

Strategic planning

The positive links between health and environment are well established, and are becoming more evident in many policy areas such as planning, transport, sport, education and tourism. This provides an opportunity for protected area site managers to show that they are responding to these policies, and that their sites can contribute to an overall policy framework that seeks public health benefits from a well managed suite of nature sites.

Goal	Actions
A clear link between the strategic objectives of protected area site management and health policies and priorities at national / regional / corporate level.	<ul style="list-style-type: none">➤ Obtain an understanding of relevant wider health policies so that the principles of site management can be shown to fit within this strategic framework➤ Prior to management planning, assess the site in terms of its potential to deliver health objectives – include aspects such as: accessibility (including by public transport and active travel) and facilities for public use; current uses related to physical activity and wellbeing
A site management plan that responds to local health issues	<ul style="list-style-type: none">➤ Assess the potential for site improvements that will enhance the health-promoting potential of the site – including additional tree cover for shade; short, circular easy-going routes for people with mobility issues➤ Ensure that local health stakeholders – health sector, providers of supportive outdoor health programmes, and local communities – are engaged in the management planning process➤ Identify specific health objectives to be achieved, and methods to evaluate delivery➤ Consider a zoning approach to site planning that aims to cater for a range of visitor experiences and health outcomes – these could include: areas for group activities; areas for quiet contemplation etc – and establish compatible and non-compatible uses and activities
To establish strategic partnerships and connections to local communities / target groups	<ul style="list-style-type: none">➤ Engage with local authorities and other relevant stakeholders including intermediary groups➤ Use protected areas' governance bodies (steering and advisory boards, management groups, etc.) as health forums to promote and foster local partnerships