

# *AdventureSmart*



*Get informed & go outdoors!*

## **Kelowna Team 2018 Summer Report**



# AdventureSmart



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## **Table of Contents**

<b>Meet the Team</b>	<b>3</b>
<b>Key Objectives</b>	<b>4</b>
<b>Seasonal Goals</b>	<b>5</b>
<b>Online Presence</b>	<b>6</b>
<b>Indigenous Engagement</b>	<b>7</b>
<b>PaddleSmart Elementary Outreach</b>	<b>8</b>
<b>SAR Groups Engaged</b>	<b>9</b>
<b>Highlights</b>	<b>10</b>
<b>Kelowna Team Presentations</b>	<b>11</b>
<b>Kelowna Team Trailheads</b>	<b>12</b>
<b>Kelowna Team Events</b>	<b>13</b>
<b>Kelowna Team Train the Presenter</b>	<b>14</b>
<b>Social Media</b>	<b>15</b>
<b>Traditional Media</b>	<b>17</b>
<b>Accolades</b>	<b>18</b>
<b>Thank You</b>	<b>19</b>

# Meet the Kelowna Team

## **Laura Rapp**



Laura is an avid outdoor enthusiast, with a big passion for ice climbing, mountain biking, and spending time outside in nature. Educated in Paramedicine and Health and Safety, she has worked for the provincial ambulance service and on many remote geological exploration projects around Canada. She loves sharing what she has learned both in the classroom, through life experiences, and during adventures in the great outdoors. Working for AdventureSmart has been a challenging, yet extremely rewarding position. One of her favorite aspects of the role has been positively influencing people in their decision making and trip planning, and creating awareness for backcountry preparedness. Laura has enjoyed working alongside many SAR volunteers, and sharing their enthusiasm and passion for Search and Rescue prevention!

## **Erin Thompson**



Erin is a huge advocate for Health and Safety Management, outdoor education, coaching and mentoring others in safe exploration and practices. She's had the unique opportunity to be certified and trained by the following organizations; Life Saving Society, Red Cross, AODA, YMCA, Transport Canada and BC Safety Management. Erin enjoys being a part of a professional and safe environment, by inspiring other's about her passions for Canada's outdoors, through interpretative tourism, education and creating interactive public experiences. Erin's goal is to continue to help spread AdventureSmart's message on getting people informed before they go outdoors and appreciated the opportunity to work alongside with many dedicated Search and Rescue volunteers this season.

# Key Objectives

This Summer we will build on the foundation of the past AdventureSmart teams to promote AdventureSmart's main message. We will educate with the main objective of reducing the number and severity of Search and Rescue call outs for the 2500 unpaid professional SAR volunteers.



## **Trip Planning:**

- Plan your travel route
- Know the terrain and conditions
- Check the weather and forecast
- Always fill out a trip plan (leave it with a responsible person)

## **Training:**

- Obtain the knowledge and skills you need before heading out
- Get activity, season and location-specific training
- Know and stay within your limits

## **Taking the Essentials:**

- Carry the essentials and know how to use them
- Add other equipment specific to your chosen activity, season, location
- Bring personal supplies during your adventure to be self-sufficient

Encourage people to “Get Informed and Go Outdoors.”

- Educate outdoor enthusiasts on how to better prepare themselves for an adventure so they can have fun and be safe.

## **Some other Goals:**

- Partner with more indigenous groups
- Present a new PaddleSmart presentation geared towards a younger audience
- More Social Media engagement and online presence

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## Seasonal Goals

A priority for BC AdventureSmart since reinstatement in 2016 has been to grow an online presence. This has been tackled through a variety of techniques in seasons past. This year, the teams focused on three campaigns in particular: #tipoftheweek Monday, #tripplan Tuesday and #foragingFriday.



**Seasonal**

**Goals**

- Online Presence
  - Indigenous Engagement
  - PaddleSmart
- Elementary School Outreach**



# Online Presence

A priority for BC AdventureSmart since reinstatement in 2016 has been to grow an online presence. This has been tackled through a variety of techniques in seasons past. This year, the teams focused on three campaigns in particular: #tipoftheweek Monday, #tripplan Tuesday and #foragingFriday.

