

Outdoors Cool!

A project focused on getting kids to explore their own backyard

Bureau of Land Management
California State Parks

Julie Clark
Park Ranger
Bureau of Land Mgmt
Headwaters Forest Reserve
Arcata, California
jdclark@blm.gov



Outdoors Cool Objectives

- Funding through BLM's "Take It Outside" program to make public service announcements themed at "Outdoors Cool!" and air it on cable and local television.
- The Bureau of Land Management's (BLM's) "Take It Outside" program promotes and supports outdoor activities and experiences of children on the public lands. The program strives to improve the health of our nation's children, families, and communities, while at the same time developing the next generation of public land stewards.

Outdoors Cool Mission

- By joining together and making eight 30 second commercials featuring each local agency's parklands, north coast California residents will have added encouragement to explore their backyard. Each public service announcement (PSA) delivers a dual message; first, the importance of experiencing nature, and second, where these unique natural areas and sites are located.
- The agencies include the BLM, California State Parks, Fish and Wildlife Service, Friends of the Dunes, Redwood National and State Park, City of Arcata and Sequoia Park Zoo. This cross agency initiative to get kids outdoors is the first of its kind in California and can act as a model for other areas around the state and nation.

Click on the link below and you will see an example of one of the videos.



http://www.youtube.com/watch?v=gN3Y97j_2Vc&feature=player_profilepage

Outdoors Cool Web-Site

OUTDOORS COOL

WELCOME TO OUTDOORS COOL!..

Instructions

- Click on a Featured Destination to find out more about it!

Get maps and an activity guide... watch cool video intro!
Or click the **Yellow Dots** on the map to find lots more "Cool" places!
Click [here](#) for a Calendar of upcoming events!

This site will help you discover Humboldt County's great outdoors! Find out where to hike, bike, canoe, camp, picnic, walk your dog, and spot wildlife. Explore your backyards... Outdoors Cool!

Explore Humboldt County's Backyards!

Redwood National Park

Humboldt Lagoons State Park

Arcata Community Forest

Arcata Marsh Sanctuary

Friends of the Dunes

Eureka Sequoia Park & Zoo

Headwaters Forest Reserve

Humboldt Wildlife Refuge

let's move outside

Check out the National Web Site!

U.S. DEPARTMENT OF THE INTERIOR
NATIONAL SYSTEM OF PUBLIC LANDS

CALIFORNIA STATE PARKS

NATIONAL PARK SERVICE
SINCE 1916

HUMBOLDT COUNTY PARKS

FRIENDS OF THE ARCATA MARSH

FRIENDS OF THE DUNES

SEQUOIA PARK ZOO FOUNDATION

<http://www.outdoorscool.com/>

Two Web Page Examples of Outdoors Cool!



OUTDOORS COOL!

[Home](#)



Humboldt Lagoons State Park

These great pools are a mix of both fresh and salt water. They're home to migrating birds and great place to canoe and kayak! Check out the details at the Visitor Center!

Click on Logo to go to their web site!




Click [here](#) to view Google Maps...

Watch the TV Spot!




Activities!..

- Hiking, Biking
- Swimming, Boating
- Fishing, Camping
- Wildlife Watching
- Dog Walking

OUTDOORS COOL!


[Home](#)



Arcata Community Forest


Right in our backyard!.. this is a wonderful place to go play in the meadow, have a picnic or hike along the trails in this ancient forest preserve.

Click on Logo to go to their web site!




Click [here](#) to download trail map...

Watch the TV Spot!



Activities!..

- Hiking
- Biking
- Wildlife Watching
- Dog Walking





Making the Outdoors Cool Videos



Partners Who Participated in the Public Service Announcements



Outdoors Cool Press Release Event Earth Day 2011





Fiscal Year 2012 Goals

- More PSA's
- Airtime
- Questing Opportunities