

AdventureSmart



Get informed & go outdoors!

Vancouver Team 2018 Summer Report





Table of Contents

Meet the Team	3
Key Objectives	4
Seasonal Goals	5
Online Presence	6
Indigenous Engagement	7
University Engagement	8
Multicultural Society	9
CoastSmart	10
SAR Groups engaged	11
Highlights	12
Presentation Reach	13
Trailhead Reach	14
Event Reach	14
Awareness Training (AT) & Train The Presenter (TTP)	15
Social Media	16
Accolades	18
Thank You	20



Meet the Vancouver Team

Emma Courtney



It's hard to believe that this is my 5th season with AdventureSmart – time really does fly when you're having fun. When I'm not on the road spreading the good word of the 3Ts, you can find me in my happy place: outside! Whether in the mountains or on the water, rain snow or shine, I'm happiest in the wilderness. Perhaps this is why I connect so well to those I meet through AdventureSmart, whether a SAR volunteer or new Canadian wanting to learn more about the outdoors, we can always find common ground on which to relate - that beautiful rich earthy soil that is ultimately all of humanity's common ground. I am so grateful for the opportunity to help people 'get informed and go outdoors!' To stand upon this platform of education that allows us to unite so many individuals and organizations, it never ceases to amaze me how much impact we can have when we work together.

PJ Richards



I am pretty stoked to be a member of the Vancouver AdventureSmart Team. I am excited to bring my skills and knowledge to help educate and encourage others on safe backcountry practices so they can enjoy what I do about the outdoors. I have graduated with my Adventure Management Diploma from Thompson Rivers University and am currently finishing my thesis on Adventure Tourism Marketing. I am a member of the Association of Canadian Mountain Guides, a canoe instructor with Paddle Canada, A Wilderness first responder and a level 1 Sea kayak guide and when I am not doing one of those adventure activities you can find me sailing around BC's coast. I have been working as a marketing coordinator for the past two years and am now using those skills to market the three Ts.

Key Objectives

This Summer the BC AdventureSmart teams built on the foundation of the past teams to promote AdventureSmart's main message. Their main objective was to educate residents and visitors of BC with the ultimate goal 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:

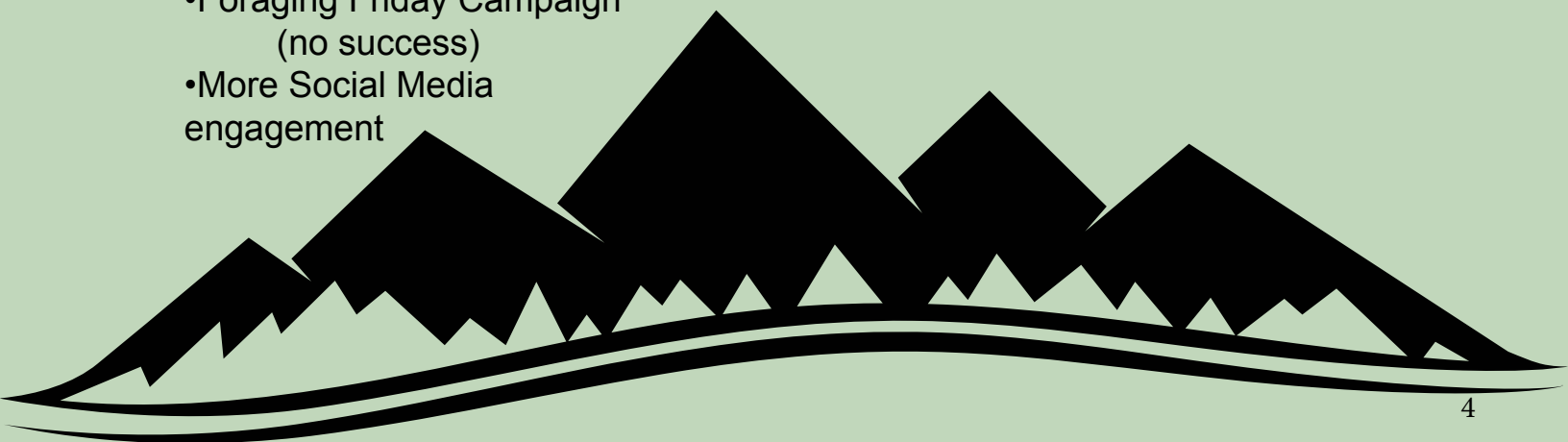
- Carry the essentials and know how to use them
- Add other equipment specific to your chosen activity, season, location
- Bring personal supplies during your adventure to be self-sufficient

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 at the safe time.

