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Jane H. Adams

Jane H. Adams is the Executive Director of the California Park & Recreation Society (CPRS) based in Sacramento, California. CPRS provides the leadership and resources for park and recreation agencies and professionals to create community through people, parks & programs.

CPRS released the first strategic plan for the park and recreation profession in 2009, *Creating Community in the 21st Century.* Jane is instrumental in the implementation of the plan. Jane served as Editor of *Creating Community: An Action Plan*, a collegiate and professional text, published by Human Kinetics Publishing. Jane co-authored “Leading to Promote Health and Wellness,” one of the first strategy documents promoting parks and recreation role in health and wellness.

An outcome of the *Creating Community*  strategic plan is the creation of the Society’s research based public awareness campaign, Parks Make Life Better!®  This is the first statewide public opinion research based public relations effort in the nation. Since its release in March 2011, 45% of California’s park and recreation agencies have signed onto the campaign.

Jane is the CPRS spokesperson to national, state, and local government officials; nonprofit organizations; and federal and state agencies. She currently serves on the Strategic Alliance for Promoting Healthy Foods & Activity Environments, the Healthy Places Coalition, and she serves on the Leadership Team for the State Department of Public Health’s Community Transformation Grant (CTG) from the U.S. Centers for Disease Control and Prevention. She is a frequent speaker to state and national organizations.