



The Leave No Child INSIDE Collaboratives of Ohio



A Statewide Call to Action April 9, 2010 Event Summary

The Leave No Child Inside Collaboratives of Ohio
A Statewide Call to Action
April 9, 2010
Summary & Action Agenda

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Introduction

The Leave No Child Inside Collaboratives of Ohio (LNCI) convened “A Statewide Call to Action” on April 9, 2010 at Greenwood Lake Camp in Delaware, Ohio. LNCI is a group of local and statewide groups and organizations that are aligned with the national Leave No Child Inside movement, which is committed to enhancing the physical, emotional, intellectual and spiritual lives of children and families by restoring their appreciation of and engagement with nature and outdoor activities. While each group or organization may have other roles and responsibilities, all share a belief that connecting children and families with nature is an important part of how they do their work.

LNCI believes that there is a confluence of local, national and international forces that make their work especially compelling in Ohio at this point in time. Having convened a number of successful regional meetings over the last several years, and having noticed a growing number of successful projects throughout the state, LNCI realized that collaboration is a common aspect of successful projects. In addition, they became increasingly aware of professional groups, public entities and others not explicitly involved in the movement but doing work congruent with the work of LNCI.

LNCI has also noted the growing number of legislative initiatives taking place in Congress, state legislatures and governors’ offices that are congruent with their aspirations. Several states have Children and Nature plans, proclamations and other statewide actions related to this issue. In Ohio, several state agencies are involved in related initiatives, such as the creation of an Environmental Literacy Plan. LNCI saw “A Statewide Call to Action” as an opportunity to connect people with shared interests, especially decision makers and those who influence decision makers, with an eye toward leveraging relationships to help create a new outdoor culture in Ohio.

The meeting, which was attended by 77 people, began with Jenny Morgan, co-chair of Columbus’ LNCI initiative, leading a group of young children who participated in an outdoor education experience at Columbus School for Girls. The lyrics were created by the girls and set to music by Jenny. After opening comments from Betsy Townsend, board member of the Children & Nature Network and co-chair of Greater Cincinnati’s LNCI initiative, participants in the meeting heard remarks by Ohio Department of Natural Resources director Sean Logan, First Lady Frances Strickland and U.S. Representative Mary Jo Kilroy. All speakers made it clear that they think the work of LNCI is very important to the future of Ohio and they support expanding the LNCI vision and values throughout the state. They also invited LNCI to make recommendations for how this might be accomplished.

Following the opening session dialogue groups were convened.

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This document summarizes the results of this all-day meeting. The Executive Summary provides key outcomes of the day, including action steps the group is committed to implementing. A Process Summary provides additional context for understanding the outcomes by describing briefly the activities and dialogue that occurred throughout the day. Finally, as promised during the meeting, a Chart Summary includes all of the chart pad notes generated during the meeting, organized by activity and unedited to preserve the original intent of each group.

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Executive Summary

- A confluence of internal and external forces at this moment in time provides a unique opportunity to achieve our shared aspirations on behalf of the children, families and all Ohioans.
- Among the external forces, five in particular stand out:
 - There is a growing body of research indicating the significant negative consequences of children staying indoors in terms of physical, intellectual, emotional, social and spiritual development and the problem is growing as children spend less and less time outside.
 - There is a growing body of research and other experiences that indicate the positive benefits of time spent in nature, especially unstructured play in nature, to the physical, mental and emotional health of children and identify emerging best practices.
 - Growing awareness of this has resulted in a national movement of individuals and organizations working to reconnect children with nature, with over seventy formal organizations in place around the country.
 - A growing number of states have adopted policies that are congruent with the values and principles of the Leave No Child Inside movement. LNCI supported legislation also has been introduced in the U.S. Congress.
 - The Strickland administration has expressed support for the LNCI principles, adopted some policies that promote and facilitate outdoor activity and education, and has expressed openness to receiving recommendations to help transform Ohio's outdoor culture.
- Among the internal forces, four are linked to actions taken by The Leave No Child Inside Collaboratives of Ohio. The collaboratives:
 - implemented a growing number of successful projects in several parts of the state, raising interest among communities and organizations statewide;
 - hosted a number of successful regional meetings to increase understanding of their vision, awareness of policies and practices being implemented around the US and Ohio, and build capacity to implement successful local projects;
 - formed a growing number of partnerships with a wide range of professional practice groups, public entities and other community groups to implement mutually beneficial projects; and

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- worked with the Environmental Education Council of Ohio and others to assist in the development of the nearly completed Environmental Literacy Plan for Ohio.
- Among the LNCI Collaboratives of Ohio there is agreement that
 - In order to achieve physical, emotional, intellectual and spiritual benefits in a sustainable way it is essential
 - To build a new *outdoor culture* that encourages children to engage with and appreciate nature,
 - That adults understand the important benefits of outdoor activity, appreciate nature and act as role models to children by engaging in outdoor activities, and
 - That responsibility is shared by the public, non-governmental organizations and government.
 - The emerging grass roots Leave No Child Inside *movement* is in a position to provide leadership in building a new outdoor culture in Ohio by advocating for and supporting change in the attitudes and behavior of children, families and community members, as well as the policies and practices of government and other community institutions.
- Given this confluence of forces, there is a compelling need to take action that will lead to a new outdoor culture in Ohio. In particular, the group identified the following action steps:
 - Develop a proposed statewide plan intended to transform Ohio's outdoor culture, a plan that adapts elements of similar plans adopted in other states in ways that are appropriate to Ohio and includes the Environmental Literacy Plan for Ohio;
 - Develop and implement a statewide campaign to build a broad-based constituency in support of the proposed statewide plan; and
 - As part of developing the campaign, adopt a clear, concise, compelling message that expresses the core values and benefits of the movement in a way that is easily understood by a wide variety of potential constituents.
- In addition, LNCI will develop and implement strategies and tools that will help increase its ability to connect, work and learn together between meetings, including the use of Web 2.0 tools.