Additional Goals

- Partner with more indigenous groups
(Sasquatch Days, National Indigenous Days)
- Foraging Friday Campaign
(no success)
- More Social Media engagement



AdventureSmart



Get informed & go outdoors!

Seasonal Goals

As each season begins, the BC AdventureSmart Teams do their best to forecast what the seasons goals will be. This is done by deciding what needs to be prioritized through research in previous seasons. The teams also shift their priorities depending on what arises throughout the season. Below is a list of both the predetermined seasonal goals as well as goals that developed throughout the summer.



- Online Presence***
- Indigenous Engagement***
- University Engagement***
- Multicultural Society***
- CoastSmart***



Goals - 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 the Kelowna and Vancouver Teams. 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. This helps the messaging gain even more exposure to both BC residents and visitors.

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



Goals - Indigenous Engagement

A goal established at the beginning of the Summer 2018 Season was to increase partnerships and message delivery to indigenous communities throughout BC. Although this important headway was made on this goal, this too will continue to be a priority moving forward.



Sasquatch Days at Harrison Hot Springs: This annual event invites war canoe racers from Western North America to compete on Harrison Lake. Hundreds come to compete, representing their First Nations Bands and Communities, and thousands come to watch. BC AdventureSmart was fortunate enough to set up a booth on the Saturday of the event, and spoke to over 100 individuals. BC AdventureSmart will be returning to this event, highlighting the importance of paddling safety and safety around the water.

National Indigenous Days at Trout Lake: The Vancouver Team attended this event not knowing what to expect or how many would be in attendance, and it turned out to be one of the teams' busiest days of the summer! Well over 200 individuals were reached with face to face interactions, and thousands more gained familiarity with the AdventureSmart logo through exposure. This event will certainly be one that the Vancouver Team returns to in years to come.

