

The parkrun Practice: The Promotion of parkrun to Patients Via GP Websites

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Background

- parkrun is an organised, free, weekly, timed 5km race
- A 'parkrun practice' has a close link with their local parkrun and raises awareness
- The aim is to promote the health and wellbeing of both staff, patients and carers.

This project will focus on parkrun practices using their website to provide information. Currently, there is not a standard approach to do this.

Aims

- Look at the format of information presented on the website
- Examine the content of information presented
- Identify the variety of promotion methods used
- Identify similarities & differences between practice websites

parkrun & parkrun Practices

- Details about the event was similar across websites.
- Many practices made use of official parkrun material on their website.

Parkrun is a free weekly timed 5k held every Saturday morning.

We are a Park Run Practice!

Proud to be running as part of a #parkrunpractice

Supported by



Events & Activities

- Practices gave information about events they had carried out in the past or were planning to do
- Some practices mentioned other health promoting activities that patients could take part in.

Barnstaple Parkrun Takeover

This weekend staff from the Practice marshaled at the Holkham parkrun.

Practical Information

- Details on how to prepare and what to expect included registration and location.
- Some practices provided contact details for further information.



No need for special equipment or clothing

Register at parkrun.com and head down to your local event!

Methods

In October 2019, 114 parkrun practice websites were visited. They were searched systematically to find information pertaining to parkrun.

Screenshots were taken from parkrun practice webpages and uploaded onto NVivo 12 to be analysed using a thematic approach.

Results

- 79 practices had parkrun information on their websites.
- Information was found in a range of locations across practice websites making ease of access varied.
- 10 broad parent themes were identified. These included:
 - 1) What is parkrun and a parkrun practice
 - 2) parkrun practice events and activities
 - 3) Benefits of parkrun (health and other)
 - 4) Addressing patients' concerns about participating in parkrun
 - 5) Practical information regarding parkrun events
 - 6) Images and social media

Benefits of parkrun

- The mentioned benefits of parkrun can be split into health and non-health benefits.

IMPROVE HEALTH & FITNESS

Be active in the open air

BE PART OF A COMMUNITY

Make new friends & socialise

DEVELOP NEW SKILLS

Opportunities to volunteer

BUILD CONFIDENCE

Track progress & achieve new goals

Addressing Concerns

- Concerns addressed fell into 5 main categories: 1) Ability, 2) Speed, 3) Fears, 4) Inclusivity and 5) Support available.

WALK, JOG, RUN, VOLUNTEER

or simply come and watch - it's up to you!

Images & Social Media

- The majority of media used was in the form of images.
- YouTube videos highlighting benefits of parkrun & interviews also featured online.



Conclusion

- Information currently available on parkrun practice websites is highly varied.
- Information can be found in a range of locations such as website homepages, newsletters and social prescribing pages.
- Information at times can be difficult to find
- Variability of information across websites may lead to different levels of knowledge among website users.

Implications for practice

- ✓ Using the website homepage gives patients quick access.
- ✓ Standardised information across websites will create equally informed patients.
- ✓ It is important to address concerns patient may have to quell misconceptions, fears and increase participation.
- ✓ Further guidance from parkrun UK in the online Tool kit regarding how to promote parkrun online could be beneficial.