



CASE STUDIES

OUTDOOR RECREATION: INCLUSION & DIVERSITY

STRATEGIES AND SOLUTIONS FOR A MORE RESILIENT, CARING, INCLUSIVE ECONOMY THAT CAN WITHSTAND, ADAPT, INNOVATE, AND TRANSFORM IN THE FACE OF NATURAL AND HUMAN DISASTERS.

WHAT TO EXPECT FROM THESE CASE STUDIES

This is a collection of programs and initiatives created to ensure everyone is welcome in the outdoors. During focus group conversations with the outdoor recreation industry in the North Country, participants discussed the importance of ensuring the region's outdoor recreation activities and spaces were welcoming to everyone and that diversity, equity and inclusion are integrated into the outdoor recreation industry. This Case Study has seven examples of organizations, programs, and initiatives all working to make the outdoor industry more inclusive and diverse, and ensuring everyone feels welcome to enjoy the natural environment.

Examples Of



**Social Media & Outreach
Based Organizations**

**Inclusion & Diversity
Organizations Creating
Resources and Programs
for Local/Regional
Communities**

**Organizations Helping
to Focus Initiatives &
Policies for Existing
Outdoor Organizations**





TO INCREASE THE VISIBILITY OF OUTDOORSY BLACK, INDIGENOUS, PEOPLE OF COLOR, TO INCREASE OUR REPRESENTATION IN THE MEDIA, ADVERTISING AND IN THE STORIES, WE TELL OURSELVES ABOUT THE OUTDOORS. WHETHER YOU BIKE, CLIMB, HIKE OR PADDLE, MELANIN BASE CAMP IS YOUR OWN HOME TOO. JOIN US AS WE WORK TOGETHER TO INCREASE REPRESENTATION AND OPPORTUNITIES FOR PEOPLE OF COLOR IN OUTDOOR ADVENTURE SPORTS. ALONG THE WAY WE WON'T SHY AWAY FROM SENSITIVE TOPICS, BUT WE'LL DO SO IN A WAY THAT CREATES A SAFE SPACE FOR PEOPLE WITH MARGINALIZED IDENTITIES.

ABOUT THE PROGRAM:

Danielle Williams founded Melanin Base Camp in February 2016 and Diversity Outdoors in January 2018 in order to increase ethnic minority and LGBTQ+ participation in the outdoors. This organization was born on the idea that anyone who has ever watched a skateboarder nail a 360 Dolphin flip or a wingsuiter on YouTube knows that images are powerful. They are what influence the stories kids can see themselves in, which is what helps them conceptualize who they might want to grow up to be.

Melanin Base Camp is Our Story.

They have used media to create an empowerment ethos around becoming strong, empowered, and resilient. Teaching individuals about caring for communities, and conserving public lands. As well as making a point to teach the importance of passing on a love for the outdoors to the next generation and showing them that representation matters.

HOW IT WORKS:





OUR MISSION IS TO BUILD DIVERSE COHORTS OF OUTDOOR LEADERS, FORGE INCLUSIVE OUTDOOR SPACES, FACILITATE STRONGER OUTDOOR COMMUNITIES FOR UNDERREPRESENTED GROUPS AND USE OUTDOOR ADVENTURE AS A CATALYST FOR CREATING NEW STEWARDS OF PUBLIC LANDS. TO ACT AS A BRIDGE TO WILD SPACES BY UPLIFTING OUTDOOR LEADERS OF DIVERSE BACKGROUNDS AND CREATE AN OUTDOORS THAT MORE ACCURATELY REFLECTS THE DIVERSITY OF OUR NATION.

ABOUT THE PROGRAM:

Soul Trak Outdoors is a D.C.-based nonprofit organization that connects communities of color to outdoor spaces while also building a coalition of diverse outdoor leaders. They run a variety of programming to serve hands-on, experiential programming. The outdoors is a setting that can bring people from all walks of life together, while also serving as a classroom for life lessons, skill development, a sense of place, and outdoor stewardship. Soul Trak is actively working to change these disproportionate statistics. They directly engage disenfranchised members of their communities; and believe that all people of color everyone regardless of background, economic status, age, or gender should be exposed to outdoor spaces, recreational pass times, and educational tools.

Facilitate | educational and skill-based instruction to expand understanding and interest for public lands

Engage | minorities to develop a representative community in the outdoors that reflects our nation

Connect | communities of color to one another using natural spaces and recreational outlets as unifying mechanisms

HOW IT WORKS:

Youth Programs

Depending on your organizational needs, the Soul Trak organization meets you where you are and creates the most ideal experience by supporting local programs for youth.

Adult Programs

Designed to use the outdoors and its many activities as a setting to push boundaries, educate its participants, and strengthen community. From novice to expert, this is a setting for anyone looking to learn, teach, and connect with others in their community outside.

