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For additional information and resources visit  
ComeAliveOutside.com or contact us at 440.525.6076.



# Messaging Packet



## About Come Alive Outside:

Come Alive Outside is a reminder of what makes our lives healthy and our memories special. Over the past three years, these three words have inspired individuals, families, business and communities across North America to take action to get back outdoors. The Come Alive Outside initiative was started by Jim Paluch in 2010, in response to the sedentary, indoor lifestyle that is contributing to a multitude of adverse effects in our society. Come Alive Outside is now a non-profit organization based in North Carolina.

### Mission:

Facilitate collaborative community systems that create the awareness, intention and opportunity for people to live healthier lives outside.

### Vision:

Healthy individuals, families and communities enjoying the full benefits of great outdoor spaces where they live, work and play.

### Values:

Get active outside.

Grow something you can eat.

Learn with your hands in the dirt.

Relax in the great outdoors.

Play unplugged.

56% of Americans will travel an extra 10 minutes out of their way to purchase a product that supports a cause they care about and that 71% are willing to pay at least \$2.28 more for such a \$10 product, according to research.<sup>13</sup>

A Net Impact and Rutgers University survey found that respondents who are able to make a social or environmental impact while on the job are more satisfied with their jobs by a 2:1 ratio.<sup>14</sup>

65% of student respondents entering the job market today expect to make a social and environmental impact through their work and 44% indicated they would be willing to take a pay cut to do so.<sup>15</sup>

Underwriters Laboratories found that employee participation in signature volunteering generated a 56% business Return on Investment.<sup>16</sup>

# 3: The Landscape Industry

Companies that embrace the mission of helping people Come Alive Outside find that the impact on their business is as positive as the impact that their work has in their communities.

*Clients come to you with the WHAT. I want a patio. I want a deck. I want a nice view. I want to block out my neighbors. When you stop them in their tracks on that and say, "That's great and we'll do that, but let's take a step back and go to the WHY and base that upon the awareness, intention and opportunity to live a healthier life outside," the impact is tremendous and consistent.*

-Scott Wentworth, President  
Wentworth Landscapes

Beyond the value in differentiating your company from competitors, having a unifying mission to make the world a better place has very powerful effects on a company culture. Numerous studies have been done on the importance of good corporate citizenship to recruiting and maintaining talent as well as the positive impact it has on overall productivity.

# How to use this booklet...

This book is designed to provide a summary of the research that illustrates the problem and the solutions that are at the core of Come Alive Outside's mission. The research and talking points found in this book can be used to illustrate why promoting healthy outdoor lifestyles is so vitally important in today's world.

## Use this booklet...

- When communicating with family, friends, business associates and community leaders.
- As a case statement for policy makers and local governments.
- When talking about the importance of building outdoor spaces that draw people outside.
- When you get frustrated by the unhealthy lifestyles that you see around you and you want to do something about it!

# THE PROBLEM

Indoor entertainment  
is replacing  
outdoor activity.



“For the first time in two centuries, the current generation of children in America may have shorter life expectancies than their parents.”

-The New England Journal of Medicine

In the UK, 57% of surveyed teachers participating in the Learning through Landscapes Project reported an increase in student self-esteem associated with outdoor teaching and participation.<sup>9</sup>

An analysis of a vacant lot greening program in Philadelphia found that neighborhoods where vacant lots were converted into small parks and community green spaces are associated with reduced crime rates.<sup>10</sup>

In landscaped shopping districts, surveyed consumers were willing to spend 9-12% more than they would spend in an un-landscaped district.<sup>11</sup>

According to a study in 2010, the average market effect of street trees on all house values in Portland, Oregon yielded a total value of \$1.35 billion, increasing annual property tax revenues by \$15.3 million.<sup>12</sup>

## 2: Communities

Outside is the place where community happens! Beautiful, useful outdoor spaces encourage the type of activities and traditions that a community's identity is based on. Not only is this active culture healthy for the people who live in the community, there are serious benefits for a county or municipality that differentiates itself based on a vibrant culture that creates the awareness, intention and opportunities for people to Come Alive Outside!

A Come Alive Outside Community is a place where an active network of business leaders, grassroots groups and public servants collaborates on events and projects that get people living healthier lives outside. The passion and expertise of professionals in the Green Industry is vital in leading the charge to unite communities around outdoor lifestyles.

Studies have shown the various benefits to communities that are defined by their beautiful outdoor spaces and the ways that people use them!

According to a University of Michigan study, children spend 50% less time outside than they did just 20 years ago.<sup>1</sup>

According to research done by the Kaiser Family Foundation, children are exposed to nearly 12 hours of media per day when you factor in multitasking on several devices at the same time. This is a 50% increase from 1999.<sup>2</sup>

Research done by the U.S. Bureau of Land Management found that children nowadays can identify 1000 corporate logos but only 10 plant and animal species native to their own region.<sup>3</sup>

According to the U.S. Center for Disease Control, childhood obesity has tripled over the past three decades. The data for Type 2 Diabetes are following similar trends.<sup>4</sup>

# 1: Children and Families

Spending time in natural places is profoundly important to our overall wellbeing and essential in childhood development. There is a compelling amount of data showing that, not only do today's children spend far less time interacting with nature, but the shift to more sedentary, indoor lifestyles is having a wide variety of adverse effects on the health and happiness of our children.

The fact is that between video games and soccer practice, most children spend very little time engaged in imaginative outdoor play anymore. Many children these days may not even have access to the types of outdoor spaces that can spark their imaginations. Children have a remarkable capacity for wonder and imagination. It doesn't take much to allow the mind of a child to get lost in the wonders of nature.

The positive effects of even short amounts of time spent in natural outdoor spaces are profound and essential to people of all ages!

According to a study by the University of Illinois, greener environments enhance recovery from surgery, enable and support higher levels of physical activity, improve immune system functioning and help diabetics achieve healthier blood glucose levels.<sup>5</sup>

A study on children's cognitive functioning found that those with views of and contact with nature score higher on tests of concentration and self-discipline. The greener, the better.<sup>6</sup>

Children who play regularly in natural environments show more advanced motor fitness, including coordination, balance and agility, and they are sick less often.<sup>7</sup>

Researchers at the University of Colorado found that play in a diverse natural environment reduces or eliminates bullying behavior in children.<sup>8</sup>