



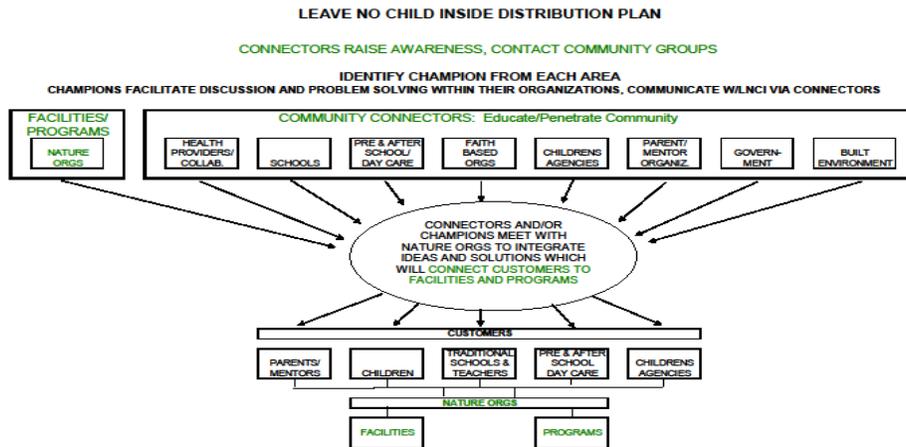
# LEAVE NO CHILD INSIDE PROGRESS REPORT 2006 – 2012

## SUMMARY OF WORK TO DATE

### Launch of the Initiative

Efforts centered on promoting the Richard Louv Lecture in 2007 to launch our initiative and included:

- Adoption of our mission: *Educating the community that time spent in nature is essential to the physical, mental and emotional health of all children*
- The Community Connection Workgroup identified individuals and organizations representing seven community sectors to target
- Our *Grow Outside Guide* was created by a workgroup with input from Greater Cincinnati Environmental Educators
- A Lecture Planning Workgroup planned the lecture attended by more than 900 people, as well as a Civic Leader Breakfast and Directors Luncheon
- Building the LNClgc Website
- Adoption of our Distribution Plan, reproduced below



### Distribution Plan Efforts

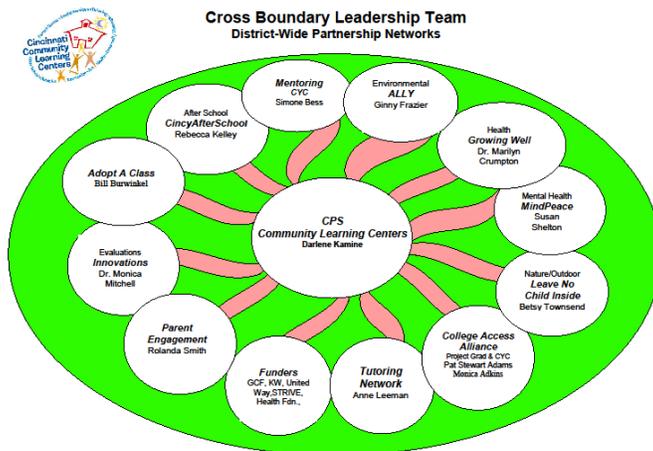
Since the plan was adopted, we have met with leaders of community organizations and government officials to make them aware of our message and to encourage them to incorporate it into their own

work. Full details of that work can be found in the *Report Archive* on our website, which contains annual reports. Notable highlights of our community outreach are:

- Our contact with the YMCA of Greater Cincinnati resulted in being invited to participate in the Pioneering Healthier Communities planning team. We worked to advance four items which were ultimately chosen for funding via what is now called [We Thrive!](#), coordinated by the Hamilton County Health Department:
  - Safe Routes to School (we still participate in this initiative via Cincinnati Public Schools)
  - Expansion of community gardens
  - Expansion of pocket parks and other “nearby nature” locations
  - Establishing joint use agreements to encourage an increase in physical activity
  
- We have identified more than 40 local school gardens and nature playscapes that have been created since our work began. Although we do not claim direct responsibility for all of these, most, if not all were inspired by the message in Richard Louv’s book. Through our community outreach, LNCIgc has connected local schools and child care centers to collaborative members like Cincinnati Nature Center, the Civic Garden Center, and Granny’s Garden School, all of whom provide classes and other services related to school gardens and playscapes.



