



AdventureSmart

Summer Report
2020



Get informed & go outdoors!

Summer 2020

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MESSAGE FROM OUR EXECUTIVE DIRECTOR

BC AdventureSmart has continued to meet key milestones and successfully provide outdoor education, even during these unforeseen times, by continuing to support our very active, healthy province.

Our responsibility to support the BC Search and Rescue volunteers by engaging with BC residents, new Canadians and travellers, all in the name of public safety and incident prevention, is a responsibility we take to heart.

This season's pandemic-related challenges also offered us opportunities. These opportunities, creative and collaborative, provided expansive connections with the public, stronger synergies with industry affiliates and exciting insights for future strategies.

I'm pleased to report that the key milestones and expectations of our summer 2020 outreach, albeit unique in nature, have been met & exceeded. I look forward to leading BC AdventureSmart into the next phase of our game plan.

Thanks for your continued support.

Sandra Riches
Executive Director, BC AdventureSmart



MEET THE STAFF

ASHELY BERTE

Interior Coordinator and Outreach Educator

Although my seed was planted in Alberta where I grew up, I have spent most of my life exploring and putting down roots throughout BC. I finally made the permanent provincial jump in 2009. In the past 11 years I have lived around the province, however, I now call Nelson home.

My Diploma in Outdoor Adventure Tourism and Business sparked my passion of paddling, and I spent the past 6 summers working as a Sea Kayak Guide around Vancouver Island as well as Haida Gwaii. I have hiked, biked, paddled, climbed and scuba'd around the world, and have learned the importance of being prepared, properly trained, and flexible with plans when heading into the outdoors. This has fuelled my passion for teaching others about outdoor safety through the AdventureSmart programs, messaging and outreach. I started with AdventureSmart in the fall of 2016 as an outreach educator, and was on board for 3 winter outreach seasons, and the coordinator role in the shoulder seasons. This spring I settled into the coordinator role for the Interior and (projected) Northern team.



LOIC LASSUEUR

Project Manager

I've recently moved to Vancouver from Wellington, New Zealand, and I am very excited to have joined the AdventureSmart team for the summer. Over the past three years I worked for the New Zealand Mountain Safety Council as their Alpine Advisor helping increase awareness and education of outdoor safety within front and backcountry users. This work aimed at reducing injuries, search and rescue and fatalities in New Zealand's great outdoors. Along with this, I worked as a backcountry ski guide in Japan for six seasons. I look forward to applying the knowledge and skills I've learned in my previous roles to the position here at AdventureSmart, helping increase awareness of the Three Ts and reduce search and rescue incidents throughout BC.

When I'm not working you can almost always find me out adventuring in the mountains. This will normally be rock and alpine climbing during the summer months and in the backcountry on skis in the winter.



MEET THE STAFF

Summer 2020

NATASHA PENNER

Outreach Educator, Vancouver

This is my second summer on the AdventureSmart team and I am super excited to be a part of this program again. Educating the public on how to safely play outside while sharing my own personal stories and experiences with them is extremely rewarding. I look forward to continue to build on the work we did last summer.

My outdoors background is in the mountains and I have been an avid snowboarder for 23 years. 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. This position has now inspired me to go into a career in GIS Mapping Systems.



TARA STAMNES

Outreach Educator, Vancouver

This is my first season with AdventureSmart and I'm happy to be joining the team as an Outreach Educator for the summer season. Since studying Environment and Sustainability at UBC I have consistently worked outdoors in the parks and recreation industry.

My own personal experience in the outdoors has seen me live in India spending time in the Himalayas and a summer season in Banff National Park. Since returning from traveling you can find me spending my time day hiking, camping, skiing, climbing, and enjoying the magic of the Pacific Northwest as much as physically possible.

SEASONAL HIGHLIGHTS

SUCCESS OF ONLINE PRESENTATIONS

With the guidelines and recommendations made by the BC government, it was made fairly clear that this summer wasn't going to be business as usual for AdventureSmart. It was clear that staff were no longer going to be able to hold indoor face to face presentations to groups of people around the province. In order to continue providing these essential programs and presentations, AdventureSmart made the shift to providing these online every Thursday. This proved to be hugely successful allowing the AdventureSmart team to increase awareness to a large demographic all from the safety of home offices & headquarters.