Collegiate Programs

Student Ambassador program is an exciting opportunity for college students to join a growing D.C. based non-profit to gain experience and knowledge around promoting a brand, learn about outdoor programming, and supporting the creation of a new organizations on campuses around the metro-D.C. area.

Wild Diversity

TO LEARN
MORE...



SCAN ME

| MISSION & VISION

TO WELCOME AND CREATE A SENSE OF BELONGING IN THE OUTDOORS FOR THE BIPOC & LGBTQ+ COMMUNITIES. WE HOST OUTDOOR ADVENTURES, PROVIDE OUTDOOR EDUCATION, AND FACILITATE COMMUNITY WORKSHOPS

ABOUT THE PROGRAM:

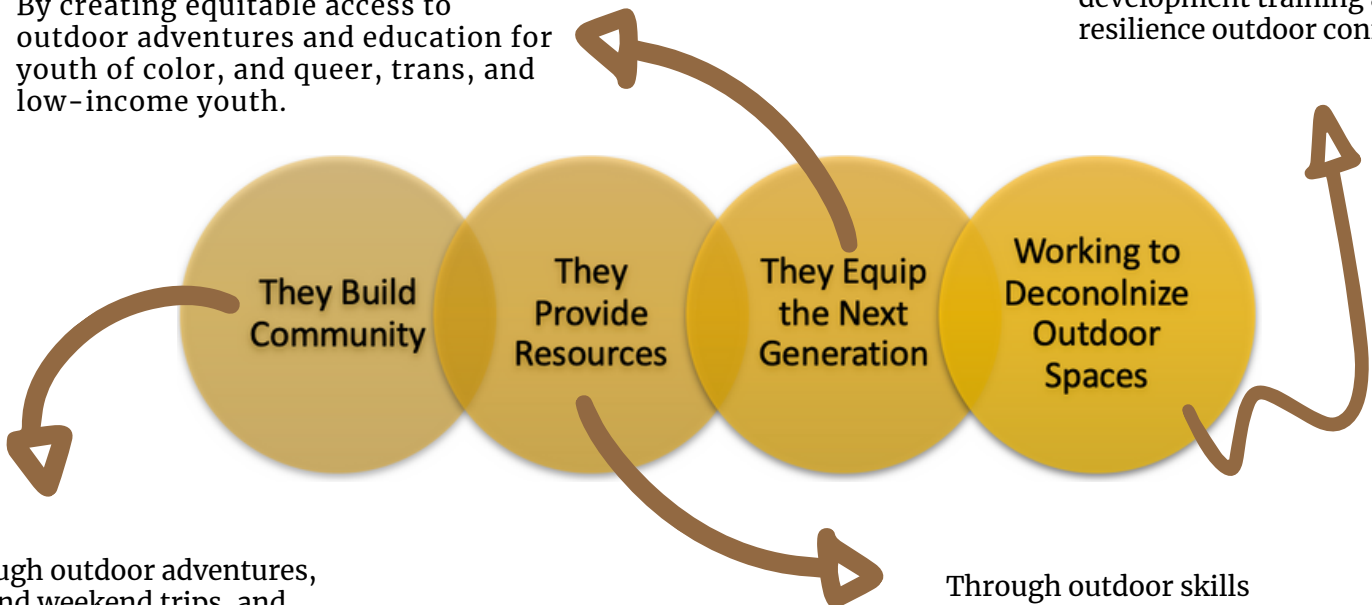
Wild Diversity stands for acknowledgment and education of all those who came before, the original stewards of this land, the Clackamas, Chinook, and Cowlitz people, both past and present. What we experience today is a product of ancestor's ability to be in relationship with the natural world. We are guardianship and connection to the earth, roots to buds.

We focus on reinvesting in community knowledge expansion in stewardship, outdoor education programming and skillshare centering around black, indigenous people of color (VIPOC), and LGBTQ+ communities through decolonized stewardship. Since 2017 we have invested effort in neighborhoods, community, outdoor experiences and adventure skills. As well as limited economic barriers for entry into our programs. We provide adventures and education by awarding scholarships; and gear lending through our gear library.

HOW IT WORKS:

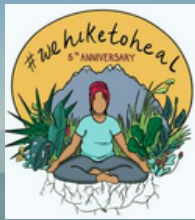
By creating equitable access to outdoor adventures and education for youth of color, and queer, trans, and low-income youth.

Through diverse leadership development training and the resilience outdoor conference.



Through outdoor adventures, day and weekend trips, and workshops for people of color and LGBTQ+ communities.

Through outdoor skills workshops, our gear library and community partnerships.



TO LEARN MORE...



