National & Natural Resources to Enhance Wellbeing

Presented by
Amy Cohen, Director Communications

Chip Ross, MA, RD, LDN
Wellbeing Program Manager, North America
Who is Ramp Health?

No conflict of interest to disclose. I am the Communications Director on the Product Development Team at Ramp Health where our purpose is to improve people’s lives.
Overview

Explore the dual benefits of natural outdoor environments for physical and psychological health and wellbeing.

How a rekindled appreciation for connectedness to nature can help preserve the health of both people and natural places.

Share a successful approach to leveraging natural resources while focusing on social connection through wellbeing challenges.
Nurtured by Nature

How much time do you spend staring at a screen each day?

• Most Americans clock in more than 10 hours*

Increasing reliance on technology, combined with urban living, means less time outdoors.

• Scientists compiling evidence of the value of getting outside into the natural world.

Health-promoting characteristics of green spaces, forests and parks linked to:

• Improved attention
• Stress reduction
• Buffering stressful life events and psychological outcomes
• Empathy and cooperation
Nature’s Healing Powers

• A few minutes of green perk up a tired brain.
• Improvements in attention, positive emotions, and the ability to reflect on a life problem.
• Exposure to nature in person, images, sound or video.
• Effects are stronger actually being outside. Caveat. A break from work to a wild remote place is no use. Take advantage wherever and whenever we can.
Syngenta Crop Protection

• Leading agricultural company helping to improve global security by enabling missions of farmers to make better use of available resources.

• Syngenta is a unique company where people from very diverse backgrounds are united by our purpose: *Bringing plant potential to life.*
Reaping Rewards Program

A Place to Thrive

- Syngenta cares about the total well-being of their employees and that includes emotional, mental, and social wellness.

- Employees complete wellness tasks and receive rewards for establishing a work/life balance, receiving a physical, quitting smoking, or regular physical activity.

- Employees can then redeem their points for a cash reward.
Syngenta’s Motivation

- Providing virtual adventures through challenges since 2017.
- Recognized during COVID-19 pandemic that social distancing would lead to a lack of social connectedness that impacts loneliness, feelings of isolation, and other mental health issues.
- Closed gyms created need for alternative ideas for fitness.
- Hybrid approach for remote workers.
- Encourage people to get outside for activity and provide a virtual experience to inspire real-life adventures outdoors.
- Social wellness challenge content based on new norms of social distancing.
Social Wellness Challenge

Social wellness challenges to cultivate supportive meaningful relationships while respecting oneself and others.

• Spend quality time with friends and family.
• Learn conflict resolution.
• Improve communication skills.
• Maintain meaningful relationships.
Demonstratable Outcomes and Success

Syngenta’s Social Wellness Challenge
Successful Outcomes:

12% increase in perceived network of close family/friends

17% increase in comfort to reach out to others for support

10% increase of interest in people with different backgrounds of their own

“This challenge has made me aware how important relationships are with others. I have made it my goal to go out of my way to be more involved and keep my relationships healthy and happy.”
Participant Feedback

- “I decided to invest more time into my family connections and make new deeper friend relationships.”
- “This activity has helped me appreciate my own wellness by taking 30 minutes a day to stop and relax”
- “This has made me aware how important relationships are with others. I have made it my goal to go out of my way to be more involved and keep my relationships healthy and happy.”
- “Communication has improved by being open, honest, and removing judgment from questions/statements.”
- “My relationship with my husband is much improved. We have been talking more and spending more time together.”
- “I am more willing to open up and ask for input before making decisions.”
- “Participating in this challenge it has helped me to look at taking opportunities to spend quality time with family and friends. It helped me look at some family members I don't spend enough time with and scheduled that much needed one on one. I will continue to make time and spend it with family and friends in the future instead of using the excuse that I am too busy.”
Participant Feedback

- “Because of the quarantine, I became very focused on just those in my household. Purposely reaching out to others during this challenge made me realize how much I missed seeing friends and family. Also, I really appreciated the other participants stories, which gave me ideas how to re-connect with others.”

- “I have been actively connecting with my teenage daughter every day for the last several weeks. It has brought us a lot closer and makes me feel like I am still part of her life. The teenage years are very challenging, but focusing on my own relationship with her has helped tremendously.”