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Process Summary

Welcome & Call to Action

The meeting began with a song written and performed by the Kindergarten class from the Columbus School for Girls and led by Jenny Morgan, founder of LNCI in Columbus. The song grew out of outdoor learning experiences at school and reflected their appreciation of what they learned in nature about nature.

Betsy Townsend, board member of the Children & Nature Network and co-founder of LNCI in Cincinnati, welcomed the group. She shared her thoughts on the importance of LNCI as a movement, not an organization. She invited everyone to see themselves as leaders in the movement. Townsend recognized that everyone in the room is already very committed to the principles of the movement and busy doing good work, despite the resource challenges that affect Ohio and the rest of the U.S. In this context she indicated that the Call to Action was not intended to add new work for anybody. Rather, it is a call to bring more intention to the work...intention with respect to bringing awareness of 21st century issues like the fact that children are now spending 7 ½ hours a day plugged into electronic media and that many children have no safe, natural playspaces to bear on existing programs, building on strengths, partnerships and collaboration.

A video presentation expressed the vision, values and possibilities of LNCI in pictures and music. It provided images of children and families actively engaged in outdoor activities and exploring nature, as well as data and initiatives from around the U.S.

Ohio Department of Natural Resources Director Sean Logan addressed the group before introducing the First Lady. He made clear his strongly held belief in the importance of preserving natural resources for the benefit of all children and families to use now and in the future. Logan also discussed appreciation of and engagement with nature in the context of American history.

First Lady Frances Strickland described her own experiences learning from nature as a child growing up on a farm. She also discussed how her personal experiences were reinforced when she became a teacher and observed the impact of outdoor learning on children. The First Lady noted that she and the Governor know that appreciation of and engagement with the outdoors by children and families will provide long term benefits to everyone in Ohio. She spoke of the importance of balancing preservation of the land with making wild areas accessible to children. She encouraged those gathered to build on their strengths and work collaboratively, indicating that the Governor looks forward to receiving recommendations from the group.

U.S. Representative Mary Jo Kilroy discussed the importance of experiential learning and outdoor activities in the lives of children, citing her own daughter as an inspiration to her in this

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regard. She noted that many public policy issues affect the ability of people to engage with nature and that Congress is actively involved in exploring ways to increase outdoor activity as part of addressing obesity, education and other aspects of public policy. Kilroy announced she will be a co-sponsor of the No Child Left Inside legislation introduced in Congress as part of the Elementary and Secondary Education Act, which is supported by LNCI.

Overview of the Day

The rest of the meeting was facilitated by Chris Kloth of ChangeWorks of the Heartland, an organization and community development consulting practice. In his overview of the day he indicated that the agenda was influenced by an approach to dialogue known as World Café. He encouraged the group to approach the day as an opportunity to listen, learn, share, build relationships and discover both common ground and useful distinctions. He also reinforced the First Lady's challenge to find ways to bring intention to their work, especially related to building on strengths and working collaboratively.

Dialogue #1: The State of the State

The purpose of the first series of conversations was to increase all participants' awareness of the wide range of activities currently going on throughout Ohio in many sectors. Participants broke into sector groups, including education, early childhood education, health, built environments, government, outdoor education, nature organizations and community organizations. In these sectors, each group responded to the questions:

- “When it comes to creating opportunities for children to experience the outdoors in ways that promote fun, health, learning and a lifelong appreciation of the outdoors, what are you doing (in your sector) that you are proud of?” and
- “What are the key attributes of these activities that make them successful?”

The results of these conversations were documented on chart paper. Every chart is included in this document in the Chart Summary.

The participants then reorganized in new, cross-sector groups at round tables of 8 – 10 people. They were asked to explore these questions:

- “As you look at the list of what is working, what are you struck by?” and
- “What common themes and interesting distinctions do you notice?”

By leveraging maximum sector diversity the groups were able to bring multiple perspectives to learning about the work of each sector. Later the group was also asked to consider how what they were learning might inform their understanding of a new outdoor culture in Ohio. The results of these conversations were documented on chart paper. Every chart is included in the Chart Summary.

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In a large group debriefing the following key themes were identified consistently as strengths to leverage in building a new outdoor culture in Ohio:

- Collaboration
- Community partnerships
- Community involvement
- Community initiated change
- Action-oriented grassroots involvement
- Multi-disciplinary partnerships
- Interaction between groups and sectors
- Intergenerational focus
- Holistic approaches
- Builds on existing strengths
- Plans for sustainability

Dialogue #2: Visioning: Headlines for the future

After lunch participants were asked to reflect on the morning dialogues with special attention to the core values and key attributes related to their best practices. They were asked to imagine themselves in the year 2020 celebrating the successful change in Ohio's outdoor culture. As part of the celebration, media of every type would be telling stories about the extraordinary benefits for everyone in Ohio as a result of this success. The table groups were then asked to generate lists of headlines that capture the essence of the benefits and how they were achieved. These lists were documented on chart paper and are included in the Chart Summary.