SCAN ME

MISSION & VISION

OUR MISSION IS TO ENCOURAGE PEOPLE ALL OVER THE WORLD TO TAP INTO THE HEALING AND EMPOWERING INFLUENCES WITHIN OURSELVES, OUR COMMUNITIES, AND THE GREAT OUTDOORS.

ABOUT THE PROGRAM:

The idea for the Outdoor Journal Tour and their signature event #wehiketoheal was born out of a desire to help women learn the importance of "praying with their energy", actively moving into alignment with their goals, and living as if they already embody them. This organization was designed for women who want to dive deeper into their personal development but are bored with traditional self-help methods. With events and programs that allow participants to explore scenic landscapes and hiking trails while being guided through empowering (and customized) personal discovery process that uses physical activity, journaling and meditation as healing tools. The process includes daily writing prompts, engaging exercises and weekly guided meditations.

HOW IT WORKS:

- A year-long experience, created to encourage us all to practice more mindfulness in our everyday lives.
- Creating a community of awareness & engagement by allowing people to track their mindfulness meditations and reinforcing taking that time in nature.



#Mindful Minutes Challenge



Nature Meditations Deck

- A card deck that's nature-inspired to make it easier for users to tap into the restorative powers of nature.
- Each card features a bite-sized meditation or visualization practice

- Rooted Women: BIPOC Campout & Healing Retreat Tickets
- Blog

Anti-Racism Resources



Blogs and Resources

#We Hike to Heal Challenge



- Each week throughout the month, registrants receive mindfulness tools and resources via email on the Pillars of Mindfulness movement: Mind, Relationships, Body, & Community
- Various workshops/classes are scheduled each week on the corresponding topics



TO LEARN
MORE...



MISSION & VISION

TO PROVIDE GEAR, OUTDOOR EXCURSIONS, AND OUTDOOR EDUCATION FOR FREE OR AT A SUBSIDIZED COST. TO CONNECT PARTICIPANTS WITH VOLUNTEER OPPORTUNITIES, INTERNSHIPS, JOBS, AND POST-SECONDARY EDUCATION RESOURCES TO CREATE A PIPELINE FROM OUTDOOR RECREATION TO OUTDOOR INDUSTRY CAREERS. IN THESE WAYS, WE CAN CREATE ECONOMIC EQUITY IN OUTDOOR RECREATION.

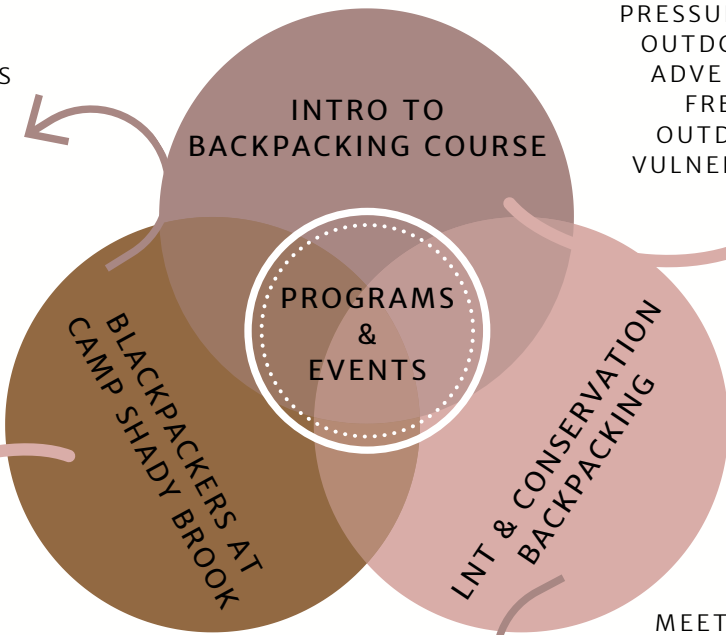
ABOUT THE PROGRAM:

Founded by Patricia Ann Cameron in 2019 in order to address the gap in representation in the outdoors. Patricia Ann Cameron's idea for this organization came from her own struggles while being a single mother and not having the means or knowledge to take her young son on outdoor adventures. Patricia saved up money working weeks of overtime as an EMT to buy her initial set of backpacking gear and took herself on her first overnight backpacking trip. This presented her with an idea and some hope of making a impact in her community by making it easier on families to access the outdoors by making the initial investment for them. Through Programs and events Blackpacker makes a impact for individuals that might not have the means to go on trips or acquire gear in order to experience the wilderness in the same way as others. Blackpackers is unique in that it is run by a black woman with a majority minority board to provide services for places like southeast Colorado Springs.

HOW IT WORKS:

THEY PROVIDE GEAR LOCKERS FOR PEOPLE TO BORROW FROM AND PROVIDE THE EQUIPMENT TO MATCH THE ACTIVITY TO THE PARTICIPANTS.

