



MOUNTAIN



SNOW



LAND



WATER

AdventureSmart



Get informed & go outdoors!

STRATEGIC INITIATIVES

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AdventureSmart



Get informed & go outdoors!

MEET THE TEAM

ADVENTURESMART TEAM



Sandra Riches

“ Finishing our 30th outreach season with the AdventureSmart program in BC, I’ve been honoured to work with professionals who care about the safety of others. Joining the BC AdventureSmart program in 2005, I’ve had the pleasure to work with 49 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. ”



MEET THE TEAM

VANCOUVER TEAM



PJ Richards

“ I was stoked to be back as senior staff and as a member of the Vancouver AdventureSmart Team. I love to continue to bring my skills and knowledge to help educate and encourage others on safe backcountry practices so they can enjoy the same things I do about the outdoors. I have graduated with my Adventure Management Diploma from Thompson Rivers University and am currently finishing my thesis on Adventure Tourism Marketing. I am a member of the Association of Canadian Mountain Guides, a canoe instructor with Paddle Canada, A Wilderness first responder and a level 1 Sea kayak guide. When I am not doing one of those adventure activities you can find me sailing around BC's coast. I have been working as a marketing coordinator for the past few years and am now using those skills to help market the three Ts with AdventureSmart. ”



Natasha Penner

“ This was my first summer with AdventureSmart! I was super excited to be a part of this program and it's SAR prevention messaging. Educating the public on how to safely play outside while sharing my own personal stories and experiences with them is extremely rewarding. My outdoors background is in the mountains and I have been an avid snowboarder for 22 years and counting. I have held my Snowboard Instructor Certification since 2007, and also taken my Avalanche Skills Training 1 and Mental Health First Aid for Adults who Interact with Youth. Very stoked to be a part of Search and Rescue prevention and awareness! ”

MEET THE TEAM

KELOWNA TEAM



Scott Yan

“ Originally from Ottawa, I grew up as a ski racer in Quebec before getting into coaching which has led to assortment of experiences in the Outdoor Industry. My home is anywhere the road takes me. Some call me a Nomad but my friends call me Scotty. I went to school for Film Studies at Concordia University in Montreal, but every weekend I would sneak off to my parents cabin to see them and ski with friends. As I got older, I knew that being close to the mountains was something that was ingrained in me. BC has always been my second home. These places have humbled me, they have helped me grow and they have taught me a thing or two about managing risk over reward. With my experience working for Resorts of the Canadian Rockies, BC Parks and Arc'teryx, I look forward to putting everything together with BC AdventureSmart to help others make it home safe. ”



Alix Casey

“ Being an ambassador for outdoor recreation is rooted in my appreciation for the incredible living being that is mother nature. I like to spend my time in the outdoors kayaking and walking in the forest, often at a pace just fast enough to get to my destination, but slow enough be able to hear and see what's around me. Knowing the risks and being prepared for them allows me to be in the moment and really appreciate the place I'm in. I've been fortunate enough to live in BC most of my life, where I've been able to foster a passion for understanding our natural environment, whether through my Environmental Management diploma from Okanagan College, or my Fish, Wildlife, and Recreation diploma from BCIT. As a Student Ranger for BC Parks, I developed an awareness of how many people feel the same passions for the outdoors as I do and makes me excited to be an Outreach Educator with BC AdventureSmart! ”

KEY OBJECTIVES

MESSAGING

This summer the BC AdventureSmart teams built on the foundation of the past teams to promote AdventureSmart's main message. Their main objective was to educate residents and visitors of BC with the ultimate goal of reducing the number and severity of Search and Rescue call outs for the 2500 unpaid professional SAR volunteers.



The 3 T's

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

We encourage people to "Get Informed and Go Outdoors." Not only do we educate new outdoor users and visitors of BC how to be equipped and prepared for their adventures, but also inform outdoor enthusiasts on how to better prepare themselves for an adventure so they can have fun and be safe at the safe time.

SEASONAL GOALS

OVERVIEW

As each season begins, the BC AdventureSmart teams coordinate, based on trends, incident commonalities and incident summary details, what the seasons goals will be. This is done by deciding what needs to be prioritized through research in previous seasons. The teams also shift their priorities depending on what arises throughout the season. Below is a list of both the predetermined seasonal goals.



