Family Passport to Play:
A World Experience Outside your Door
Once upon a time...
Today’s Experts

• Jacqueline Simmons, Conductor of Creative Chaos, HealthWorks! Kids’ Museum
• Mary Welsheimer, High Flying Kid Motivator, HealthWorks! Kids’ Museum
• Elise Kunkel, Marketing Specialist, Martin’s Supermarkets
• Matthew Moyers, Special Projects Coordinator, City of South Bend
• Robin Vida, Director of Health Education, St. Joseph County Health Department
• 12,000 square foot children’s museum focusing on health
• Part of Memorial Hospital and Beacon Health System
• Located in South Bend, Indiana
• Member of Association of Children’s Museum since opening in 2000
• Attained Good to Grow certification in 2013
• ‘Infectiously contaminating kids of all ages to learn, have fun, and make great choices’
South Bend, Indiana

- City of just over 100,000 residents
- Combined statistical area of approximately 721,000
- Northwest section of state, also serves southwest Michigan region
- Cultural & economic hub of Northern Indiana
- Median household income: 32,439
P2P
Primary Partners

• Building Community through People, Parks and Programs
• Operated by the City of South Bend
• Facilities include 50 public parks, community recreation centers, sports complexes, an artificial white water course, three golf courses, a nature center and the state’s oldest zoo.
P2P
Primary Partners

- Enriching the community and lives of St. Joseph County residents by conserving and caring for significant natural areas, promoting understanding and stewardship of our unique natural and cultural heritage through innovative programs and services and well-maintained parks
- Operate 8 diverse county parks
- Offer a wide range of family-oriented activities that blend with the historical and natural heritage of the region
P2P
Primary Partners

- Promotes the physical and mental health and facilitates the prevention of disease, injury and disability for all St. Joseph County residents
- Very active in prevention education, management of chronic diseases + mobilizing community partnerships
- Director of Education spearheads the Reducing Obesity Coalition of St. Joseph County and the St. Joseph County Community Health Improvement Alliance.
P2P Primary Partners

A retail supermarket chain headquartered in South Bend
Operates 21 stores throughout Indiana and Michigan
Home of the Martin’s Kids’ Club
Joined P2P after being asked to be part of the events
3 Health & Wellness Priorities

• Broadening the scope of programs available to families in the community
• Offering more programs that encourage physical activity
• Offering more things families can do without spending money
Basics

• Each month: 1 free family event with a different theme
• Two annual ‘sessions’: Spring (April – September) & Fall (November – February)
• Participating families receive a passport; those who attend every event are entered into a prize drawing at the final session
• Primary marketing strategies: Facebook, posters, organization websites
Passports

A new passport is created for each session. Each passport includes:

• Details of each program
• Place to receive attendance stamp for each program
• Family-friendly physical activities
• Family-friendly healthy snacks
• Crafts or other games
Required Resources

• Time: a coordinator from each organization attends meetings at the close of each session to debrief and plan the next session

• Marketing: assisted by Memorial Hospital (HealthWorks!) marketing department

• Funds:
Passport to Play 2013 Events

• April 20: Walk the Walk at the Potowatomi Zoo
• May 11: Let’s Get Growing Cooking demonstration at LaSalle Square
• June 16: Hiking & Outdoor Education at Rum Village Park and Nature Center
• July 20: On Top of the World: HealthWorks! Hummer program and Climbing Wall on the East Race
Passport to Play Winter 2013/2014 Events

- November 8: Movin’ to the Music party at HealthWorks!
- December 12: Family Fun Ice Skate at Howard Park
- January 11: Snowflake Follies outdoor games & exercise at Erskine Park
- February 7: Snow Tubing at St. Patrick’s County Park
Passport to Play Spring Summer 2014 Events

• April 25: Beach Bash party at HealthWorks!
• May 17: Think Spring! Hike, education and planting with a master gardener at Rum Village Park and Nature Center
• June 28: Summer Splash and Learn play and water safety education at Kennedy Water Playground
• July 19: Party in the Park with games & bouncy houses
Passport to Play Winter 2014-2015 Events

• November 16: Fun Fall Frolic at Rum Village Park & Nature Center
• December 18: Ice-Travaganza at Howard Park
• January 15: Snow Tubing at St. Patrick’s County Park
• February 12: Love your Heart education and fun at HealthWorks!
Passport to Play Spring Summer 2015 Events

• April 10: Island Fantasy at HealthWorks!
• April 18: Plant Your own Garden at Martin’s Supermarket
• May 16: Spring Shenanigans at Rum Village Park
• June 20: Splash & Learn at Kennedy Water Park
• July 18: Picnic in the Park at Potowatomi
• August 12: Outdoor Explorer at St. Patrick’s Park
Feedback

• "This was awesome! This program is part of living in a great city like South Bend."
• "We had a great time – we've never been here before – we will definitely come back!"
• "This is a beautiful park. We've never been here before."
• "My family really enjoyed the ice skating – who knew?"
• "Thank you! We had a great time!"

Feedback
What: A community collaboration that provides innovative programming to encourage outdoor activities, regular exercise, and healthy eating. Each month, a free program is offered for families at one of the parks or the museum.

Why: Family Passport to play evolved from the self-study that HealthWorks! participated in while attaining ACM’s Good to Grow designation. FP2P embraces the Good to Grow priorities encouraging eating healthy, getting plenty of exercise, reducing screen time, and spending time outdoors. P2P broadens opportunities for families in the community.

Who: P2P partners include HealthWorks! Kids’ Museum, South Bend Parks and Recreation Department, St. Joseph County Parks Department, Reducing Obesity Coalition of St. Joseph County, St. Joseph County Health Department, and Martin’s Supermarket.

For more information:

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