



National Get Outdoors Day 2008

Saturday, June 14, 2008

Smokey Bear and Woodsy Owl attended National Get Out the Doors Day to help spread Forest Service Messages!



National Get Outdoors Day 2008

Participants from dozens of federal agencies and nonprofit organizations and the recreation industry gathered in Washington to launch National Get Outdoors Day, a new annual event to encourage healthy, active outdoor fun. Prime goals of the day are reaching first-time visitors to public lands and reconnecting our youth to the great outdoors.

Objectives:

- Further effort to connect nature and kids – fighting Nature Deficit Disorder and combating serious health threats
- Create special interpretive opportunities and use new technologies to appeal to youth and non-traditional users
- Highlight the benefits of outdoor activities, and the actions the agencies are taking to address alarming health trends resulting from physical inactivity
- Have so much fun that “first timers” are eager to come back for more!

Overview:

Building on the success of *More Kids in the Woods* and other important efforts to connect Americans – and especially children – with nature and active lifestyles, the Forest Service and the American Recreation Coalition have agreed to lead an inclusive, nation-wide effort. National Get Outdoors Day focuses on a single day when people are inspired and motivated to *get outdoors* – with federal, state and local agencies, key enthusiast organizations and recreation businesses making the outdoor experience fun.

Criteria for Selection

- Proximity to/easy access from one or more metropolitan areas
- Capacity to host 2,000-10,000 participants
- Existing food service, comfort stations and parking facilities
- Ease of involvement of multiple government and private-sector partners
- Ability to demonstrate outdoor activities such as birdwatching, hiking, fishing, camping and to provide information on pursuing those activities
- Capability to highlight traditional and non-traditional outdoor activities

Across the US 54 Locations were Chosen

For the full list please visit: [http:// getoutdoorsusa.org/](http://getoutdoorsusa.org/)

CA

Big Bear Discovery Center

Fawnskin, CA
Sarah Miggins
Executive Director
San Bernardino National
Forest Association

MI

The Henry Ford

Dearborn, MI
Katie Armstrong
Detroit Urban Connections
Coordinator
Detroit Urban
Connections, Public &
Gov't Relations, Region 9

CA

Upper Kern River

Kernville, CA
Debbie Campbell
Operations Manager
California Land Management

Angeles National Forest

Los Angeles, CA
Barbara Croonquist
Special Uses Administrator
USDA Forest Service

MN

Fort Snelling State Park

St. Paul, MN
Arlene White
Urban Connections Coordinator
USDA Forest Service: Twin
Cities Urban Connections
Program

CT

Connecticut State Parks

CT

DC

Anacostia Park

Washington, DC
Caroline Mica

MN

Chapman State Park (adjacent to Allegheny National Forest)

Warren County, PA
Sharon Johnson
NGO Committee Chairman
Allegheny Outdoor Club

DE

The Delaware State Fairgrounds

Harrington, DE
Linda Chick
Coordinator
Kids' Fest

MN

Chippewa National Forest

Cass Lake, MN
Mary Nordeen
Public Affairs Specialist/Visitor Center Coordinator
USDA Forest Service

GA

Cantor Woolfoord Gardens at the Frazier Center

Atlanta, GA
Tim Banks
Park Manager, Panola Mountain State Park
GetOutdoors Georgia, Georgia Department of Natural Resources

ID

Idaho Panhandle National Forests

ID

Suzanne Endsley U.S. Forest Service

Region 9 played a key role in four events!

- Katie Armstrong – Detroit Urban Connections Coordinator
- Arlene White – Minneapolis/Twin Cities Urban Connections Coordinator
- Mary Nordeen – Public Affairs Specialist/Visitor Center Coordinator (Chippewa)
- Allegheny National Forest/Chapman State Park (adjacent to Allegheny)

Planning Approach:

- A national coordinating team will offer consistent information and support for locally planned events. The team will provide links to partners, resources for recruitment and coordinated communications including a website, www.getoutdoorsusa.org, where details about the event will be posted.

Partners

Key organizations accepted an invitation to serve on the steering committee for this national day and will employ existing campaigns, efforts and websites to promote the day's opportunities:

- • *Boy Scouts of America*
- • *The Coleman Company*
- • *Discover Boating*
- • *Good Sam Club*
- • *GoRVing*
- • *International Mountain Bicycling Association*
- • *National Association of State Park Directors*
- • *National Forest Foundation*
- • *National Park Hospitality Association*
- • *National Park Service*
- • *National Ski Areas Association*
- • *National Wildlife Federation*
- • *and many more!*

The background of the slide is a dark green color with a pattern of lighter green, stylized leaves. The leaves are arranged in a way that they appear to be overlapping and filling the space. The text is centered on the slide.

