

Mountain

Snow

Land

Water

**AdventureSmart**

*Get informed & go outdoors!*

## MEET THE TEAM

Who is AdventureSmart and Where do they come from?

## Seasonal Goals

A look at what our strategic initiatives were for this Winter!

**Continued support:  
From the BC Tourism Industry  
and Destination Marketing  
Organizations**



## PLUS

SAR Groups Engaged

Highlights

Accolades

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2019 - 2020 WINTER

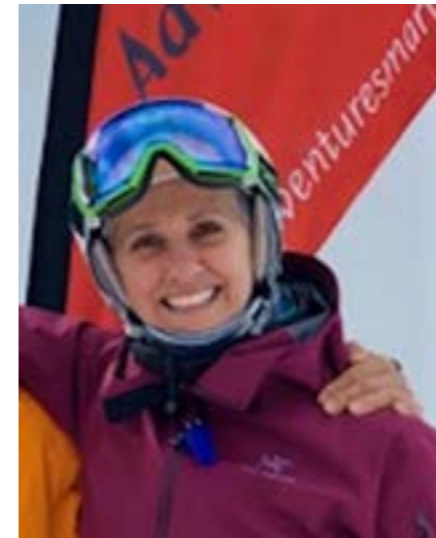


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# MEET THE TEAM

ADVENTURESMAK TEAM



Sandra Riches

“ I’ve been involved in outdoor recreation management, provincial and national search and rescue prevention, curriculum development and community outreach since 1992. I’m fuelled by the outdoors and find solace in the elements skiing or mountain biking. My eventful career began with in the Outdoor Recreation Management Program at Capilano University. I quickly, and fortunately, kicked off my vocation with BC Parks shortly there after as a Senior Ranger, with front and backcountry field work, avalanche assessment, public safety, trail building and partnership creation. For 15 years I’ve been working with BC AdventureSmart supporting the outreach crews and hundreds of volunteer presenters. I closely collaborate with BC’s 79 Search and Rescue groups, consisting of 2500 volunteers, helping to reduce the number and severity of incidents in British Columbia and across Canada. ”



# MEET THE TEAM

## VANCOUVER TEAM



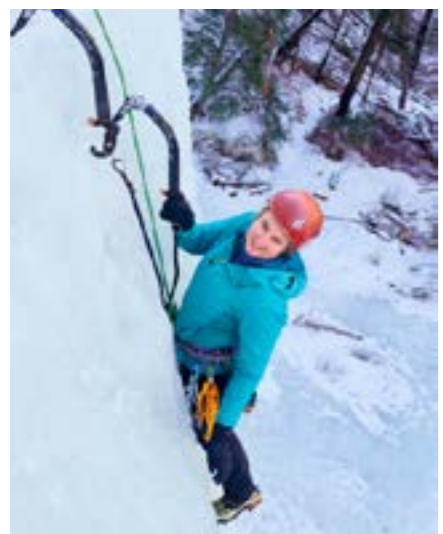
Scott Yan

“ Originally from Ottawa, I grew up ski racing at Mont Tremblant, QC 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/Video and Media Studies at Concordia University in Montréal, but every weekend I would sneak off to my parents cabin to ski. As I got older, I knew that being close to the mountains was ingrained in me. BC has always been my second home. Living in parts of the Interior, and South Coast has helped me grow, humbled me and has 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 helping others make it home safe in my second season with BC AdventureSmart.

”



Tabatha Rathbone

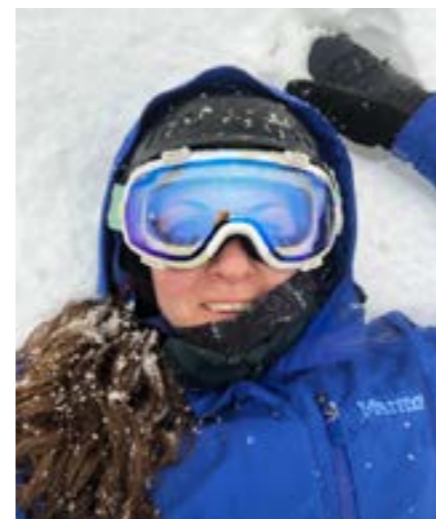
“ My name is Tabatha and this is my first season with AdventureSmart. Born and raised in BC I have done a fair bit of working abroad but always come back for Canadian summers. During the shoulder seasons and summer I work as a guide and outdoor educator.

