

AdventureSmart



Get informed & go outdoors!

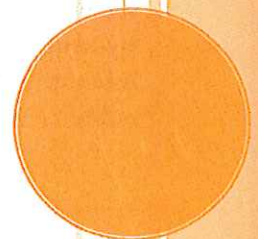
ADVENTURES^MART

Strategic Plan

AdventureSmart is a national program dedicated to encouraging Canadians and visitors to Canada to “Get informed and go outdoors”. By following three easy steps, AdventureSmart believes that outdoor recreationalists will significantly improve their ability to make informed decisions, mitigate risk and change their behavior so they can have a safe and enjoyable outing, whatever their outdoor passion.

Jacqueline Bannach, National Search and Rescue Secretariat

6/18/2014



ADVENTURESMART

Strategic Plan

AdventureSmart is a concept; both an umbrella for existing prevention programs and a communications mechanism to encourage the general public to “Get informed and go outdoors.” AdventureSmart uses an identifiable brand, a common look and feel, and concise and consistent messaging to promote outdoor recreation and a shared responsibility for safety. Its overarching theme is to follow three simple steps to enjoy the outdoors – trip planning, training and taking the essentials (known as the three Ts). These messages are universal and underpin participation in any outdoor recreation. They can be tailored to any demographic, any location and any activity.

THE ISSUE

Within Canada, there are over 15,000 search and rescue (SAR) incidents annually and National SAR Program partners provide assistance to over 25,000 people who are lost or in distress. SAR subjects can be young or old, novice or experienced. They can be backpacking or boating, hunting or harvesting, cycling or canoeing, skiing or snowmobiling, climbing or camping, flying or fishing. Incidents happen across Canada; they occur in remote areas and urban settings; with each location presenting specific challenges. It could happen to any one of us. It could happen to you!

In 2012, tourism in Canada accounted for over \$32 billion representing 1.8% of GDP¹. A large segment of this market visited parks, historic sites, and participated in sports and outdoor recreation. While most of these visits are likely pleasant memories, those that turn out differently can have a profound impact on the traveler, families and on Canada’s reputation. SAR incidents are mostly preventable and changing one decision within a continuum of events; either pre, during or post activity, can significantly alter the path of your outdoor pursuit. Notwithstanding the amount of preparation, distress situations can still occur. Knowing how to alert the SAR system and survive pending rescue will increase the likelihood of a successful outcome.

THE SOLUTION

Our aim is to motivate people to acquire and use the knowledge, training and equipment necessary for them to enjoy and enhance their outdoor experiences. We believe that safety starts with the individual and want to encourage people to exercise the right judgment, to hone the right skills, and to take the right essentials for their chosen activity and location. By utilizing focused messaging, broad public awareness and targeted outreach, AdventureSmart seeks to avoid or reduce the severity of SAR incidents by encouraging the public to make informed decisions, mitigate their risk and change their behaviour.

¹ Canadian Tourism Commission 2012 Year In Review

BACKGROUND

AdventureSmart was developed in 2004 by British Columbia Provincial Emergency Program with the assistance of the National Search and Rescue Secretariat, the Royal Canadian Mounted Police and the British Columbia SAR Association and its members. The program combined online and on-site awareness with targeted outreach including the RCMP's Hug a Tree and Survive Program (kids in K- Gr 5), Snow Safety Education (kids in Gr 4-6), and Survive Outside (all ages). With outreach undertaken by seasonal teams of youth with both a summer and winter focus, AdventureSmart also used public service announcements, celebrity endorsements and media to broaden its message. Wanting to expand this positive message, within the confines of sustainability issues, the decision was made to leverage the expertise and experience of SAR volunteers in delivering AdventureSmart within the communities they serve. Since then, the program has been nationalized, made available in both official languages and in communities across Canada, with updated resources and tools. New programs were added to target specific high risk audiences including the snowmobiling and paddling communities.

GOING FORWARD

AdventureSmart has been a tremendous success for the SAR community, and Search and Rescue Volunteer Association of Canada (SARVAC) volunteers delivered over 400 outreach sessions annually across Canada to over 20,000 participants. In fact, public demand for this information outstrips current capacity to support this program. Continuing to believe that following three simple steps will make a difference in the outdoor experiences of Canadians and visitors to Canada, substantial support allowing for expansion of AdventureSmart is critical.

VISION

A Canada where people engaging in outdoor recreation choose to become better informed, trained and equipped for the activities they choose to participate in.

