Come Alive Outside
Creating the Awareness, Intention and Opportunity to Live Healthier Lives Outside
Favourite Childhood Memory?

What is your favourite memory of your childhood?
Favourite Childhood Memories
Why does it feel so great to be outside?
The WHY
We are reminded of our current state of increasing sedentary lifestyles for all ages of our society through regular media reports.

- **7.5 hours/day** Canadian kids spend in front of screens.
- **54%** Canadian adults who are overweight or obese.
Current State

- **31%**
  - Canadian youth who are overweight or obese

- **1/2**
  - Time spent outdoors compared to 1980

- **9%**
  - Canadian youth who get recommended daily activity
Disconnect with Nature
“For the first time in two centuries, the current generation of children in North America may have shorter life expectancies than their parents”

according to the New England Journal of Medicine, which contends that the rapid rise in childhood obesity, if left unchecked, could shorten life spans by as much as five years.
Five Extra Years ...
The HOW
Mission Statement

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

Get Active Outside
Grow something you can eat
Principles

Connect with Nature
Principles

Learn with your hands in the soil
Principles

Play Unplugged
The WHAT
GREEN STREET CHALLENGE

COME AND PLAY!
The Green Street Challenge creates the opportunity to celebrate outdoor, unstructured play. We collaborate with communities, landscape companies and sod growers across North America to transform prominent streets into temporary parks for a day!

For the full Green Street Schedule visit us at: www.comemliveoutside.com

COMING ALIVE OUTSIDE
Here's the PROBLEM:
Indoor entertainment is replacing outdoor activity

BUT WHAT IF... we spent more time OUTSIDE?
100 MILES, 100 DAYS
WALKING CHALLENGE

Kick-Off Event, June 14th
RRMC Walking Loop @ 5:30PM
5,000 Kids in VT
77% Families more physically active
Over 70 Parks, Markets and Community Events
46 Partners in Vermont
94% Self-reported Increased Physical Activity Levels

60% Increase both Frequency and Duration of PA

82% Positive impact on mental well-being

“Thank you for helping me reclaim my life and being part of my healthcare.”
820 Participants in 2018

53,874 Miles Logged

COME ALIVE® OUTSIDE
100 MILES, 100 DAYS WALKING CHALLENGE