

Session: Last Child in the Woods – How to take advantage of the movement

Time: Saturday, 2:30- 4:00

Attendees: April and Jack – TSS, Jen Levy- Stokes, Glen Ellen, John Hayes- Indiana Dunes, Krista- MOSS, Karla Bradley- M, Kim Skylander – Wolf Ridge,

Key Points:

1. What is the Common Ground?
2. Identify what are the potential audiences that you have in your communities that you haven't tapped? The book suggests that you need nature for health, sport, etc.
3. Potential is to grow your audiences to hunters, health, religion, etc.
4. What is the next step? One problem : Can't identify all those that could collaborate? Also, Louv suggests that it is unstructured time that is most beneficial. Nature Centers don't provide lots of unstructured time.
5. What constitutes unstructured time?
6. We need a slick ad campaign with a high profile person.
Discussed the obstacles and opportunities.
7. Bogey-man - WE offer a less structured but more safe environment than schools and total lack of structure.
8. How are different organizations working with diverse audiences? Soccer and Science, Rock and Roll in Nature,. "fake right go left" notion to work throughout all political spectrums. Wild Women workshops, water quality monitoring, fly fishing,. LaLeche groups, Stay at Home Mom groups.
9. Find out from kids how to stay in touch and best connect with them from a technology standpoint.
10. Are we too organized? Pre-registration can limit spontaneity of experience.
11. Have we limited ourselves through liabilities and risk worry?
12. What is our tipping poin?.
13. Need an essential statement that captures the movement even though it will encompass many more themes.

What's next?

1. Field Book or manual for Louv's book in terms of prepping for Res ed audiences or strategies for getting kids outside.
2. Web Portal where you type you zip code and opportunities in your area?
3. Create trainings, resources for parents in connecting kids to nature.
4. What is the essential message we're trying to get across?
5. How to connect with Louv and have him promote us somehow.
6. Bracelet or sticker to promote the message.
7. How do we reach a Tipping Point? Who are our Mavens and Connectors?
8. Identify spokespeople from different arenas to support us?
9. Work within your centers to promote the principles of Louv
 - 101 ways to get outside
 - Carry Louv's book in your bookstore
 - Poster's offer 10 top ways
 - During teacher/parent meetings highlight book and principles
 - Adult family class in "no child left inside"

- PTA meetings, parent council meeting
 - Along the lines of a bioregional study, have parents begin the session with a connection to nature assessment.
10. What connections do we have with our boards and communities that can help?
 11. Think globally, act locally. First step is to go back to our sites and think outside the box. to identify other partnerships and opportunities to promote the book and its principles.
 12. Look for money to continue to talk about this at the leader level and discuss at the next ANCA conference in Milwaukee in August.
 13. Look for other for profit partners. For instance in Chicago Shedd and other museums.