Multicultural Education and New Canadian Engagement

Waterfall Safety and CoastSmart Campaigns

Collaboration with BC's High Call Volume SAR Groups

Working with Tourism to Educate Travellers

MULTICULTURAL OUTREACH

ESL AND NEW CANADIAN EDUCATION

To build off of a very successful 2018 partnering with Multicultural Societies throughout the province BC AdventureSmart focused to make this an area of continued growth and kept exploring with both the Vancouver and Kelowna Teams. Once again it was a very successful avenue this summer. The teams delivered 15 presentations in 6 cities educating 300+ new Canadians on safety in the outdoors. These individuals had diverse backgrounds and experiences. It was an honor to share the knowledge on how to be prepared and safe in Canada's wilderness. It is also a great opportunity to educate on ways that Search and Rescue may operate differently in Canada, from how it is run in other countries. At the very least all the students will know that 911 is the number used to contact SAR, that there will not be a cost to them if they ever need SAR, and the importance of the three Ts.

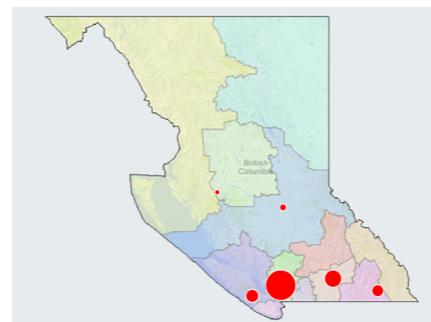
“ I have given my adult ESL class an assignment using two websites: Vancouvertrails.com to find a trail to hike on and the Adventuresmart.ca to fill in the online trip planning form. Each learner works with a partner and will e-mail their trip plan to me and I will print each one out so the class can see all the trip plans. Please thank PJ and Emma for their excellent presentations!

-Instructor, North Shore Multicultural Society



SAR HIGH CALL VOLUME AREAS

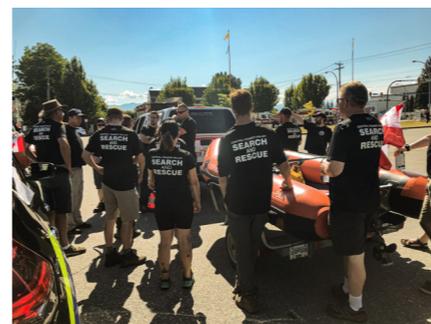
INCREASED OUTREACH



High Call Volume

In response to the high call volume areas in the province BC AdventureSmart chose to put efforts to talk to the public frequenting adventures in these areas to help in reducing calls.

Outreach included presentations, community events, and trailheads.



Team Collaboration

BC AdventureSmart always appreciates when our awesome volunteers take the time to join us or invite us to be a part of their events. This season was no different and teamed up with teams from the highest call areas and more.

BC AdventureSmart really appreciates all the hard work put in by Volunteers with and without them this year.



