What do health benefits of nature mean to you personally?
What are the main issues that prevent us to get our message through?

- Lack of available and appropriate data, missing "magic numbers"
- No clear local benefits through absence of monitoring numbers
- Lack of objective and reliable scientific evidences
- Difficulty in providing measurable statistics to prove benefits.
- Define a clear message and underlying strategy
- Lack of magic numbers
- Too complex messages
- Reluctance of visitors to complete surveys
- Incomplete data
What are the main issues that prevent us to get our message through?

- Lack of information
- Lack of information and resources
- Lack of communication skills
- Specific research to define and support our strategy
- We need reliable evidence and research statistics and input from a variety of stakeholders
- Lack of finance
- Too many message producers and emitters
- Communication of the benefits
- Lack of time
What are the main issues that prevent us to get our message through?

- **lack of proven figures**
  - The need for objective interdisciplinary studies that produce objective results are still a necessity. Working together on an international level could reduce the costs.

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

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

- **No clear communication common strategy**

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

- **Subjective matter – barometer hard to find.**
  - 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!

- **Cooperation with other parties difficult**
What are the main issues that prevent us to get our message through?

- Lack of resources to do monitoring and reporting
- Difficulty of evaluation of health benefits and difficulty to translate this benefits on « money »
- Lack of measurable, scientifically grounded, systematic data - no surveys, etc.; Lack of cooperation and support from medical institutions to increase credibility.
- Lack of monetary values of this ecosystem service
- It takes long to get the benefits.
- Multiple receivers of the messages: responsibilities of nature, conservation, health, social care...
- 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.
- We are staying in our circle, not stepping out, not facing enough "the others”
- Misinterpretation of the facts
What are the main issues that prevent us to get our message through?

- The message itself is not smart formulated. The figures show that money is well spent, but do not explain why more money is needed, therefore also qualitative claims are needed (i.e. how many people need nature on prescription).
- Our priorities are more about tourism. Open to new contacts, other specialties. The key numbers is a perfect way to progress.
Prioritize the identified main issues by sharing your 100 points

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of research to develop facts and figures</td>
<td>12%</td>
</tr>
<tr>
<td>No clear communication strategy</td>
<td>11%</td>
</tr>
<tr>
<td>Lack of clear goals</td>
<td>10%</td>
</tr>
<tr>
<td>Lack of cooperation</td>
<td>7%</td>
</tr>
<tr>
<td>Lack of available and reliable data</td>
<td>7%</td>
</tr>
<tr>
<td>Lack of magic numbers</td>
<td>7%</td>
</tr>
<tr>
<td>Lack of time and resources</td>
<td>6%</td>
</tr>
<tr>
<td>Scientific facts are not enough</td>
<td>6%</td>
</tr>
<tr>
<td>Complex communication situation</td>
<td>5%</td>
</tr>
<tr>
<td>Everything cannot be quantified, need for qualitative measures</td>
<td>5%</td>
</tr>
<tr>
<td>Lack of money</td>
<td>4%</td>
</tr>
<tr>
<td>Effective indicators hard to define</td>
<td>4%</td>
</tr>
<tr>
<td>We are staying in our circle, not reaching out</td>
<td>4%</td>
</tr>
<tr>
<td>Those who lack nature most are hardest to reach</td>
<td>3%</td>
</tr>
<tr>
<td>Misinterpretation of the facts</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperation with other parties difficult</td>
<td>3%</td>
</tr>
</tbody>
</table>
What would be your personal Green Prescription to cure the diagnosis?

- Initiate project to generate sound data on health effects of PA
- Make a deep review of research done so far.
- Develop data on health, define goal and cooperate with others outside nature
- Make a communication strategy with stakeholders
- You fund or work together with research institutes to create this evidence and to involve the community and institutions. It is also about institutional change to long term sustainable solutions
- More research involving health providers who can accurately measure the health benefits. Communication improvements and clear goal setting.
- payment for environmental services (data research)
- To collect international data on this topic and interpret
What would be your personal Green Prescription to cure the diagnosis?

Clarify the objectives before translate them in an action plan

Define an economic barometer of benefits. Work across boundaries of institutions/ministries.

Start projects related to health benefits and monitor effects. Use this ‘nature service’ to promote green areas surrounding PA and strengthen green network and biodiversity. So involve the environment.

Establish clear goals. Carry out more research, with results communicated clearly with those we need to influence. Ensure regular follow-up.

Carry

Defining a clear communication goals and link prevention and contribution of Parks

For EF: to lead an European Strategy for health and PA’s, through alliances, programmes and application at local scale (PA’s)

1) Establish decent visitor monitoring system as basis for any further data collection; 2) have a deeper insight into researches on biodiversity effects on human health to ensure connection between PAs, biodiversity and health.
How was the workshop?

- Useful: 4.4
- Difficult: 1.7
- Inspiring: 3.9
- Interactive: 4.5
- Boring: 1.7
- Good case studies: 3.7
- Fulfilled my expectations: 3.8