

LEAVE NO CHILD INSIDE:
GET EACH ONE ON A RIVER!



2011 River Management Workshop
30th International Annual Submerged Lands
Conference

You've seen the statistics:

- Children spend 40 to 65 hours or more a week attached to electronic media.
- Fewer than 1 in 5 children walk or ride a bike to school.
- Children have less time for unstructured, creative play in the outdoors than ever before in human history.



Obesity Factors

- Diet
- Lack of exercise
- Family history
- Psychological factors
- Family factors
- Socioeconomic factors



Obesity Impacts

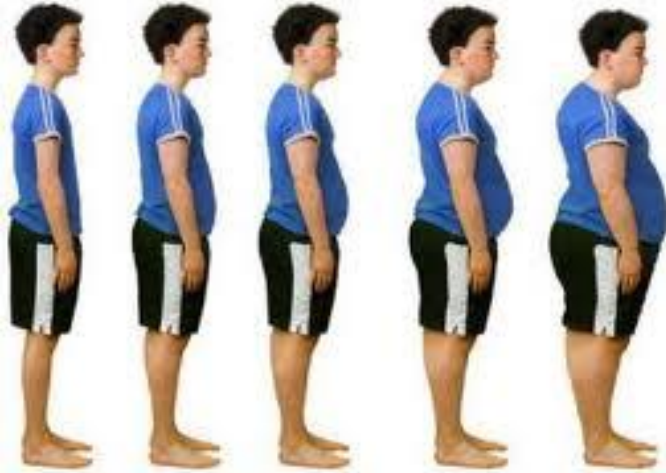
Obese youth are more prone to

- risk factors for cardiovascular disease
- bone and joint problems
- sleep apnea
- social and psychological problems such as stigmatization and poor self-esteem

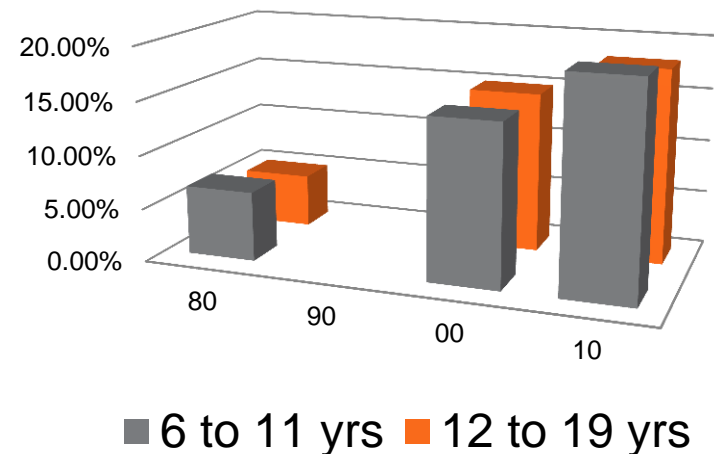


- U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*. Rockville, MD: Public Health Service, Office of the Surgeon General; 2001.
- Freedman DS, Zuguo M, Srinivasan SR, Berenson GS, Dietz WH. Cardiovascular risk factors and excess adiposity among overweight children and adolescents: the Bogalusa Heart Study. *Journal of Pediatrics* 2007;150(1):12–17.
- U.S. Surgeon General. *Overweight and Obesity: Health Consequences*. Rockville: MD; 2001.

Obesity is growing among kids and teens



Obesity Trends Among Kids, Teens



Ogden CL, Carroll MD, Curtin LR, Lamb MM, Flegal KM. Prevalence of high body mass index in US children and adolescents, 2007–2008. *JAMA* 2010;303(3):242–9.

Daniels SR, Arnett DK, Eckel RH, et al. Overweight in children and adolescents: pathophysiology, consequences, prevention, and treatment. *Circulation*. 2005;111;1999–2002.

Fat Kids, Fat Adults

68% percent of adult Americans reported themselves to be obese (BMI > 30) or overweight (BMI >25-30).

28 states had a significant in obesity increase in 2010



Source: *F as in Fat*, Robert Wood Johnson Foundation, July, 2010. The data are "based on telephone surveys conducted by state health departments with assistance from the CDC involving individuals self-reporting weight, height

Nature play...



Improves

- self-discipline
- physical conditioning
- self esteem
- creativity, problem-solving

Reduces obesity, stress

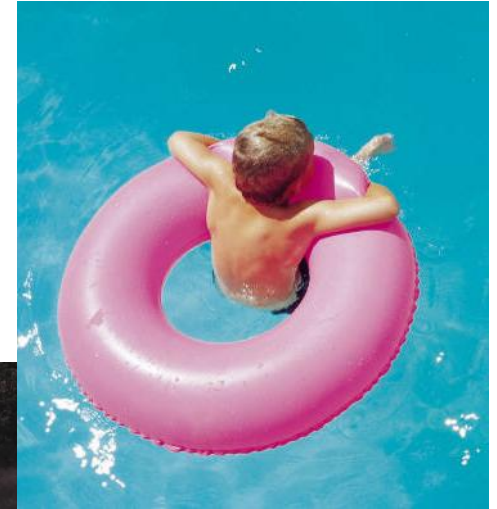


Challenge: Fear of Water

64% American adults are afraid
in deep, open water

48% American adults are afraid
in deep water in pools

Parents needs to know
kids can feel safe,
at home in water, and
in control on the water.