- Our connection with Cincinnati Public Schools, which arose out of Rosa Blackwell’s comment at our Civic Leader Breakfast (“I need your help, my hands are tied”), led to our being invited to serve as the Nature Network for the Cross Boundary Leadership Team, supporting CPS’ Community Learning Centers. It also led to our promotion of outdoor enrichment activities for CPS’ Fifth Quarter program introduced in 2009. Working with our own collaborative members and Greater Cincinnati Environmental Educators, we provided school resource coordinators with a database of more than



60 school outreach programs and 35 field trip opportunities. We also identified “nearby nature” locations and encouraged the formation of school/nature organization partnerships. The program drew national attention with a visit from Jim Shelton, Assistant Deputy Secretary for Innovation and Improvement of the U.S. Department of Education. We have continued to support this program in 2010 through 2012, as participation helps us to encourage the creation

of outdoor learning environments and more outdoor education in schools.

- Our connection with 4C for Children led to a jointly sponsored, full-day “Bringing the Outdoors Back In” conference for the directors and teachers of area child care centers. This program received top ratings from participants and resulted in many centers building gardens and nature playscapes. It also resulted in our being invited by individual centers to present our message to parents.



- Our connection with Beechacres resulted in Richard Louv being invited to speak at the *For the Love of Kids Parenting Conference*. The conference set a record for attendance, with 1,680 parents attending, all of whom received a copy of *The Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*. The conference also included an LNCIgc exhibit, manned by Cincinnati Parks and Cincinnati Recreation Commission volunteers.

♥ For the Love of Kids

## 2008 Parenting Conference

**Meet RICHARD LOUV!**  
 Author of “Last Child in the Woods:  
 Saving Our Children from Nature-Deficit Disorder”

Louv’s best-selling book inspired the international back-to-nature movement, *Leave No Child Inside*.

*Come to his workshop to learn practical ways to reconnect your children with the outdoors!*

|          |           |       |
|----------|-----------|-------|
| Full Day | 9-4:30 pm | \$45* |
| Half Day | 9-1:30 pm | \$30* |

Full day includes lunch.  
 \*Save \$5 when you register with a friend.

14 parenting experts. 1 inspirational day.

**Saturday, November 8**  
 Duke Energy Center, Downtown Cincinnati

Presented by **Beech Acres**  
 Cincinnati Parks & Recreation

**Register Today! 513-233-4740**  
 or [www.fortheloveofkids.com](http://www.fortheloveofkids.com)

Reservations transferrable, but not refundable.

10th Anniversary!