Currently I am based out of Squamish which gives me some quick and easy access to so many outdoor activities. My “to do” list is constantly growing. I am on a mission to hike/climb or ski to the top of 30 summits before my 30th birthday, explore all the amazing canyoning in this area, work on my rock climbing, and try out some West Coast ice climbing. I never regret “Taking The Essentials” up the mountain or on the water. Hope to see you on the trail!

”

# MEET THE TEAM

## INTERIOR TEAM



Ashley Berté

“ Well as they say, third times a charm! Spending the winter promoting outdoor safety to like minded people around BC has been such a pleasure.

My nomadic lifestyle has brought me to places around our province that feel further away then the planets you hear about in the sci-fi movies. By being consistently on the move it has meant that I have been unable to join Search and Rescue at this point, but I am very aware of its importance in our province, which is why I have returned for my third season working as an Outreach Educator with BC AdventureSmart! Seeing the message of the 3 Ts spread throughout BC and become ingrained in outdoor enthusiasts lifestyles, is a clear sign of how important this program is, and the effect it is having on the way our active, outdoor populous recreates through our beautiful province.

”



Ryan Seath

“ I've been in love with the outdoors ever since I could zip up my own onesie and the love affair is still going strong. Originally from Eastern Ontario, I grew up skiing and recreating the beautiful Gatineau hills and exploring the Ottawa valley. I moved to BC in

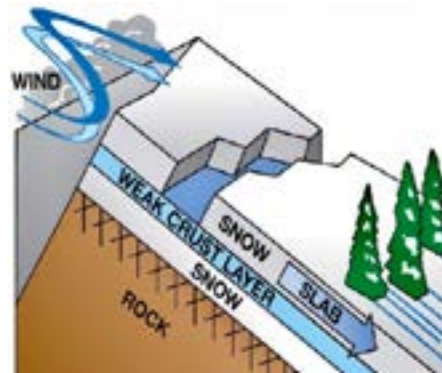
2009 to fulfill my lifelong dream of living in the mountains and I've made a comfortable home here, filling my time with winter sports, summer event planning and forestry work. I studied Public Relations and Radio Broadcasting in college and have spent the last seven years working on the creative side of event planning. Connecting with community is just as important to me as connecting with nature and this is why I am so excited to be working with BC AdventureSmart this season and being an ambassador for outdoor education. I'm looking forward to talking to other outdoor enthusiasts about experiencing the outdoors and sharing valuable skills that will ensure we are all able to enjoy the outdoors for a very long time.

”

# KEY OBJECTIVES

## MESSAGING

This winter 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 amongst the 79 BCSARA groups.



### The 3 Ts

#### Trip Planning:

- Plan your travel route
- Know the terrain and conditions
- Check the weather and forecast
- Always fill out a trip plan

#### Training:

- Obtain the knowledge and skills
- 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 season and sport-specific gear
- Bring personal supplies 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.

- Trip Plan App Promotion
- Message Integration in Sledder Community
- Outreach Education for New Volunteers
- Creating Awareness around Tree Well, Avalanches and Cornice hazards
- Continued support from the BC Tourism Industry and Destination Marketing Organizations



# TRIP PLAN APP PROMOTION

## 3 TS

Concluding our second Winter of the Trip Planning App launched nationally by SARVAC and Public Safety Canada, our team has been proactive with promoting the benefits of providing a trip plan to trail-users of all levels.