(1998 Gallup Poll).

aminormal.com

I have a fear of rocks (and sometimes other things like logs or pipes) that are underwater...Why is this? Even when I go kayaking, I hate looking over the edge of the kayak and seeing boulders that are underwater. It freaks me out to the point of having a panic attack. Is it normal?

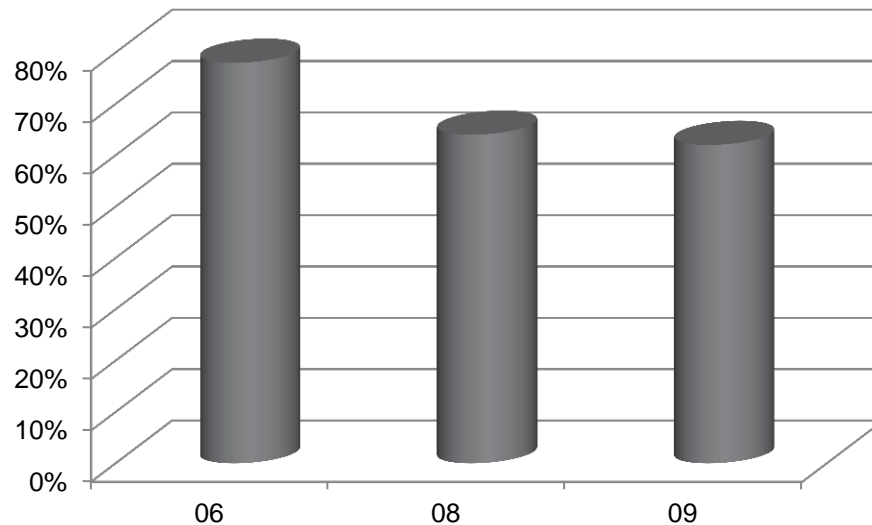
OH MY GOD! I thought i was alone on this. I am completely TERRIFIED of huge rocks underwater and I have no idea why! Everyone makes fun of me for it...but I can't help it! I'm getting chills right now! [sunray456 \(28122\)](#) 9/5/09

59% voted "Normal"

Outdoor Participation – Less Bad

While youth outdoor participation has declined significantly in every age group, gender and ethnicity, trends are encouraging.