The first two campaigns listed had a generic approach, targeting a broader audience by appealing to outdoor users with handy tips and encouraging the use of a trip plan. The last campaign was arguably the one where the most was learned. This campaign was designed to target mushroom pickers and foragers in anticipation for the mushroom picking that would inevitably come after last year's dreadful wildfires. This campaign was discontinued midway through the season, as it was determined that the audience desired was not being reached and thus the campaign was not successful.

An important milestone occurred in the Summer 2018 season, thanks to the hard work of the BC Coordinator and the support of both Kelowna and Vancouver Team. BC AdventureSmart's instagram account reached a following of 4000 individuals. This account continues to grow in leaps and bounds, thanks in part to organizations such as Destination BC (an account with 391k followers) posting AdventureSmart's messaging and tagging BC AdventureSmart's instagram account in many posts.

The growth of these platforms is important to highlight, because each post generated has an audience of thousands. This allows BC AdventureSmart to impact many more individuals through social media then through face to face outreach. The goal of growing BC AdventureSmart's online presence will continue to be in the forefront of each upcoming season.



# Indigenous Engagement

Throughout the summer the Kelowna Team traveled to two Indigenous educational schools: Sensisyusten House of Learning and Ntamtqen snma?maya?tn. This opportunity gave our presenters the chance to teach in a positive, eager and impactful settings, educating young minds on the importance of our 'Hug A Tree And Survive' program, both on a large and intimate scale.

During the Kelowna teams' travels around the province they had an opportunity to head north to Williams Lake to be part of the Canada Day celebrations and the 92nd annual stampede. Thousands of people gathered over the holiday weekend to partake in many traditional outdoor activities, which allowed our team to interact and spread our message to many diverse people within the community; including speaking with T'exelceme band (Williams Lake Band) and the Xeni Gwet'in Wagon Trip.

We look forward to seeing future AdventureSmart teams build upon the foundation laid within Indigenous communities by the summer 2018 Kelowna Team.



# PaddleSmart Elementary School Outreach

The Kelowna team had the opportunity to pilot AdventureSmart's first PaddleSmart program designed to focus on educating younger audiences. It incorporated Paddle Canada's national message to reduce the number and severity of Search and Rescue incidents on inland and coastal waters. The team educated younger students about AdventureSmart's key safety messages and individual responsibilities.

The team's outreach was well received and created positive feedback from all interior BC elementary school faculty, support workers and students who participated. The team was able to connect with all who had a passion or interest for water and shoreline activities. The program broadcasted AdventureSmart's three T principals (Trip planning, training and taking the essentials) and the importance of Paddle Canada's water safety messages and education based on knowledge, skills and equipment necessary to enjoy outdoor recreational water pursuits.





# Search and Rescue

**BC Search and Rescue** has more incidents than the rest of Canada combined: 1700 calls in 2017–2018 fiscal year. AdventureSmart's objective is to reduce this number through creative community outreach and unique forms of education. The enthusiastic team of five worked through all weather and travelled when needed to reach as many communities, SAR Groups and Regions as possible. By delivering lessons in the 3 T's in adaptable and innovative ways at trailheads, events, storefronts, presentations and workshops, we share knowledge on safe outdoor use and SAR operations.

This summer we contacted or worked with the following SAR groups:

<b>SAR Groups Contacted:</b>	<b>Worked with:</b>
Central Okanagan SAR	Yes
Penticton SAR	Yes
Vernon SAR	Yes
Shuswap SAR	Yes
Revelstoke SAR	Yes
Central Cariboo SAR	Yes
Burns Lake SAR	Yes
Keremeos SAR	No
Kamloops SAR	No
Kent Harrison SAR	No
Chilliwack SAR	No



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**TOTAL REACHED: 3648**

- 7** SAR Groups partnered with
- 11** SAR Groups contacted
- 6** Regions collaborated with
- 16** Communities travelled to
- 6765** Kilometers travelled
- 15** Events attended
- 1424** Individuals educated at events  
(**52,225** Event Exposure)
- 16** Presentations delivered
- 1549** Presentation Attendees
- 11** Trailheads Attended
- 537** Individuals educated at trailheads
- 1** Train the Presenter Workshop
- 14** New AdventureSmart Presenters