TRAILHEADS DURING A PANDEMIC

Despite the current pandemic, when BC announced the loosening of social distancing advice and the reopening of the provincial parks, search and rescue incidents increased dramatically. With safety in mind, the Coastal Team coordinated ingenious outreach methods at popular trailheads providing safety information while still maintaining the safe physical distancing required by BC Health officials. This provided opportunities for safe face to face outdoor education with recreationalists by June 19th.

Rob Munday
**BLACKCOMB
 HELICOPTERS**

"I was lucky enough to see a couple of days of your trailhead outreach program in action at the Stawamus Chief on a long weekend and the positive impact that Natasha and Tara was able to have on everyone they interacted with was clearly a worthwhile endeavor."

SEASONAL HIGHLIGHTS



SUSTAINABLE FUNDING ANNOUNCEMENT

In July the BC Government pledged on providing a long-awaited, annual funding contribution of \$6 million to begin in 2022-23, which will help support the work of B.C.'s 2,500 ground search and rescue volunteers. The new funding to BCSARA will help cover the costs of equipment, training, administration, and public safety education. AdventureSmart is thrilled with the announcement and looks forward to continuing its work into the future to help reduce the number and severity of search and rescue incidents occurring in BC.

MARKET RESEARCH

Over the summer, the AdventureSmart team undertook two large scale surveys to better understand AdventureSmart's market influence and assess and confirm the relevance of its current strategic and operational plan. A primary survey, surveying 600 random participants from within British Columbia, was used to obtain unbiased data on AdventureSmart's general awareness within the population. A secondary survey was sent through the social media channels of both AdventureSmart and AdventureSmart partner organizations. This survey assessed the current strategic and operational plan by examining the effectiveness of how AdventureSmart delivers its messages.



John Blown
**NORTH SHORE
RESCUE**

"Sandra and AdventureSmart are a huge help" in providing outdoor education and supporting the Search and Rescue teams throughout the province.

SEASONAL HIGHLIGHTS

UPDATED TRAILHEAD BRANDING

AdventureSmart has continued to update its branding to align all assets with the national branding guidelines. This is an essential step to helping the brand become more recognizable to the general public and to associate AdventureSmart's message with brand colours and designs. This summer season AdventureSmart updated all assets for the trailhead outreach teams giving them a new tent, flags, banners and table cloths.



VOLUNTEER PRESENTER TRAINING

Facilitating volunteer presenter training online this summer allowed AdventureSmart to reach more SAR volunteers throughout the province compared to previous years. This summer AdventureSmart trained 200 volunteers, that's an 1150% increase from summer 2019. The volunteers were from the Sunshine Coast, Vancouver, Yukon, Kitimat, Terrace, Quesnel, Central Cariboo, Bulkley Valley, Princeton & Columbia Valley, Whistler, Chilliwack/Central Fraser Valley, Prince Rupert. AdventureSmart was even able to reach presenters outside of the province in Alberta, Ontario, Nova Scotia, and Saskatchewan.

Facebook follower

"Great people doing really important things. Keep being awesome and thank you for 15 years of outdoor training, safety and search/rescue missions."

SEASONAL HIGHLIGHTS

INDUSTRY SUPPORT

This season saw a positive step with AdventureSmart's partners willingly sharing online safety messages unprompted through their channels. This kind of support and promotion of AdventureSmart's content is essential to sharing safety material for outdoor enthusiasts as AdventureSmart strives to target a wide audience. The example below is an organic post from Destination BC.

A very large amount of unprompted support and sharing of AdventureSmart's safety content came from the many regional SAR groups around the province and BC Tourism. As locals and trusted sources of travel information in communities around the province, this sharing of content allows the AdventureSmart message to be spread to the corners of the province in which it is more difficult to raise awareness.



COVID SPECIFIC MESSAGING

During the early stages of the pandemic, AdventureSmart worked hard to help protect the SAR volunteers by promoting people to 'explore local' and 'explore BC later'. This was done in attempts to try to keep people in local and low-risk areas in order to reduce any COVID transmissions to rescuers. This was very successful with the most successful post on the 9th of April reaching over 77,000 people.