North Shore Rescue's #'s down

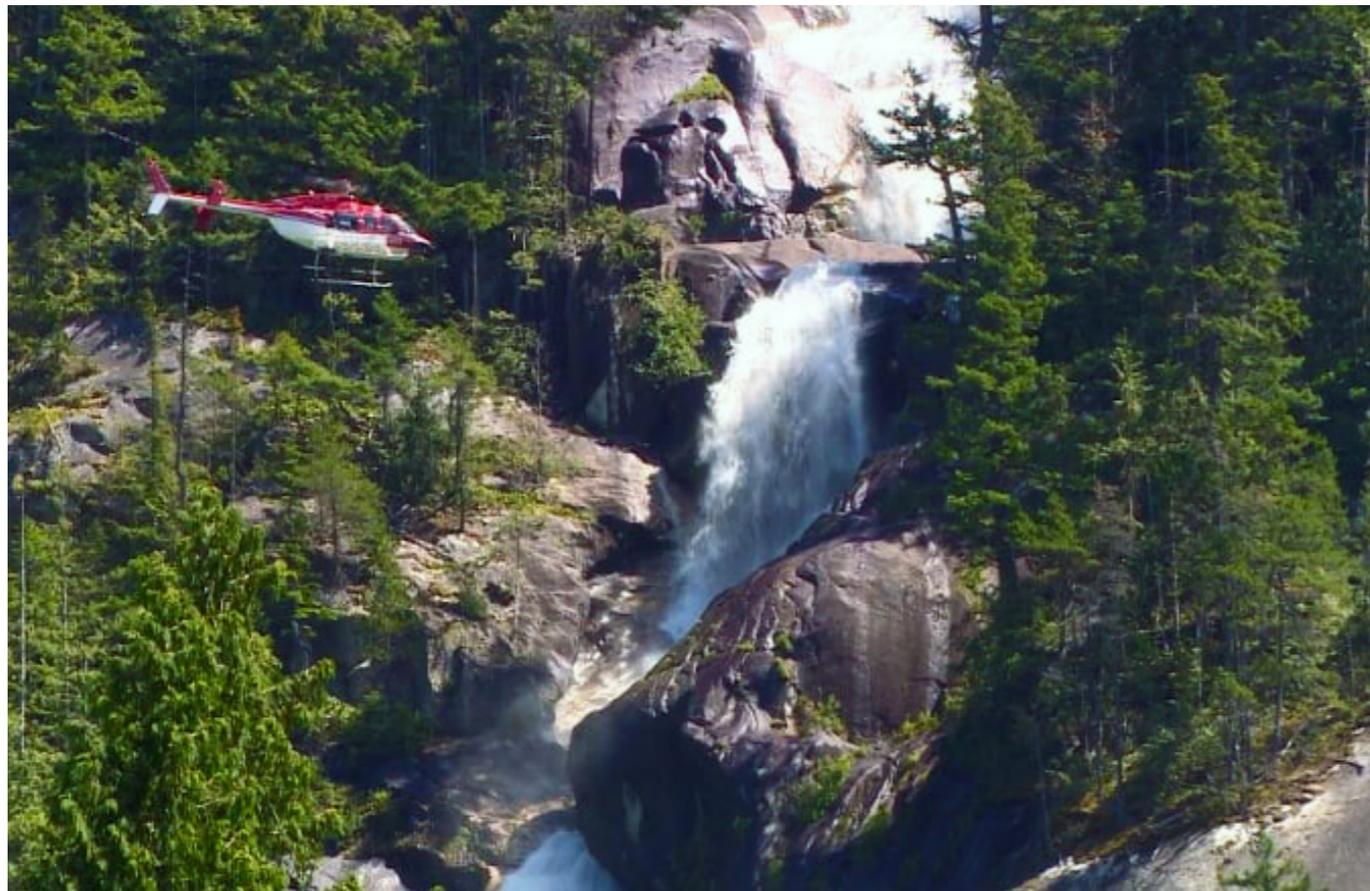
The North Shore in Vancouver has the highest number of SAR calls each year. This summer calls here are down. BC AdventureSmart invested a lot of time this season educating users adventuring on the North Shore this season.

BC AdventureSmart talked face to face with 3380 people on the North shore this season!

WATERFALLS & COASTSMART

CAMPAIGNS AND OUTREACH

During this summer season the BC AdventureSmart teams spent time educating the public on the hazards associated with waterfalls and the ocean. Slips, trips and falls are common in both areas and with a little education these areas can be enjoyed safely. The educational focus placed on waterfall safety was necessary based on the increased number of incidents involving waterfalls and surrounding areas. As for CoastSmart it is a still relatively new program and campaign. The focus of this program is to educate the public about the hazards associated along the coast and how to mitigate them by respecting the Ocean. More information can be found at CoastSmart.ca



TOURISM COLLABORATION

EDUCATING TRAVELLERS



Destination BC

Destination BC has been a great partner of BC AdventureSmart over the last couple years. With their goal of promoting responsible tourism there is a great opportunity to collaborate to promote safe and responsible travel.

Destination BC is helping to spread our messaging about the 3 T's and responsible travel to the harder to reach demographic of visitors!



