

AdventureSmart



Get informed & go outdoors!

KELOWNA TEAM 2017-2018 WINTER FINAL REPORT

Joël Lavigueur & Kate Johnson



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Meet the Team

Sandra Riches



Entering our 27th outreach season with the AdventureSmart program in BC, I've been honoured to work professionals who care about the safety of others. Joining the BC AdventureSmart program in 2005, I've had the pleasure to work with 54 Team Members over the years, who increase awareness at events, educational forums and training. Being a part of the bigger picture in BC (and Canada) working alongside internationally respected industry leaders such as Emergency Management BC and the BC Search and Rescue Association, I feel like we are making a difference in the province for residents and tourists. We have collectively, SAR volunteers and industry social influencers included, impressed our followers face-to-face, via online streams and in media. As the BCSARA volunteers who donate their time so professionally, so skilled and so tirelessly. It is my job to prevent them from being called out and I take that role on with the same professionalism, with as much skill as I can and with all my effort.

Kate Johnson



I'm originally from Ontario but moved to BC 5 years ago for the mountains and to complete the Adventure Guide Diploma at Thompson Rivers University. Since completing the Diploma I've been working as a guide living a nomadic lifestyle. I've spent 6 season splashing around the whitewater world rafting in BC, Ontario and Iceland. When I was in Iceland, I also worked leading multi-day hiking trips and guiding glacier tours. I've also spent a handful of months in the Caribbean leading SCUBA diving tours. Winters have been spent sliding on snow and book learning. (I'm only one semester away from my bachelors)! When working on my bachelors, I was also part of Revelstoke Mountain Resort's volunteer ski patrol program. Last winter I got my level 1 mechanized ski guiding certification through the Canadian Ski Guide Association. After passing that exam, I spent a handful of weeks working as a cat ski guide in the Kootenays and leading private backcountry trips. I absolutely love guiding, but there is a dark side to the industry. This is what led me to working for AdventureSmart this season. When exploring, I feel incredibly comfortable and safe. This is due to a combination of my training, experiences, being involved in multiple rescues, and knowing what's in my pack. I have a lot of respect for and love playing in the mountains and rivers. When reading the job posting I was incredibly excited for the opportunity to travel the province and help outdoor enthusiasts be prepared and feel competent, comfortable and safe on their future adventures.



Joël Lavigueur

A diploma in Adventure Guiding seemed like a natural progression from my summer camp leader years and what better place to do it than BC! Sure there were options in my home province of Québec, but my soul was hungry for change and travel... Also, the mountains are bigger, the rivers are steeper, and the trees are taller. It's been seven years and I am still exploring the province, sharing my time between sea kayaking, canoeing, cycling, hiking, skiing and completing a degree in Outdoor Recreation and Conservation at the University of Northern BC. Eventually I might graduate if I stop getting distracted by amazing opportunities like working with AdventureSmart. It's been a blast travelling to different communities, connecting with locals, and chatting about our love for being outdoors. I firmly believe the benefits that nature provides to the body and mind outcompete any self-help book or 30-day body-shred exercise program. And how is one supposed to appreciate our planet enough to want to protect it if one doesn't play, breathe, sleep and eat outside? When we have all the tools and knowledge to move in the outdoors safely, we can reap and appreciate the benefits and Mama Nature is happy!





Key Objectives

This winter, two BC AdventureSmart teams built upon foundations built by previous seasons to graciously enforce AdventureSmart's main message. The teams' objective is to reduce the number and severity of Search and Rescue call outs for the 2,500 unpaid professional SAR volunteers. They also endeavour to keep BC's outdoor recreation users safe.

Trip Planning:

- Plan your travel route
- Know the terrain and conditions
- Check the weather and forecast
- Always fill out a trip plan (leave it with a responsible person)

Training:

- Obtain the knowledge and skills you need before heading out
- Get activity, season and location-specific training
- Know and stay within your limits

Taking the Essentials:

- Carry the essentials and know how to use them
- Add other equipment specific to your chosen activity, season, location
- Bring personal supplies during your adventure to be self-sufficient

Encourage people to “Get Informed and Go Outdoors.”