Tamasyn Kennedy
DESTINATION
CAMPBELL RIVER

"Having the boilerplate copy provided is super helpful in keeping consistent messaging about safety to our visitors. We have been able to change some of the copy to make it relevant to the context in which we are speaking to at times and or have used it verbatim."

OUTREACH & ENGAGEMENT

TRAILHEAD ENGAGEMENT

With the guidelines and recommendations made by the BC Government, this year presented itself with additional challenges for the AdventureSmart outreach team. Initially the decision to not operate a Northern Team was not made lightly. However, at the time of recruitment the outlook for the summer wasn't looking positive. This resulted in operating with one crew, the Coastal Team. The team specifically focused on the highest SAR call volume region in BC, the Sea to Sky Region, concentrating on areas from Pemberton to Hope. Despite challenges the outreach team was able to adapt to the situation and come up with ingenious methods to stay safe and keep both themselves and the participants socially distant. Comparing this season's outreach to previous ones would be like comparing apples to oranges. The AdventureSmart team still achieved success and went beyond expectations set at the start of the season.

Kilometers traveled

1,944km

People reached at trailheads

3,876

Trailheads attended

14

Online training delivered

22

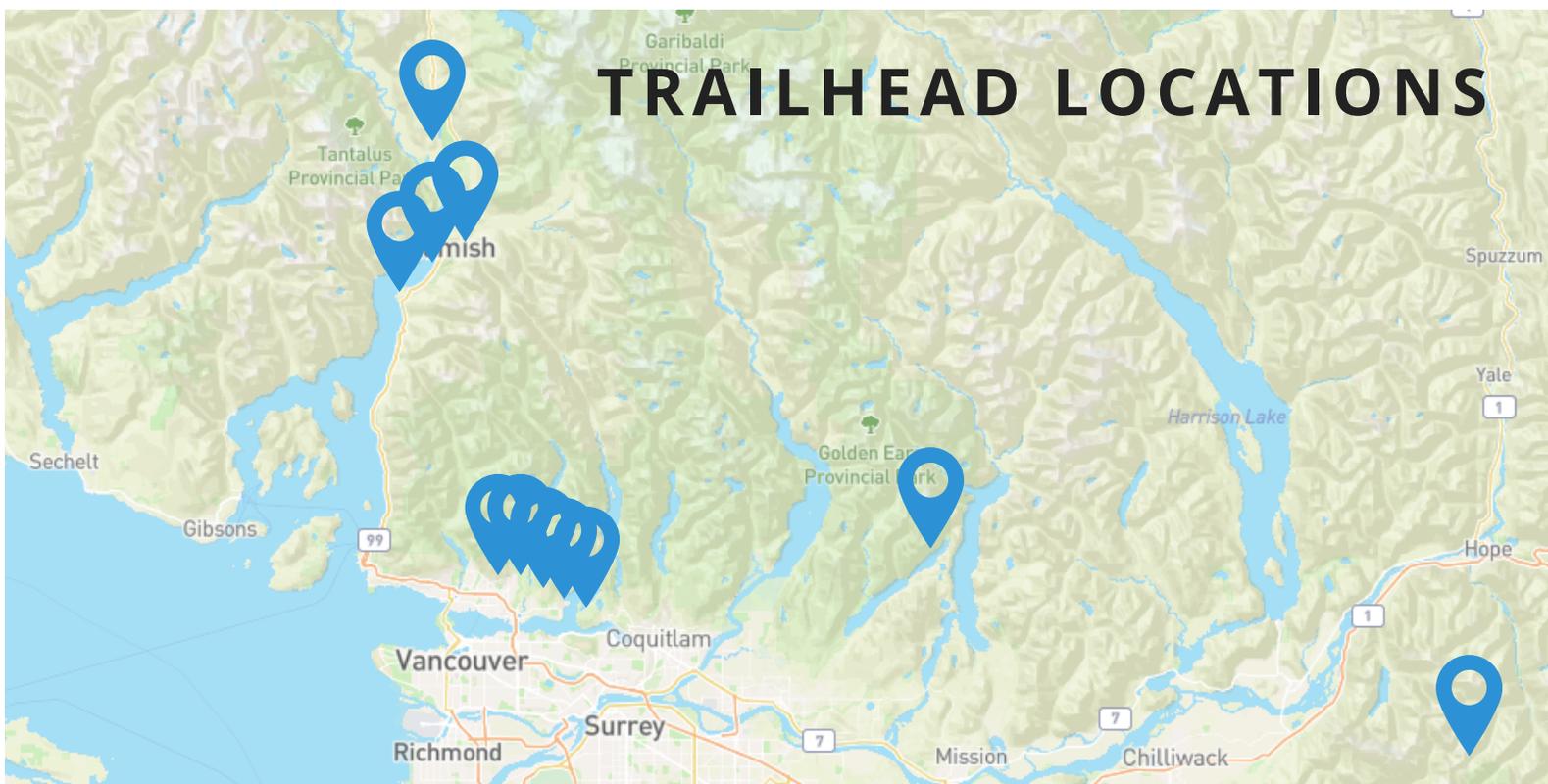
Presentation attendees

777

Volunteer presenters trained

200

TRAILHEAD LOCATIONS



CHANGING LANDSCAPES

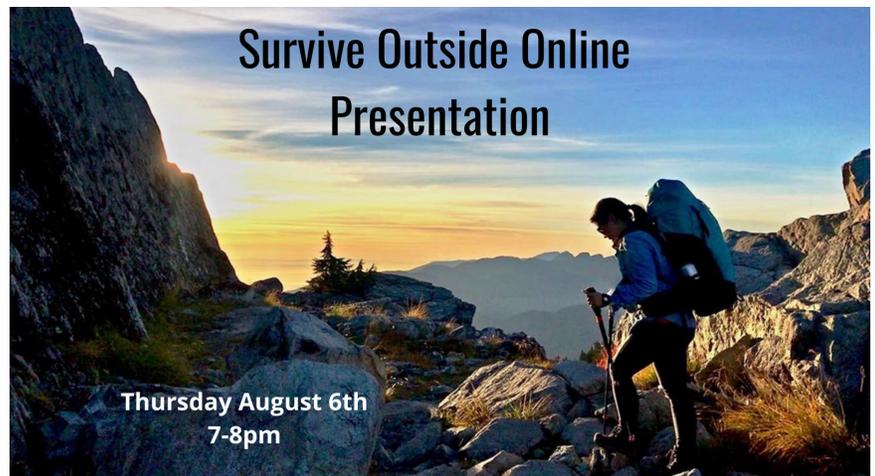
Summer 2020

ONLINE PRESENTATIONS AND TRAINING