BC Tourism Industry Conference

Our executive director went to the tourism conference with the specific goal to connect with individual Destination Marketing Organizations. This was a great success and it is exciting to establish more of a partnership with tourism!

This change has proven to draw in more engagement and followers. In conjunction with this there has been more online conversations with the outdoor community.



Social Media

To build off of our partnership with Destination British Columbia we have been working with individual Destination Marketing Organizations to help to deliver our messages and keep travelers safe.

This area will be explored more. With increased support there may be opportunities for some more direct engagement through social media takeovers.



19 SAR Groups partnered with
25 SAR Groups contacted
7 Regions collaborated with
31 Communities traveled to
12388 KMs traveled
43 Events attended (30000 exposure)
5245 Individuals educated at events
42 Presentations delivered
1394 Presentation attendees
31 Trailheads attended
4638 Individuals educated at trailheads
38 Awareness Training Attendees
16 New AdventureSmart Presenters

Total Reached:
11373

BC AdventureSmart would like to thank all the SAR Volunteers for everything they do and thank all the volunteers that came out to help or learn at BC AdventureSmart events, trailheads, and presentations this term. You are an integral piece of AdventureSmart and we hope to see you out there again soon!

SEASONAL ENGAGEMENT

SUMMER 2019



SAR Teams Connected with:

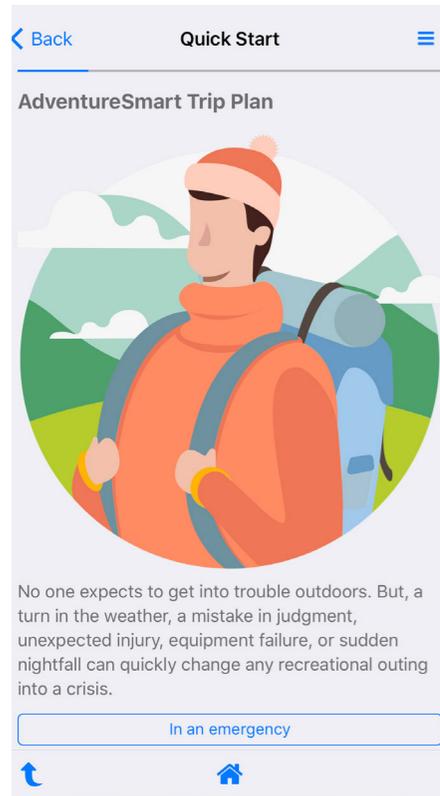
- Vernon SAR*
- Nelson SAR*
- South Columbia SAR*
- Penticton and District SAR*
- Central Okanagan SAR*
- Wells Gray SAR*
- Oliver Osoyoos SAR*
- Columbia Valley SAR*
- Fernie SAR*
- West Coast Inland SAR*
- Campbell River SAR*
- Arrowsmith SAR*
- Sayward SAR*
- Surrey SAR*
- Squamish SAR*
- Lions Bay SAR*
- North Shore Rescue*
- Central Fraser Valley SAR*
- Ridge Meadows SAR*

It was another successful season across all of BC. The teams covered a lot of ground and were fortunate to talk to many different outdoor communities. This season the BC AdventureSmart reached 11373 people and with the help of volunteers the total number of people reached was 20336. The teams were fortunate to team up with a number of Search and Rescue Groups across the province. BC AdventureSmart appreciates all that the SAR members do all across the province and really appreciate it when they take even more time to come and help with outreach!



SEASONAL HIGHLIGHTS

HIGHLIGHTS



01 The AdventureSmart Trip Plan App has been taking off in BC. The AdventureSmart teams have been getting the word out at trailheads, events, and presentations. Currently BC users account for almost 70% of the app downloads across the Country.

02 BC AdventureSmart has been delivering Challenge Coins to outstanding volunteers all across the province. These volunteers have gone above and beyond to help educate their communities and make sure they are adventuring responsibly. BC AdventureSmart is very fortunate to have 306 volunteer AdventureSmart presenters in BC with 174 of them being SAR members. Since May the SAR volunteers have educated 7006 people in addition to the 11373 that the BC AdventureSmart team reached.



