

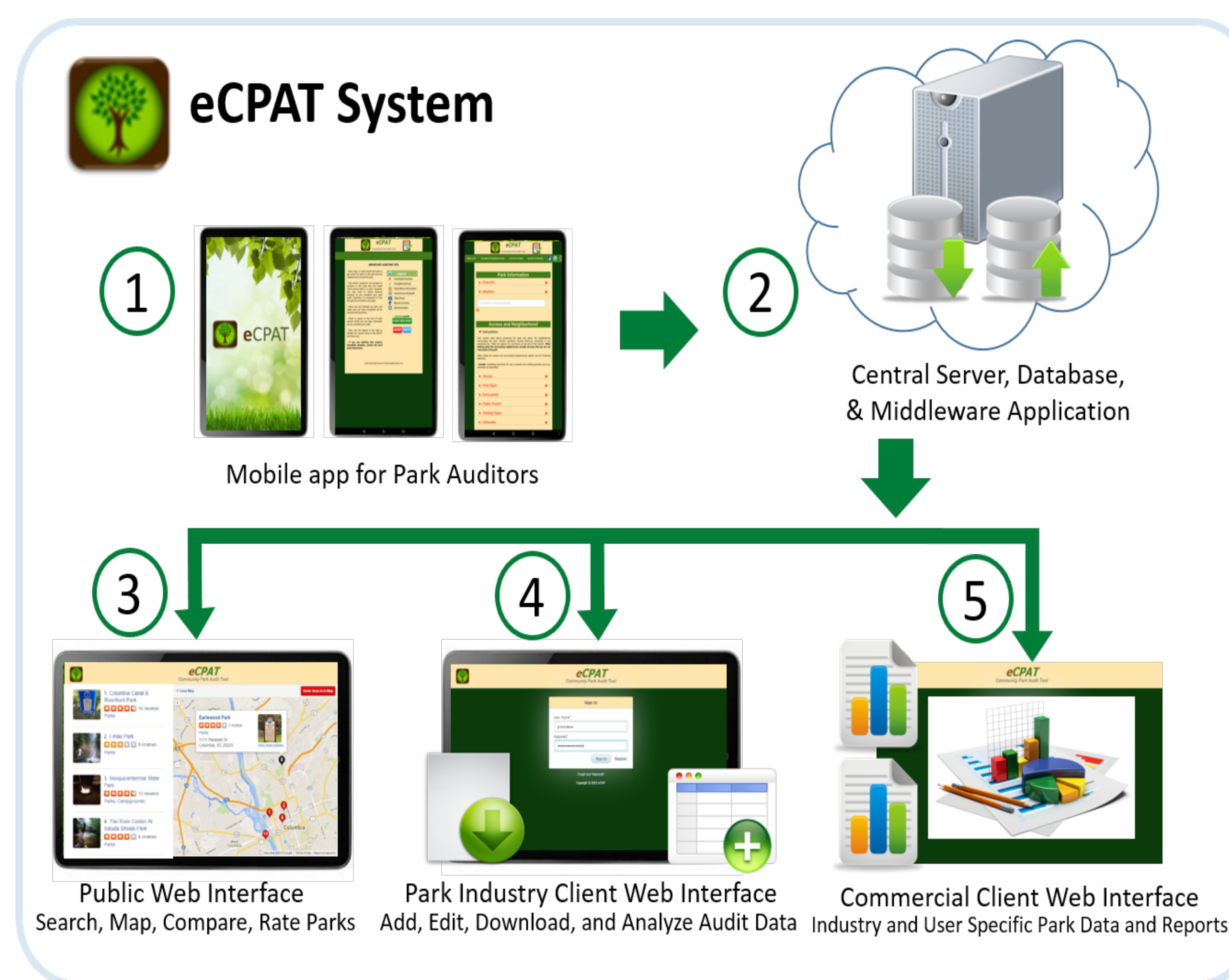
Introduction

- Parks are important community public health resources that can positively influence healthy behaviors.¹
- Parks are associated with numerous psychological, physiological, social, economic, and environmental benefits. Yet, they are frequently underutilized.²
- The Community Park Audit Tool (eCPAT) provides a comprehensive yet user-friendly means for collecting park data.³
- The eCPAT is a valid and reliable evidence-based tool for auditing local parks and engaging community stakeholders.³