## Kelowna Team Presentations: Attendance **1549**

Date	Location	Presentation	Audience	Attendance
July 27, 2018	Lake Country	HATAS	Boys and Girls Club	24
July 12, 2018	Agassiz	HATAS	BC Overland Rally	15
June 14, 2018	Sicamous	HATAS	Parkview Elementary	177
June 11, 2018	Kelowna	HATAS	Glenmore Elementary	157
June 8, 2018	Cawston	HATAS	Ntamtqen Elementary	11
June 4, 2018	West Kelowna	HATAS	Hudson Road Elementary	81
May 31, 2018	Penticton	HATAS	Uplands Elementary	288
May 24, 2018	Westbank	HATAS	Sesisyusten House of Learning	72
May 18, 2018	Rutland	HATAS	Rutland Elementary	59
July 27, 2018	Lake Country	PS	Boys and Girls Club	12
July 30, 2018	Kelowna	PS	YMCA	30
June 11, 2018	Kelowna	PS	Glenmore Elementary	51
June 11, 2018	Kamloops	PS	McGowan Elementary	428
June 11, 2018	Kamloops	SOP	McGowan Elementary	97
July 13, 2018	Agassiz	SOP	BC Overland Rally	30
July 14, 2018	Agassiz	SOP	BC Overland Rally	17



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## Kelowna Team Trailheads: Attendance **537**

Date	Location	Trailhead	Number Reached
August 12, 2018	Penticton	Skaha Bluffs	83
August 6, 2018	Enderby	Mabel Lake Marina	15
August 4-5, 2018	Seymour Arm	Albas Campground	133
July 22, 2018	Kelowna	Myra Bellevue	45
July 8, 2018	Penticton	Skaha Lake Beach	23
June 28, 2018	Williams Lake	Williams Lake Visitor Center	27
June 24, 2018	Revelstoke	Griffith Lake	45
June 23, 2018	Revelstoke	Enchanted Forest	7
May 27, 2018	Kamloops	Kenna Cartwright Park	73
May 26, 2018	Kelowna	Myra Canyon Trestles	53
May 25, 2018	Kelowna	Myra Bellevue	33





## Kelowna Team Events: Attendance **1424**

Date	Location	Event	Number Reached
August 11, 2018	Penticton	Penticton Farmer's Market	42
July 30, 2018	Vernon	Vernon Farmer's Market	25
July 29, 2018	Kelowna	Don-O-Rays Market	23
July 21, 2018	Kelowna	Kelowna Block Party	246
July 13-14, 2018	Agassiz	BC Overland Rally	141
July 6-7, 2018	Kelowna	Slopeside Invitational Bike Competition	99
July 1, 2018	Williams Lake	Canada Day	157
June 29-30, 2018	Williams Lake	Williams Lake Stampede	80
June 23, 2018	Revelstoke	Revelstoke Farmer's Market	95
June 21, 2018	Vernon	Vernon Farmer's Market	98
June 17, 2018	Salmon Arm	Haney Heritage Village	76
June 16, 2018	Vernon	Vernon Sunshine Festival	133
June 9, 2018	Kelowna	Kelowna Park Run	34
June 2, 2018	Penticton	Penticton Beer Run	24
May 19-20, 2018	Kelowna	Rutland May Days	151