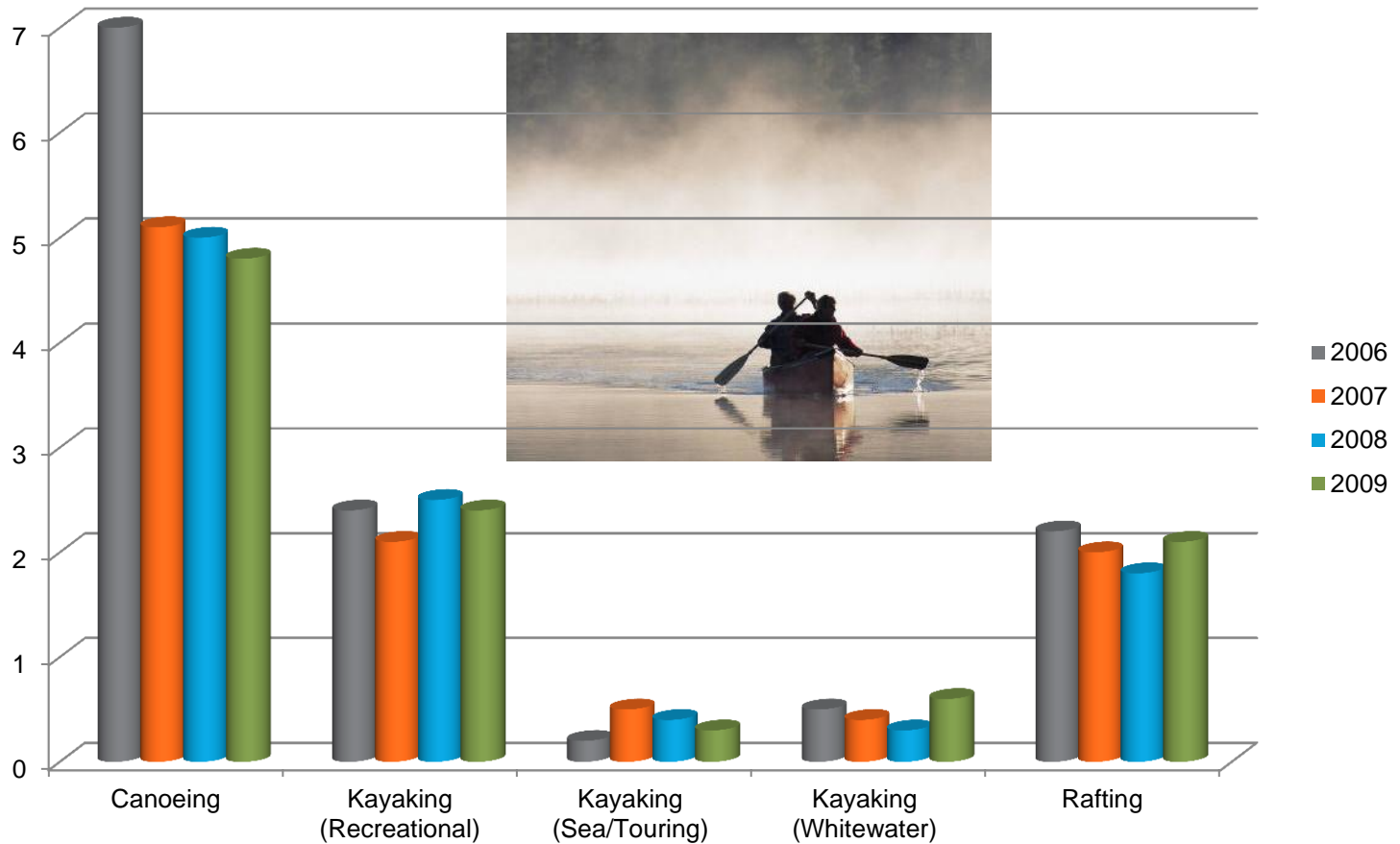
6 to 12 year old Participation



The 2010 Outdoor Recreation Participation Report

Survey capturing responses from over 40,000 Americans ages six and older covering 114 activities.

Paddlesports Participation



What's Working

- Manufacturers, retailers, state parks
- 5 Outdoor Summits - 2010



Federal and State Programs



Technology may help engage children in the outdoors

(USDAFS) conducted an exploratory study to investigate technology's role in outdoor activity as part of Youth Day, L.A. 2009

- 6-17 year-olds participated in 4 activities
- Camera safari and geocaching for treasure scored outscored nature rubbings and a nature scavenger hunt.



Professional Paddlesports Association

- For 40 years, the paddlesports industry has pursued sport growth' resulting in commoditized product and thin margins
- As organic growth has slowed, retailers and outfitters need to develop a new generation of users
- 2001 – 50 million boating participants, non = motorized
37.5 m canoe/kayak outfitted experiences
- 2009 – 90 million outfitted participants,

Critical Judgement

2002 – 2003 Report by American Canoe Association,
National Safe Boating Council, NASBLA

- Non-motorized water recreationists caught up to motorized at 55 million each
- 37.5 million non-motorized, outfitted participants

2009 Update

- 90 non-motorized participants
- 60 motorized
- 61.4 million Americans were livery outfitted

Heavner Canoe Rental - Milford, MI

10,000 school children paddled the
Huron River in 2010



Process:

Sampling students and teachers

Repeating trips and gaining their confidence

Benefitting from good feedback, anecdotal improvement

Utilization of low demand timeframes

30 schools

Heavner Nature Connections

Non-profit spinoff partners with the canoe rental business to provide all children a positive outdoor experience.

- Leadership & Team Building Activities
- Canoe and Kayak Lessons
- Fishing and Biking
- Geo caching



Philanthropy doesn't feed his kids...yet

- Heavner's phone is ringing off the hook
- After 20 years, he can charge schools, parks department



America's Great Outdoors Vision

All children have access to clean, safe outdoor places within a short walk of their homes or schools, where they can play, dream, discover, and recreate.

Americans participate in the shared responsibility to protect and care for our unique natural and cultural heritage for the use and enjoyment of future generations.

NCLI Legislation Objectives

- Incentivize states to develop **State Environmental Literacy Plans** to prepare students for environmental challenges;
- Fund **professional development for teachers** to deliver high quality environmental education and utilize the local environment as an extension of the classroom;
- Improve **systems and critical thinking** through environmental education which aids in boosting student achievement; and
- Encourage teachers, administrators, and school leadership to make time and resources available for **all students**.

Source: www.NCLICoalition.org

Professional Paddlesports Association

5/9/2011 - Approved an industry initiative to get kids on the water with a template for marketing, tax and liability, assessing community needs, partnerships.

Schools have kids

Outfitters have equipment and expertise

Agencies need resources to meet stated objectives

- Public health and safety
- Resource stewardship



Partnerships will create the future.

Outfitters

+

Knowledgeable educators and administrators

+

Public agency program leaders

= more kids outside, and young butts in boats.