BLACKPACKERS AIMS TO ALLEVIATE THE FINANCIAL PRESSURES ASSOCIATED WITH OUTDOOR EDUCATION AND ADVENTURE BY OFFERING FREE OR SUBSIDIZED OUTDOOR ACTIVATES TO VULNERABLE COMMUNITIES.



ANYONE IS INVITED, NO MATTER THEIR ETHNICITY OR BACKGROUND, THIS IS IN ORDER TO BRING PEOPLE TOGETHER.

MEETING THOSE WHO ARE AT THE INTERSECTION OF UNDER-REPRESENTED AND ECONOMICALLY VULNERABLE.

TO LEARN
MORE...



SCAN ME



MISSION & VISION

NATIVE WOMEN'S WILDERNESS MISSION IS TO INSPIRE AND RAISE THE VOICES OF NATIVE WOMEN IN THE OUTDOOR REALM. TO ENCOURAGE A HEALTHY LIFESTYLE WITHIN THE WILDERNESS. TO PROVIDE EDUCATION OF THE ANCESTRAL LANDS AND ITS PEOPLE.

ABOUT THE PROGRAM:

Native Women's Wilderness is a non-profit that wants to inspire and raise the voices of Native Women in the outdoors and provide education about the beauty and heritage of their ancestral lands. Native Women Wilderness was created to bring Native women together to share their stories, support each other, and learn from one another as they each endeavor to explore and celebrate the wilderness of their native lands. Jaylyn Gough created this organization out of frustration of the lack of women of color, let alone a Native Women, represented in the outdoor industries. This platform came from a desire for native voices, a place to express the love and passion for the wild, and to provide education of the ancestral lands that get explored everyday in their local community.

HOW IT WORKS:

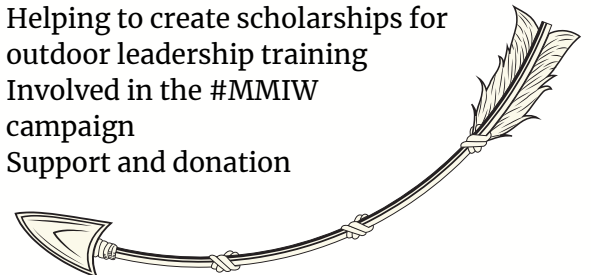


Goals

- Promote Women of Color in the mainstream advertising campaigns of outdoor Retailers
- Encourage the celebration of exploration of the outdoors
- Provide education for ancestral lands and their people
- Provide resources for information and community
- Encourage outdoor education and leadership training for women and school-age girls

Promoting Women of Color Through...

- In outdoor advertising campaigns
- Encouragement through social media or Native American women getting outside and outdoor education training
- Providing resources
- Helping to create scholarships for outdoor leadership training
- Involved in the #MMIW campaign
- Support and donation





PARKS FOR INCLUSION SUPPORTS BUILT ENVIRONMENT ENHANCEMENTS, MODEL POLICY DEVELOPMENT, AND BEST PRACTICES FOR PROGRAM IMPLEMENTATION TO INCREASE ACCESS TO HEALTH OPPORTUNITIES FOR THE FOLLOWING POPULATIONS:

- THOSE WITH PHYSICAL AND COGNITIVE DISABILITIES
- THE LGBTQ+ COMMUNITY
- RACIAL AND ETHNIC MINORITIES AND NEW AMERICANS

ABOUT THE PROGRAM:

NRPA works to ensure that all people have access to the benefits of local parks and recreation. To achieve this, NRPA has made a formal commitment to the partnership for inclusive Health's Commitment to the inclusion initiative. This campaign supports the implementation of guidelines and programming to empower people with disability to lead healthy, active lifestyles. Parks for inclusion resources provide professionals (park and recreation and their allied professionals) with resources to support inclusive activities in their agencies and facilities. These resources include toolkits, assessments, online tools. Case Studies, and more. Developed from NRPA and other partner organizations.

HOW IT WORKS:

NRPA campaign for parks for inclusion is two years old and has reached 1.7 million people through these categories of resources and planning

- [General
- [Physical and Cognitive Disability
- [LGBTQ+
- [Racial / Ethnic / Multicultural
- [How can your agency take action now?
- [What's Happening in your state?

EXAMPLE:

NRPA funded a micro grant for Minneapolis parks for "sense tents"

Sense Tents provide a space at events where people with sensory processing disorders can go to either soothe or stimulate their senses when they might be feeling overwhelmed. This sensory processing disorder can be a overwhelming experience, leaving some individuals to skip public events rather than risking the issue.

The tents provide noise-cancelling headphones or play soothing music or sounds, fiber-optic lamps that changes color and has strings that stimulates both touch and sight, foams, slime, scented crayons, mini-trampoline, and calming lights.