03 Attending the World Maritime Rescue Congress was an absolutely AWESOME experience! BC AdventureSmart got to meet with delegates from all over the world and spread the AdventureSmart message. The team also got to check out the latest and greatest marine SAR technology.



04 Both of the BC AdventureSmart summer teams had some great experiences working with the BC parks Student Rangers this season. The collective effort to share AdventureSmart messaging is a great way to continue to build relationships with organizations who have similar goals and strategies to help keep people safe while they are enjoying the outdoors.



05 The Overland Rally in Whistler, BC was a major highlight. Getting to interact with people who enjoy being as far outdoors as they can was a treat! The team also, got to check out peoples overlanding rigs and do a survive outside presentation under a tent!

06 Vernon Sunshine Fest with Vernon SAR, the Kelowna Team's biggest event of the season with close to 400 people reached. It was great to have SAR volunteers set up with their awesome rescue side-by-side vehicle for the kids to play on and get their commitment noticed by the enthusiastic attendees of the Sunshine Fest.



07 A favourite event of the Kelowna team's 2019 Summer season was attending the Wells Gray SAR base opening. Listening to the testimonials and celebrations of their most dedicated volunteers really lightened up the whole week. The unwavering dedication to their organization and the support from their community was inspiring! BC AdventureSmart once again was welcomed by the SAR group as if they were one of the team. A big thank you for the hospitality!



08 The amount of media coverage this season was a huge highlight. BC AdventureSmart is fortunate and appreciative that they have built a great reputation with a number of traditional media avenues. This season the team was found in print, on the radio and on television. This was a goal the teams set out for and it was a huge success. The reach with media coverage is very large and in turn a great avenue to get the message across to the masses!



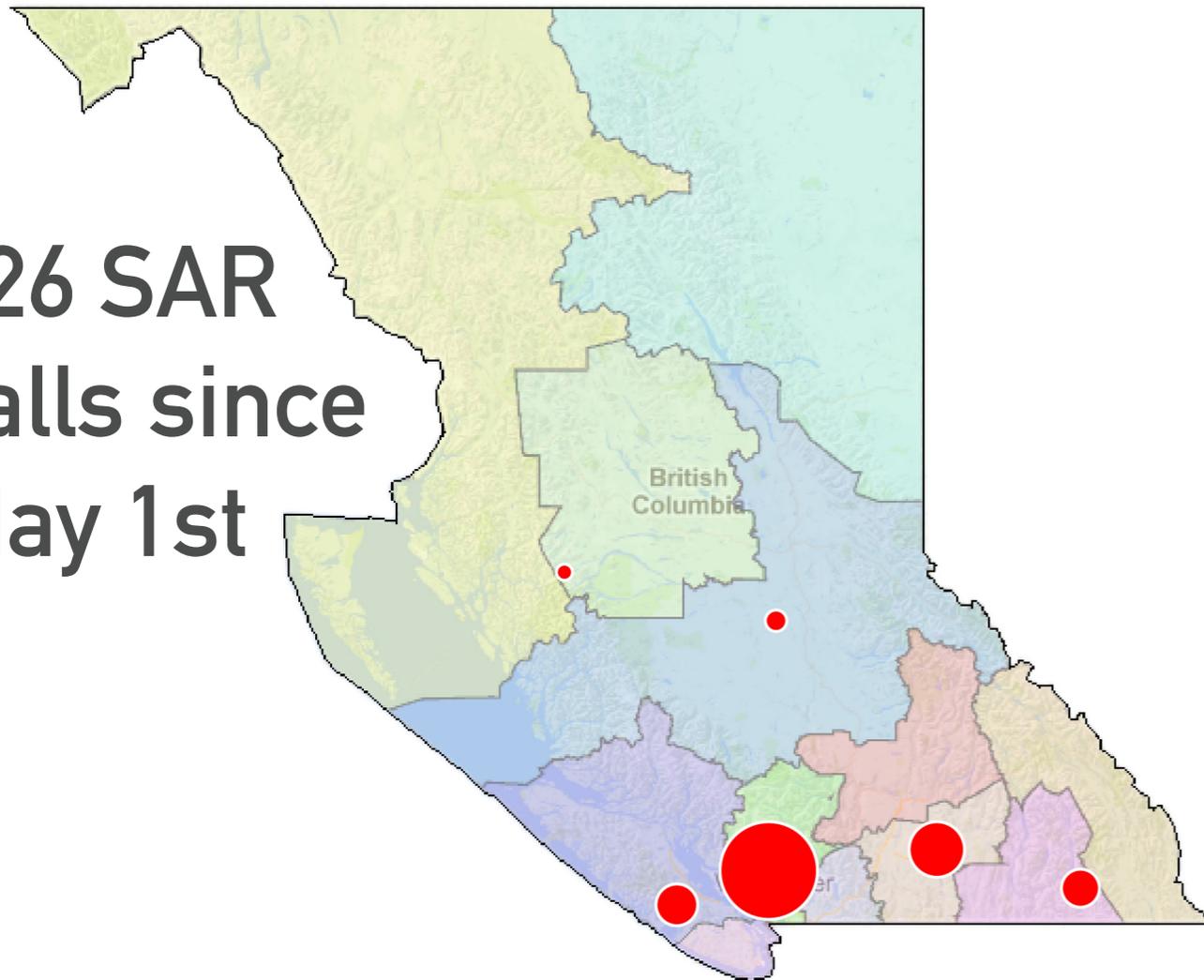
09 Attached are links to a couple of the media highlights from this season.

