



Park Direct Observational Tool Pilot Project - 2010



The Step Into Cuba Alliance and the Village of Cuba have been working to make Cuba’s St. Francis of Assisi Park (the Park) more inviting as a place to be physically active. Some examples of improvements to the Park include the addition of the Park Loop Trail, tree planting, landscaping, and the addition of benches. The University of New Mexico Prevention Research Center (UNM PRC) was invited to evaluate the project to see if more people are using the Park for physical activity. One way of doing this is to observe how many people are using the park and what types of activities they are doing while they are there (e.g., playing basketball, walking, having a picnic).

During one week in November 2010 the UNM PRC conducted a pilot project observing the number of people visiting the park during certain times of day and on different days of the week. Observers recorded the type and level of physical activity (i.e., sedentary, walking or vigorous).

Why observe park visitors in Cuba?

This project will help to show if there are more people using the Park over time and what types of activities they are enjoying while in the Park.

What did we learn during the pilot project?

- Park visitors were divided fairly evenly between males (52%) and females (48%).
- Almost half of the people observed (48%) were engaged in vigorous activities (see Figure 1).
- Area 1 (see back of page), which includes the playground, was the most active area.
- The Park was used most often in the afternoon and evening (see Figure 2).

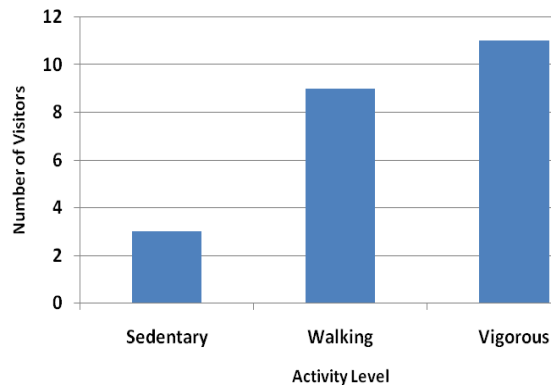


Figure 1. Activity levels of visitors to Cuba’s St. Francis of Assisi Park.

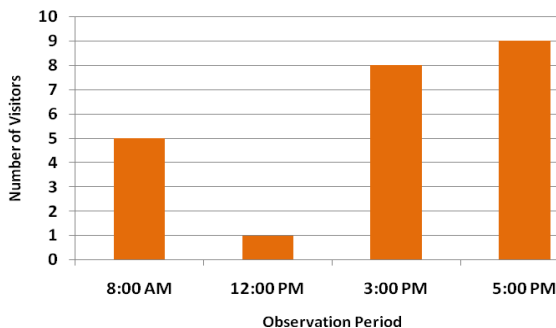


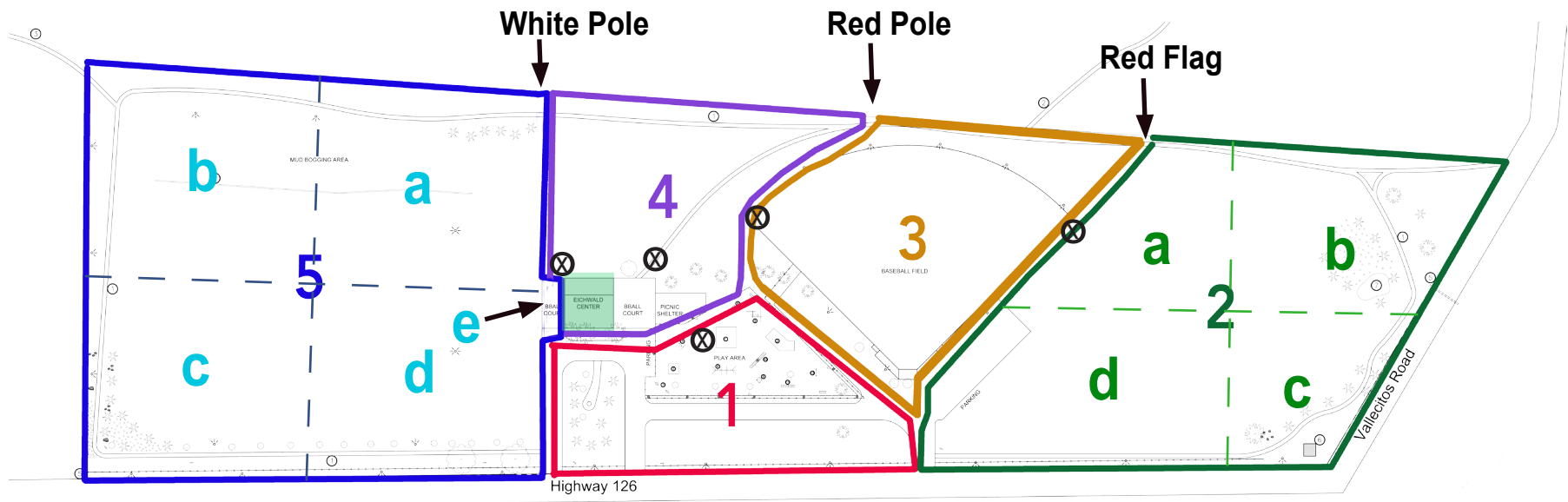
Figure 2. Number of visitors (N=23) by observation time period.

What’s next?

- Each year observations will be conducted and the results will be reported to the Village Council and the community.
- The information will show any changes in activity at Cuba’s St. Francis of Assisi Park over time.
- The information can be used for grant applications and walkability planning.

Thank you to Mayor Velarde, the Cuba Village Council, Vandora Casados, Loretta Jacquez, Tim Rogers, and the Step Into Cuba Alliance and the community members who have supported this project.

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Outside Observation Points

- 1) Behind blue bench
- 2) Corner of fence (move to corners of divided area if need to divide)
- 3) Other corner of fence
- 4) At Light pole in center
- 5) At Corner of basketball court / Eichwald (move to corners of field if need to divide)