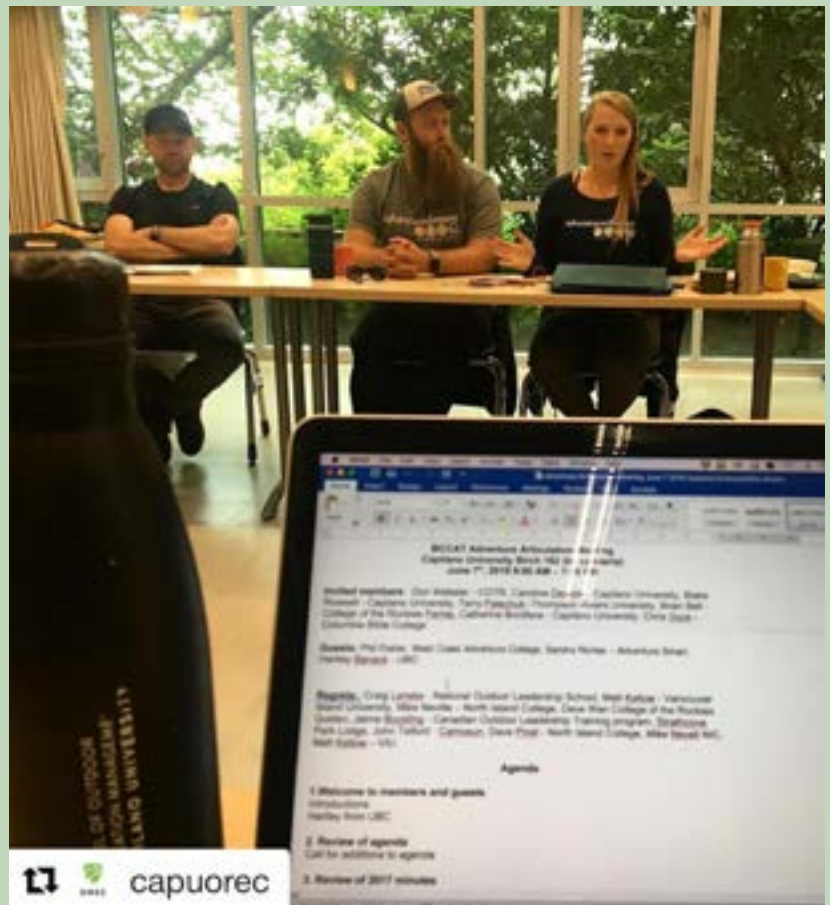


Goals - University Engagement

This season, energy was giving to growing the BC AdventureSmart presence in Post Secondary Institutions. Thanks to BC AdventureSmart's close ties to Capilano University and the Outdoor Recreation Management Program, the Vancouver Team was able to gain a seat at this year's Adventure Articulation Committee Meeting. This meeting has representatives from each post secondary institute's outdoor program. Individuals were in attendance from TRU, Camosun College, College of the Rockies, UBC, Douglas College, UVic, VIU as well as teleconference and online correspondence from other post secondary institutions around the province. The Vancouver Team was given a platform on which to market BC AdventureSmart and the importance of the messaging of prevention into all outdoor programs. Many seeds were planted for ideas such as implementing Presenter Training into the curriculum for students to have on their resume and so on.

In addition to that meeting, the Vancouver Team also trained to professors at Douglas College in Coquitlam to have the ability to train all of their students becoming PE Teachers in the Survive Outside and Hug-A-Tree and Survive Programs. With this training, the goal is for PE teachers to be able to present Survive Outside or Hug-A-Tree and Survive to their future students.

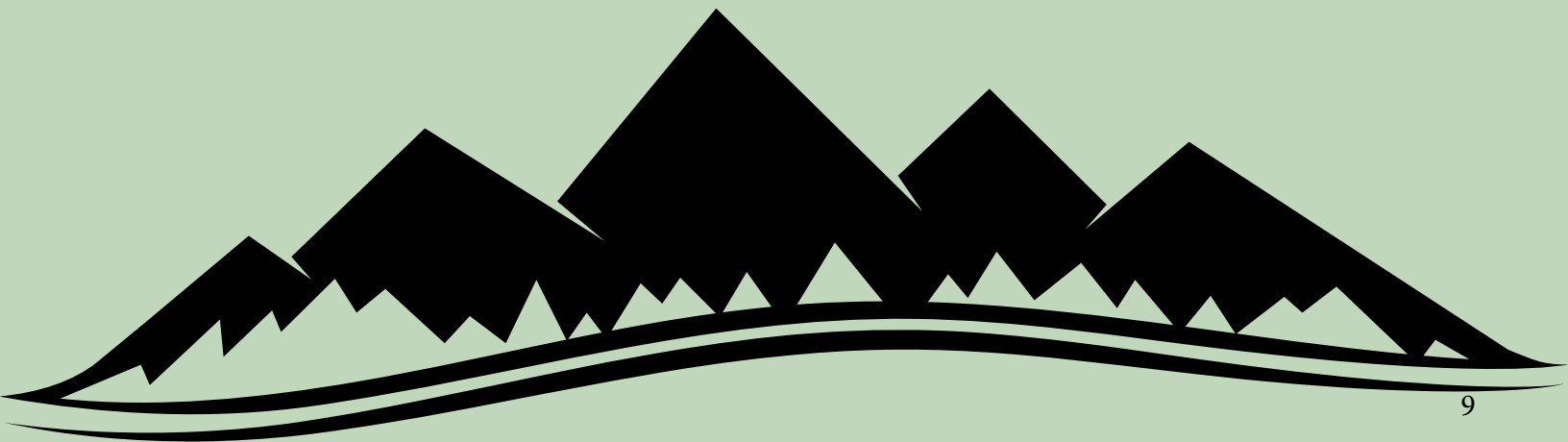
The Vancouver Team also began an annual Awareness Training of the AdventureSmart Program to the graduates of the Outdoor Recreation Management Program and Capilano University. Moving forward, every graduate of this program will have exposure of the AdventureSmart messaging and programing.