- “I decided to invest more time into my family connections and make new deeper friend relationships.”

- “I have been working on setting and holding boundaries, and it has made me a much happier person.”

- “This activity has helped me appreciate my own wellness by taking 30 minutes a day to stop and relax.”
Message Board Posts

Total of 665 posts!

“I’ll miss this relationship challenge. Hope everyone had a good time and continue with the journey to a happier and more fulfilling life.”
Challenge Videos and Action Oriented Questions

How do you determine that you can count on someone?

Describe what actions you use to show your loved ones that you are trustworthy and can be counted on?
NURTURE YOUR RELATIONSHIPS
Healthy and long-lasting relationships need nurturing.
- Follow through on commitments. It shows accountability and care.
- Be honest and empathetic. This builds trust.
- Don’t blame or criticize. Finding fault destroys relationships.
- Inject positive energy and avoid trying to “fix” a person. In contrast to helping, being of service is a relationship between equals.
- Show appreciation of others. Gratitude makes us nicer, more trusting, social and appreciative.

RECOGNIZE HEALTHY RELATIONSHIPS
Every relationship has a mix of healthy and unhealthy characteristics. What makes a bond positive is that each person recognizes that these bonds take work and each person strives to maintain the connection and remedy the problems. Some key characteristics of a healthy relationship include:
- Trust. Established by treating each other well, being dependable and being there when you need them.
- Openness and honesty. You should be able to feel that you can be yourself in a healthy relationship.
- Mutual respect. Support and security is offered to one another, not demeaning or belittling.
- Communication. When conflicts do arise, avoid personal attacks. Remain respectful and empathetic while discussing thoughts and feelings to work towards a resolution.
- Reciprocity. This doesn’t mean that give-and-take is always 100% equal, but you do things for each other, because you genuinely want to.

Maintaining Friendships
As work and family commitments take up more time, social connections tend to take a back seat. Keeping cherished friends doesn’t have to be a huge time commitment.
- If there are certain times when you are less available, giving friends a heads up can minimize conflicts when someone feels left out or ignored.
- Avoid biowolf. “I’m too busy” can be misinterpreted as not wanting to spend time. Be clear about your busyness and offer another way to connect at some point.
- Small gestures go a long way. Make a phone call or send a text to ask others about their day and let them know you are thinking about them.

Dedicate Time for Family
Being physically present isn’t the same thing as spending quality time. It’s important to devote time exclusively to your loved ones. Consider these strategies for staying connected with your family:
- Plan weekly quality time, such as a game or movie night where all notifications are off.
- Establish clear boundaries to help maintain work-life balance if working from home.
- Prioritize sitting down to meals together.
- Share general household chores.
- Schedule downtime to decompress and reconnect.
Human Nature to Connect

• Nature evokes a general sense of connectedness, similar to feeling in tune with one’s friend’s or community.
• Nature exposure buffers the effects of loneliness or social isolation.
• Experiencing “Awe”

Finding: When people with low social connectedness had high levels of nearby nature, they reported higher levels of wellbeing.
Pandemic and National Park Visits

Outdoor activities during pandemic (Vermont Study)
• Walking - up 70%
• Wildlife watching – up 64%
• Relaxing outside alone – up 58%
• Taking photos and creating art – up 54%

Benefits Experienced
• 60% improved mental health
• 29% exercise
• 29% appreciate nature’s beauty
• 22% feel connection to something bigger than themselves
National Resources

Healthy Parks, Healthy People
A global movement that harnesses the power of parks and public lands as a health resource.

More than 400 National Parks across the country

Urban parks and wildland are cornerstones of people’s physical, mental, and spiritual health, social wellbeing; sustainability of the planet.

https://www.nps.gov/orgs/1078/index.htm
https://www.nps.gov/subjects/healthandsafety/healthy-parks-healthy-people-resources.htm
National Parks Adventure Challenge

DATE - DATE

Take a virtual trip visiting national parks and historic sites and while you participate online, get ideas to plan safe real adventures in your area. As we continue to cope with disruptions to our typical way of life, we have opportunities for positive moments. Act on what you can control by moving your body, taking a mental break and getting out in nature to brighten your day.