“As a regular hiker and geocacher in British Columbia, One of the best ways to give yourself an insurance policy against some of those risks is to make sure that someone knows where you went, what gear you’ve brought, and when to expect you back. The Trip Plan app team has been amazingly responsive to feedback on improvements suggested to the app, and I continue to promote the use of the Trip Plan app regularly via social media, our podcast, and at geocaching events. The Trip Plan app is what makes smartphones AdventureSmart.

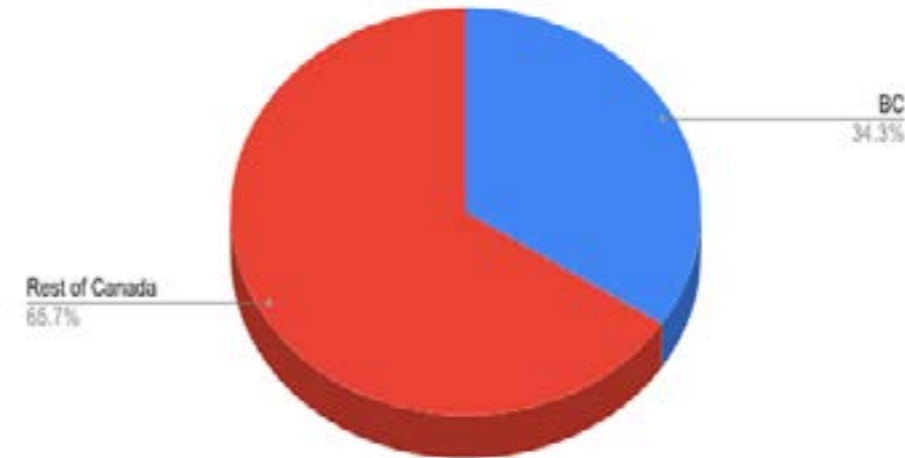
*-Jay Kennedy, Director of Public Affairs and Communication  
GeoWoodstock XVIII*

“ Last Fall Avalanche Canada hosted two events in the Lower Mainland (UBC and North Vancouver) focusing on the demographic we call ‘unaware.’ Sandra Riches gave an excellent presentation about Trip Planning which is an essential message for the new folks heading out to explore the nearby mountains. We had over 300 people attend the North Vancouver event and they were the exact target market for this message.

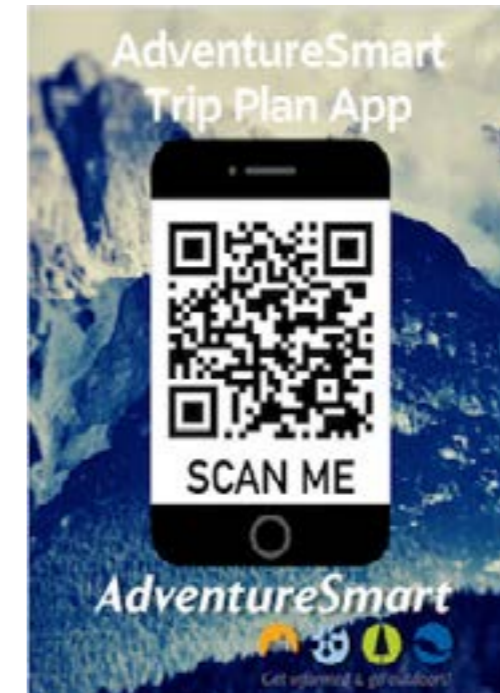
*-Nancy Geismar, Education and Outreach Coordinator*



National Trip Plan Downloads



This Winter also marked our first season using a QR code at activations, trailheads and community events to leverage app usage, downloads and public awareness. Our QR code offers prospective users a brief synopsis about how to navigate the app and record data including who they’re going on a trip with, where they plan on going, what tools and supplies they have, when do they plan on leaving and when do they plan on finalizing their trip. As app downloaders understand the practicality and importance of having the app to create a trip plan, we continue to strategize how to encourage more people to use the app.