Objectives

- The purpose of this study was to evaluate the availability, accessibility, and quality of parks across Richmond County and develop a publically-available, user-friendly web-interface to promote park use among residents.

eCPAT System Visual



Methods

- Using the mobile eCPAT application, we audited all parks in Richmond County, Georgia (n= 55).
- Each park was audited for park information, access and surrounding neighborhood, park activity areas, and park quality and safety.
- Webpage development, using park audit information, was designed to illustrate a user-friendly, consumer model (e.g., Hotels.com, Expedia.com) to aid park consumer choices.
- The webpage was developed using Bootstrap, the front-end framework supported by Twitter, as framework offers pre-styled widgets aid in building the website quickly and allows for future internal changes.

Webpage Example

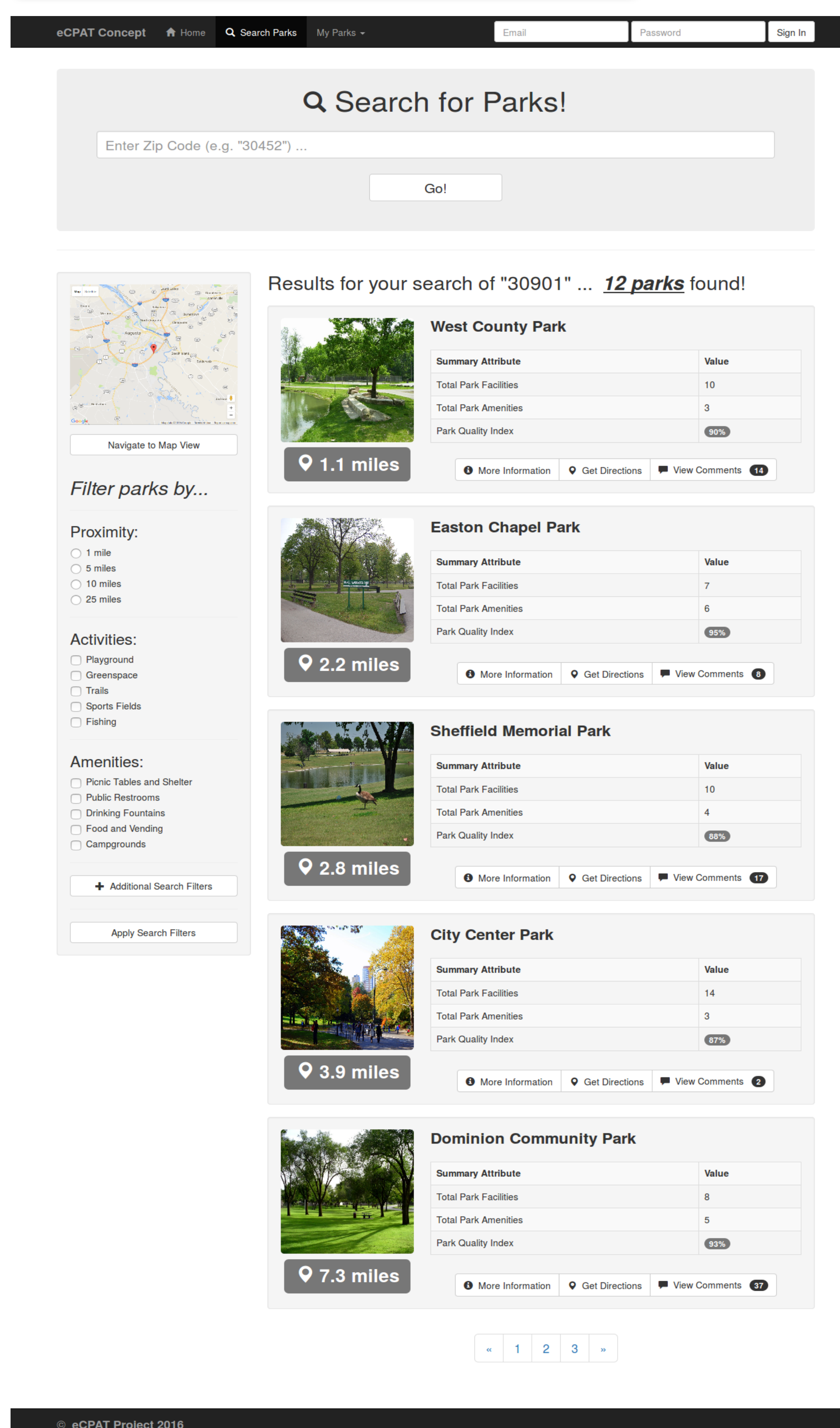


Figure 2. eCPAT Public Web Interface

Lessons Learned

- A consumer-model interface (e.g. Expedia) was decided upon due to its effectiveness in assisting consumers in making personalized decisions, such as the best park for their PA needs.⁴
- Website functionality, such as a Navigation and Search Module (e.g. search tab, map,) and the Evaluation and Selection Model (e.g. proximity, activities, amenities filters) were used to optimize the consumer's decision-making process of park selection.⁴
- We used data collected with the eCPAT associated to be important for park visitation and active use to display on the webpage to best benefit park consumers.^{3,5}
- Replication of an intuitive, appealing webpage requires time commitment for creation and testing of multiple iterations and concise decision-making strategies for development of a clean consumer model web interface.
- Additional expertise like web design, graphic design, and understanding of the consumer model are beneficial to the process.

Implications and Future Directions

- The goal of the website is to engage community stakeholders in utilizing these important (freely available) community resources for physical activity and health benefits.