Goals - Multicultural Society



Each season, the BC AdventureSmart Teams work hard to ensure that the audience they're reaching is a demographic articulated by local SAR Groups. The Vancouver Team has heard in the past and throughout this season through multiple SAR Groups in the Sea to Sky region, both South and North Island regions and the Fraser Valley region that a reoccurring demographic of individuals requiring assistance in the outdoors is New Canadians or visitors to Canada. To address this demographic, the Vancouver Team worked with the North Shore Multicultural Society and presented to every single individual currently completing the ESL education. In total, the Vancouver Team delivered 9 presentations to 325 individuals that had recently immigrated to Canada. These individuals had diverse backgrounds and diverse experiences, and it was an honour to gift them with the knowledge required to be safe in the Canadian wilderness. The Vancouver Team also delivered presentations to ESL Students at Douglas College in Surrey and at SUCCESS in Burnaby, overall reaching an audience of 15 New Canadians.



Goals - CoastSmart

The Vancouver Team spent much of the summer raising awareness about AdventureSmart's newest program: CoastSmart. One of the first items on the agenda for the Vancouver Team was to spend one week on the West Coast of Vancouver Island, promoting CoastSmart and training Parks Canada staff, along with member of the public in how to deliver this important program. The Vancouver Team spent time working in the Pacific Rim National Park both at Greenpoint Campground and Kwisis Visitor's center to raise awareness both with staff and campers alike. The team also attended the Tofino Farmer's market to reach out to locals and tourists alike. Lastly the team worked in schools in Tofino and Port Alberni, raising awareness on safety in the outdoors and safety near and on the water.

The Vancouver Team took the message of CoastSmart to many different coastal communities this summer, including Vancouver, Victoria, Salt Spring, Port Moody and more. The Team also educated and informed SAR Volunteers (both with BCSARA and RCMSAR) of the new program. Raising awareness about CoastSmart and the importance of coastal safety will continue to be a priority for BC AdventureSmart into future seasons.



SAR Groups Engaged

The Vancouver Team was fortunate to connect with SAR Groups far and wide this season. Knowing how much time and energy SAR volunteers pour into their communities, the Vancouver Team is always so grateful when time is made by the volunteers to assist in making BC AdventureSmart's visit as successful as possible. The Team understands that it's not always possible to connect directly with team members, but always works to contact every SAR Group within the region they travel to. Below is a list of SAR groups connected with.

Squamish SAR
Lions Bay SAR
North Shore Rescue
Pemberton SAR
Sunshine Coast SAR
Powell River SAR
West Coast Inland SAR
Alberni Rescue Squad
Kent Harrison SAR
Coquitlam SAR
Surrey SAR
Central Fraser Valley SAR
Salt Spring SAR
Juan De Fuca SAR