It was clear by mid April that a lot of events throughout the summer would be cancelled and that face to face outreach would be either non-existent, or it would look quite different this season. The AdventureSmart staff decided it was important to move the outreach online for the time being, as many people were isolating indoors, in front of their computers. In the best possible way we took advantage of this situation!

Face to face community outreach that was originally planned quickly became online opportunities to facilitate in areas such as central BC and northern BC.

The team was able to provide online training to SAR members in these communities so they could offer the AdventureSmart programs at their convenience to their communities in the future. Staff also successfully updated the online presentations to be more streamlined and visually appealing, strategizing efficient methods of program delivery virtually, allowing participants to join from the comfort and safety of their own homes.



A very diverse demographic generated interest and participation in the sessions. Online AdventureSmart education proved extremely effective. The AdventureSmart messages were delivered to individuals in an 'e-learning' setting via Zoom or Google Hangouts, to outdoor groups such as mountain biking clubs, Girl Guides, backcountry over-landing clubs and general public. Online participation stemmed from all across BC, throughout the country and international participants as well.

PaddleSmart Online Presentation

Thursday July 30th
7-8pm

CHANGING LANDSCAPES

REACHING MORE PEOPLE AROUND THE PROVINCE

The online outreach has shown just how much further AdventureSmart can spread its messaging through online video conference platforms. One of the significant benefits the team found with using the online method is that they are able to host presenter training programs simultaneously for many different groups including: search and rescue members, BC Parks Rangers, Girl Guides, School board members and industry affiliates.

