



CITY OF SANTA BARBARA
PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: January 24, 2007
TO: Park and Recreation Commission
FROM: Active Adults & Classes, Parks and Recreation Department
SUBJECT: 2007 Cooper Institute Conference

RECOMMENDATION: That the Commission hear a report on the 2007 Cooper Institute Conference.

DISCUSSION:

Recreation Supervisor Jason Bryan recently attended the Cooper Institute Conference in Dallas, Texas. This conference focused on the connection needed between Public Health and Parks and Recreation programs to address escalating public health issues facing communities across the nation. Researchers from both public health and parks and recreation fields were present as well as representation from the CDC, US Forest Service, National Recreation and Park Association (NRPA) and the California Park and Recreation Society (CPRS).

Although change in the public health and parks and recreation fields will take time, this conference served as a framework for future collaboration. Basic measures were identified that few parks and recreation organizations are currently collecting data for; these measures may become critically important for federal and other funding of programs and facilities used to increase activity levels that will, in turn, reduce health care costs and create healthier communities.

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