Educate outdoor enthusiasts on how to better prepare themselves for an adventure so they can have fun and be safe at the safe time.

Promote a healthy lifestyle while safely participating in outdoor activities.

Encourage British Columbians to live healthier lives by being more physically active, making healthier choices and participating in wholesome outdoor recreation. Know the terrain and conditions

BC Search and Rescue has more incidents than the rest of Canada combined: 1600 calls in the 2016–2017 fiscal year and projected to be 1700 in 2017–2018. AdventureSmart's objective is to reduce this number through creative community outreach and unique forms of education. This enthusiastic team of five worked through rain, sleet and snow to reach as many communities, SAR Groups and Regions as possible. By delivering lessons in the 3 T's in adaptable and innovative ways at trailheads, events, storefronts, presentations and workshops, They share knowledge on safe outdoor use and SAR operations.





2017–2018 Winter Initiatives

Presentations in French

This year, the Kelowna Team was fortunate enough to have a bilingual team member. Joël delivered four *Reste près d'un arbre* presentations to French immersion students ranging from kindergarten to grade 6 and one *Survivre à l'extérieur* presentation for a group of 8th graders. These Kelowna schools were incredibly excited to have a presenter come in and deliver a program in French. They shared with us how difficult it is to have francophone presenters visit their classes. These were the first French programs that an AdventureSmart outreach educator has ever delivered in BC. It was a win-win situation, both for AdventureSmart and the schools. New Prezi presentations were developed and some of the language was reviewed to suit the level of vocabulary students of that age would have. Also, the presentation to the kindergarten class was shortened and bilingual, pausing the movie to translate and make sure the children understood the message of Hug-a-Tree. This goes to show how the programs are adaptable to many different types of audiences. Since 2015, 15 *Reste près d'un arbre* and three *Survivre à l'extérieur* presentations have been delivered in BC by volunteers. Having the option to present the programs in French with the same quality as English has expanded our reach that much further..



Using Prezi

Prezi is a modern engaging presentation platform that is easily adaptable for each specific presentation. This season AdventureSmart put a lot of emphasis on the importance of adapting and updating all current PowerPoints into this platform. A lot of time and effort was dedicated to creating five new Prezis and modifying the Winter Survive Outside Presentation. The teams created Prezis for Hug-a-Tree and Survive, *Reste près d'un arbre*, *Survivre à l'extérieur*, Survive Outside Snowmobile, and the Snow Safety Education Presentation. When using Prezi compared to PowerPoint, it was noticed that groups were more attentive and receptive to our message by watching a more modern and interactive format.





Highlights

4,191 TOTAL INDIVIDUALS EDUCATED

23	Search & Rescue Groups contacted
8	SAR Regions Contacted
7	SAR Regions Collaborated with
18	Towns or Cities visited
39	Presentations delivered
3,108	Individuals educated at presentations
9	Events (with an estimated 7400 exposure)
782	Individuals educated at events
2	Storefronts attended
112	Individuals educated at storefronts
15	Trailhead Days
2,152	Individuals educated at trailheads
5	Train the Presenter Workshops
51	New AdventureSmart Presenters
5,997	Kilometres travelled during the season