To date this season AdventureSmart have trained people from:

- Kitimat
- Terrace
- Quesnel
- Whistler
- Yukon
- Central Cariboo
- Princeton
- Sunshine Coast
- Chilliwack
- Bulkley Valley
- Mission
- Central Okanagan
- Columbia Valley
- Prince Rupert
- Vancouver
- Alberta
- Ontario
- Nova Scotia
- Saskatchewan

This provincial distribution is very exciting as reaching this far and wide in a face to face manner is very time consuming and expensive. This allows AdventureSmart to include the far reaching parts of the province and deliver regional specific safety information. Many of these volunteer presenters (outdoor educators) are SAR members or outdoor ambassadors, and this gives them the ability and support to spread the AdventureSmart messaging and offer presentations in their communities moving forward.

SOCIAL MEDIA OUTREACH & EDUCATION

AdventureSmart continued to increase its efforts in social media throughout the summer. With more people using these platforms in their everyday lives, inevitably more people are using social media as an outdoor planning tool. AdventureSmart seeks to mimic what many successful outdoor safety organizations such as Avalanche Canada and The New Zealand Mountain Safety Council have done and utilize these platforms to advance and extend the reach of the safety message out to many more people.

This summer saw some slight changes to AdventureSmart's social media strategy. With the inability to conduct face to face presentations this summer, social media became a primary means to advertise and host free online presentations and live chats. Presentations, utilizing AdventureSmart's curriculum, were facilitated every Thursday and registration was coordinated through social media.

AdventureSmart has continued to promote 'Trip Plan Tuesdays' every week on Instagram. The team also started a new social media weekly post called 'Solve it Saturdays', where followers were asked different questions about the outdoors. They ranged in topics such as outdoor safety, animal track identification, wild and edible plants, mushrooms and insects, cloud formations, weather patterns and more. It was a fun, interactive challenge for followers to engage with and learn important facts about the outdoors.



1st May 2020 - 1st September 2020

Total Impressions - **363,705** ↑ 60%
 Average Daily Impressions - **2,933** ↑ 60%
 New likes - **771** ↑ 55%
 Total likes - **2386** ↑ 170%

Top post of the summer reached **77,575** people

Second best post of the summer reached **44,579** people

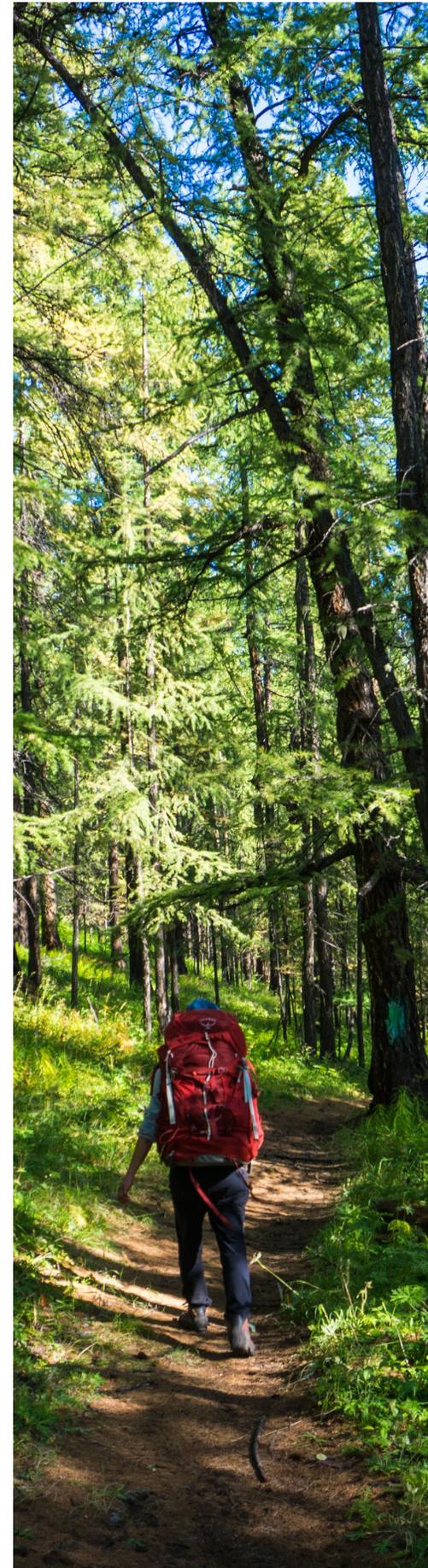


1st May 2020 - 1st September 2020

Total Impressions - **463,500** ↓ 1%
 Average Daily Impressions - **3,710** ↓ 1%
 Retweets **815** ↓ 10%