“ Since the beginning of the current year nationally we have had 1595 app access (downloads/web session) (547 are BC), 291 registrations (118 BC) and 179 Trip plans activated (116 BC).”

*- Search and Rescue Volunteer Association of Canada (SARVAC).*



# MESSAGE INTEGRATION: SNOWMOBILERS & VOLUNTEERS

## INCREASED OUTREACH



### Train The Presenters

This Winter Season saw 8 successful workshops all across the province. Integrating our message with many SAR volunteers, Adventure Tourism students at Thompson River University, College of The Rockies, as well as Parks Canada and the Van. Outdoor Society,

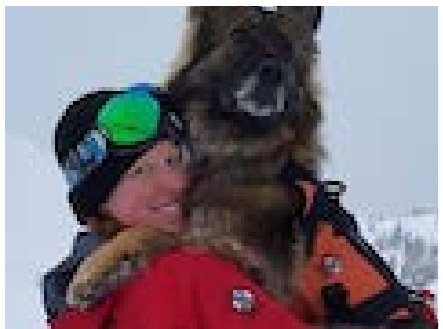
BC has 363 trained and recognized volunteer presenters who help increase awareness.



### Snowmobile Events

We brought messaging to snowmobilers at the Revelstoke Opening weekend, Thunderstruck Snowmobile Premiere, snowmobile specific avalanche awareness course in Kamloops and participated in the Vernon Sled Poker Run, ensuring our message was well represented.

Over 600 face to face interactions within the snowmobile community.



### Assistant SAR Volunteers

Thank you to Lindsay Eastwood in Nelson, Alex Michaels on Vancouver Island, and Trent Blair in Prince George.

Collectively, these three SAR volunteers also assist greatly with AdventureSmart training, community outreach and support the province in their regions.

# ENGLISH SECOND LANGUAGE VOLUNTEER PRESENTERS

## INCREASED OUTREACH

As we continue to develop a flourishing relationship with Outdoor Societies and Parks organizations, this Winter BC AdventureSmart focused on English Second Language personnel, in this an area of continued growth to outreach even further across the province.

Once again, it was a successful avenue this season as our teams delivered 7 presentations to individuals fluent in 7 different languages including English, French, Russian, Estonian, Mandarin, Cantonese, Portuguese and Sign Language.

These individuals had diverse backgrounds and experiences as they will continue to share our resources and information in their communities about safety in the outdoors.

We enjoy collaborating with our volunteers, both new and old on how to be prepared and safe in Canada's wilderness.

It is a great opportunity to educate new Canadian immigrants, citizens and tourists about ways that Search and Rescue may operate differently in other countries. Amongst all of those who we share our message with, we strive to create responsible travellers that understand the importance of the three Ts, know that 9-1-1 is the number to contact SAR, and know that there will no charge for rescues.



# TREE WELL, AVALANCHE & CORNICE HAZARDS

## CAMPAIGNS AND OUTREACH



During this winter season the BC AdventureSmart teams focused much of their outreach hours on the hazards associated with recreating in the winter terrains both in bounds and off-piste. The educational focus placed, not only on avalanches, but on tree well and cornice safety was necessary based on the increased number of winter related incidents. Our Survive Outside program was updated to focus more on the dangers of tree wells and cornices as well as a more robust coverage of avalanche safety.



As part of our ongoing focus on avalanche safety and personal responsibility in the outdoors both AdventureSmart teams had a strong presence at many avalanche safety oriented events this season. Vancouver team visited Mt Washington for Avalanche Awareness Days, and also Mt Cain for Vancouver Island Backcountry Festival. Interior Team made a strong presence at the Elk Valley Snow and Avalanche Workshop in Fernie. The interior Team also joined forces with Cranbrook and Kimberley SAR for Avalanche Awareness Days at Kimberley Alpine Resort.

# CONTINUED SUPPORT FROM THE BC TOURISM INDUSTRY & DESTINATION MARKETING ORGANIZATIONS

## EDUCATING TRAVELLERS



### Parks Canada

Parks Canada has been a great partner of BC AdventureSmart over the last couple years. With their goal to provide public understanding in ways that ensure the ecological integrity of the outdoors in collaboration to promote safe and responsible travel.

