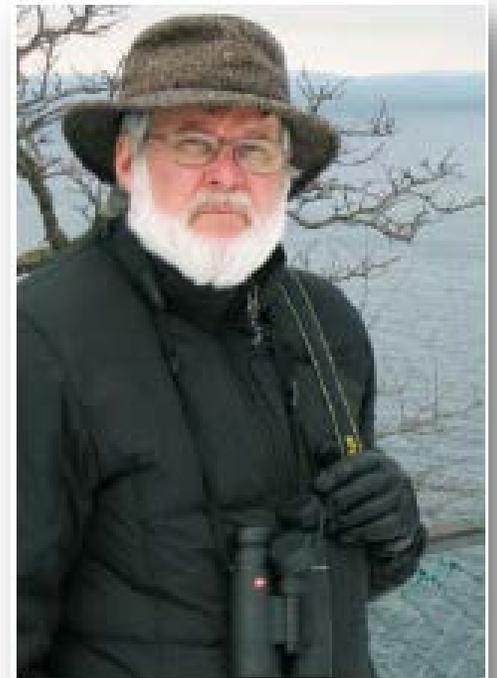
Setting the scene

NATURE a super medicine

- **For**
  - ➢ Improved mental and physical health, lower stress and blood pressure, reduced risk of illness
- **Dosage**
  - ➢ Take at least one dose a day with fresh air
- **Side effects**
  - ➢ Improved mood, sleep, attention, creativity, social contact, energy and happiness
- **Warning**
  - ➢ Keep **in** reach of children (and adults)

Healthy places support healthy people
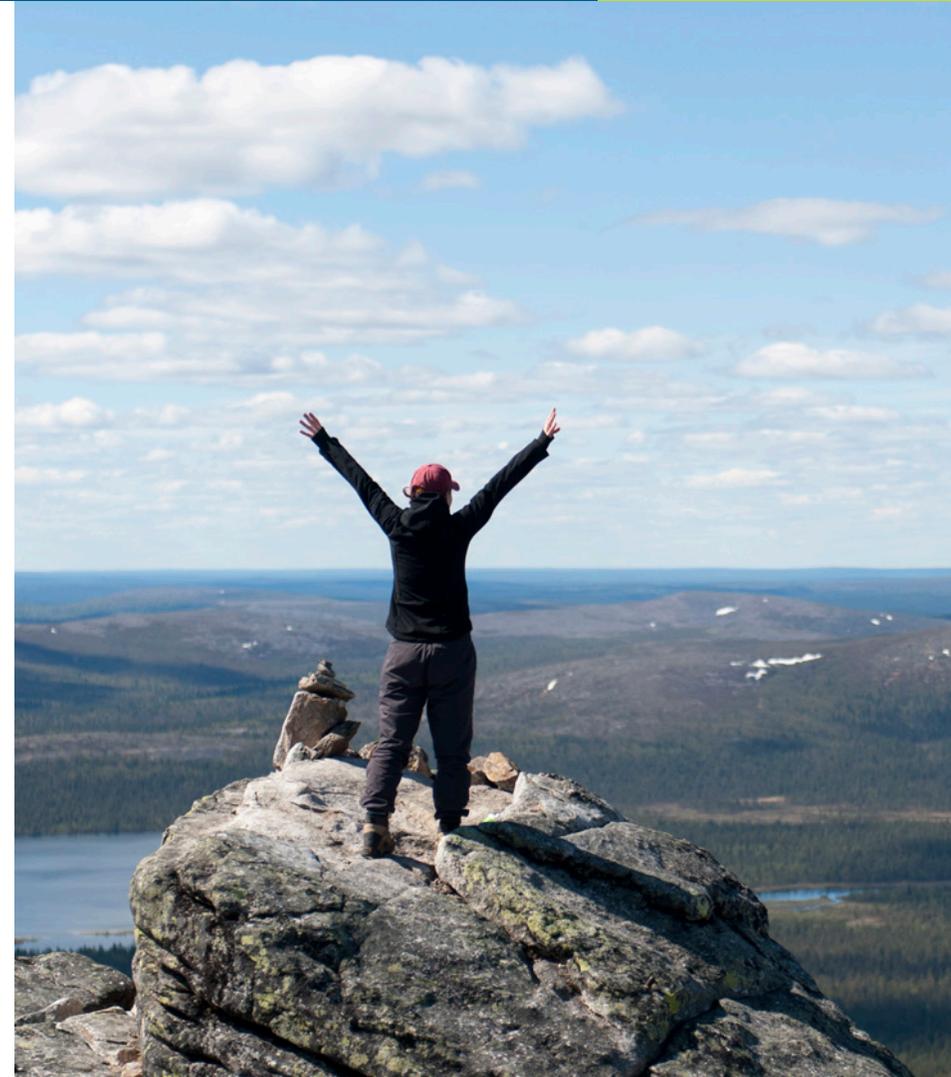
Setting the scene