Detroit (Dearborn), MI

Lead: Katie Armstrong, UrbanConnections

Nancy Johner (USDA Under Secretary of Food, Nutrition and Consumer Services) and Sally Collins (Associate Chief of the US Forest Service) were greeted by none other than Woodsy Owl and Smokey Bear!



Detroit

UrbanConnectionsCoordinator:KatieArmstrong

Planningteam:

- KatieArmstrong,DetroitUrbanConnections; Wytosha Thacker,DetroitUrbanConnections;JohnNeilson,TheHenryFord(THF);Cathy Cwiek,TheHenryFord;Jim Johnson,TheHenryFord

Keyelementsofevent:

- Theeventwastwo-pronged.TheNGODeventitselfwaslocatedontheVillagegrounds andwasstaffedbynon-profitandagencypartners.Therewererangerwalks,camping demonstrations,andmanybooths.Concurrently,UrbanConnectionsandTHFhostedameetingandtourforUSDAUnderSecretaryNancyJohnerandForestServiceAssociate Chief,SallyCollins.

Physicalhost:

- TheHenryFord,Dearborn,Michigan.

Howmanypeopleparticipated:

- Itisestimatedthatover1,000guestsvisitedtheNGODehibit area.

Targetaudiencedemographics(age,ethnicity,anda

- TheaudiencewasostensiblyvisitorsTHF.TobroandtheWashingtonOfficeteameduptosubsidizetheresidentsofmetroDetroit.Asareultofthiseffort,183adultsand65childrenwereabletoattendtheNationalGetOutdoorsDayevent.These guests were associated with 4-H Mentoring,FocusHope,andVIPMentoring.

rea/location):

adenthisaudience,UrbanConnectionsentrancefeeforunderserved guests were associated with 4-H

Informational booths were set up all around our NGO sites. Below is an Urban Connection's booth!

Urban Connection's booth!



Throughout the summer, The Henry Ford employs historic Forest Rangers to share the story of the US Forest Service with its 1 million+ visitors!

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Henry Ford's Greenfield Village hosted Detroit's National Get Outdoors Day! Partnerships such as this are key in the Forest Service!



From left to right: Daryl Pridgen (Urban Connections Program Manager, Detroit Urban Connections Coordinator), George Moroz (Special Assistant to the President, The Henry Ford), Nancy Montanez Johner (Under Secretary for Food, Nutrition and Consumer Services, USDA), Sally Collins (Associate Chief, USDA, Forest Service), Larry Coppard (Senior Consultant for Community Foundation of Southeastern Michigan), Katie Armstrong (President, The Henry Ford), Patricia E. Mooradian (President, The Henry Ford), and John Neilson (Director, Henry Ford Museum & Greenfield Village).

“Only you can prevent wildfires.” – Smokey Bear



“Lend a hand. Care for the land.” - Woodsy Owl

BoothswerelocatedthroughouttheareaofGreenfie

IdVillage



UrbanConnectionsProgramManager,DarylPridgen, is grateful
ofthewonderfulpartnershipwiththeHenryFord





Minneapolis/Twin Cities, MN

- Lead Contact: Arlene White, Urban Connections

JiilD.Pokorny (PlantPathologist,USDAForestServ iceStateandPrivate Forestry)talkstovisitorsabouttreehealthmanag ement



Smokey was a BIG hit with children!



Minneapolis/Twin Cities

UrbanConnectionsCoordinator:ArleneWhite

Planningteam:

- Jill Pokorny,State&PrivateForestry,Kao Thao,Ft. Snelling StatePark

Keyelementsofevent:

- Treetours,fishing,swimming,tentbuildingdemonstrations,unstructuredfreetime,and interactionwithSmokeyBear.

Physicalhost:

- Ft. Snelling StatePark,101 Snelling lakeRoad,St.Paul,MN55111

Howmanypeopleparticipated:

- Itisestimatedthatover200guestsvisitedthis site

Targetaudience demographics(age,ethnicity, and area/location):

- Theaudienceincludedawidevarietyofagegroups frombabiestoseniorcitizens.It includedaculturallydiversecrowd.

Visitors wanted to know more about the collaborative effort of National Get Outdoors Day between the Forest Service and the Minnesota DNR!