- <http://bit.ly/2P9b154>
- <http://bit.ly/2Hkawyv>
- <http://bit.ly/2TtXDF>
- <http://bit.ly/2KNyTqy>
- <http://bit.ly/2TXq94i>
- <http://bit.ly/2Z8xvrf>
- <http://bit.ly/2NpGLAu>
- <http://bit.ly/33Q0lcU>

VANCOUVER TEAM OUTREACH

NUMBER OF SAR CALLS & PEOPLE REACHED

626 SAR calls since May 1st



Number of people talked to:

Vancouver Team:

Kelowna Team:

Trailheads: 4137

Trailheads: 501

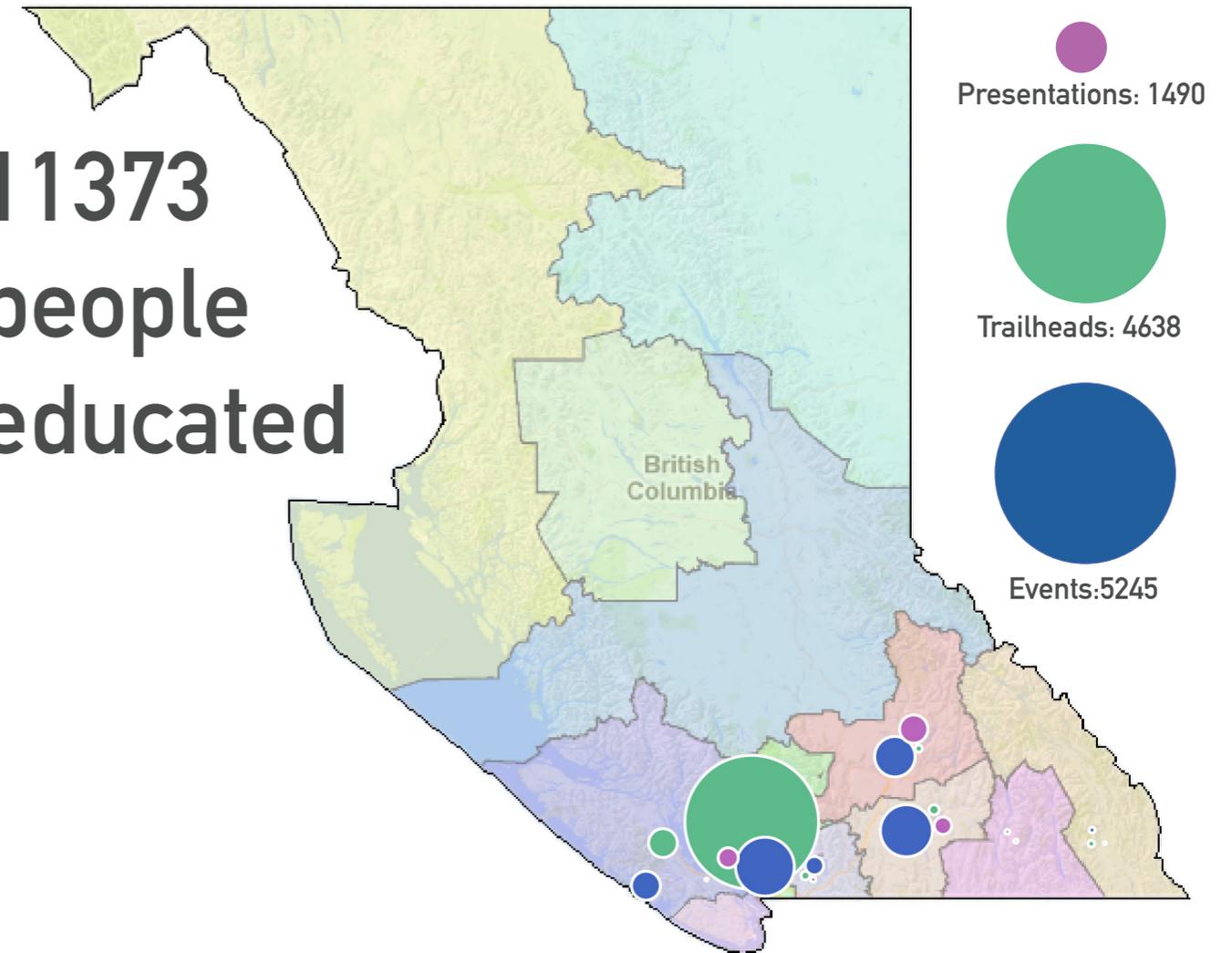
Events: 2484

Events: 2761

Presentations: 512

Presentations: 978

11373 people educated



SEASONAL ACCOLADES

ACCOLADES



“ BC AdventureSmart has been an invaluable partner to Destination BC. They have given our staff the tools, training and resources to ensure we're doing our part as a destination marketing organization to educate BC residents and visitors alike on how to travel safely and responsibly throughout the province. Their website is a must-visit for anyone planning an outdoor adventure in BC, and we highly recommend tourism organizations connect with their amazing staff to learn how they can incorporate safety and responsibility messaging into their marketing.

-Catherine Janes
Destination BC

On behalf of the District of North Vancouver Fire & Rescue Services (DNVFRS) I wanted to pass along our appreciation of the efforts taken by your team this summer. It was our pleasure to be able to attend and show our support at Lynn Headwaters, Mt Seymour, and Grouse Mountain Park. Your staff are very engaging, knowledgeable and informative. Keeping