### Other Accomplishments

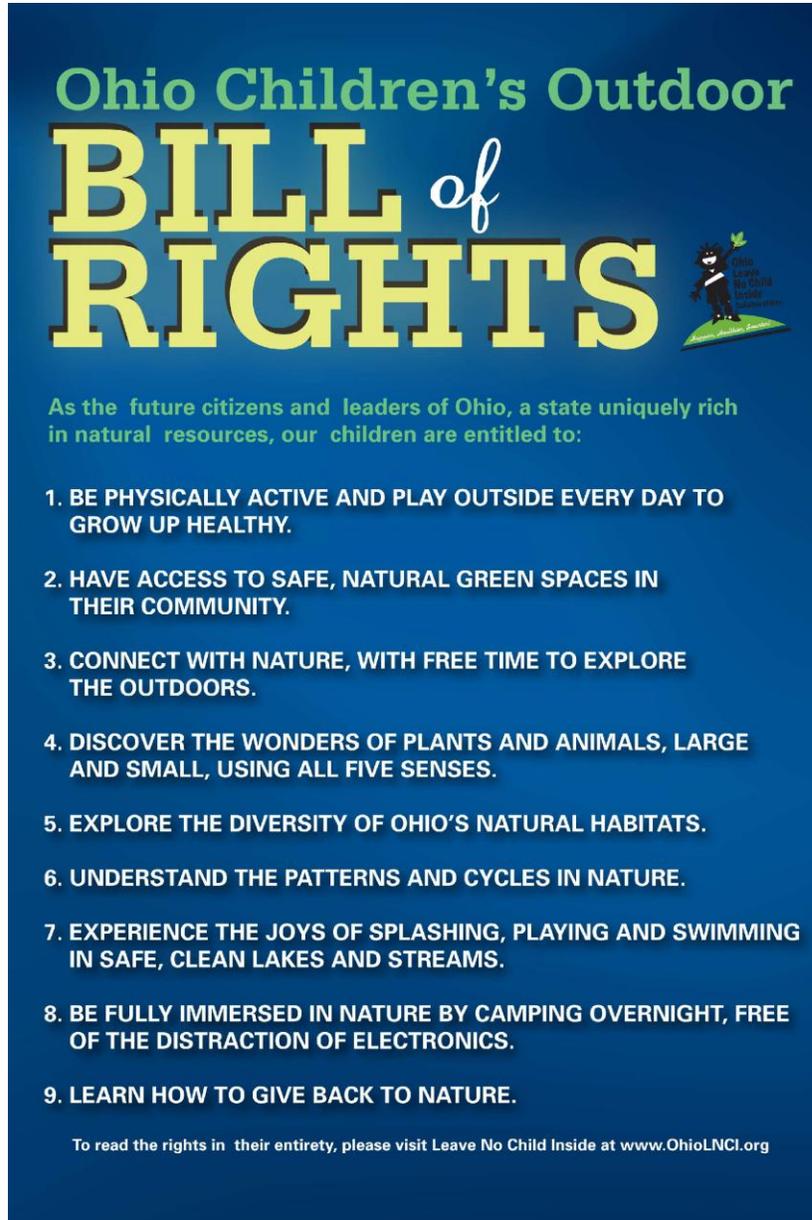
Created to support our community outreach efforts, our *Grow Outside Guide*, first published in 2007 and revised in 2012, has been the inspiration for documents produced by grassroots initiatives as far away as Alaska. It inspired a supplemental Special Needs Directory published by Cincinnati Children’s Hospital to address accessibility issues. More recently, it has attracted attention from the American Academy of Pediatrics Obesity Section, which is considering using sections of it in parent information materials.

Other notable achievements include the expansion of Leave No Child Inside from our own Greater Cincinnati campaign to a statewide campaign. Our sharing of experience and logo led to a statewide branding of the campaign as The Ohio Leave



No Child Inside Collaborative. With five regional initiatives coming together under one brand, we were able to coordinate the following statewide work, for which we received the *Cardinal Award* from the Ohio Department of Natural Resources:

- An *Ohio Children's Outdoor Bill of Rights*, endorsed by Governor Strickland and the Mayors of over 30 cities throughout Ohio.
- The *Report on Ohio's Movement to Reconnect Children with Nature*, which engaged State Departments and non-profits in developing a set of strategies, citing examples of successful programs underway throughout Ohio. The Report was released by Governor Strickland's office and distributed through a variety of state departments and non-profit organizations.



The poster features a dark blue background. At the top, the text "Ohio Children's Outdoor" is in a light green, sans-serif font. Below it, "BILL of RIGHTS" is written in large, bold, yellow letters with a black outline. The word "of" is in a smaller, white, cursive font. To the right of the text is a small cartoon character of a child with a backpack, standing on a small patch of green grass. Below the title, a paragraph in light green text reads: "As the future citizens and leaders of Ohio, a state uniquely rich in natural resources, our children are entitled to:". This is followed by a numbered list of nine rights in white, all-caps text. At the bottom, a small line of white text provides a website link.