Each table group was then asked to select three headlines from their lists that represented the most significant results of the change in Ohio's outdoor culture...changes that, if achieved, would likely result in making all of the changes easier to achieve. Again, these lists were documented on chart paper and are included in the Chart Summary. The table groups shared their three top headlines with the entire group, adding some context for how they were selected. The whole group then discussed the common ground and interesting distinctions revealed by the headlines. Highlights of that conversation follow:

- While we frequently talk about children and families, a common theme was that every sector in the state benefited...success resulted by making LNCI recommendations win-win opportunities for every sector.
- While the name and activities of the LNCI movement focus on getting children outside, building a new outdoor culture in Ohio requires that adults engage with and appreciate nature. Adults need to model the attitudes and behavior consistent with the culture we seek.
- Education and Early Childhood Education play an essential role in seeding the change, with children often influencing their parents.

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- Health benefits result in gains in economic development and reductions in health care costs and energy costs.
- Public and private schools and childcare centers, parks and camps are all natural venues for LNCI initiatives.
- Collaboration among all sectors is an essential element of success.
- Given what is already beginning to work in Ohio, the lofty aspirations reflected in the headlines are achievable by 2020 – or sooner.

Dialogue #3: Reality: Working with what we have...building on our strengths

After a break, the participants engaged in a lively large group dialogue on linking what is with what could be. This conversation was charted by facilitator Chris Kloth. The charts are included in the Chart Summary. Highlights follow:

- There is a window of opportunity for advancing goal of creating a new outdoor culture in Ohio that is also reflected in public policy and practice.
 - The administration is open and anxious to advance the cause.
 - Congress seems likely to pass beneficial legislation.
 - There are examples of statewide initiatives in other states that can be adapted to Ohio.
 - LNCI can provide an infrastructure to facilitate taking advantage of the window of opportunity.
- Keeping in mind that LNCI
 - is a grassroots movement providing leadership through advocacy, networking, identification of best practices and building partnerships, and
 - that building a new culture is the shared responsibility of people inside and outside of government,
 - it is essential that LNCI and its partners
 - Have a plan and recommendations to influence and guide decision-makers,
 - Gain endorsement of the plan and recommendations by a broad range of stakeholders,
 - Have a clear, consistent message, and
 - Enhance internal and external communications.
- One key is building on the new learning (strengths) and relationships (collaboration) from this event.
 - There is much good work going on that can be expanded and enhanced with the support of both existing and new partners
 - There are existing strengths to build on throughout the state.
 - There are examples of successful partnerships throughout the state.
- In a movement, everyone is a potential leader in the context of some aspect of the work. Sustainable change will require the persistent effort of individuals, families,

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communities, non-governmental organizations and public entities. Leaders who step out of sector silos and beyond organizational boundaries to partner with others benefit from

- The synergistic, creative thinking and wisdom of others
- Shared resources,
- Broader based, sustainable support,
- Political leverage

Dialogue #4: Next Steps... Working with What We Have

Participants in the meeting finished by identifying next steps and identifying people who will help make sure the next steps occur. The group also prioritized the next steps. The dialogue was charted by the facilitator. The charts are included in the Chart Summary with the “Working with what we have” charts. The highest priority items are also reflected in the Executive Summary. What follows are highlights from the Next Steps conversation, including higher and lower priority steps:

The Plan

- Connect with the Governor
 - The outcome: A new Outdoor Culture in Ohio – one in which adults understand the importance of time spent in nature to physical, mental and emotional health and assure that their children will experience time in nature.
 - The governor needs
 - A document with recommendations, including proposed action(s)
 - A clear, compelling statement of how Ohio will benefit concretely from adopting the recommendations that lead to a new outdoor culture
 - A plan that includes and benefits many sectors and organizations
 - A plan that benefits and reaches a broad based constituency
 - Short Term
 - Complete and submit the Environmental Literacy Plan
 - Complete and submit the Children’s Outdoor Bill of Rights
 - Medium Term
 - Identify additional elements of strategy to transform Ohio’s Outdoor Culture
 - Learn from work done by others, such as
 - National Wildlife Federation Policy Solutions Guidelines
 - Other state plans, like Maryland, Pennsylvania, Kansas and Colorado
 - Include representatives from
 - All regions of the state
 - All sectors involved in activities that could educate the public and promote a new outdoor culture
 - Incorporate
 - Regional
 - Cross-regional similarities that represent common ground &

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- Legitimate differences that represent unique regional attributes or opportunities and, by their incorporation, foster inclusiveness
- Sectors
 - Cross-sector similarities that represent common ground &
 - Legitimate differences that represent unique sector attributes or opportunities and by their incorporation foster inclusiveness
- What is already available?
 - Practices
 - Evidence
 - Articulate the benefits, outcomes and strategy in ways that can be understood and supported by others
- The Campaign: Build broad-based support for the plan(s) in preparation for gaining and maintaining the support of the Governor
 - Clarify the vision
 - Identify key benefits & outcomes
 - Increase awareness of key stakeholders and the broader public of the benefits of a new outdoor culture
 - Increase support of key stakeholders and the broader public for the benefits and intended outcomes of a new outdoor culture

The Message: Marketing, Communication, Education...Internal & External

- External
 - Build educational marketing statewide
 - Develop one consistent message
 - Time spent in nature is essential for physical, emotional, mental, spiritual health
 - This is good for everyone
 - Develop a documentary
- Internal
 - Enhance communication among us (Web 2.0)
 - Enhance tools for linking people and information, including what is already posted on the LNCI and other Websites
 - Practices
 - Evidence
 - For various sectors

Other Notes: At some point there may be a need to explore more deeply...