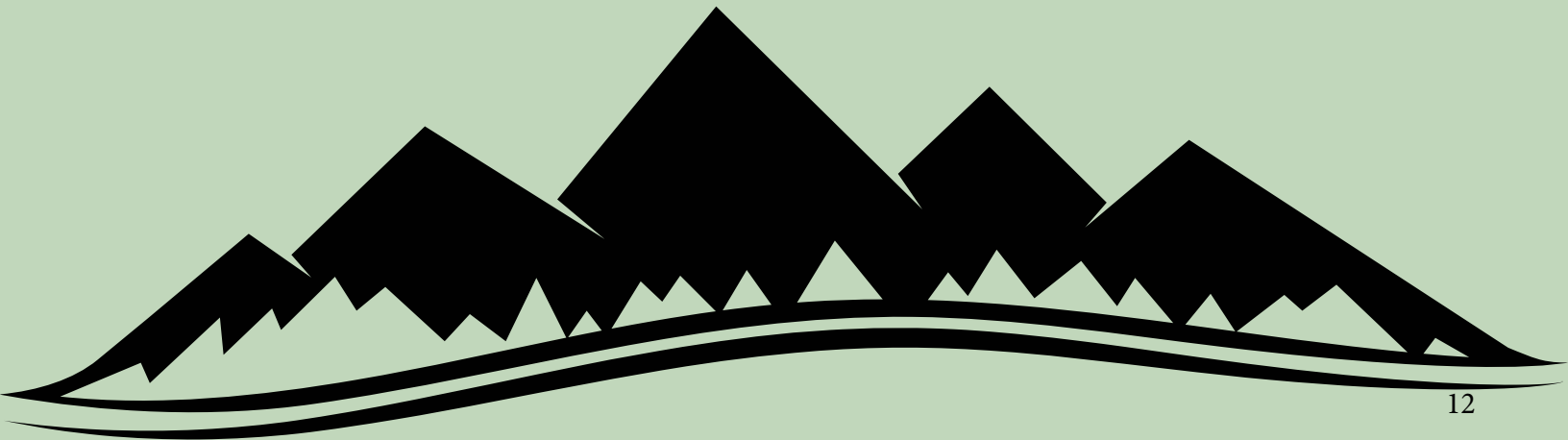
AdventureSmart



Get informed & go outdoors!

TOTAL REACHED: 6689

9	SAR Groups partnered with
14	SAR Groups contacted
4	Regions collaborated with
21	Communities traveled to
5861	KMs traveled
18	Events attended
2349	Individuals educated at events
	(41921 Event exposure)
25	Presentations delivered
1824	Presentation attendees
18	Trailheads attended
2458	Individuals educated at trailheads
8	Train the Presenter Workshop
58	New AdventureSmart Presenters



Presentation Reach: 1824

Date	Location	Presentation	Audience	Attendance
5/10/2018	Burnaby	SOP	Burnaby South High school	27
5/11/2018	North Vancouver	SOP	District of North Vancouver Employees	30
5/25/2018	Surrey	SOP	Douglas College ESL Students	25
6/1/2018	Tofino	HATAS	Wickaninnish Elementary	69
6/1/2018	Tofino	HATAS	Wickaninnish Elementary	96
6/4/2018	Port Alberni	PS	EJ Dunn Elementary	280
6/4/2018	Port Alberni	HATAS	Alberni Elementary	42
6/4/2018	Port Alberni	SOP	Alberni Elementary	73
6/18/2018	East Vancouver	SOP	Salvation Army Recovering Addicts	35
6/22/2018	Langley	HATAS	Lynn Fripps Elementary	97
6/25/2018	Pemberton	HATAS	Signal Hill Elementary	420
6/28/2018	Burnaby	SOP	Success ESL Students	15
7/2/2018	Powell River	SOP	LEAP Program attendees	30
7/9/2018	Delta	HATAS	Wilderness Camp Attendees	30
7/12/2018	North Vancouver	SOP	NSMCS ESL Students	25
7/16/2018	North Vancouver	SOP	NSMCS ESL Students	25
7/16/2018	North Vancouver	SOP	NSMCS ESL Students	25
7/16/2018	North Vancouver	SOP	NSMCS ESL Students	50
7/19/2018	Burnaby	SOP	BC Hydro Staff	110
7/19/2018	North Vancouver	SOP	NSMCS ESL Students	25
7/19/2018	North Vancouver	SOP	NSMCS ESL Students	50
7/23/2018	North Vancouver	SOP	NSMCS ESL Students	50
7/23/2018	North Vancouver	SOP	NSMCS ESL Students	50
7/23/2018	North Vancouver	SOP	NSMCS ESL Students	25
7/30/2018	North Vancouver	HATAS	Norvan Boys and Girls Club	40
8/16/2018	North Vancouver	SOP	General Public	80