PRINCIPLES

Safety is a shared responsibility – Although a comprehensive safety net exists to assist Canadians who may be lost or in distress, the onus is on the individual to take steps to ensure their safety during outdoor recreation.

Consistency, Collaboration, Coordination – Partners will work together to maximize impact, reduce duplication and leverage their networks to promote outdoor recreation balanced with key safety messages.

Respect and Recognition – Appreciating the diversity of Canada, and the uniqueness of partnerships and participants, AdventureSmart will be inclusive in its reach and value the contributions of all.

GOALS

Goal: Inform Decision Making

- Working together, balance the promotion of fun and outdoor recreation with the provision of relevant, accessible and timely safety information to the public

Goal: Mitigate Risk

- Collaborate with stakeholders and partners to maximize impact in skills development and improve people's understanding of their capabilities and limitations as well as that of their equipment

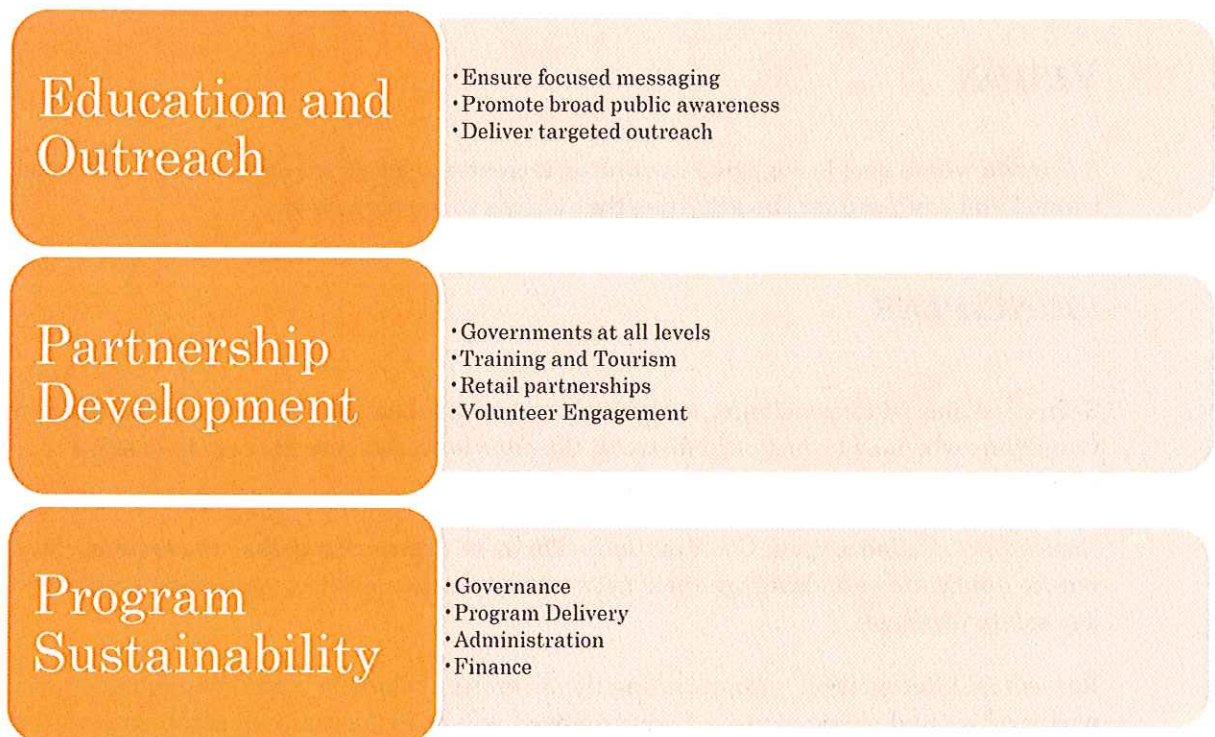
Goal: Change Behaviour

- Engrain positive behavior traits in children, youth, families and new and seasoned outdoor recreationalists

OBJECTIVES

- Increase effectiveness of trip planning by individuals and organizations
- Increase survivability for those lost or in distress through skills development and having and knowing how to use essential equipment
- Increase accessibility of AdventureSmart messages, awareness and outreach

ADVENTURESMAART COMPONENTS



KEY INITIATIVES: 2014-2017

COMPONENT 1: EDUCATION AND OUTREACH

Increase brand recognition of AdventureSmart by utilizing focused messaging, and expanding broad public awareness and targeted outreach to more Canadians and visitors to Canada

Measurables:

- Introduce AdventureSmart school resources to 1000 elementary schools
- Provide broad public awareness at over 500 events
- AdventureSmart message featured on national press and broadcast media in both proactive and reactive communications
- Traffic on AdventureSmart website increased by 20%
- Expand program delivery by increasing existing capacity to:
 - 100 active AdventureSmart trainers
 - 500 active AdventureSmart presenters
 - 5,000 AdventureSmart programs delivered

1.1 Ensure focused messaging

Activity	Milestones
Develop licensing and partnership agreements to enable the consistent use of AdventureSmart logos, materials and templates for partners	<p>Year 1</p> <p>Transfer ownership of AdventureSmart and Hug a Tree and Survive Canada intellectual property to NSS</p> <p>Develop protocols for branding of all AdventureSmart materials including co-branding and promotional opportunities</p> <p>Implement license agreements with key program delivery providers including Parks Canada, SARVAC, Paddle Canada, provinces/territories, Scouts and Guides.</p> <p>Year 2</p> <p>Develop co-branded materials across partnerships</p> <p>Implement license agreements with key program delivery providers and program supporters including corporate entities, schools, camping and cottage associations and not-for-profit injury prevention organizations.</p> <p>Year 3</p> <p>Provide a resource base of proactive and reactive messaging focused on the three Ts across a multitude of outdoor activities</p>

<p>Utilize evidence based approach and collaboration with partners to refresh and refine messaging</p> <p>Be a conduit in knowledge transfer for injury prevention</p>	<p>Year 1</p> <p>Develop relationships with injury prevention surveillance communities including Health Canada and its networks; Parachute Canada, Canadian Avalanche Centre and Canadian Safe Boating Council to obtain research and statistics to better target messages and audiences</p> <p>Seek support from SAR partners and other streams to provide data sharing through Knowledge Management Systems to assist in causality research and targeting areas (subjects, activities and locations)</p> <p>Year 2</p> <p>Engage SAR practitioners, injury prevention and education specialists to refine messaging around trip planning, training and taking the essentials based on incidents and injury prevention surveillance and trends</p> <p>Year 3</p> <p>Utilize social science research and best practices to increase targeting of messaging and mediums to audiences</p>
1.2 Improve reach of broad public awareness	
Activity	Milestone
<p>Develop new first contacts across 50 partner organizations to raise awareness of AdventureSmart</p> <p>Leverage partner networks to hold 500 events which promote or feature AdventureSmart messaging</p> <p>Continue to develop www.adventuresmart.ca as a primary tool for communication to the public, media and partners including developing social media presence</p> <p>Increase accessibility for multicultural use</p>	<p>Year 1</p> <p>Connect with Girl Guides, Scouts, Cadets and summer camps at local, regional and national levels to increase visibility of AdventureSmart</p> <p>Connect with local, regional and national parks and recreation organizations to increase visibility of AdventureSmart</p> <p>Refine website and social media presence to increase accessibility and visibility for partners and throughout Canada</p> <p>Support AdventureSmart visibility in 50 events hosted by partners</p> <p>Year 2</p> <p>Develop multicultural AdventureSmart</p>

	<p>products for on-line use in Cantonese, Japanese, German and Spanish</p> <p>Develop proactive and reactive messaging for partner, media and public use around trip planning, training and taking the essentials focusing on SAR alerting and survivability</p> <p>Year 3 Develop multicultural AdventureSmart products for on-line use in Punjabi, Tagalog, and Arabic</p> <p>Increase use of AdventureSmart messaging by providing news releases, editorials and other content to local print, radio, television and Weather Network</p>
1.3 Improve delivery of AdventureSmart targeted outreach	
Activity	Milestone
<p>Develop systems to support and encourage new and existing trainers and presenters</p> <p>Increase accessibility of AdventureSmart outreach by expanding network of trainers and presenters</p> <p>Update awareness and outreach materials for children and youth</p> <p>Ensure quality and relevance in program delivery through feedback and evaluation systems</p>	<p>Year 1 Revise website to enable easy access and user management for program delivery by partner organizations</p> <p>Train individuals from organizations within and outside SAR to deliver one or more of the AdventureSmart programs focusing on parks and recreation organizations</p> <p>Update and post children's programs on the web in pdf format to allow incorporation of messaging into school curriculums.</p> <p>Establish an inventory fulfillment service to ensure presenters have access to necessary resources in a timely manner</p> <p>Year 2 Work with youth organization partners to integrate AdventureSmart into training curriculum and badge programs</p> <p>Year 3 Work with partners to integrate AdventureSmart into their training curriculum including snowmobiling federations and hunter/angling societies</p>