- Logo placement by multiple organizations
- How to incorporate LNCI brand and other brands
- Integrate this message in all your newsletters

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- Who is not here? Outreach

Volunteers to develop & review the draft plan

Region

NW – Sandy Gratop, Mary Warren
NE – Darci Sanders, Dave Devey, Matt Sorrick
CO – Teaci Aquara, Jenny Morgan, Deba Mohler, Sue Wintering, Alice Hohl
Greater Cincinnati – Betsy Townsend
Miami Valley – Linda Ramey

Sectors

Community Organizations –
Nature Organizations –
Government – Carolyn Watkins
Early Childhood –
Built Environments – Amy Dutt
Education –
Health – Wendy Anderson-Willis
Outdoor Educations – Denise Natoli Brooks
Informal Education – Sharon Tinianow¹

Additional offers to volunteer offered at the meeting

Dave Devey offered to facilitate coordination with camps, so someone from ACA would represent camps in each region.

Amy Dutt offered to do a free workshop on design of natural playspaces.

Sharon Tinianow offered to host Amy Dutt's workshop at COSI.

[A university person] offered to design a study.

Jason Fallon offered to give Explore the Outdoors booklets to anyone who wants to give them out. They contain a directory of parks, sample activities, statistics for parents, etc.

Sharon Strouse suggested we host community events at camps to promote camps.

¹ This Sector was added at the end of the day

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Dialogue #1: State of the State: Sector Groups

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- “When it comes to creating opportunities for children to experience the outdoors in ways that promote fun, health, learning and a lifelong appreciation of the outdoors, what are you doing (in your sector) that you are proud of?” and
- “What are the key attributes of these activities that make them successful?”

The results of these conversations were documented on chart paper and are included here.

NATURE

- Cincinnati Playspace Initiative (Bill)
- Explore the Outdoors ODNR Sponsor (Andrea)
- Summer Letter-box Adventure (Sue)
- Wild Summer Reading Camp (Dario)
- Nature Play Area at Grange Center (Heather)
- Conservation on Location GPS training (Heather)
- Conservation Classroom (Heather)
- Partnership w/CMC Summer Science Camp (Josh)
- Great Outdoor Weekend (Bill)
- Get Up, Get Out, Go! (Andrea)
- Provide opportunity to groups (urban youth) that might not otherwise exist
- Collaboration/partnership
- Statewide
- Simple

BUILT ENVIRONMENTS

- Nature play areas
- Healing environments for children in hospitals
- School food production
- Outdoor learning environments for children & families
- Urban agriculture/farm sites
- Community gardens
- Community garden headquarters at FFC

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- Nature centers
- Parks
- (Schools, parks, hospitals, neighborhoods)
- Wild School sites/Project Wild
- Residential backyard habitat reconstruction
- Rain gardens/water harvesting projects at schools, homes, community sites
- Custom designed play equipment
- Open – land reconstruction
- Stream restoration
- Nature art by local artists
- Farmland conservation projects

Why we are proud

- Because the spaces are different...allow them access to nature, allow them to take the lead
- Because the spaces assist children in connection with their own bodies & health (food, physical activity, quiet time) (holistic)
- Because the spaces are more fun & engaging for kids...its easier for them to learn
- Because the spaces help to develop children as stewards of the earth. Citizens that care. Because they have a connection

EDUCATION

- Community Learning Centers (A.Okuda)
 - Open for community members
 - Passport, pairings w/nature partners
 - 5th quarter
- QLT (Professional Development & curriculum distribution)
 - College, in-service, informal
 - PK 12
- Children's (K- 12) in/outdoor (R. Sobczak)
 - Teacher Professional Development
 - Summer science camp (540)
 - Life – lab program (4,000 children/year)
 - SAVE (Science Alliance Value in Environment)
- Science in the School Yard (M. Sorrick)

Attributes

- Collaboration
- Commitment
- Cultural change
- Holistic/experiential learning & programs w/kids and families
- Local Foods w/kids & families

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- Sensory Trail, Outdoor Experiences (in a town)
- Collaborations
- Healthy Community collaborations
- Safe routes to schools
- Snacks: Education – Health policy
- Culture change work (& make it work)
- Dirt Pile Group

COMMUNITY ORGANIZATIONS

- Ohio Certified Volunteer National Program
- Gardening with children
- Energy Conservation Education & Programs
- Local Foods with kids & families
- Sensory Trail ... Outdoor experiences (in town)
- Collaborations...
- Healthy Community collaborations
- Safe routes to schools
- Snacks – Education: Health Policy
- Culture Change Work...(and make it work)
- DIRT PILE group
- Growing to Green gardens
- Green space creation in urban areas
- Green Learning Station
- Opening the book of nature programs (faith & education)
- Family Camping
- Summer Writing Camp & field trips
- Community walking field trips
- Land Labs in communities
- Geocacheing
- Why Trees Matter OSU Extension (signature program)
- Community Collaborations: Using volunteers w/other organizations to experience nature wherever
- Designing Programs using nature to connect kids & families (Intergenerational)
 - To build life skills
 - Inclusive of all children/people
 - Partnering and sharing the mission & credit
 - Caring
 - Spiritual
 - Holistic approach
 - Community awareness
 - Inclusive to all people
 - Synergy w/other organizations