Top post of the summer reached **31,700** people

BC AdventureSmart @BCAdvSmart
 @CFSnowbirds Condolences to Jenn's family and friends. Her dedication to our country during these challenging times won't be forgotten. She brought tears of pride to Canadians during her national flight in support of our 1st responders, and now we shed tears of sadness for her loss. 🥹



Summer 2020

SPECIAL PROJECTS

UPDATING GRAPHICS AND BRANDING

New branding and visuals for AdventureSmart's outreach appearance has been on the list of to-do's for some time. This spring the team finally had a chance to 'revamp' AdventureSmart's look and how AdventureSmart appears to the public. Having updated the colour scheme to complement the vehicles and having all of the branding be consistent, polishes the provincial program. AdventureSmart now has a fresh new look with tents, tables clothes, banners and flags which allows the provincial team to exude consistency and professionalism. AdventureSmart has also updated the online materials to fit the new branding, including presentations, boilerplate messaging and online posts.



SPECIAL PROJECTS

Summer 2020

MARKET RESEARCH

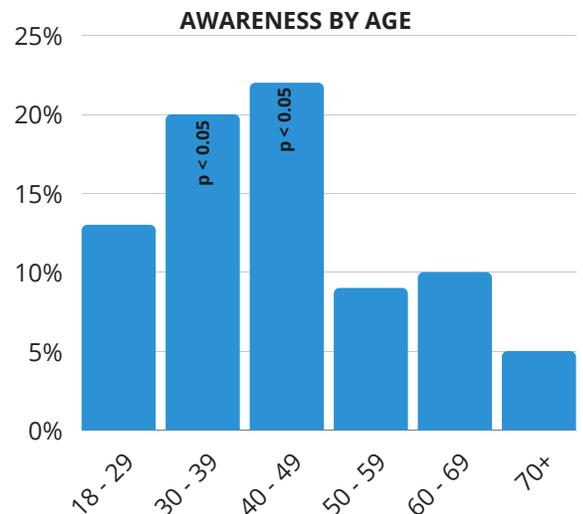
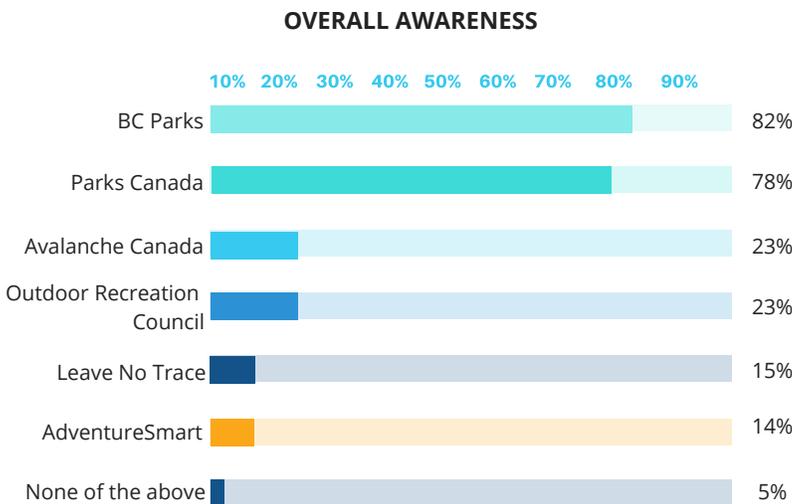
With the decision to run a reduced program with only one full-time team in the Lower Mainland and no face to face presentations, the AdventureSmart team had some extra time and resources to conduct market research to better understand its market influence and target market. Through a primary, quantitative market research survey, surveying a large, representative sample of the population of British Columbians, the following business question was answered:

"How can we identify and assess the overall awareness of AdventureSmart and the AdventureSmart Program, to allow for a continual data-driven evaluation of its current strategic and operational plan."

In order to achieve this, two separate surveys were distributed via separate channels, each with their own distinct objectives. Firstly, a randomly distributed survey, assessing awareness of AdventureSmart, was unbiasedly distributed to random residents within BC. This allowed AdventureSmart to get a truly representative sample of the provincial population and get an accurate result of the population's awareness of AdventureSmart. The second survey was distributed through both AdventureSmart's social media channels and the channels of partner organizations. This allowed us to more specifically target people who were already aware of AdventureSmart, allowing better insight into how people engaged with AdventureSmart and in turn assess our strategic and operational strategies.