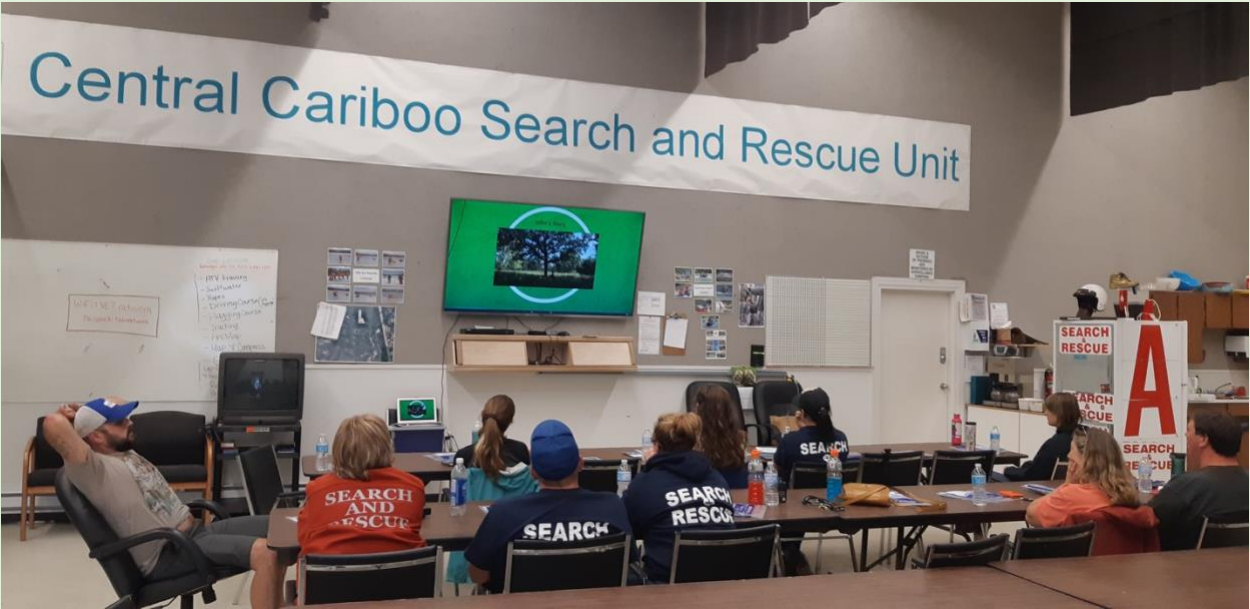




# Kelowna Team Awareness Training and Train the Presenter: Attendance **14**

Date	Location	AT / TTP	Number Reached
June 28, 2018	Williams Lake	TTP	14

The Kelowna Team had the unique opportunity to train members of the Central Cariboo Search and Rescue how to be AdventureSmart Presenters at Williams Lake. The participation and involvement allowed both the Kelowna Team and CCSAR to experience positive roles, education and understanding of each groups involvement within BCSAR’s initiative.



# Social Media

Social media has been a high priority for BC AdventureSmart since our reinception in 2016. The way society gathers information is under transformation. No longer do people turn to physical newspapers or books, but instead to their many screens: cell phones, computers, tablets. In this changing age, BC AdventureSmart doesn't want to be left behind! The four AdventureSmart team members, led by the BC Coordinator, publish interesting and informative posts as often as possible.

The teams have found that through the proper use of social media platforms such as Instagram, Facebook and Twitter, they can reach a much wider audience than would be possible with face-to-face interactions alone. Although it cannot be determined how much is absorbed, it can at least expose social media users to the main messaging, along with AdventureSmart and BCSARA branding. Social media also allows for the creation of new metrics that can measure the spread and effectiveness of AdventureSmart's main message through likes, follows and shares.

