

**Shining a Light with More and New Allies
Session Notes Recorded by Liz Baird
C&NN 2008 Grassroots Gathering
September 17 – 19, 2008**

Avery Cleary, Hooked on Nature, Moderator.

Introductions around the room

Who should we be reaching out to?
Who do we need to foster?
Who should be doing the networking?

Networking – how are we going to address this moving forward?
Not just an advertising campaign – a network of networks – child care resource and referral, other child care networks – we don't want to disturb what we have now but how are we going to be sustainable? How to execute the culture change.

Which networks do we want to engage?

Different types of networks –
“Family” networks – establishing best practices, sharing info
Outreach networks - getting more involved
Networks for funding - finding financial support
Networks for political influence

Who is coordinating the networks?

What is the goal of the networks?

Manny – Identifying people already in the communities that are already going door to door – for example Boys and Girls Clubs – in CA – those folks are already there and we share info (getting into the three rings)

What are the classifications of networks?
Policy, Funding, Community Building, Media/Communications
(health?)

What is the nature of the partnership?
Information dissemination?
Invitation to participate in C&NN meeting
Army of students from university
Army of students to record data, build play spaces

Bring folks to the movement – who isn't here? Kyle
How can we get something done to reach to these new folks

Land grant university – student workers, data and research - extension office in each county – outside experts - start with director of continuing education – College of Nursing can connect you to health care – Each land grant should have a 4H program,- reaching into after-school and FFA,

Master Gardener program – come under extension service – Elizabeth Myers
Each master gardener has to do 100 hours volunteer work

Master Naturalist – Marcie O. –

After school Networks – Mott Foundation – 39 states – Goal is to have a network in all 50 states – bring together the diverse players in the after school field-ages 5-14 – Mari

CALSAC – California network

Train the trainer models – recreation programs can cover some portion of what schools can do- Project Wild, Project Wet, Project Learning Tree

Child Care Resource and Referral Network in every state – both to child care programs and to parents. NACCRRN

California State Parks has put C&NN logo up and providing links – Nina

County Offices – in California – public outdoor schools – meet and review outdoor education – looked at benefits of outdoor education – COSA

Boys and Girls Club s- great peer partner – although around the nation, they are locally run – great corporate partners – most are looking for partners

YMCA – vertical integration

Scouts, Big Brothers, Big Sisters, Campfire girls. Can get everyone in one room - great to put forth idea

Media – Planet Green Weather Channel National Geographic, Planet Green, Discovery Channel – invite them to come and write/tell the story-

Oprah's book club – can we all write and get LCITW on?

Facebook and my space – use those “clubs” to connect people to jobs and volunteer opportunities

PTA organizations

League of Women's Voters for issues – policies – won't take a stand but give credibility

Get info when politicians are running – show how issues will connect to voters – allows you to get in when elected

National League of Cities – mayor/council – have a showcase booth at next conference

US Conference of Mayors

Green Building Council – USDA- Environmental Waters Resources Institute – storm water management and preserving naturally treating water

Declarations from governor

Youth Ministries – not only a spiritual commitment but also recruitment of members of churches – interfaith ministry

Places Rated Almanac – 10 Best Places for kids to go before they are ten

DOT walkability assessments – what about a nature assessment? (Nancy Herron is doing one)

Secretary of State posts things in the faith based community

Environmental Justice - poor people of color – walk outside to a safe place – ways to involve that community- see it as a RIGHT to get outside “if we deprive them of this we are depriving them of our humanity”

Facebook – how to share information and use it – suggestions for getting technology as an asset –

Google University

Outdoor Industry – looking for sponsorship – their future depends on “us” and our success- Outdoor retailer conference – get them on board. Go to individual REI

APHERD – Association of Physical Education Recreation and Dance – national conference - PE teachers can be an advocate.

Southern states?

Hunting and Fishing Groups – WRC- Field and Stream – Ducks Unlimited – National Rifleman association – public lands – lands being developed or hunting and fishing being banned

How to reach rural?

Transportation – NPS might have buses that can provide transportation.

Zoos and Museums – AZA, AAM, ASTC, reading programs – libraries, nature centers, childrens’ museum – Association of Children’s museums –

Community Education – BOCES

Association for Nature Center Administrators

Association of state parks – local parks, national parks county parks

Association of Fish and Wildlife agencies

Health disparities in communities – community based organizations identifying things like the Latino community – health disparity work is being funded

Arts Community –

Water districts and Watershed coalition – open space – river keepers

Conservation groups – like minded people looking for programs – energy festival – alternative energy....

Holes?

Liability issues

Health- rfps to try and get funding for research

Banks and insurance companies looking for good PR

Real Estate Developers

Local Govt agencies/officials

School districts

Kindergarten teachers and classrooms

NAAEE

Garden Conservancy

Garden Club of America

Landscape Architects and Nursery Industry

Roots and Shoots (Jane Goodall)

Land Trust Alliance – Pocket Parks

Mentors for Diversity

Non-public funding agencies

Hunters and Fishers

The Community Voice – what do they want for their kids?

Folks got 5 votes –top choices to work with –

Land Grant University - extension agent in county or dean of college extension- particularly research projects- leveraging existing networks in that county

After School - Mott Foundation might be a good resource

Child Care Resource Referral Networks

State/ National/Local Parks

Churches

Policy makers- **National League of Cities**- booths where you can display

Media (facebook, Weather Channel, Discovery Channel, Planet Green, Oprah's book club, worldgoinggreen.com) – next year invite media to come and cover

Grassroots meeting – locally identify story that is ready for them

Tech people like google

Steps:

- Invite media to cover meeting next year
- Initiate OPRAH blast for topic – book coverage
- Contact local parks –find out what challenges are