

Outreach

A key aspect of parks and protected areas' role in contributing to health and well-being is to encourage people to use natural assets by reaching out to local communities and communities of interest. To deliver health outcomes to those who would benefit the most, outreach programmes need to be targeted at priority groups such as:

- Physically inactive
- People with long term health issues or disabilities
- People experiencing mental health problems
- BME groups
- Refugees / immigrants
- Older people
- Teenage girls and young women

These segments of the population are often found within communities / groups experiencing inequalities because of deprivation, disadvantage or social exclusion.

Outreach work is about connecting with, and making natural assets relevant and accessible to, target groups.

Goal	Actions
parks & protected area staff understand how health and well-being can be enhanced through connection with nature, and have the skills to connect to and communicate with target groups	<ul style="list-style-type: none">➤ Engage target groups in assessing the suitability of sites / services for their needs, and make reasonable adjustments➤ Carry out an audit of local healthcare centres and community-based health promotion groups and invite them to help co-produce outreach programmes to suit their needs➤ Work with health & care partners and green exercise providers to deliver learning exchange
outreach programmes that influence healthy behaviours by inspiring and enabling people to connect to parks and protected areas	<ul style="list-style-type: none">➤ Identify and work with local stakeholders / intermediary bodies connected with target groups➤ Take information about the parks and protected areas to the people eg Ranger Services can provide motivational talks and activities to target groups within community settings - including clinical rehabilitation groups, migrant re-settlement programmes - to promote parks and protected areas and their health benefits➤ Help the people get to the parks and protected areas eg work with health sector / community groups / NGOs to provide free / subsidised transport to local sites➤ Provide specific site-based activities for the visiting groups eg guided walks, environmental art, conservation work➤ Signpost to wider opportunities to help participants sustain long-term behaviour change

Outreach work links to **Site management**, **Communications issues** and **Staff training**.