COMPONENT 2: PARTNERSHIP DEVELOPMENT

To strengthen the AdventureSmart network by increasing the number of agencies, organizations, partners and supporters of the program

Measurables:

- New partnership structures in place for program delivery and sustainability
- 50 additional partnerships through program delivery, license agreements or promotion of AdventureSmart within partner organizations.
- Annual stakeholder meeting and best practices shared

2.1 Increase AdventureSmart engagement with partners and supporters

Activity	Milestone
<p>Support program delivery through partnerships, actively collaborate, share information and opportunities to better inform the public about safety messages</p> <p>Recognize the value of leveraging the experience and expertise of volunteers in broadening the reach of AdventureSmart</p> <p>Arrange annual network meeting to share information and address relevant topics</p>	<p>Year 1 – 3 (annually)</p> <p>Establish a calendar of events for AdventureSmart outreach opportunities</p> <p>Strategically invest in awareness and outreach to expand capacity and coverage</p> <p>In conjunction with SAR<i>scene</i> and other conferences, offer trainer and presenter sessions, feedback and engagement sessions for partners</p>

2.2 Expand the AdventureSmart network through securing new partnerships

Activity	Milestone
<p>Develop a stakeholder package for AdventureSmart partners and supporters which outlines opportunities for commitment towards a shared vision and alignment of common interests</p> <p>Promote and further develop AdventureSmart outreach for schools through engagement with school councils/boards, teacher resources and education officials</p> <p>Build AdventureSmart capacity by engaging SAR resources and outdoor education communities (trainers, tourism and retail) and injury prevention coalitions to expand network</p>	<p>Year 1</p> <p>Develop strategic plan, communications, partnership and engagement strategies to increase AdventureSmart awareness</p> <p>Develop AdventureSmart promotional and support opportunities with corporations, foundations, organizations and associations</p> <p>Year 2</p> <p>Engage ministers of education officials in a systematic effort to integrate AdventureSmart programming for youth into schools</p> <p>Engage injury prevention coalitions in co-promoting AdventureSmart</p> <p>Provide opportunities for point of sale AdventureSmart messaging in collaboration with trainers, tourism and retail</p>

COMPONENT 3: PROGRAM SUSTAINABILITY

Transition from project to program implementation

Measurables:

- Acceptance of strategic plan by federal, provincial, territorial and municipal levels of government, volunteer and corporate partners
- Establish an integrated mechanism to support AdventureSmart delivery through multiple sources to multiple partners
- Create an online shop for AdventureSmart products to generate a revenue stream to support program delivery
- Create an online order and fulfillment system for AdventureSmart training materials
- Measure volunteer engagement in delivery of AdventureSmart programs
- Develop performance measurement framework

3.1 Program Administration

Activity	Milestone
Develop policies and protocols to support program delivery	Year 1 Formalize governance structure through the establishment of an advisory committee and terms of reference
Ensure rapid accessibility to necessary resources for presenters and trainers	Develop and define roles and responsibilities for program delivery
Develop and implement an integrated logistical solution to printing and consumable fulfillment	Establish coordination mechanisms and linkages for partner agencies to access or supplement policies and procedures in program delivery
	Year 2 Create an online order and fulfillment system for AdventureSmart training materials
	Build a geographic interface to facilitate identification and confirmation of available resources to support program delivery

3.2 Program Sustainability

Activity	Milestone
Develop public and private financial support through grants and contributions, corporate support and donations	Year 1 Create an integrated mechanism to support AdventureSmart delivery from multiple sources to multiple partners
Establish a revenue stream with corporate partners and AdventureSmart shop	Create an online shop for AdventureSmart products
Encourage volunteer engagement and in-kind support in program delivery	Provide volunteer organizations with opportunities to offset program delivery

	costs Year 2 Establish and implement business model for AdventureSmart expansion and program delivery
3.3 Performance Measurement	
Activity	Milestone
Develop performance measurement framework Ensure relevance of AdventureSmart materials, mediums and messaging	Year 1 Conduct a baseline study of public awareness of AdventureSmart and its key messages Year 1 Implement output tracking of program delivery elements including web metrics, awareness sessions and targeted outreach delivery Year 2 Utilize SAR knowledge management systems to target outreach to high-risk areas (subjects, activities and locations) Year 3 Measure retention of key messages in general public and children and youth Measure changes in observable behaviour in trip planning, training and taking the essentials