Trailhead Reach: 2458

Date	Location	Trailhead	Reached
6/9/2018	Port Moody	Belcarra	44
6/17/2018	West Vancouver	Cypress Mountain	252
6/23/2018	North Vancouver	Fromme Mountain	66
6/29/2018	Port Moody	Belcarra	36
6/30/2018	North Vancouver	Mount Seymour	97
7/3/2018	Powell River	Willingdon Beach	25
7/13/2018	West Vancouver	Cypress Mountain	136
7/14/2018	Squamish	The Chief	292
7/15/2018	Lytton	Joffre Lakes	360
7/26/2018	North Vancouver	End of the Line General Store	42
7/27/2018	North Vancouver	Mount Seymour	192
7/29/2018	North Vancouver	Lynn Headwaters	198
8/2/2018	West Vancouver	Horseshoe Bay Ferry Terminal	35
8/6/2018	Langford	Goldstream Campground	40
8/11/2018	North Vancouver	Grouse Grind	210
8/12/2018	Vancouver	Burrard Inlet	14
8/18/2018	North Vancouver	Grouse Grind	207
8/19/2018	North Vancouver	Mount Seymour	212

Event Reach: 2349

Date	Location	Event	Reached	Exposure
5/6/2018	North Vancouver	Bike the Shore Event	27	200
5/17/2018	North Vancouver	Wildfire Readiness Check	80	500
5/19/2018	Squamish	Escape Route BBQ	30	200
5/20/2018	North Vancouver	Wilderness at your Doorstep	181	800
6/2/2018	Tofino	Tofino Public Market	93	500
6/3/2018	Tofino	Kwisitis Visitor Centre	35	35
6/15/2018	Vancouver	CAN & PTB Event	25	25
6/16/2018	Harrison Hot Springs	Sasquatch Days	131	1500
6/21/2018	Vancouver	National Indigenous Days	264	3000
6/24/2018	Vancouver	Dragon Boat Festival	125	5000
6/29/2018	Port Moody	Golden Spike Days	56	56
7/1/2018	Abbotsford	Canada Day	250	10,000
7/7/2018	Surrey	CAN Birthday Festival	380	5,000
7/8/2018	Squamish	Kite Clash	70	70
7/20/2018	Kitsilano	Swim to Survive	35	35
7/28/2018	Surrey	South Surrey Festival	297	5,000
8/4/2018	Salt Spring Island	Salt Spring Market	70	5,000
8/5/2018	Victoria	Symphony Splash	200	5,000

Awareness Training & Train The Presenter Reach: 58

The Vancouver Team continued the trend of last season's priority to expand BC AdventureSmart's volunteer base through running both Presenter Training Workshops and Awareness Training Workshops. New this season was the ability to meet anyone where they're at through online one-on-one training sessions. Efforts were made to train volunteers both within SAR and outside of it, regardless of where they were in the province. The Vancouver team trained 58 individuals in the inner workings of AdventureSmart, from Coquitlam to Tofino to Aggasiz and beyond. Moving forward, the AdventureSmart teams will concentrate their training efforts in communities that request workshops, and otherwise utilize the power of technology to train individuals interested in joining the AdventureSmart family.

Date	TTP or AT	Location	Audience	Attendees
5/16/2018	AT	Coquitlam	Douglas College Students	22
5/16/2018	TTP	Coquitlam	Douglas College Professors	2
5/17/2018	AT	North Vancouver	North Vancouver Visitors Centre	9
5/30/2018	TTP	Tofino	Parks Canada	10
6/7/2018	AT	North Vancouver	Adventure Articulation Committee	12
6/11/2018	TTP	Sunshine Coast	Chris Boychuk	1
6/12/2018	TTP	Tofino	Shandy Kariatsumari	1
6/28/2018	TTP	Kent/Harrison	Jayson Gill	1