Presentations: Attendance **2,456**

Location	Audience	Presentation	Attendance
West Bank	George Pringle Elementary School	Hug-A-Tree and Survive	254
Kelowna	École Dr Knox Middle School	Survivre à l'extérieur	45
Kelowna	École Dr Knox Middle School	Survive Outside	55
West Kelowna	Hudson Road Elementary School	Hug-A-Tree and Survive	40
West Kelowna	Mount Boucherie Senior Secondary School	Survive Outside	33
Revelstoke	Revelstoke Snowmobile Club - Youth Day	Survive Outside Snowmobiling	24
Kelowna	Rutland Senior Secondary	Survive Outside	84
Kelowna	École Belgo Elementary School	Reste près d'un arbre	86
Kelowna	École Belgo Elementary School	Hug-A-Tree and Survive	92
Penticton	Penticton Scouts	Survive Outside	24
Naramata	Naramata Elementary School	Hug-A-Tree and Survive	99
Summerland	Giant's Head Elementary School	Snow Safety Education	139
Summerland	Giant's Head Elementary School	Hug-A-Tree and Survive	222
Big White	Big White Community School	Hug-A-Tree and Survive	11
Vanderhoof	W.L. McLeod Elementary School	Hug-A-Tree and Survive	148
Vanderhoof	W.L. McLeod Elementary School	Survive Outside	133
Vanderhoof	Evelyn Dickson Elementary School	Survive Outside	125





Location	Audience	Presentation	Attendance
Vanderhoof	Nechako Valley Secondary School	Survive Outside	349
Vanderhoof	Nechako Valley Secondary School	Snow Safety Education	59
Kelowna	Rutland Middle School	Survive Outside	92
Kelowna	Kelowna Brownies	Hug-A-Tree and Survive	25
Penticton	Penticton Secondary School	Survive Outside	150





Events and Storefronts



Events: Engaged 244: Exposure 5590 est.

Location	Event	People engaged	Estimated exposure
Vanderhoof	Parade of Lights	N/A	3000
Vernon	Banff Mountain Film Fest	136	590
Vernon	Vernon Snow Show	108	2000



Storefronts: Engaged 131

Location	Store	People engaged
Kelowna	True Outdoors Kelowna	9
Vanderhoof	Vanderhoof Mall Shoppers	54
Penticton	True Outdoors Penticton	5
Kelowna	Mountain Equipment Coop	63





Trailheads: Engaged 1,415



Date	Community	Location	People Engaged
2018-02-12	Revelstoke	Revelstoke Mountain Resort	107
2018-02-11	Revelstoke	Revelstoke Mountain Resort	164
2018-02-04	Kelowna	Big White Ski Resort	44
2018-02-03	Kelowna	Big White Ski Resort	94
2018-01-28	Vernon	Silver Star Mountain Resort	73
2018-01-27	Vernon	Silver Star Mountain Resort	50
2018-01-21	Golden	Kicking Horse Mountain Resort - Avalanche Awareness Days	59
2018-01-20	Golden	Kicking Horse Mountain Resort – Avalanche Awareness Days	57
2018-01-14	Nelson	Whitewater Ski Resort	142
2018-01-13	Nelson	Whitewater Ski Resort	161
2018-01-07	Kamloops	Sun Peaks Ski Resort	57
2018-01-06	Kamloops	Sun Peaks Ski Resort	67
2017-12-23	Penticton	Apex Mountain Resort	47
2017-12-22	Penticton	Apex Mountain Resort	95
2017-12-17	Kelowna	Big White Ski Resort	107
2017-12-16	Kelowna	Big White Ski Resort	91



SAR Groups: Worked with 17 Contacted 23

Every community ventured through, the Kelowna AdventureSmart team have been welcomed with open arms by the local SAR Group. Over the course of the winter, the team worked with:

- | | | |
|----------------------|--------------------|----------------|
| Barrier SAR | Kamloops SAR | Princeton SAR |
| Burns Lake SAR | Nechako Valley SAR | Revelstoke SAR |
| Central Okanagan SAR | Nelson SAR | Shuswap SAR |
| Fort St. James SAR | Penticton SAR | Vernon SAR |
| Hope SAR | Prince George SAR | Wells Gray SAR |
| Golden SAR | | |

SAR Volunteers give so much time and energy to their training, call outs and fundraising, along with their personal lives, so it is understood that some SAR Groups are not able to connect with AdvnetureSmart when in their community. These are groups contacted with but that were unable to work directly with:

- Cranbrook SAR
- Fernie SAR
- Kimberly SAR

Other groups the Kelowna team worked alongside include:

- | | |
|------------------------------|-------------------------|
| BC Parks | Northern Sun Tours |
| Cluculz Lake Fire Department | Saik'uz Fire Department |
| RidgeRock Canyon | Sun Peaks Ski Patrol |
| Girl Guides of Canada | School District 91 |
| EMBC | |





Presenter Training



Seeking out new ambassadors across BC to represent AdventureSmart and help spread our message is incredibly important. This season the Kelowna Team was able to train 34 new AdventureSmart Presenters. They are now able to deliver Hug-A-Tree and Survive, the Survive Outside Presentation, and Snow Safety Education Presentation. 20 of these volunteers were trained in Vanderhoof and 14 in Kamloops. The volunteers in Vanderhoof had affiliations with Nechako Valley SAR, Fort St. James SAR, Burns Lake SAR, Saik'uz and Cluculz Lake Fire Department, Girl Guides, Northern Sun Tours, and School District 91 (teachers from Nechako Valley Secondary School, ML McLeod, and EBUS Academy). In Kamloops the volunteers had affiliations with Hope SAR, Wells Gray SAR, Shusway SAR, Princeton SAR, Kamloops SAR, BC Parks, EMBC, Sun Peaks Ski Patrol, and Manning Park Resort. AdventureSmart is excited about all the new association we were able to connect with.

SAR Volunteers

A Search and Rescue volunteers already give so much of their time and talent, yet a large portion of new presenters are BCSARA members. Their knowledge and experience are valuable, both to new presenters and to us, as AdventureSmart trainers. SAR volunteers understand lost person psychology, share search methods and mandates, and are drawn to a social obligation to keep their community members safe. We highly value their expertise and time!



Outdoor Adventure Companies

Many new presenters are guides, educators and business owners. Their affiliated organizations aim to bring clients into the outdoors, explore alternative adventure styles and provide courses in sport-specific activities and guiding certifications. The AdventureSmart message will be passed on to these clients.



Emergency Management BC

AdventureSmart is very excited and honoured to have had the opportunity to strengthen a partnership with EMBC. The Kelowna Team had a tour of their facilities, offices and Emergency Operations Centre, and used their space for our Train the Presenter Workshop. Two EMBC staff joined the workshop to become AdventureSmart presenters, and we were thrilled to network and share with them as our partners. In attendance and this workshop were representatives of all steps of the Search and Rescue process, from provincial agencies to SAR volunteers, and put faces to names for people we had correspondence with but had not yet met.





Social Media



Social media has been a high priority for BC AdventureSmart since our re-inception in 2016. The way society gathers information is under transformation. No longer do people turn to physical newspapers or books, but instead to their many screens: cell phones, computers, tablets. In this changing age, BC AdventureSmart don't want to be left behind! The four AdventureSmart team members, led by the BC Coordinator publish interesting and informative posts on a daily basis.

The teams have found that through the proper use of social media platforms such as Instagram, Facebook and Twitter, they can reach a much wider audience than would be possible with face-to-face interactions alone. Although it cannot determine how much is absorbed, it can at least expose social media users to the main messaging, along with AdventureSmart and BCSARA branding. Social media also allows for the creation of new metrics that can measure the spread and effectiveness of AdventureSmart's main message through likes, follows and shares.