"Any phenomenon that is not measured and reported does not exist politically. Governments, societies, communities and individuals place more value on that which is documented."
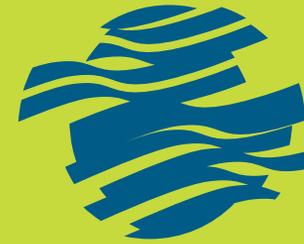
Paul F. J. Eagles

Setting the scene

The challenge

- Parks and protected areas are natural health centres
- But recognition of this by policy and decision makers can be low and the health benefits are often unquantified

➢ Decision makers need numbers and easy to understand figures

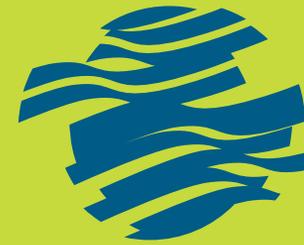# Making the case for our natural health centres – a Spanish perspective

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Carles Castell Puig

The magic numbers – measuring the health and well-being benefits for visitors to Finnish National Parks

Liisa Kajala

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Warm up with word cloud

What do health benefits of nature mean to you personally? Describe your first feelings using only few words (1-3).

1. Grab your phone, tablet or laptop
2. Go to → www.menti.com
3. Enter the code 85 09 16
4. Start writing ☺

Main issues (inhibitors)

What are the main issues that prevent us from getting our message about health and well-being benefits of nature through to our politicians and policy makers?

1. Think about it carefully (5 min)
2. Write your answers (10 min)
   - You can submit several answers
   - Short answers are recommended

1. Grab your phone, tablet or laptop
2. Go to → www.menti.com
3. Enter the code 85 09 16
4. Start writing ☺

Green Diagnosis, main issues 1

Lack of reliable facts and figures

- Difficulty of evaluation of health benefits and difficulty to translate this benefits on « money »

- There are some more arguments needed, the figures are close to tourism impact

- Difficulty in providing measurable statistics to prove benefits.

- Lack of measurable, scientifically grounded, systematic data - no surveys, etc.

- Lack of monetary values of this ecosystem service

- Incomplete data

- Specific research to define and support our strategy

- New topic - limited research on benefits of parks in context of health.

Green Diagnosis, main issues 1

Lack of reliable facts and figures

- Lack of available and appropriate data, missing "magic numbers"
- Subjective matter - barometer hard to find.
- Lack of information
- The need for objective interdisciplinary studies that produce objective results are still a necessity. Working together on an international level could reduce the costs.
- lack of proven figures
- We need reliable evidence and research statistics and input from a variety of stakeholders
- No clear local benefits through absence of monitoring numbers

Green Diagnosis, main issues 2

Lack of finances and human resources

- Lack of time
- Lack of finance
- Lack of resources to do monitoring and reporting

Green Diagnosis, main issues 3

Lack of communication strategy and skills

- Define a clear message and underlying strategy
- Misinterpretation of the facts
- Because we talk in scientific terms. Quantitative evidence is not enough to impact on decision makers, as an example: climate change science (there is plenty of numbers!) have not influenced enough decision makers to change land use planning in EU
- Too complex messages
- the message itselve is not smart formulated
- the figures show that money is well spended, but do not explain why more money is needed, therefore also qualitatif claims are needed (fi how many people need nature on prescription)
- No clear communication common strategy
- Multiple receivers of the messages: responsibles of nature.conservation, health, social care...
- Lack of communication skills

Green Diagnosis, main issues 4

Cooperation

- Our priorities are more about tourism, Open to new contacts, other specialties, The key numbers is a perfect way to progress
- We are staying in our circle, not stepping out, not facing enough "the others"
- Lack of cooperation and support from medical institutions to increase credibility.
- Cooperation with other parties difficult

Others

- Many people focus on the instant financial benefits of new schemes. Unfortunately, some schemes such as nature initiatives and national parks benefit the people on a much wider and hard to quantify scale, not instant money!

- It takes long to get the benefits.

- Too many message producers and emitters

- The people who from a medical point of view benefit the most from 'more nature's are hard to reach.