**Ohio Children's Outdoor  
BILL of RIGHTS**

As the future citizens and leaders of Ohio, a state uniquely rich in natural resources, our children are entitled to:

1. BE PHYSICALLY ACTIVE AND PLAY OUTSIDE EVERY DAY TO GROW UP HEALTHY.
2. HAVE ACCESS TO SAFE, NATURAL GREEN SPACES IN THEIR COMMUNITY.
3. CONNECT WITH NATURE, WITH FREE TIME TO EXPLORE THE OUTDOORS.
4. DISCOVER THE WONDERS OF PLANTS AND ANIMALS, LARGE AND SMALL, USING ALL FIVE SENSES.
5. EXPLORE THE DIVERSITY OF OHIO'S NATURAL HABITATS.
6. UNDERSTAND THE PATTERNS AND CYCLES IN NATURE.
7. EXPERIENCE THE JOYS OF SPLASHING, PLAYING AND SWIMMING IN SAFE, CLEAN LAKES AND STREAMS.
8. BE FULLY IMMERSED IN NATURE BY CAMPING OVERNIGHT, FREE OF THE DISTRACTION OF ELECTRONICS.
9. LEARN HOW TO GIVE BACK TO NATURE.

To read the rights in their entirety, please visit Leave No Child Inside at [www.OhioLNCI.org](http://www.OhioLNCI.org)

## ASSESSMENT

Overall, the Distribution Plan has been an efficient and extremely cost effective way of spreading our message throughout the community. While the Distribution Plan has been largely successful, there have been challenges:

- It has proven difficult to find volunteer Community Connectors. Most volunteers are looking for short-term (often “done in a day”) projects.
- Although we have successfully engaged many community Champions, job turnover is a problem. When the Champion leaves an employer, we sometimes lose the close connection with that organization. This tells us that we are not always reaching deeply enough into these organizations;
- A significant amount of time has been spent in a “coordination” role, rather than an “education” role. Our experience has been that many organizations have the same response to our message as Rosa Blackwell, who said at our Civic Leader Breakfast “I believe you, but I need your help – my hands are tied”. In most cases, the needed services already exist, but community groups are looking for help in *coordinating* those services. Fifth Quarter is a good example – there were dozens of great school outreach programs, but school Resource Coordinators did not have time to talk with 40 organizations or search 40 websites to find nature-based school programs. They wanted a single point of service, which we provided via the database of outreach programs. With the launch of Green Umbrella, we now have a single point of service for public events/programs. But, we still lack that single point of service for school outreach programs;
- Although Community Champions participate in our project work groups, we do not currently officially recognize them as part of LNCIgc.



## BOARD DISCUSSION POINTS AND RECOMMENDATIONS

With the launch of Green Umbrella, it is important to clarify the roles of Green Umbrella and Leave No Child Inside to maximize the effectiveness of both organizations.

Recommendations are:

- Green Umbrella should be the “one stop shop” for public programs and events in our community. With its new Meet Me Outdoors website, it well positioned to serve that role;
- LNCIgc should continue to educate the community as outlined in the Distribution Plan. It is perceived as research-based and objective, and has a track record of success;

- Both organizations should support each other:
  - Leave No Child Inside should promote Green Umbrella as a community-wide resource;
  - Green Umbrella should incorporate the Leave No Child Inside message in its work and materials;
- Community Champions should be officially recognized as part of LNCIgc, including representation on our Board of Directors;
- LNCIgc, with the involvement of its community partners, needs to develop a strategic plan to work more effectively, identify measurables and address leadership/sustainability issues;
- The missing link in these suggestions is a “one stop shop” for school outreach and other environmental education programs. Although LNCI can continue to fill that role in the short-term, a long-term solution should be developed.