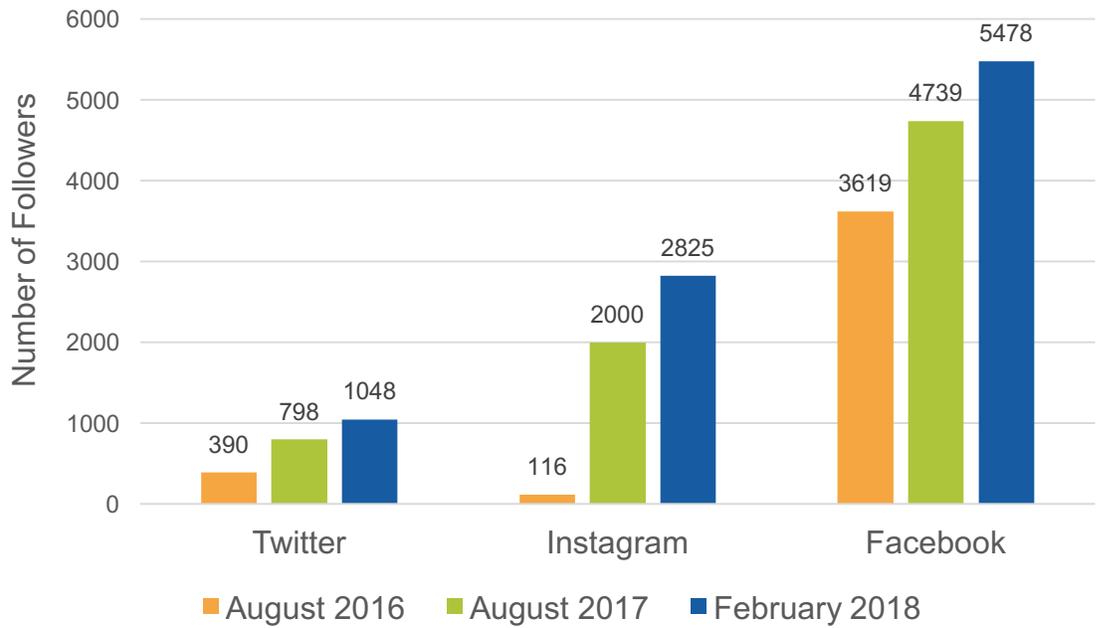
BC AdventureSmart has found it extremely valuable in past seasons to pair up and partner with organizations and individuals with a broader audience than held on social media. By using social ambassadors such as HelloBC, Run Wild Vancouver, among others, it can ensure that hundreds and thousands of British Columbians have exposure to the AdventureSmart messaging.





Social Media Stats

Social Media Growth





Traditional Media

Although social media is taking the world by a storm, BC AdventureSmart still actively engages with traditional media. The BC Coordinator ensures that media releases go out to the main traditional media players for each major event hosted. This often results in the teams getting exposure through newspaper articles, radio interviews, and if they're lucky—TV time as well!

This season the team was proud to be a front-page story on North Shore News, accompanied by a substantial article detailing what AdventureSmart does and where to learn more. Many of events including Avalanche Awareness Days, the UNBC Survive Outside Presentation, the JIBC Annette Poitras Event, and even the Vanderhoof Train the Presenter Workshop were featured in different media outlets around the province.

VANDERHOOF OMINECA EXPRESS

<http://www.ominecaexpress.com>

Omineca Express



Participants at a BC AdventureSmart training workshop in Vanderhoof. Photo submitted

BC AdventureSmart SAR training

By Fiona Maureen
Black Press

who attended a BC Adven- those interested in outdoor elementary schools to give

On Sun. Dec. 3, there were 21 participants from towns all over the region including Cluculz Lake, Fort St. James, Fraser Lake and Burns Lake

AdventureSmart outdoor group urges trip-planning, taking tools

The Prince George Citizen 9 Dec 2017 Stuart NEATBY Citizen staff sneatby@pgcitizen.ca

For Melody Chamberlain, a late afternoon snowmobile trip nearly turned deadly. The 48-year-old outdoor enthusiast found herself lost near Nukko lake in 2013, a few kilometres from her home. Her snowmobile had become stuck and she wound up losing her way after setting off in the direction she believed would lead her home. She called 911 from her cellphone at 9:30 p.m. but was forced to wait almost seven hours for Prince George Search and Rescue to find her. She was eventually rescued at 3 a.m.

"I was very, very close to losing consciousness. By the time they got me to the ambulance, my blood pressure was 90 over 60 and dropping. My pulse was erratic and weak. My core was shutting down," Chamberlain said.