Prioritizing the main issues

Prioritize the identified main issues by sharing your <u>100 points</u> to them.

- ➢ 100 points are divided for 10 units so, you can use the units of 10 points.
- ➢ You can spread or concentrate your points as you wish, but use your points wisely ☺

Original question: *What are the main issues that prevent us from getting our message about health and well-being benefits of nature through to our politicians and policy makers?*

1. Grab your phone, tablet or laptop

2. Go to ➔ <u>www.menti.com</u>

3. Enter the code 85 09 16

4. Start prioritizing ☺
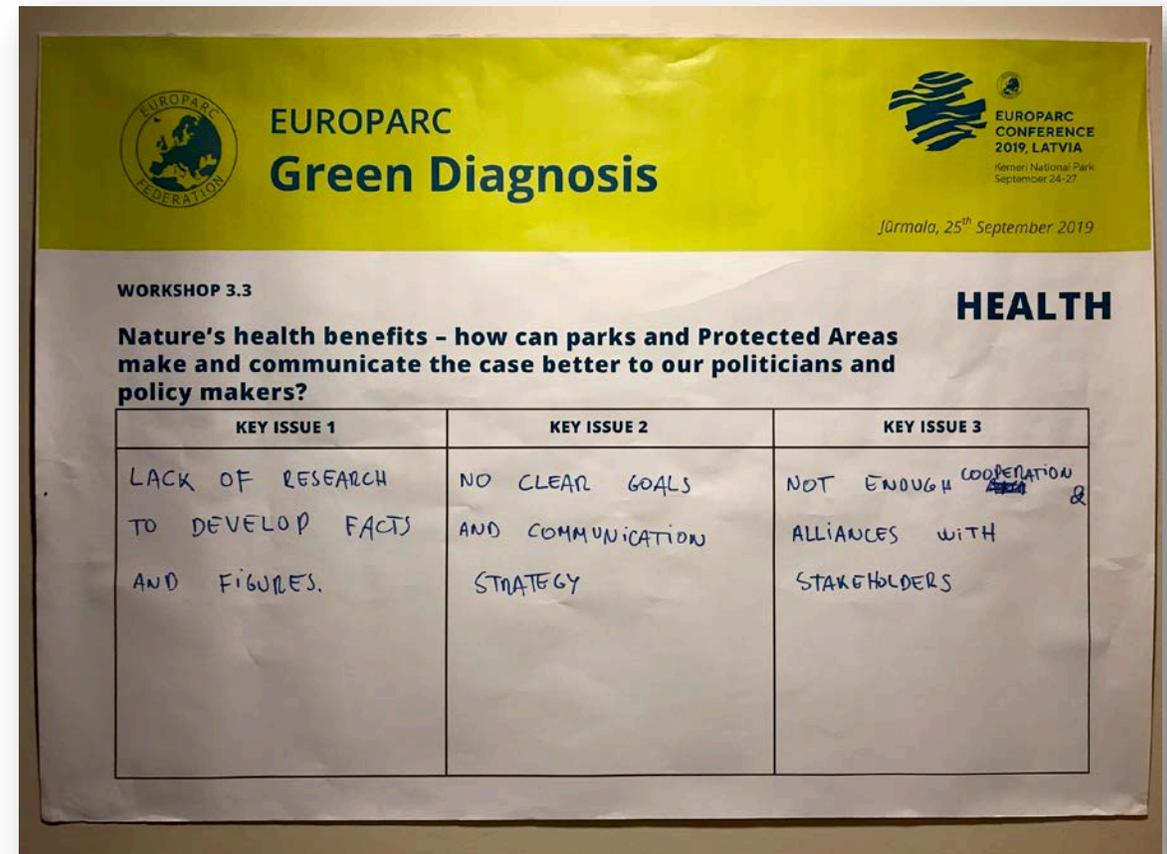
Discussion: the 'diagnosis' → From Mentimeter

What are the main issues that prevent us from getting our message about health and well-being benefits of nature through to our politicians and policy makers?

Key issue:

"Lack of research to develop facts and figures"

Personal Green Prescripiton

What would be your personal Green Prescription to prioritized main issue? What kind of treatment (actions) you would prescribe to cure the diagnosis?

➢ Take a look at your personal green prescription

➢ Fill the same prescription to mentimeter

1. Grab your phone, tablet or laptop

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3. Enter the code 85 09 16

4. Start writing ☺

Feedback

How was the workshop?

1. Grab your phone, tablet or laptop

2. Go to ➔ www.menti.com

3. Enter the code 86 09 16

4. Start scoring ☺

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