- We will test the website with community members to receive feedback about functionality and usability of the webpage. As the Bootstrap software is flexible in making internal changes once a webpage is established, we will be able to make improvements to the site's infrastructure, once feedback is received to improve the website structure.
- Once the website is tested and accepted by community members in Augusta, we plan to develop a user-friendly mobile application version of the webpage.
- A future goal of the webpage and mobile application is to be used by physicians and other healthcare providers to recommend park resources for Park Prescriptions style programs and to improve community health outcomes.⁶

References

- Hillsdon, M., Panter, J., Foster, C., & Jones, A. (2006). The relationship between access and quality of urban green space with population physical activity. *Public health*, 120(12), 1127-1132.
- Besenyi, G. M., Kaczynski, A. T., Stanis, S. A. W., & Vaughan, K. B. (2013). Demographic variations in observed energy expenditure across park activity areas. *Preventive medicine*, 56(1), 79-81.
- Besenyi, G. M., Diehl, P., Schooley, B., Turner-McGrievy, B. M., Wilcox, S., Stanis, S. A. W., & Kaczynski, A. T. (2016). Development and testing of mobile technology for community park improvements: validity and reliability of the eCPAT application with youth. *Translational behavioral medicine*, 1-14.
- Yu, C. C. (2004, March). A web-based consumer-oriented intelligent decision support system for personalized e-services. In *Proceedings of the 6th international conference on Electronic commerce* (pp. 429-437). ACM.
- Kaczynski, A. T., Besenyi, G. M., Stanis, S. A. W., Koohsari, M. J., Oestman, K. B., Bergstrom, R., ... & Reis, R. S. (2014). Are park proximity and park features related to park use and park-based physical activity among adults? Variations by multiple socio-demographic characteristics. *International Journal of Behavioral Nutrition and Physical Activity*, 11(1), 1.
- National Recreation and Park Association. (n.d.). Retrieved October 12, 2016, from <http://www.nrpa.org/Grants-and-Partners/Recreation-and-Health/Park-Prescriptions>

Figure 1. Proposed eCPAT System, with the Step 3 (development of a Public Web Interface) the focus of the current project.