Visit www.mywellsite.com/ip/site

Rocky vistas, winding canyons and towering spires make this one of the most patronized parks in the United States. Take a walk back in time exploring ancient fossil beds or the cultural artifacts of the Native Americans that once lived here. Whether it be a long hike, or a tour of the one-of-a-kind museums, this park has what you are looking for.

For more information visit https://www.nps.gov/badl/index.htm.
Physical Activity Challenge Stats

6 Week Physical Activity Challenge

320 employees tracked 84,322,629 steps tracked to fuel virtual visits to select national parks while gaining ideas to plan real-life, safe adventures through the content of the National Parks Adventure Challenge.

<table>
<thead>
<tr>
<th></th>
<th>Essential/2500</th>
<th>Essential Plus/5000</th>
<th>Intermediate Plus/8,000</th>
<th>Advanced/10,000</th>
<th>Advanced Plus/15,000</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Users</td>
<td>27</td>
<td>91</td>
<td>108</td>
<td>76</td>
<td>18</td>
<td>320</td>
</tr>
<tr>
<td>Total Steps</td>
<td>3,867,689</td>
<td>14,061,826</td>
<td>26,684,773</td>
<td>28,393,387</td>
<td>11,314,954</td>
<td>84,322,629</td>
</tr>
<tr>
<td>People Improved</td>
<td>7 (25.93%)</td>
<td>18 (19.78%)</td>
<td>27 (24.55%)</td>
<td>29</td>
<td>6 (33.33%)</td>
<td>87</td>
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</tbody>
</table>
Tips and Messages

Budget Friendly Outdoor Fun
National parks provide endless fun! A park pass is relatively inexpensive to experience the great outdoors.

WAYS TO ENJOY THE PARKS INCLUDE:
- Scenic trails and wildlife viewing.
- Picnicking and cookouts.
- Fishing, swimming and canoeing.
All is close to home to save money and share quality time social distancing with family and friends.

Outdoor Activities To Stay In Shape
In addition to walking, there are other fun ways to be active outdoors.

TRY THESE FORMS OF PHYSICAL ACTIVITY TO SHAKE UP YOUR ROUTINE:
- Cycling: Easy on the joints and works different muscles than walking.
- Swimming: Strengthens core muscles and improves flexibility.
- Kayaking: Provides an upper body work out while soaking in the scenery.

Be Prepared - Safety First
Hiking is a refreshing way to enjoy nature firsthand. Yet it is important to be mindful of safety.

INCLUDE THESE SAFETY TIPS ON YOUR NEXT HIKING EXPLORATION:
- Take a buddy.
- Carry water and snacks.
- Use water-resistant sunscreen (minimum SPF 30 or higher). Re-apply every 2 hours.
- Dress appropriately for weather and conditions.
- If new to hiking, consider a professional guided trail tour.

Restful Sleep Before Outdoor Adventure
Outdoor adventures are fun and enjoyable, but only if your body is given enough rest. A good night’s sleep helps improve energy and provides a rejuvenated mind.

ENSURE YOU’RE WELL RESTED BY INCLUDING THE FOLLOWING SLEEP TIPS:
- Go to bed at a reasonable hour.
- Aim for 7-8 hours of sleep each night.
- Avoid alcohol and caffeine in the hours before bed.
- Turn off screens and devices at least an hour before bed.

Good Eats
Adventures are less fun when you are hungry, so fuel up with a healthy breakfast and pack snacks for the trail.

A FEW EASY TO CARRY AND ENERGIISNG SNACKS INCLUDE:
- Fruit: Hydrates as it fuels your belly.
- Nuts and seeds: Countless varieties to provide dense proteins and healthy fats.
- Granola bars: Choose snack bars made mostly from whole ingredients.

Hydration
Whether you’re walking, hiking or swimming, it’s important to properly hydrate. How much water to drink depends on several factors. In general, aim for 5-12 (12 ounces) glasses each day for adequate hydration.

