

Be Outdoors Arizona



STRATEGIC PLAN

Practical Vision

Due to the collective efforts of
Be Outdoors Arizona...

...what do we want to see in place
in 3-5 years?

1. Evidence of Culture Shift

“Porch life” returns!

Youth advocates, “get outside!”

Healthier kids

Outdoor education redefined

Parental fear becomes enthusiasm

2. Tested Tools for Change

Best practices assembled

After school mentor programs

Young leadership roles

“Classes” for parents / adults

3. Nature Place-making

Nature discovery areas abound

Safe play zones

Kids are engaged in nature

Neighborhood nature watch

4. Diverse Web of Partners

Network of non-traditional partners

Developers involved

Online community drives outdoor activities

Easily accessible database

5. Networked Nationally, Strong Locally

“Be Outdoors” field offices

Universally accessible

Providing grant funding

Organization creating efficiency

Current Realities

Opportunities / Strengths to Build Upon

National childhood obesity dialogue

On the crest of a wave

Intrinsic connection to nature

Focus on kids is never out of fashion

Current Realities

Challenges Requiring Action:

Finding champions at higher levels

Creating a “parent centered” approach

Making emphatic case for culture change

Rewarding measurable results

Strategic Directions

Practical and innovative actions ...

that will deal with our current realities...

move us toward vision in next 1-2 years.

3 Strategic Directions

Defining our Mission and Methods

Marketing to Public with Diverse Tools

Engaging Business and Government



Defining our Mission and Methods

Define nature-based activities

Gather and share information

Create youth advocacy



Marketing to Public with Diverse Tools

Reach New Audiences

Capitalize on Technology

Engaging Business and Government

Solicit Corporate America

Demand Government Support

FIRST QUARTER ACTION

(Thru March 08)

"Nature-based" is clearly defined
State applicants / councils for HR 3036 and Prop 203 engaged

Multi-pronged marketing approach created
Clear message / curriculum designed

Inventory of Business and Governments:
What doing to motivate kids to be outdoors?
How enabling caregivers to take kids outside?
What doing to ensure that outdoor time is promoting
community stewardship?

SECOND QUARTER ACTION

(Thru June 08)

Groups funded to review / develop curricula
Toolkit has 20 items

Active website developed
Speaking Team formed

Inventory of Business and Governments (continued):
What doing to motivate kids to be outdoors?
How enabling caregivers to take kids outside?
What doing to ensure that outdoor time is promoting
community stewardship?

THIRD QUARTER ACTION

(Thru September 08)

Partnering with:

Churches, Latinos, Native Americans, Youth organizations
Relationships formed with media (TV)

Data collected and best practices identified

FOURTH QUARTER ACTION

(Thru December 08)

Evaluation tool established:

Benchmarks set and program evaluated

Two outdoor events held

12 Active team meetings held

Special event hosted

Gap analysis and development of demonstration projects

A plan in place for sharing and implementing best practices