the general public prepared to go out and recreate in our front-country & backcountry areas is extremely important to the DNVFRS given the high volume of technical rescue we perform annually for hikers, bikers, and swimmers in our forested areas.

At the recent Grouse Mountain (Grouse Grind) event, our Fire Fighters mentioned that your staff

member on-scene reinforced the importance of proper attire and equipment to several individuals who were quite obviously unprepared, which caused them to rethink their original plan and take a less challenging hike. While this may seem like a simple instance of information sharing, the fact is these types of efforts keep people safe and avoid the need for our personnel to later respond and deal with a situation that has gone wrong.

Thanks again for all your in-person engagement, and for the very active social media presence your team maintains. We look forward to working alongside you again in the future.

-Brian Hutchinson, Fire Chief
District of North Vancouver Fire
and Rescue Services

Great job, loved having you come out to Sun Peaks and would love to have you back!

-Sun Peaks Resort

Our Team enjoyed having the AdventureSmart Team in the Penticton area on July 27/28th.

-Anonymous

THANK YOU!

THANK YOU TO OUR SUPPORTERS

Thank you to the Lifesaving Society BC & Yukon Branch, Emergency Management BC and the BC Search and Rescue Association for their continued partnership with BC AdventureSmart.



LIFESAVING SOCIETY®



Emergency
ManagementBC