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- Consolidation of efforts

GOVERNMENT

- Fishing derby – Introduction to fishing
- CCC – DNR: Youth Outdoors
 - Kids from urban areas get out of urban area
 - Work opportunity
- Explore the Outdoors
 - Partner w/schools, libraries
 - Wet Wild PLT
 - Education Packets – State Standards Act
- ODNR: Trail & Playground Grants -
 - 6m - opportunities
 - Hip recreation
 - Paddlefest – engaging disabled kids
- ODOT: Safe routes to school – primary access
- Lancaster Sensory trail
 - Expanded trail
 - 4 agency org & sponsors
- Wild School Sites
 - Activities
 - Growing up Wild
- Intercity Education
 - Awareness
- Partnerships w/community
 - Reach more kids working together
- Litter Clean Up Grants
 - Volunteer led
- Funding Opportunities
 - OEEF 83 community gardens
- Bike trails – Cincinnati
 - Project Parks
 - Urban Gardens
 - Trails
- ODH Obesity
 - ADHD,
 - OSEC,
 - Rebuilding
- Ohio School Facilities Commission – Green Building Initiatives & School Gardens

OUTDOOR EDUCATION

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- Programs for all family members- positive interactions & connections between parents & kids
- Scheduled “Play date for Toddlers” exposure
- Regular columns in local papers in Family – positive connection between families & their communities
- Food Connection – relevant
- Kids teach their Parents – making connections, types of teachers
- Take homes – more discussion
- Outreach (field trip comes to you) access
- Printed listings of offerings
- “Make a difference” – empowerment, ownership
- Audience specific programming
- Play Sylvania

HEALTH

- Data Collection – Improve academic performance
- Obesity prevention programs – research
- The study of maltreatment of kids & its effect on their lives
- Preventive medicine & wellness
- Continuation of mental health studies
- Integrative services
- Increase awareness of need for outdoor play
- Exploration of all the benefits of physical activity – outdoors

EARLY CHILDHOOD & AFTERSCHOOL CARE

What is already happening?

- COSI outdoor play space – new larger plan to foster ecological understanding
- Cincinnati Nature Center – University of Cincinnati Arlitt:
- Cincinnati PlayScape Initiative – children touch, explore w/out destroying
- 2 Outdoor Learning Environments:
 - Collaboration of RDD, Head Start and Columbus Public & Childcare
 - Includes edible garden with community involvement
 - Creative thinking happens!!
 - Social skills
- 10 HRS Curriculums – adults’ excitement & commitment for children learning outdoor learning
 - Nurturing Nature in the Wonder & Early Years: * Statewide
 - Nurturing Nature through Healthy Habits – Early Years * Statewide
 - Childcare and after school programs
- ODNR: 1 Hr “Shorts” (3) @Columbus State
- National Leadership

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- Head Start – Body Start
- Take it outside Week – Federal initiative
- “Outdoors Art” statewide “Lets Go Outside” 2.5 hrs. for afterschool staff, Home-school connection
- “Buckeye Best Childcare” Pilot, OHRS training increase physical activity & nutrition in childcare
- Local Matters with Early Childhood Collaboration fosters good nutrition practice & outdoors ecology
- Holistic connection between body & earth – sustainability
- Children through doing it – retain it
- Fosters social & emotional wellbeing

Dialogue #1: State of the State (SOS: Mixed Groups)

The participants reorganized in new, cross-sector groups at round tables of 8 – 10 people. They were asked to explore these questions:

- “As you look at the list of what is working, what are you struck by?” and
- “What common themes and interesting distinctions do you notice?”

SOS: Table A

Commonality

- Food
- Using Nature to teach basic life skills (health, math, science...)
- Community/Collaboration/Partnerships
- Hands on Experiential, Sensory Connection
- Opportunities for Professional Development
- It doesn't take a lot of \$

Differences

- Focus on diverse (some on outcomes, others on curriculum, other outdoor space)
- Omission noticed...How to motivate adults to get kids outside
- Unique that 1-2 groups mention involving families

Underlying themes

- Need to involve entire family, community, government, and outdoor community
- We belong...Are part of nature
- Awareness/Shared understanding

SOS: Table B

Similarities

- Community involvement
- Intergenerational/Family engagement

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- Proactive
- Holistic
- Multi-disciplinary /intergenerational curriculum
- More grassroots...action oriented, “Just do it” – energy comes from the populace
- Yes instead of no
- More Ease, less rules
- Less bureaucracy
- Focus on solutions/positive
- Problem solving
- Hands – on, active engagement
- Ownership/responsibility

What would help us better understand what an outdoor culture looks like?

- Pride in outdoor spaces
- Inter-generational, multi – ethnic use of outdoor spaces
- More people outdoors all the time! (Walking, running.)
- People remembering that there are transportation options besides driving
- Public Awareness - educators are more aware of using nature as an educational tool

SOS: Table C

What are you struck by?