The results of both surveys are still currently being analysed, however, here are some of the preliminary results:

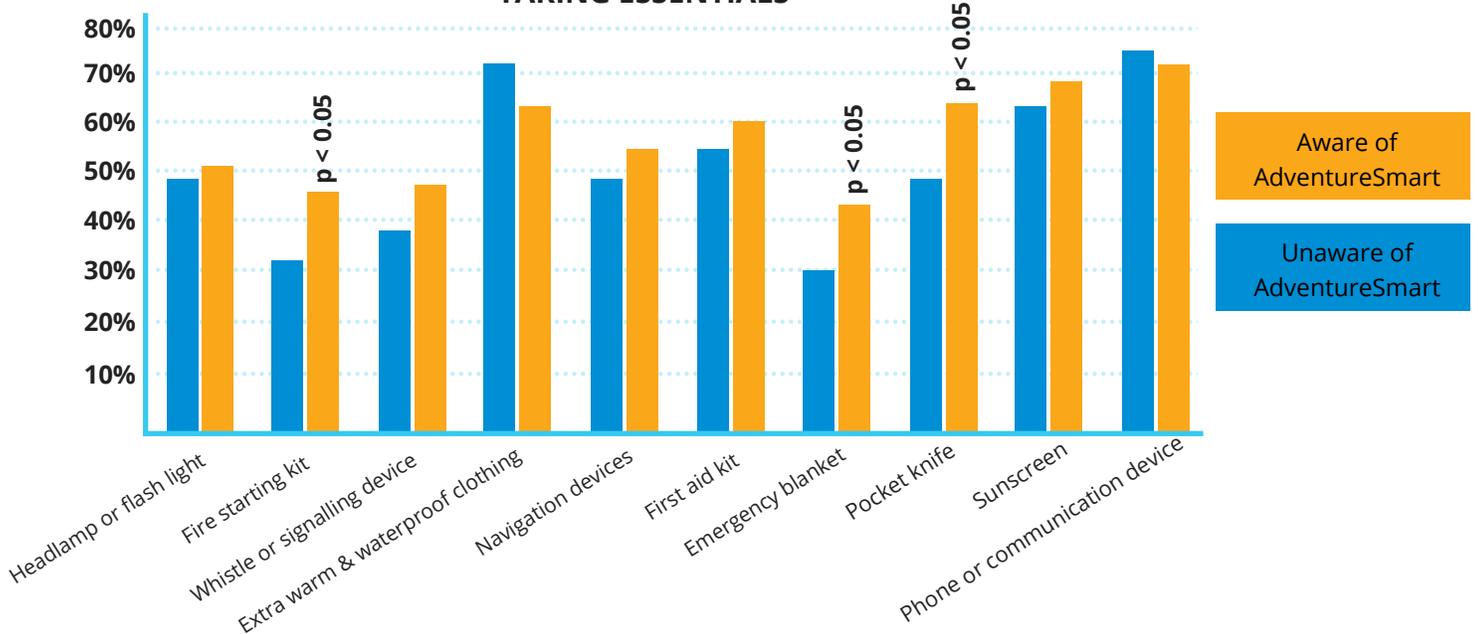
ADVENTURESMART AWARENESS



Awareness of AdventureSmart was found to be quite low, especially when compared to other outdoor safety organizations such as Avalanche Canada. However, awareness increased within specific age groups with people age 30 - 49 statistically more likely to be aware of AdventureSmart. (n= 565)

