



# SAN DIEGO CHILDREN AND NATURE COLLABORATIVE

Second-year Accomplishments

January 28, 2010 to December 31, 2010

Founded in 2009, the San Diego Children and Nature Collaborative (SDCaN) is a regional collaborative of organizations, individuals and companies. Our mission is to inspire communities to nurture, empower, and engage youth in cultivating their relationship with nature.

The Collaborative is currently working toward six goals for San Diego's children, and 2010 accomplishments are listed for each.

## **1. Increase public awareness of the value of nature and outdoor experiences.**

The Communications Committee worked with a local consultant to complete a Communications Strategy that describes our "brand," identifies key audiences, articulates key messages, and outlines a marketing strategy. A local design firm developed a logo and style guide. Information on Children and Nature was displayed by our partners at Earth Fair in Balboa Park, the San Diego Science Festival, Mission Trails Regional Park day, Nature Rocks Day at Chula Vista Nature Center, and other community events. Collaborative members gave 33 presentations to local organizations, with more than 430 attending, and the list follows the text of this report.

Development progressed on an interactive format for the website, [www.sdchildrenandnature.org](http://www.sdchildrenandnature.org) adapted from a website for another Children and Nature collaborative. It will include an inventory of local nature places, outdoor nature programs and scheduled events, activities for children in nature, and resources for Collaborative partners.

## **2. Enhance schools' ability to connect children to nearby nature**

The Education Committee is developing partnerships and programs between schools and nature providers to enhance schools' abilities to provide opportunities for outdoor nature-based learning, and has accomplished the following in 2010:

- A five-lesson curriculum for ***San Diego's Native Habitats: Shrublands*** is currently being pilot tested and scheduled to be distributed to fourth-grade teachers in spring 2011. It is aligned with California standards for science and literacy, links to textbooks, and features hands-on nature-based activities.
- With five partners, the Nearby Nature School Field Trip program was organized for trained naturalists to lead school classes (and youth groups) in nature-centered curriculum and walks to nearby nature. A guidebook is being written for educators and naturalists.
- Inspired by Family Nature Club experiences, a Pocket Naturalist Guide was produced by Waterford Press, ***The Chaparral Shrublands of Southern California***. The City of San Diego purchased and distributed 1600 copies free to nature educators and teachers.

## **3. Partner with community groups to value, promote and provide opportunities for outdoor experiences.**

Community Asset Inventories were completed to identify opportunities to increase children's nature experiences in the health sector, early childhood education, youth programs, and high schools.

Five Family Nature Clubs were established in 2010, and more than 700 families participated in over 150 family nature activities. Family Nature Clubs help families overcome barriers that limit their experiences in nature: knowing local nature places, suggested activities with children in nature, precautions relating to health and safety, and confidence to organize family-based outings. More information available at [www.FamilyAdventuresinNature.org](http://www.FamilyAdventuresinNature.org).

The Health Committee completed a pilot project with a pediatrician who gave (the parents of) her patients a prescription for outdoor play daily, a brochure to suggest family outdoor activities, and an invitation to join her and a trained naturalist for two nature walks. A presentation on SDCaN was made to the Pediatric Leadership Council, generating considerable interest in educating health professionals on the benefits of children playing outdoors.

**4. Drive change in attitudes, skills and behaviors that lead to positive relationships with nature**

No activities were completed for this goal in 2010.

**5. Promote learning, sharing and networking**

SDCaN held six bi-monthly meetings: on January 28 with a presentation on Early Childhood connections to nature, and a one-year celebration of our collective efforts; on March 18 with a “learning workshop” on program evaluation tools; on May 18 with a focus on communications strategy and social media; on July 27 with a nature education programs fair, on September 23 about schoolyard habitats and gardens, and on November 9 preceding a lecture at the SD Natural History Museum on nature in human development. More than 300 attended these meetings, affiliated with more than 60 local organizations. News about trainings, jobs, nature education events, and other items were shared in periodic email messages to members.