Social Media

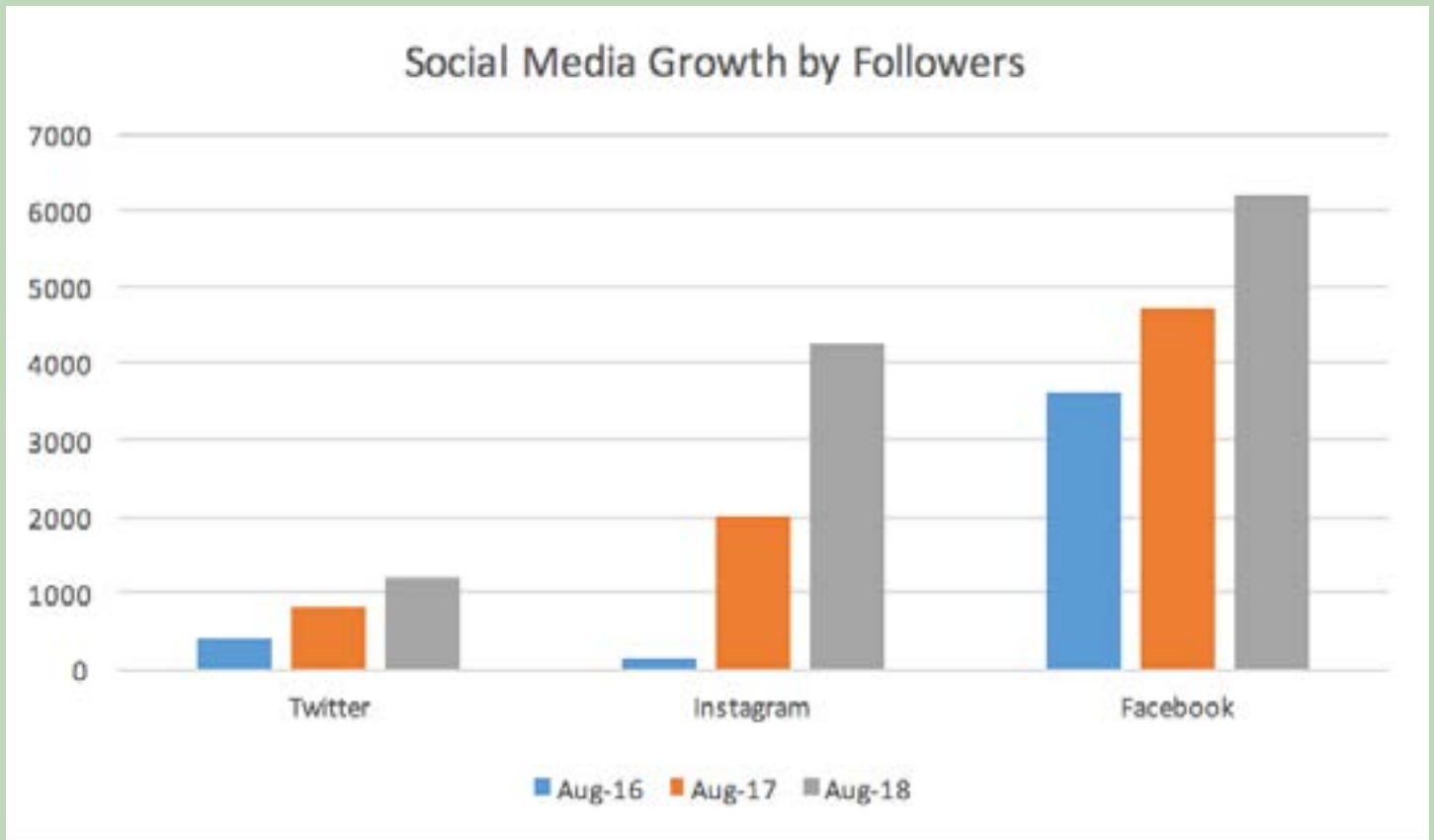
Social media has been a high priority for BC AdventureSmart since our reinception in 2016. The way society gathers information is under transformation. No longer do people turn to physical newspapers or books, but instead to their many screens: cell phones, computers, tablets. In this changing age, BC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



Social Media Stats



bc_adventuresmart • Following
Belcarra Regional Park

bc_adventuresmart #Didyouknow that today kicks off #NationalPaddlingWeek? Help us celebrate paddling by posting your favourite paddling photo with a PFD or Life Jacket visible, use the hashtag #ItWontWorkIfYouDontWearIt , tag @BC_AdventureSmart and follow us to enter to win a @Northwater1 Throw Bag/Bailer/Emergency Whistle all in one. . 🇨🇦

Multiple Throw Bags up for grabs, so tell



103 likes

JUNE 10

Add a comment...