ASSESSING ATTITUDES AND BEHAVIOURS TOWARDS OUTDOOR SAFETY

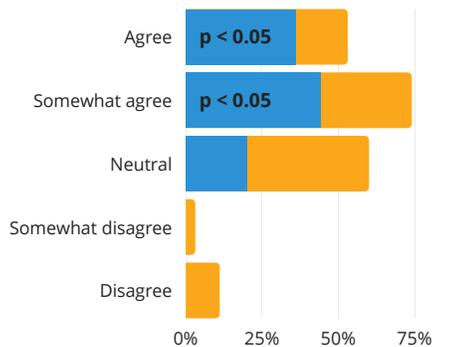
TAKING ESSENTIALS



ASSESSING ADVENTURESMART'S MECHANISMS OF INFORMATION DELIVERY

INITIAL INTERACTION: PRESENTATIONS

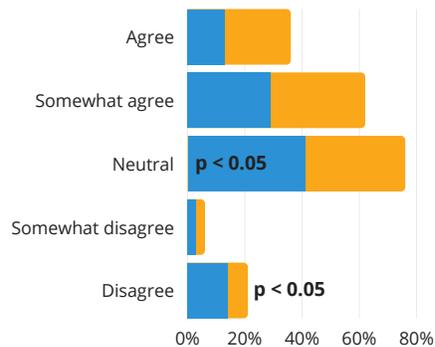
Has attending the AdventureSmart presentation changed how you prepare for your outdoor trip/activity?



n = 63

INITIAL INTERACTION: SOCIAL MEDIA

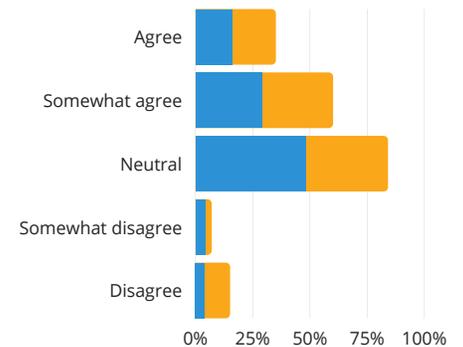
Has following AdventureSmart on social media changed how you prepare for your outdoor trip/activity?



n = 265

INITIAL INTERACTION: TRAILHEADS

Has interacting with AdventureSmart at trailheads changed how you prepare for your outdoor trip/activity?



n = 55

People who attend presentations are statistically more likely to state that AdventureSmart has caused a positive change in their behaviour compared to trailheads and social media, whereas people who first interact with social media are statistically more likely to disagree with this statement.

AdventureSmart would like to thank Avalanche Canada, Outdoor Recreation Council of BC, Association of Canadian Mountain Guides, Emergency Management BC, BCSARA, Backcountry Lodges, and all of the regional SAR groups for helping AdventureSmart share and distribute the online survey to the outdoor community.



SUMMARY

Summer 2020

With such an uncertain start to the summer season, AdventureSmart is incredibly proud of what has been achieved. From an outreach team safely facilitating outdoor education at trailheads in the Sea to Sky region, the busiest region for search and rescue incidents in BC, to conducting online presentations every Thursday. AdventureSmart's reach exceeded this season's expectations.

This unique season, with COVID as part of the equation, steered AdventureSmart to more of an online presence, with program delivery adaptations and easily accessible e-learning opportunities that proved successful. This alternative method of outdoor education has, in some ways, been a blessing in disguise. Providing e-learning sessions by delivering three of the primary seasonal programs; Hug a Tree & Survive, PaddleSmart and Survive Outside, plus training workshops, allowed AdventureSmart new and effective ways to successfully reach outdoor enthusiasts, young and old, experienced and the unaware, throughout British Columbia. Advertising the online presentations through social media has allowed people, who normally wouldn't interact with AdventureSmart, to attend the presentations from the comfort of their own homes. This online method has also allowed the AdventureSmart team to train volunteer presenters (search & rescue members & public) throughout the province to deliver AdventureSmart curriculum and consistent messaging on their social media and in their local communities. AdventureSmart sees this as a very effective means to reach and train ambassadors throughout the province, lessening the travel during the short seasons.

As the final report of the market research is projected to be completed in early Fall 2020, AdventureSmart plans to use this to help guide and direct the provincial operational strategy in the years to come. The AdventureSmart team and board will evaluate the findings from the survey and form a strategic plan based on the data.

Finally, AdventureSmart would like to take this moment to thank all its supports, partners, and the SAR volunteers throughout the province for their continual support throughout the summer. As always, this work would not be possible without your support.

As BC AdventureSmart moves into a new season, the crew looks forward to strengthening partnership relationships which will allow for more effective engagement and outdoor education for BC's active, healthy population, all in the name of public safety and incident prevention.

AdventureSmart



Get informed & go outdoors!

