

# BE OUTDOORS ARIZONA

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## **MISSION:**

To encourage continuous nature-centered outdoor experiences that enrich the lives of children.

## **VISION:**

- Best practices are recognized and prevalent, and fully integrated into children's communities.
- More people are participating regularly in activities in parks and other natural environments.
- Walkable cities and safe play areas whose infrastructures support continuous outdoor experiences are in abundance.
- Documented improvements in both the physical and behavioral health of the citizens in our communities are celebrated.
- A strong local network of organizations and individuals that provides a diversity of opportunities and recognizes the most effective practices, is in place.

## **CORE VALUES:**

Be Outdoors Arizona believes...

...In the value of continuous outdoor experiences for every child.

...That children and families who participate in outdoor activities are physically and mentally healthier and become better citizens.

...In the value of unstructured, experiential learning in natural environments.

...Believes that continuous outdoor experiences empower children to influence outcomes in their communities in positive ways.

...That working collectively as a network of interested organizations and individuals accomplishes more than individuals or organizations working alone.

## **STRATEGIES:**

- Serve as a clearing house of resources for consumers.
- Serve as a clearing house to program providers to measure program effectiveness and eliminate redundancies.
- Develop, launch, and promote a website that motivates participation, meets Be Outdoors' objectives and links to other related website resources.
- Build relationships with other professions and constituencies to promote the values of Be Outdoors Arizona.
- Develop and implement methods to serve non-traditional audience.