Chamberlain has since become committed to teaching the basics of

outdoor safety. She is one of three members of AdventureSmart, a national outdoor safety program, who gave a presentation to the public on Thursday night at the UNBC Weldwood Theatre. Organizers of the talk, which included members of the Prince George Search and Rescue Society, hope that the presentation will encourage back-country adventurers to consider basic guidelines of outdoor safety and planning.

"My problem was I had nothing

I had none of the tools of survival with me. I had very poor clothing choices, I had nothing to eat or drink, no way for heat generation, no shelter.

Joel Lavigueur, left, and Kate Johnson, middle, are staff members of AdventureSmart. Both, as well as Prince George Search and Rescue Society member Trent Blair, right, adv-



CITIZEN MENU

Outdoor survival skills the focus tonight at UNBC

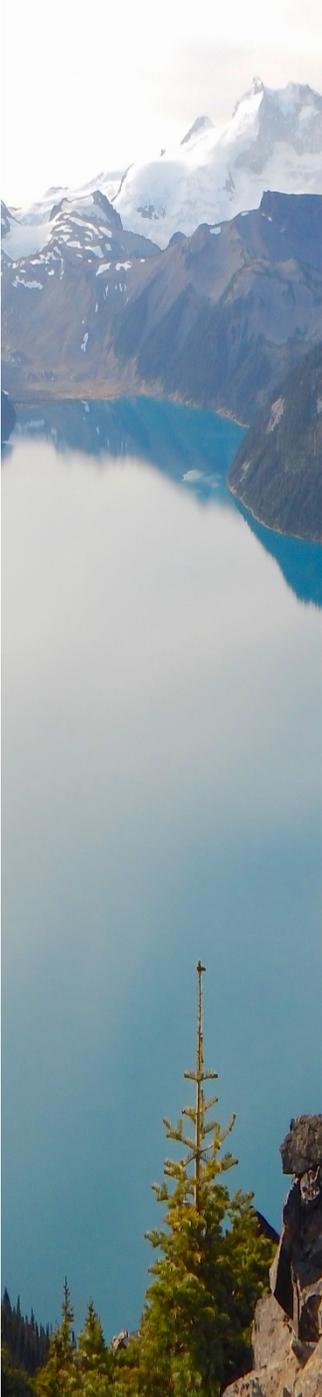
Stuart Neatby / Prince George Citizen
DECEMBER 7, 2017 10:33 AM



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ght.



Accolades



You guys rocked it! I thought I would write a quick note and say how much I enjoyed meeting you two and I am sad to see the season wind down. This winter it was a real pleasure to work with you within the AdventureSmart community. You both have taken a leadership role in promoting safety to those seeking adventure and have done so very well. I have witnessed children and adults alike open up, interact and become quite engaged with the conversation. You have met challenges and opportunities alike – especially with all their travel within such a short time period. Your dynamic style was quite effective in creating enthusiasm within your audience and I believe you have taught and inspired many people to safely enjoy their adventures. If I could encourage anyone to take the opportunity to sit and speak to you, I would highly recommend it. They will enjoy it and I know I personally look forward to hearing your stories.

Thank you for doing such a fabulous job; good luck and I hope to see you on future adventures!

-Coralie Nairn, VernonSAR Manager

Our Brownie group enjoyed the presentation very much, and they loved the kits that they got to take home. I will definitely recommend the program to other guiding groups. Great job Joel and Kate!

-Lindsay Brock, Kelowna Girl Guide Leader

The UNBC Survive Outside Event was really well received in our community and the North. We appreciated the professionalism and expertise provided by the Kelowna Team and would look forward to having them return to our community again.

-Trent Blair, Northern AdventureSmart Assistant



Thank You!

Thank you to the Lifesaving Society, Emergency Management BC and the BC Search and Rescue Association for their continued partnership with BC AdventureSmart. With their support, the Kelowna Team has reached

4,191 PEOPLE IN WINTER 2017–2018



Emergency
ManagementBC



LIFESAVING SOCIETY