**6. Build sustainable organization to support mission**

A Board was established (formerly the Steering Committee) that includes officers, committee chairs, at-large members. A \$100,000 grant awarded by the Sempra Energy Foundation in 2009 supported the nearby nature school field trips pilot program, family nature clubs, learning workshops, a communications strategy, design of an interactive website, and community asset inventories. Several grant proposals were written, and grants were received from the Sempra Energy Foundation for Family Nature Days in 2011 and media coverage for the website launch, and from the USDA Forest Service for factors affecting decision-making for children’s nature experiences. Two Board members attended the national Children & Nature Network meeting in Princeton, NJ on August 10-12, 2010.

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**Presentations made in 2010** (SDCaN meetings are shaded)

<b>Organization</b>	<b>Date</b>	<b>Presenter</b>	<b>Title of Presentation</b>	<b>#</b>
SD County Office of Education Science Educators	December 9, 2009	Camille Armstrong and Leta Bender	SDCaN – Connecting Children with Nature	40
California Native Plant Society	January 19	Anne Fege	Connecting Native Plants, People and Politics	36
SDCaN meeting	January 28	Patti Shields	Learning Workshop on Early Childhood Experiences in Nature	31
SDCaN meeting	March 18	Roxanne Ruzic	Learning Workshop on Evaluation Methods	35
Earth Day at Balboa Park	April 18	Many partners	SDCaN brochure at partners’ exhibits	>1000
SD Association for the	April 18	Patti Shields	Nature in Early Childhood Education	20

<b>Organization</b>	<b>Date</b>	<b>Presenter</b>	<b>Title of Presentation</b>	<b>#</b>
Education of Young Children				
SD Floral Society	April 20	Anne Fege	Children and Nature: Inspiring Life-Long Passions for Plants and the Planet	15
SD Master Gardeners' Teachers Conference	April 24	Anne Fege	Connecting Children to Nature	25
Project Wild	May 8	Maureen Lewis	Growing Up Wild Training, at Mission Trails Regional Park	40
SDCaN meeting	May 18	Sara Napoli	Learning Workshop on Communication Strategies	35
SD Master Gardeners' Schools Committee	May 19	Anne Fege	Overview of SDCaN	15
Friends of Lake Murray	May 20	Kelly Wood	Children and Nature Movement in San Diego	30
Project Wild	May 21	Maureen Lewis	Growing Up Wild Training, at Blue Sky Ecological Reserve	30
Summit Unitarian Universalist Fellowship	May 21	Janice Swaisgood	Families in Nature	12
Mission Trails Exhibit Day	May 22	Lilian Cooper, Norrie Robbins	SDCaN exhibit and Geology ROCKS! activities	>200
SD Regional PTA Conference (annual)	June 4	Anne Fege	No Child Left Inside Movement	20
SDCaN meeting	July 27	Janice Swaisgood	Teachers' Nature Education Fair	120
Pediatric Leadership Council	July 28	Jennifer Douglas, Fege	SD Children and Nature Collaborative	12
Escondido Teacher's Fair Exhibit at MG table	September 22	Leta Bender	Escondido Teachers' Nite Out Fair	>100
SDCaN meeting	September 23	Leta Bender	Learning Workshop on School Gardens - Nature on Campus	29
Recreational Equipment Inc. (REI) Encinitas	September 23	Swaisgood and Yasmin Shaddox	Families in Nature—Taking the Next Step	10
Chula Vista Nature Center	September 25	Swaisgood, Busby, and Shaddox	Distributed Families in Nature flyers and SDCaN info at Nature Rocks Day	>75
SD Natural History Museum	October 5	Fege, Redfern, and Shaddox	Connecting Kids to Nature panel, part of Sustainability Lecture series	60
Creekside Elementary School in Poway	October 21	Swaisgood and Shaddox	Families in Nature – Taking the Next Step	30
REI San Diego	November 4	Swaisgood and Shaddox	Families in Nature—Taking the Next Step	5
SDCaN meeting	November 9	Stephen Kellert	Lecture in Children and Nature series at SD Natural History Museum	42
Encinitas Library	November 11	Swaisgood and Shaddox	Families in Nature – Taking the Next Step	18
SD County Office of Education, Science Educators	December 16	Fege, Bender and Crystal De Soto	SDCaN – Connecting Children with Nature	15
			TOTAL Attendance at presentations (excluding "fairs")	430
			TOTAL Attendance at SDCaN meetings	300