Allegheny National Forest



Allegheny – Chapman State Park

Details

- Guided hikes by Allegheny Outdoor Club members at 10:00 AM & 1:00 PM.
- Kayaking and canoeing on Chapman Dam Lake.
- Classes and demonstrations on the following topics: Backpacking and Erecting a Tent, "The Night Sky", Wilderness First Aid, The American Kestrel, West Nile Virus, Mountain Bike Class and Demo, "What's in the Water", Leave No Trace Ethics, Geocaching, EnviroScape Demonstration and especially for children: Kim's Nature Game, Bird Watching Primer, Nature Crafts, Wildflower Walk and Woodland Treasure Hunt.
- Smokey Bear and Woodsy Owl will be on hand to meet and greet the children.
- A used outdoor gear sale and swap will run all day long in Parking Lot #4. The public is welcome to set up tables to sell or swap used gear. Absolutely NO weapons, firearms or ammunition can be sold or traded.
- Food will be available all day long. To conclude the event, a concert will be held on the beach with Rich Geer and Folkheart performing, along with a campfire. Bring blankets and lawn chairs. All events are free and open to the public.

Hank Kashdan enjoying National Get Outdoors Day



Deputy Chief, Business Operations – U.S. Forest Service

A representative from the Bush Administration awarded the Allegheny Outdoor Club for their organization of the NGO Event. Deputy Chief, Business Operations, of the U.S. Forest Service, Hank Kashdan, is also pictured.



Allegheny National Forest biologist, April Moore, is showing water quality and macro-invertebrates as part of the presentation "What's in your Water."

is showing demonstrating the presentation "What's in your Water."



A member of the Allegheny Outdoor Club works with two young boys at one of the "kid's stations" set up throughout the park!



Activities were held at several pavilions at Chapman State Park. One of these events was a gear swap where people could bring their unused outdoor gear to "swap" with others.

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Chippewa National Forest

Lead Contact: Mary Nordeen, PA Specialist, Chippewa



Chippewa

Details

Chippewa Triathlon as well as naturalist activities throughout the day including:

Tent Races

Animal Tracks

LaCrosse Match

Using a Compass

Centennial Displays

NGO Booth

Smokey Bear meets a few young fans at NGOD!



One mom joins into help out during the Norway Beach

tent races



JUN 14 2008

RacercrossestheChippewaTriathlonFinishLineat

NorwayBeach.



JUN 14 2008

Kids enjoy the beach while waiting for their Triathlon team to come into Norway Beach!

lonteamstocomeinto



JUN 14 2008

Kids follow the Migizi trail through the Norway Beach Pines



Kids follow the naturalist down to Cass Lake for a

water critters activity



The 2008 National Get Outdoors Day Proved to be a Success!

With 54 National Get Outdoors Day events, we're pleased to report that the U.S. Forest Service's Eastern Region brought forth 4 successful events including 2 signature events. Partnering with organizations and agencies such as The Henry Ford (Dearborn, MI), Chapman State Park (Clarendon, PA), Coleman Company, and Fort Snelling State Park (St. Paul, MN), our representatives captured the visitor's attention with hands-on demonstrations of hiking and camping techniques, and outdoor recreation activities. While the purpose of the day was to encourage people to "get outdoors," it also increased public awareness of the United States Forest Service and our National Forests.

This year, participants from dozens of federal agencies and non-profit organizations and the recreation industry initially gathered in Washington to launch National Get Outdoors Day. On June 14, 2008, and each June thereafter, these partners will offer sites for American families to experience traditional and non-traditional types of outdoor activities.

FileCode: 1620-6-2

Date: August15,2008

Subject: NationalGetOutdoorsDay2008

To: RegionalForesters,StationDirectors,AreaDirector, IITFDirector,Deputy
Chiefs,WODirectors

Thankstothecontributionsofmanydedicatedemployeesandpartners,ourfirstNationalGetOutdoorsDaycanbecountedasasuccess.Inaseriesofevent sacrossthecountry,wesuccessfullyconnectedwith newvisitorsandforgednewpartnerships.

LastJune,childrenandadults,alike,wereintroducedtonewoutdoorexperiences—fromfloatingonraft andcastingforfishtopeeringthroughbinoculars atwildlife. TheylearnedbothabouttheForestService andnaturalresourceconservation.Theseeventstaughtuslessonsthatwillresultingreatersuccess in 2009.

Pleaseexpressmygratitudetoemployeesandpartners.Withtheiruntiringefforts,thesenational, regionalandlocalactivitiesfurtheradvancedour commitmentto connectkidstonatureandengage urbanAmericansintheconservationcause.

Enclosedisacopyofthefinalreportofthe *2008NationalGetOutdoorsDay* .Itincludesasummaryof siteactivities,listofpartnersandaphotolibrary.Fornext year's *NationalGetOutdoorsDay*,w forwardtobuildingonthisyear'ssuccess. eelook

/S/SALLYCOLLINS(FOR)

ABIGAILR.KIMBELL

Chief

For more information about National Get Outdoors Day please refer to:

<http://getoutdoorsusa.org/>

Check out these additional websites as well:

<http://www.fs.fed.us/r9/urbanconnections/>

<http://thehenryford.org/>

http://www.dnr.state.mn.us/state_parks/fort_snelling/index.html

Thank You