- Collaboration
- Using existing resources
- Reconnecting – this is not new work
- It’s not hard
- Access is critical
- Building awareness
- Ideas/programs/initiatives are very broad based
- Focused on local field trips are difficult
- Learning how/what to do on own
- Sustainability for future
- Initiatives are not specific
- Some initiatives: Direct service. Train adults
- Community
- Food is part of many initiatives
- Awareness

Attributes of Outdoor Culture in Ohio

- Accessibility to nature
- Modeled behavior
- Unstructured

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- Safety
- Education as adults – must understand importance of nature to children
- Look at current society – don't harp on past of "romance of nature"
- Media is proactive with message
- Incorporate technology
- Society is making an investment
- Nature experiences are part of everyday life
- Networking/partnerships/collaboration is part of our culture – inherent – not the exception
- Exchange other resources – not just money (\$)
- There are champions at all levels in all sectors
- It starts at earliest age!

SOS: Table D

Policy Issues: Need to articulate and prove value

- Community Partnerships
- "Connecting to nature"
- Cross – over between groups – expanding on success
- "A sustainable change" as goal
- Programming in isolation
- Community initiated change
- Similarities & differences linked (reflect) to individual organizations
- Holistic/interdisciplinary
- Variety – possible everywhere
- Progressive – area has evolved
- Work sites left out

SOS: Table E

Similarities

- Holistic
- Care/ respect
- Healing environments
- Collaborative networking
- Access
- Outside opportunities
- Health & wellness
- Ongoing, sustained over time (not 1 time), consistent

Differences

- Funding only by government, Need diversified sources
- Educating focus varied to children, parents, few link to all these audiences

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- Measuring impacts
- Beginning to see rural programs and initiatives
- Cultural diversity lacking
- Accessibility for all

Outdoor Culture in Ohio... What is needed? What works?

- Collaboration
- Outside
- Access to all
- Available locally
- Ongoing
- Sustainable
- Healthy, healing – internal & external & spiritual & mental & physical
- Unplug
- Free play
- Year around
- Family involvement = get there
- Stewardship
- Awareness of what's available
- Build on one program on and on
- Educate
- Communicate

SOS: Table F

- Grant funding for activities (there is lots)
- Comprehensive approach
- Commonality of approaches
- Family/international approach
- Need to invest in green spaces (Ohio ranks in bottom)
- Nature needs to be accessible
- Lack of structure is needed...How to balance structured vs. unstructured?

How to understand an Outdoor Culture in Ohio?

- Address fear of unknown & others – perhaps related to health care
- Access to understand – represented audiences
- Connection to nature has changed (agriculture/recreation)
- How to reconnect with nature?

SOS: Table G

- We have the locations and curriculums (the what) but we need the how and why
- Need to change – habits, culture
- Need motivation, economic benefits. Incentives for implementation

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- Need health connections
- Need more research to make nature/education correlation
- Fear
- Community

Core Values

- Fun
- Safe
- Families
- Healthy
- Positive Media
- Unstructured time & play
- Community mentality to emerge
- Education
- Government/leadership buy-in

SOS: Table H

- Identifying the true benefits and selling these benefits:
- Short term gains (target audience)
- Long-term gains (target audience)
- Make the right thing easy” communication
- Getting people invest time into the result

Barriers

- Safety
- Tines
- Commitment
- Funding

What would outdoors culture look like in Ohio?

- Tent living (experiential)
- Bringing the outdoors in
- Safe access to green space
- Unstructured green play – next to parking lots
- Outdoor with other people (creating safety)
- Policies that require buy in voluntarily
- Shopping spaces encourage green space along built environments
- Access to bike rentals – everywhere

Dialogue #2: Visioning: Headlines for the future

Participants were asked to reflect on the State of the State dialogues with special attention to the core values and key attributes related to best practices. They were asked to imagine themselves in the year 2020 celebrating the successful change in Ohio’s outdoor

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culture. As part of the celebration media of every type would be telling stories about the extraordinary benefits for everyone in Ohio as a result of this success.

The table groups were then asked to generate lists of headlines that capture the essence of the benefits and how they were achieved. Each table group was then asked to select three headlines from their lists that represented the most significant results of the change in Ohio's outdoor culture...changes that, if achieved, would likely result in making all of the changes easier to achieve. The charts with the top three headlines are included here, followed by a complete list of all headlines.

Table 1

- Ohio ranked # 1 in Outdoor play – all schools involved: Free Range children Running Rampant
- Developers creating neighborhoods that are ecologically sound, pedestrian friendly and sustainable
- Health Insurance rates at all time low due to outdoor play

Table 2

- Childhood Obesity rates drop to record low
- Environmental education standards embraced by Ohio teachers
- Unstructured outdoor play is the most popular activity for families
- Liability is no longer an issue for outdoor play for children @ schools

Table 3

- AEP stock hits 30 year low
- Plugged in time looses out to outdoor time
- Childhood obesity eliminated

Table 4

- School cafeterias switch to local plant based fare
- High street closed to cars to accommodate growing number of Bike Commuters
- Increase in student test scores linked to greater outdoor experiences
- CSG singers return from World Tour – Album goes double Platinum

Table 5

- 100% of childcare programs have unstructured play in natural outdoor play spaces
- Ohio # 1 State - Most livable due to outdoor experiences
- Weather reports ignored! Folks dress appropriately

Table 6

- Outdoor classrooms for all Ohio Schools
- Ohio's new slogan" America's natural Playground"

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- Ohio's Water named cleanest in the Nation

Table 7

- Kids Outside – Ohio Children Lead nation in Time Outdoors
- ODE mandates nature in ALL Curriculum ALL year
- Community Based Nature Centers now in every county in Ohio