Parks Canada is helping to spread our messaging about the 3 Ts and responsible travel for the vast demographic of travellers that BC welcomes!



### International Indigenous Tourism Conference

Our Executive Director and Indigenous Engagement Coordinator attended the "International Indigenous Tourism Conference" hosted by Indigenous Tourism Canada.

This conference drew 700 delegates in attendance making it the largest gathering of its kind in the world. Our efforts are in support of the BCSARA "SAR Prevention Indigenous Engagement Project."



### Social Media

Increasing awareness through our social media platforms creates opportunities to reach our target market, work with volunteer ambassadors, support our partners and affiliates. Engaging, informing and educating over 8756 Instagram followers.

Between Instagram and Twitter alone our outreach is over 1.5 million followers.



# ACCOMPLISHMENTS

- 18,099** KMs traveled
- 32** Events attended
- 31** Trailheads attended
- 26** SAR Groups encountered
- 8** Regions collaborated with
- 27** Communities traveled to
- 5,218** Individuals educated at events
- 165** Individuals educated at storefronts
- 52** Presentations delivered
- 3,572** Presentation attendees
- 3,654** Individuals educated at trailheads
- 68** New AdventureSmart Presenters
- 4,484** Reached by volunteers
- 12,677** Reached by BC AdventureSmart



Total Reached: **17,161**

# SEASONAL ENGAGEMENT

WINTER 2019 - 2020



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 Team reached 12,677 people and with the help of volunteers the total number of people reached was 17,161. 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!

## SAR GROUPS ENCOUNTERED:

- |                               |                       |
|-------------------------------|-----------------------|
| <i>Comox Valley</i>           | <i>Nelson</i>         |
| <i>South Columbia</i>         | <i>Rosland</i>        |
| <i>Revelstoke</i>             | <i>Kimberley</i>      |
| <i>Oliver-Osoyoos</i>         | <i>Cranbrook</i>      |
| <i>North Shore Rescue</i>     | <i>Shuswap</i>        |
| <i>Surrey</i>                 | <i>Castlegar</i>      |
| <i>Whistler</i>               | <i>Kamloops</i>       |
| <i>Columbia Valley</i>        | <i>Campbell River</i> |
| <i>Lions Bay</i>              | <i>Squamish</i>       |
| <i>Arrowsmith</i>             | <i>Fernie</i>         |
| <i>South Fraser</i>           | <i>Vernon</i>         |
| <i>Penticton and District</i> | <i>Mission</i>        |
| <i>Central Fraser Valley</i>  | <i>Grand Forks</i>    |





# SEASONAL HIGHLIGHTS

## HIGHLIGHTS



**01** Thanks to Raven Rescue Medical for putting on a great course. Based at Quest University in Squamish we spent time focusing on realistic scenarios that can happen in a wilderness setting. Tips and tricks such as being able to cut open an Epi Pen to reveal 3 more doses after the first use. Using our own gear to make splints (ski straps are amazing!). Our big multi trauma scenarios were based outside in the elements which made for real environmental hazards to be dealing with on top of the first aid.

**02** Staff Training and Professional Development was an exceptional part of this Winter as our team was able to partake in our Avalanche Skills Level 1 in the early season. Ryan and Scott both took courses with Canada West Mountain School primarily focused on the importance of companion rescue, backcountry gear practice, terrain knowledge, navigation and assessment of snow science. Despite the unpredictable snow conditions early in the season, smaller course group sizes catered to a more condensed and engaging guided experience.



**03** Escape Route Squamish was kind enough to offer their store space after hours for the Alpine Club of Canada's new Squamish sector. Industry professionals and experienced backcountry enthusiasts showed club members the items they consider essential to have in their backpack for any outing. This was a very informative event showcasing many different items that are multi use such as ski straps and tarps. There was even a medical professional in attendance to answer any questions about Wilderness First Aid. Great conversations were sparked and we were happy to support a great event with some of our essentials.