TIPS TO AVOID BECOMING DEHYDRATED INCLUDE:
- Pre-hydrate: Drink water before you go out.
- Drink often: Sip water throughout the day.
- Rehydrate: Drink water upon arriving home to get back to optimal fluid levels.
Marketing the Challenge

To elevate engagement in the challenge marketing materials are created including:

• Challenge Marketing flyer and Instructions
• Challenge Promo Video
• Promoted in wellness newsletter and shared with Wellness Champion network.
Weekly Winners Prizes

Aug 2 – Sep 12 2021

4 Levels of daily activity / step goals:
- Essential: steps per day
- Essential Plus: steps per day
- Intermediate: steps per day
- Advanced: steps per day
- Advanced Plus: steps per day

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<thead>
<tr>
<th></th>
<th>Essential 2500/day</th>
<th>Essential Plus 5000/day</th>
<th>Intermediate 8000/day</th>
<th>Advanced 10,000/day</th>
<th>Advanced Plus 15,000/day</th>
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<tbody>
<tr>
<td></td>
<td>(17,500 week)</td>
<td>(35,000 week)</td>
<td>(56,000 week)</td>
<td>(70,000 week)</td>
<td>(105,000 week)</td>
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<tr>
<td>Week 1</td>
<td>Weekly Winner</td>
<td></td>
<td></td>
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<td></td>
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<td>Week 2</td>
<td></td>
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<td>Week 3</td>
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<td>Week 5</td>
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<td>Week 6</td>
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<tr>
<td>GRAND PRIZE WINNERS</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total Steps</td>
<td>(105,000)</td>
<td>(210,000)</td>
<td>(336,000)</td>
<td>(420,000)</td>
<td>(630,000)</td>
</tr>
</tbody>
</table>
Participant Posts

“Can’t wait to start exploring our natural treasures while keeping up with my fitness!”

“My garden will keep me busy and steppin!”
What’s Next?
Green and Blue Spaces

• Marine and freshwater slightly more restorative than green spaces.
Conclusions

There are dual benefits for physical and psychological health and wellbeing by spending time in nature.

Exposure to natural places can help ward off loneliness and feelings of isolation.

Protecting the environment through responsible use of natural resources is critical to the health of people and places.
Questions?

Amy Cohen, Director of Communications
904-710-2686
acohen@ramphealth.com

Chip Ross, MA, RD, LDN
Wellbeing Program Manager,
North America
Research

• Nielsen Total Audience Report
• Literature review by Rita Berto, PhD, at the University of Verona in Italy (*Behavioral Sciences*, Vol. 4, No. 4, 2014).

• [https://www.bard.edu/cep/blog/?p=11909](https://www.bard.edu/cep/blog/?p=11909)
• Exposure to Neighborhood Green Space and Mental health: Evidence from the Survey of the Health of Wisconsin. [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3987044/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3987044/)
• [https://www.mdpi.com/1660-4601/15/6/1238](https://www.mdpi.com/1660-4601/15/6/1238)
• AHTA.org
Evidence Linking Parks & Health

- Spending at least 120 minutes a week in nature is associated with good health and wellbeing.
  Source: (White et al., 2019)

Viewing and spending time in nature lowers cortisol and blood pressure and is linked with lowering levels of stress, depression, and anxiety.

Exposure to nature has many physiologic benefits beyond mental health. Individuals exercise longer, more vigorously, and more regularly in green spaces and parks compared to other areas.

- The AWE effect. Nature makes you more creative. Experiencing the wonder of nature can inspire people to solve problems more cooperatively and creatively.

Nature makes you more generous to others. Viewing beautiful nature scenes can result in people being more cooperative and generous to others, even in the presence of strangers.
Source: (Zelinski, Dopko, Capaldi, 2016).

- Living near green spaces reduces mortality even when adjusted for socio-demographic factors.