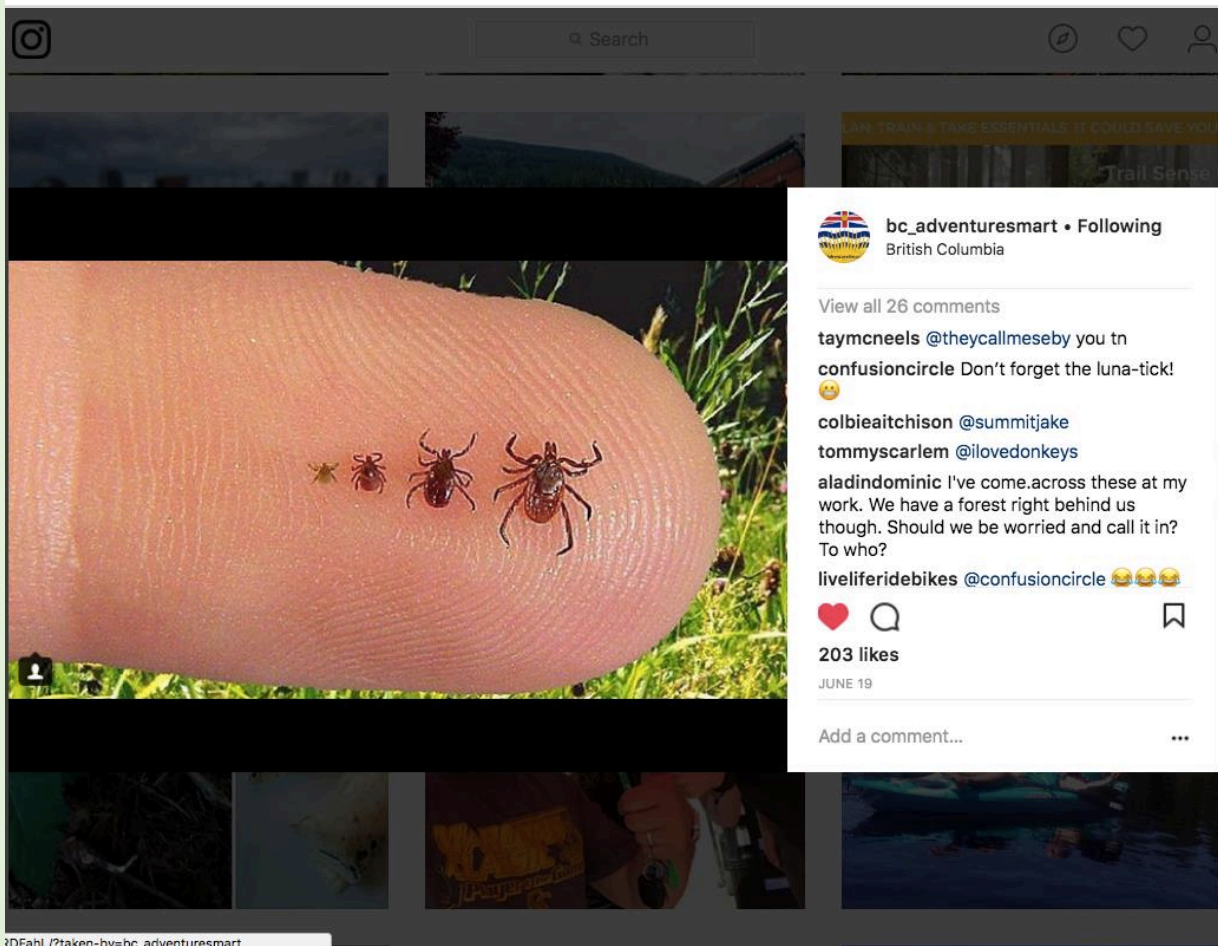
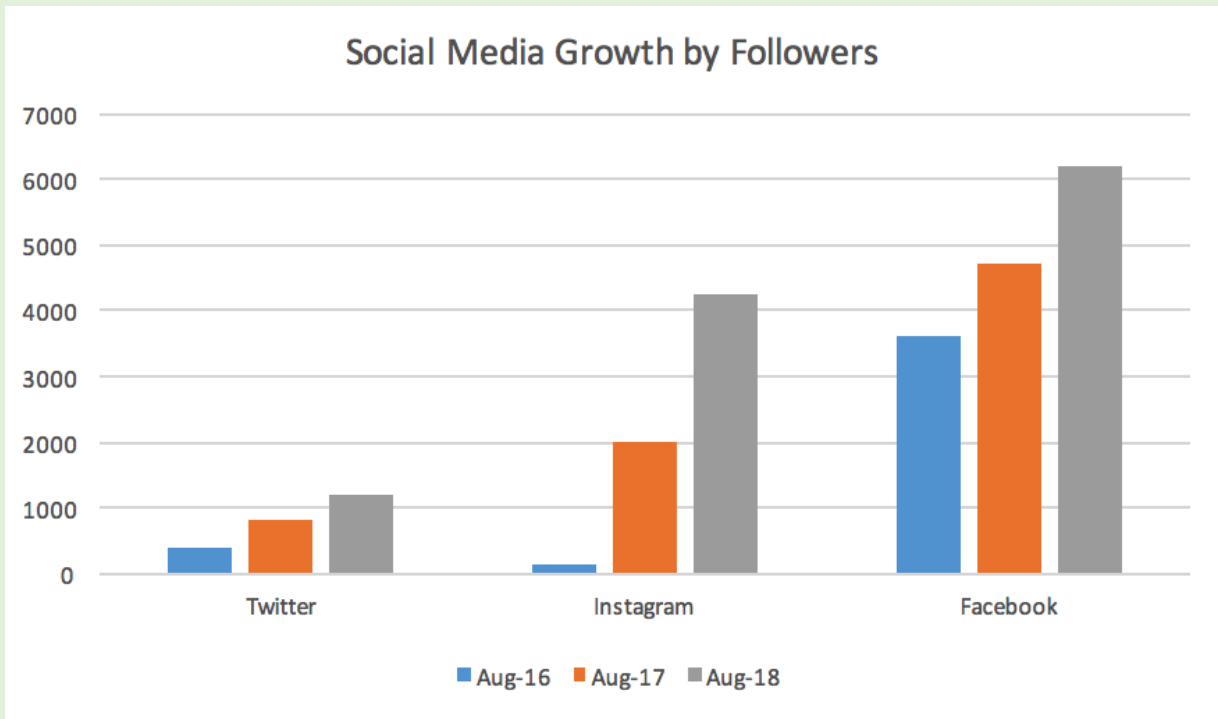
BC AdventureSmart has found it extremely valuable in past seasons to pair up and partner with organizations and individuals with a broader audience than held on social media. By utilizing social ambassadors such as HelloBC, Run Wild Vancouver, among others, it can ensure that hundreds and thousands of British Columbians, have exposure to the AdventureSmart messaging.