**04** Every year, Avalanche Awareness Days in BC present AdventureSmart with a great opportunity for outreach. This season was no different. Both our teams were busy. Vancouver team visited Mt. Washington and received multiple media mentions and Interior team was at Kimberley Alpine Resort working hand in hand with Kimberley and Cranbrook SAR. The Interior Team used Avalanche Awareness Days as an opportunity to launch "Chairlift Trivia" which got some good traction on our social media channels.



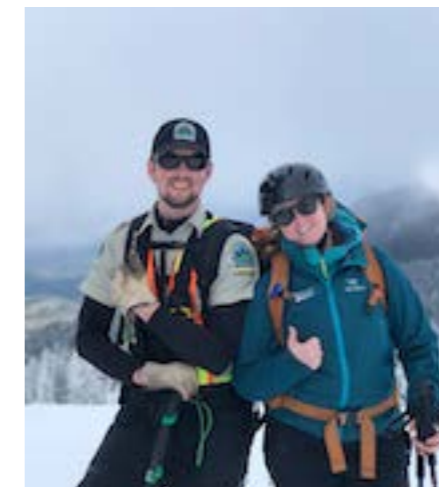
**05** Having AdventureSmart participate at the Elk Valley Avalanche Seminar in Fernie this winter was a big highlight for the Interior Team. We were able to connect with many avalanche specialists as well as other key figures in the ski resort community. Working alongside Fernie SAR also allowed us to exchange presentation notes with some team members who had some great insights on what they wanted the public to know in relation to SAR operations.



**07** Our newest social media initiative, affectionately called 'Chairlift Trivia' has received excellent support on our social media channels. Team members share chairlift rides with unsuspecting resort guests and quiz them on outdoor safety. The contestants are awarded with safety-related prizes for their participation.



**06** AdventureSmart's Vancouver Team had the opportunity to work alongside BC Park Rangers this winter season. It was great to hear how passionate these folks are about sharing our safety message and giving alternate route suggestions if they suspect park patrons are under prepared for winter hazards. Many parks along Vancouver's North Shore and into the Sea to Sky Corridor are easily accessible for people that are "fresh to the backcountry" and BC Parks tries their best to keep marked winter routes open.



**08** This winter saw the Interior Team visit many important events targeted specifically at the sledder community. Between sledding movie premiers and sled-specific avalanche safety seminars to the Vernon Vintage Sled Poker Run we were able to successfully share our safety message with a community that proved previously difficult to breach. We had countless valuable interactions with people of all skill level. The feedback gathered was priceless.



# SEASONAL ACCOLADES

## ACCOLADES

“ The messaging created by Adventure Smart is very important for BC Park Rangers as it gives us a positive reference point to send to the public for better knowledge on top of the vast amount of knowledge we need to know and portray to the public about each specific park.  
- Darragh Carrol, Acting Senior Park Ranger. BC Parks, Garibaldi

“ Thanks for the opportunities during your presentations to share relevant local “Larch Hills” safety and emergency response information. We’ve invited the Jan. 11 “Survive Outside” participants to join an upcoming LHNS Safety Host Emergency Response simulation learning exercise and to consider joining the Volunteer Safety Host program.  
- Anonymous at Larch Hill Nordic Centre, Salmon Arm

“ As more people head into the the outdoors, it’s essential that they learn some basic skills that will help keep them safe. AdventureSmart does a great job of reaching these folks and this in turn, helps decrease the Search and Rescue call-outs.  
- Nancy Geismar, Education and Outreach Coordinator. Avalanche Canada

“ This was a great presentation. Tabatha and Scott were flexible to the groups needs and answered questions completely. Thank you for a great day. Also enjoyed the CoastSmart and Survive Outside presentations along with the Hug a Tree.  
- Parks Canada

# 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.

