Great Ideas for Great Outdoors Month!

- New Ideas to Connect Kids with the Outdoors

Get Active, Get Outdoors!
Reasons for Great Outdoors Month

- Showcase Health/Active Recreation
  - Obesity/Attention Deficit Disorder
  - Opportunity for Health Industry Involvement
- Gets Recreation Community Engaged
  - Industry
  - Government Agencies
  - NGOs/Non-profits

Get Active, Get Outdoors!
Reasons for Great Outdoors Month

- Kick-off & Highlight Physical Activity
  - Year-round Opportunities/Plan Ahead
- Tell the Story to the Hill
- Engage Non-traditional Visitors
- Reward & Recognize Accomplishments

Get Active, Get Outdoors!
Great Outdoors Month: Key Messages

- Resource Stewardship
- Health Benefits of Outdoor Recreation
- Outdoors Happens Year-round!
- An Hour of Play Every Day!
- Highlight Local Recreation Options

Get Active, Get Outdoors!
Focus on Outcomes: Expand Beyond Recreation

- Reduce Obesity/Diabetes
- Family Togetherness
- Crime Prevention
- Develop Future Leaders/Stewards

Get Active, Get Outdoors!
Ideas for Great Outdoors Month Structure & Logistics

- Two-tiered Model
  - DC Events & National Field Events
- Announce & Celebrate Partnerships
- Should States Pick Their Own Month?
  - Keeps Year-round Idea in Play

Get Active, Get Outdoors!
Continue Governmental Recognition Outreach

- Presidential Proclamation
- Governors’ Proclamations
- Congressional Record
- Sheldon Coleman Great Outdoors Award
- Agency Award Programs
- Invite Congressional Regional Offices to Events

Get Active, Get Outdoors!
Great Outdoors Month Expanded?

- Build Residual Value
  - More than Staged Events
- Push for Congressional Hearings
  - Children’s Outdoor Bill of Rights/Land & Water Conservation Fund
- Start Promotion in Schools Earlier
- Highlight Events Earlier in the Year

Get Active, Get Outdoors!
Get Outdoors Day
June 14, 2008

- Could Provide a National Focus
- Different Days for Different Activities?
- A Day in the Life of Outdoor Recreation?
- Let the Field Be Innovative

Get Active, Get Outdoors!
Getting Great Outdoors Month to the Field

- Keep it Simple Stupid (K.I.S.S)
- One Theme, One Idea
- Provide the Authority to DO IT!
- Expand Outdoor Ambassador Initiative
- Create Event/Media/Promotion “Toolkit”

Get Active, Get Outdoors!
Marketing Communications

- Create a Sustainable Great Outdoors Month “Umbrella”
  - Incentives – Passports, Freebies
  - Background Package/Talking Points
  - National Registry of Events/Activities
  - Improve PR/Media Communications

Get Active, Get Outdoors!
Marketing Communications

Supplemental Messages to Non-traditional audiences

- AARP
- Health Care Industry
- Local Press
- Local Cable TV

Get Active, Get Outdoors!
Marketing Communications

- “You Tube” Videos, Use Blogs
- Social Networking Sites – MySpace, etc.
- FOLLOW-UP: Celebrate Past Year’s Accomplishments and Get Ready to Have a Great Year

Get Active, Get Outdoors!
More Ideas for Getting Kids Outdoors

- New Year’s Resolutions Promote “Ten Ways to Get Outside” in the New Year
- Kids’ Peer to Peer Exchange through GORP
- Use Local Parks & Recreation Departments
- Highlight Beginner/Introductory Program
- Outdoor Laboratories to Help Youth in Science
- Engage Youth as Citizen Stewards

Get Active, Get Outdoors!
Great Outdoors Month
Results/Accountability

Measure:
- Impact of Positive Alternatives
- Resource Awareness
- Impact on Families

Get Active, Get Outdoors!
Great Outdoors Month
Results/Accountability

- User Surveys
- Record and Document Successful Events
- Family Benefits
- Media Impressions

Get Active, Get Outdoors!
Thank You for These Great Ideas!

- TEAM RED
- TEAM GREEN
- TEAM YELLOW
- TEAM BLUE

Get Active, Get Outdoors!