Table 8

- Kids getting high on nature
- Childhood Obesity Rate Plummet
- Ohio Blazing with Green alleys
- Nature-scape at every school
- State Parks Institute Wait List System

Table 9

- Waiting list for Nature: More facilities & programs planned
- States look to Ohio's Comprehensive Health Model
- Quality of Life attracts new business and population to Ohio

All Headlines

- LNCI wins Nobel Peace Prize
- Every nature camp in Ohio is full
- Local landfill closes – no trash!
- Childhood obesity rates drop to record lows
- Childhood diabetes is eradicated
- 100% of Ohio schools serve healthy foods
- Massive fund approval for children-in-nature projects
- Pharmaceutical sales plummet
- Water quality exceeds national standards
- 5th Annual environmental Olympics a huge success
- Environmental Educational Standards embraced by Ohio teachers
- Kids vote that childhood is fun again
- Kids spend twice as much time outdoors as indoors
- Organizations donate land for nature camps
- Unstructured outdoor play becomes most popular activity for families
- TV time down, outdoors play time up
- Ohio state board of education adopts academic standards or environment and ecology
- Liability no longer an issue for outdoor play for s children @ schools
- K-8 Science test scores for kids skyrocket

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- 100% of childcare programs have national/unstructured play in outdoor play spaces
- Ballparks empty – Metro Parks filled
- Testing scores soar as more children are outdoors
- Serenity and peace are found in nature
- Ohio #1 State – Most livable due to outdoor experiences
- Weather reports ignored – Folks dress appropriately!
- OGT scores rise – linked to environmental
- New generation of Lawmakers focused on sustainability and Environmental Literacy
- Families value low-tech time together
- Millions of families participate in “no TV weekend”
- Quality of life attracts New business and population Grows
- Last landfill in Ohio closes
- Cities incorporate Green Space in development planning
- Thousands gather to swim in Lake Erie
- Video game Companies in Peril
- Every city and school in Ohio has community garden
- Waiting list for nature ...more facilities & programs planned
- 80% of Ohio schools have Outdoors education centers
- Childhood Obesity hits 25 year Low
- President Kilroy gives more money to Outdoor Ed
- States look to Ohio’s Comprehensive health Model
- 75% of Ohio’s largest employers promote nature Initiative for Families
- Voters approve Park Levies in record numbers
- High Street closed to cars to accommodate growing number of bike commuters
- Environmental educator of the year named
- Millionth Backyard habitat established
- School cafeterias switch to local, plant based far
- Nature magnet school open
- Ohio Native wins Olympic Birding Gold medal
- Every Ohio teacher is certified in Projects WET, WILD, PLT and LEP
- Geothermal overtakes coal as most common source of residential electricity
- Elementary students v credited with identifying new insect species
- 1600 new camps opened in Ohio to meet huge demand
- CSG singers return from World Tour – Album goes double Platinum
- Kroger Musak picks up Jenny Morgan’s CD
- Increase in student test scores linked to greater outdoor experiences
- Bald eagles outnumber starlings in latest Backyard Bird count
- SQUIREEL GOES FROM OHIO RIVER TO LAKE Erie without ever leaving trees

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- Purple Loosestrife and Garlic mustard declared endangered in Ohio
- State superintendent of education reminds teachers to spend at least 10 hours per week inside the classroom
- Trend reversed: Children spend 7 1/2 hours outside per day
- Camps re-opened
- 100% of children pass health Standards
- Families nature together
- Children forcing parents outside
- Kids eat school food – Love new menu
- Wal-Mart pulls Lunchables from racks
- ODE mandates nature in ALL curriculums ALL year
- Schools extend recess – increase test scores
- Kids playing outside after school everyday!
- No busing from nearby neighborhoods
- Kids Outside – Ohio Children lead nation in time outdoors
- Community bas nature center now in every Community
- New Trail connects all community nature centers
- Bike rental more common in Ohio than car rentals
- Most common trend in kids birthday parties – Outdoor Neighborhood parties
- Ohio Hotel Chain leads nation in Outdoor rentals
- Kids born after 2010 don't know what a snow day is
- Percentage of adults in counseling increases b because of fears of children spending too much time acting like nature freaks
- Every kid's outside
- Adults are kids again
- Remember Obesity?
- Healthy Ohioans lower health cost
- Stats indicate nature is necessary
- Green space triples in Ohio
- 88 Counties connected
- Parkside donates budget excess
- Ohio = Natural playground
- Thousands of children destroy last Hummer
- Ohioans life expectancy reaches 107
- Ohio LNCI model becomes national
- 50% of Ohio's food grown in Ohio
- Ohio launches first Nature Literacy exam
- New neighborhood rules – every home needs a garden
- Weeds are now classified as flowers
- Outdoor classrooms in all Ohio schools
- President Richard Louv visits Ohio