Access to parks is a social equalizer, addressing health disparities and benefiting people's health and wellbeing.
NPS Scientific Papers on Nature & Health Connection

- **Natural Solutions: Protected areas are vital for human health and wellbeing** (Dudley N., Allen D., Campbell K., 2014).
Recommendation Reports & Guidelines for Health Promotion in Parks

- Routledge Handbook of NGOs and International Relations (T. Davis. 2018).
- NPS Active Transportation Guidebook (NPS. 2018).
- Health, Recreation, and Our National Parks: Addressing the Role of National Parks to Promote and Provide Healthful Recreational Activities. (National Park Service Advisory Board Report. 2006).
# Social Wellness Challenge Survey Results

<table>
<thead>
<tr>
<th>SURVEY QUESTIONS:</th>
<th>Answer Options</th>
<th>PRE Survey 121 Respondents</th>
<th>POST Survey 67 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have a network of close friends/family.</td>
<td>Mostly true, Somewhat true, Not really</td>
<td>(85) 70% (30) 25% (6) 5%</td>
<td>(55) 82% (9) 14% (1) 2%</td>
</tr>
<tr>
<td>2. I am interested in others, including those from different backgrounds of my own.</td>
<td>Mostly, Some of the time, Not really</td>
<td>(90) 75% (30) 25% (1) 0.8%</td>
<td>(53) 79% (11) 15 % (0) 0%</td>
</tr>
<tr>
<td>3. Do you have difficulty communicating or getting along with people?</td>
<td>Mostly, Some of the time, Not often</td>
<td>(3) 2% (39) 33% (70) 58%</td>
<td>(0) 0% (17) 26% (47) 70%</td>
</tr>
<tr>
<td>4. How often do you put the needs of others first to your own detriment?</td>
<td>Mostly, Some of the time, Not often</td>
<td>(37) 30% (70) 58% (13) 11%</td>
<td>(18) 27% (40) 60% (6) 9%</td>
</tr>
<tr>
<td>5. How comfortable are you reaching out to others for support and asking for help when needed?</td>
<td>Not my style, If no other choice, Comfortable asking for help</td>
<td>(14) 12% (50) 42% (57) 47 %</td>
<td>(2) 3% (19) 29% (43) 64%</td>
</tr>
</tbody>
</table>
Social Wellness Challenge Results

• 67 participants completed the post-survey
• 34 comments reporting
  • Spending more quality time with others.
  • Improved relationships
  • Improving communication
  • Scheduled appt with a therapist and uncovered mental health issues of a spouse.
  • Improve relations with co-workers
  • Opened communication with manager about work-life balance.
  • Found connections with other participants from the message boards.

<table>
<thead>
<tr>
<th>USERS</th>
<th>POINTS</th>
</tr>
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<tbody>
<tr>
<td>Registered Users</td>
<td>196</td>
</tr>
<tr>
<td># of Users Completed Challenge with 1000 points or more</td>
<td>104</td>
</tr>
<tr>
<td>Total Logins</td>
<td>1076</td>
</tr>
<tr>
<td>Total Combined Points</td>
<td>125, 100</td>
</tr>
</tbody>
</table>
Social and Emotional Wellness

Social wellbeing is building and maintaining healthy relationships and having meaningful interactions with others.

Social isolation is the breakdown of personal relationships that provide meaning and support.

Social interactions (quality and quantity) can have short- and long-term influence on mental and physical health.

Links between positive relationships, health and wellbeing

- Behavioral influence of others.
- Psychosocial support reduces stress by positively influencing health behaviors.
- Physiological boost.
Recognition of parks and trails to benefit local environments and support corporate wellness.

Parks and trails can provide health benefits by:

- Providing opportunities to practice healthy lifestyles
- Creating destinations and venues for physical activity
- Reducing stress and improving mental wellness
- Fostering community interaction & social support networks
- Providing beneficial, low impact use of sensitive areas, reducing injury and property loss that could occur if the land was used for other functions
- Reducing air and water pollution
- Mitigating urban heat islands
- Preserving important habitat, environmental, and cultural sites

https://www.nps.gov/subjects/healthandsafety/healthy-parks-healthy-people-resources.htm
State Parks – Florida Fit Example

Get Florida Park Fit!

https://www.floridastateparks.org/ParkFit
City/County Healthy Living Programs

- https://www.timucuanparks.org/healthy-living/
Serenity Garden

- Project in development
- First of its kind
- Ongoing study
  - Seniors
  - People who have lost sight
  - Wounded War Veterans
  - Children & Adults with Autism
- Interactive and sensory elements with enhanced opportunities for relaxation, social gathering, education and therapeutic programming.