## Revelstoke Cycling Association

The BC AdventureSmart team is at Griffith Creek to teach you all about outdoor safety, personal preparedness, search and rescue prevention and community outreach. Learn more how you can be AdventureSmart and prepared for the "what if's". Everyone who visits the AdventureSmart booth "will" earn themselves safety gear!

# Social Media Stats



# Traditional Media

Although social media is taking the world by a storm, BC AdventureSmart still actively engages with traditional media. The BC Coordinator ensures that media releases go out to the main traditional media players for each major event hosted. This often results in the teams getting exposure through newspaper articles, radio interviews, and if their lucky—TV time as well!



So far this season we have made appearances on the following traditional media platforms:

Revelstoke Review:

<https://www.revelstokereview.com/news/do-you-know-what-to-bring-to-adventuresmart/>

Global News – Rutland May Days, Kelowna

<https://globalnews.ca/video/4222291/global-news-at-530-may-19-top-stories>



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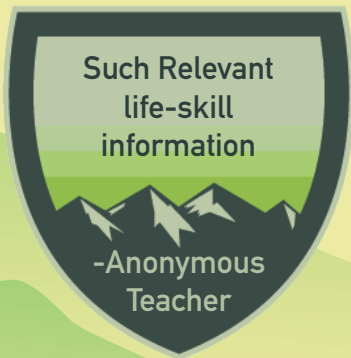
## Accolades

*Laura and Erin,*

*You were fantastic with the students! They all loved the presentations and even today they had excellent recall of the information.*

*Thanks Again for making tie for our school*

*-Alicia, teacher at Sensisysten House of Learning, West Kelowna*



*As I watched the students, they were all engaged (grade 2-6). Afterwards you could tell they got the message by all the willingness to answer the questions with information from the presentation. Well done! Such relevant life-skill information to help them while exploring the outdoors.*

*-Anonymous submission from teacher*

*I heard nothing but positive feedback at the BC Overland Rally. The attendees said your team was professional, knowledgeable, and approachable, and everyone not only learned practical skills, but a healthier respect for the areas we like to visit.*

*Please thank your full team for us as well.*

*-Ray Hyland, BC Overland Rally*

*Thank you so much for joining us, you were a great addition and fit in very well for our cause of getting kids outdoors!*

*-Lyndie Hill, General Manager of Hoodoo Adventures*





# Thank You

Thank you to the Lifesaving Society, Emergency Management BC and the BC Search and Rescue Association for their continued partnership with BC AdventureSmart. With their support, the Vancouver Team has reached



Emergency  
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