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- Ecology is the new leader in college majors
- Video games sales decreases for 10th consecutive year
- Anti littering campaign obsolete
- 1st generation lives 2x as long as their parents
- Sales of video games down –bankrupt
- Gates Foundation invests in nature
- Parking lots empty – Bike racks overflow
- Walking – primary mode of transportation
- 75% of school buses sold
- Environ-thon Participation skyrockets
- City closing juvenile detention facility due to lack of need
- Free range children running rampant
- Developers creating neighborhoods that are developmentally sound, pedestrian friendly and sustainable
- Health insurance rates at all time low due to increase in outdoor play
- ADHD cured with nature
- School bus use cut as walking to school is the norm
- Number of teen inventors explodes: mental ability at all time high
- College entrance applications at all time high
- Divorce rates plummet as families spend more time outside
- Teachers integrate all disciplines through Nature study
- A record number of endangered species protected to habitat protection
- Prison population at all time low - attributed to outdoors play
- Ohio ranked # 1 in Outdoor Play – All schools involved: Free range children running rampant
- Apple out of business due to lack of interest
- 500+ miles of Bike routes
- Sales of home entertainments systems plummet in past decade
- Kids rally for Outdoor time
- New special added to School day – E.E.
- Parents can't get their kids inside
- Ritalin production discontinued
- Every Ohio child can identify a maple tree
- Childhood Obesity Eliminated
- Trails established within 5 minutes of every Ohioan
- Nature space...
- Family locks child outside for afternoon
- Ohio ranks in the middle third of states with protected lands (currently 47th)
Climate change arrested (stabilized)
- Governor proclaims “Outdoors day”
- Time outdoors overtakes time indoors plugged in

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- Middle school class discovers new species
- Government bans grass (lawns)
- Green space required for all new construction
- Green roofs on all Wall Marts
- Children report “screen phobia”
- 50 million children apply to study nature on moon
- Ohio experiences 30 day black out. Kids realize nature is fun!
- AEP stock at 30 year low
- Entire state linked by trails
- Every child born in Ohio given a field guide, compass, magnifying glasses

Dialogue #3: Reality: Working with what we have...building on our strengths

- Window of opportunity
 - Administration is open and anxious to advance this
 - Congress seems on track to pass legislation
 - Examples of initiatives in other states can be adapted to Ohio
 - LNCI can provide an infrastructure
- LNCI
 - is a grassroots movement
 - provides leadership through advocacy, networking, identification of best practices and building partnerships
 - that building a new culture is the responsibility of people inside and out of government
 - Need to
 - Have a plan and recommendations to influence decision-makers
 - Gain endorsement of the plan and recommendations by a diverse range of stakeholders
 - Clear, consistent message
 - Enhance internal and external communications
- Building on the new learning and relationships from this event.
 - Lots of good work going on
 - Strengths to build on statewide
 - Examples of partnerships throughout the state
- Everyone is a potential leader
 - Change requires everyone to be persistent
 - Get out of silos
 - The synergistic, creative thinking and wisdom of others
 - Shared resources
 - Broader based, sustainable support
 - Political leverage

Dialogue #4: Next Steps...Working with What We Have

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The group engaged in a dialogue focused on integrating the learning from the day and identifying opportunities for collective action based on that learning. The facilitator charted the comments in real time. What follows is an edited summary of the original charts.

Connect with Governor

- The outcome: A new Outdoor Culture in Ohio
- The governor needs
 - A document with recommendations – proposed action(s)
 - Benefits for many
 - A broad based constituency
 - What’s the punch line/bottom line?

The Plan(s)

Short Term

- Environmental Literacy Plan (OEEF – Brenda, et al)

Medium Term

- The Plan to transform Ohio’s Outdoor Culture – Jenny and Alice
 - Base on other plans, such as
 - Maryland
 - National Wildlife Federation Plan
 - Etc.
 - Regional – Similarities & differences
 - Sectors – Similarities & differences
- What is already available?
 - Practices
 - Evidence
- Stated in ways that can be heard by others

The Campaign

- Clarify the vision
- Key outcomes & benefits
- Increase awareness
- Play outside every day

The Message: Marketing, Communication, Education...internal & external

The message

- Educational Marketing Statewide – Broad Impact to Inspire All

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- One consistent message
- Time spent in nature is essential for physical, emotional, mental, spiritual health
- Play outside every day
- “Adults who have impact on children”
- This is good for....

Internal

- Enhance communication among us (web 2.0)
- Some evidence is already posted on the Web
 - Practices
 - Evidence
 - For various sectors (online)

Other Notes

- At some point there may be a need to explore more deeply...
- Logo placement by multiple organizations
- How to incorporate LNCI brand and other brands
- Integrate this message in all your newsletters
- Who is not here? Outreach

Volunteers to develop & review draft

Region

NW – Sandy Gratop, Mary Warren

NE – Darci Sanders, Dave Devey, Matt Sorrick

CO – Teaci Aquara, Jenny Morgan, Deba Mohler, Sue Wintering, Alice Hohl

Greater Cincinnati – Betsy Townsend

Miami Valley – Linda Ramey

Sectors

Community Organizations –

Nature Organizations –

Government – Carolyn Watkins

Early Childhood –

Built Environments – Amy Dutt

Education –

Health – Wendy Anderson-Willis

Outdoor Educations – Denise Natoli Brooks

Informal Education – Sharon Tinianow

Additional offers to volunteer offered at the meeting

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Dave Devey offered to facilitate coordination with camps, so someone from ACA would represent camps in each region.

Amy Dutt offered to do a free workshop on design of natural playspaces.

Sharon Tinianow offered to host Amy Dutt's workshop at COSI.

[A university person] offered to design a study.

Jason Fallon offered to give Explore the Outdoors booklets to anyone who wants to give them out. They contain a directory of parks, sample activities, statistics for parents, etc.

Sharon Strouse suggested we host community events at camps to promote camps.

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