Traditional Media

The Vancouver Team's spotlight member this year was PJ Richards, who completed many interviews with media outlets such as CBC News, Omni Television, Fairchild TV, Mountain FM and many more. Below are some examples of the Vancouver Team in the media for summer 2018.



OMNI TV <https://goo.gl/7B2juZ>



OMNI TV <https://goo.gl/dxgtFE>



Westerly News <https://goo.gl/nYVTP3>



Squamish Chief <https://goo.gl/wALJUD>



CBC <https://goo.gl/GmwDdA>



CBC <https://goo.gl/eaXvXj>

AdventureSmart



Get informed & go outdoors!

Accolades

Hello,

AdventureSmart BC presented at my workplace this past May, as part of our NAOSH week activities. As a municipality in North Vancouver, many of our employees spend their free time hiking, camping and biking in our local backcountry. AdventureSmart was willing to tailor the messaging to suit our format and needs. They provided simple and straightforward advice in how to better prepare yourself and what to do if anything goes wrong. We had a group of nearly 60 employees, and they found presentation engaging and informative. The feedback from the group was excellent, and we are working to schedule a follow up presentation in a few months time.

As a resident of North Vancouver myself, I have seen an extreme growth in popularity of many local trails. I find it highly concerning just how many unprepared hikers I pass by. The work AdventureSmart does to keep both locals and visitors safe in the outdoors is invaluable, and their messaging needs to continue to be spread throughout this community.

-Julia MacKenzie, North Vancouver District Engineering Services



Thank you PJ and Emma for educating on coastal hazards and bringing awareness to the community! I enjoyed the CoastSmart presentation and appreciated you spreading the information at the Tofino Public Market. We need more awareness about these hazards.

-Bobby Wheatley, Kayak Guide at Majestic Ocean Kayaking

We were very grateful to have AdventureSmart at Symphony Splash this year! It was a great addition and we hope that you can come back again!

-Ben Carson, Symphony Splash organizer

The workshop at SUCCESS Burnaby office was successful, all the participants provided feedback that they have learned a lot from the presentation. The video's subtitle in Mandarin was very helpful.

Thanks again and look forward to working with you next time.

-Sophia Zhao, Settlement Practitioner - Mandarin



AdventureSmart



Get informed & go outdoors!

I am reaching out to voice Power To Be's appreciation towards AdventureSmart and our continued partnership. The work being done within AdventureSmart; providing essential skills in outdoor preparedness, is formative to the growing outdoor industry. We've loved collaborating with you to provide our participants that have varying barriers and support needs with accessible and inclusive programming.

AdventureSmart is helping make the outdoors a safer, more inclusive environment for all people, because everyone belongs in nature!

Thank you for all the work you do in the community and industry as a whole. Looking forward to future collaborations.

-Andrea MacDonald, Power To Be Interim Community Development Coordinator



I have given my adult ESL class an assignment using two websites: Vancouvertrails.com to find a trail to hike on and the Adventuresmart.ca to fill in the online trip planning form. Each learner works with a partner and will email their trip plan to me and I will print each one out so the class can see all the trip plans. Please thank PJ and Emma for their excellent presentations!

-Instructor, North Shore Multicultural Society

The presenters are knowledgeable, the presentation was well organized with information of tips, hands-on practice, video & show of various outdoor gears and equipment. Thank you for making this program!

-Anonymous survey

Excellent presentations. Very informative and also well organized.

-Teacher from West Vancouver



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.



Emergency
ManagementBC



LIFESAVING SOCIETY®

