



2018 Healthy Hikes Campaign
#StepIntoNature

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Conservation Ontario's Social Media

- Ontario's Conservation Areas
- Conservation Ontario

Facebook



- @conont

Twitter



- con_ont

Instagram



WHAT WE DO ON SOCIAL MEDIA

INFORM

EDUCATE

PERSUADE

ENTERTAIN

GOALS

Build trust-based relationships with our followers

- Through authentic and transparent communication

Position Ontario's 36 Conservation Authorities as leaders in watershed science through the promotion of their programs and activities

- Connect with municipal/provincial/federal governments, ENGO partners, agricultural & stewardship partners and media

OBJECTIVES

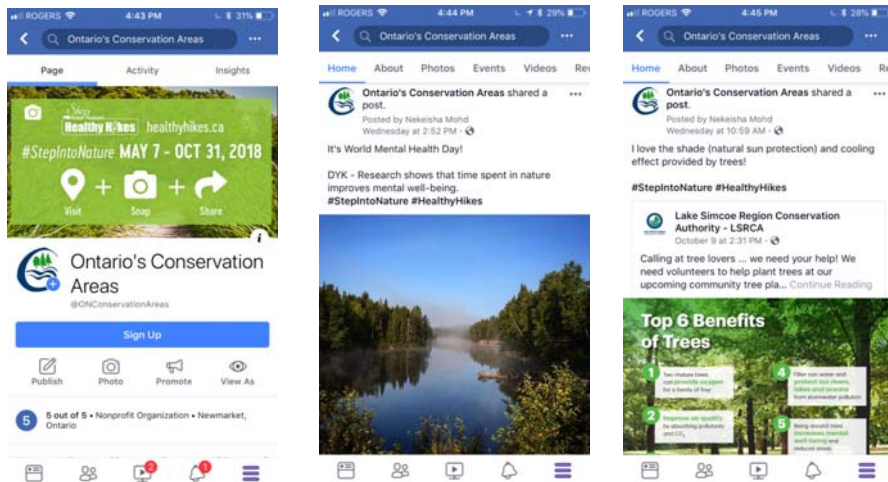
Share the Conservation Authorities local science in accessible and user-friendly ways

- EX: Watershed Report Cards, Story Maps

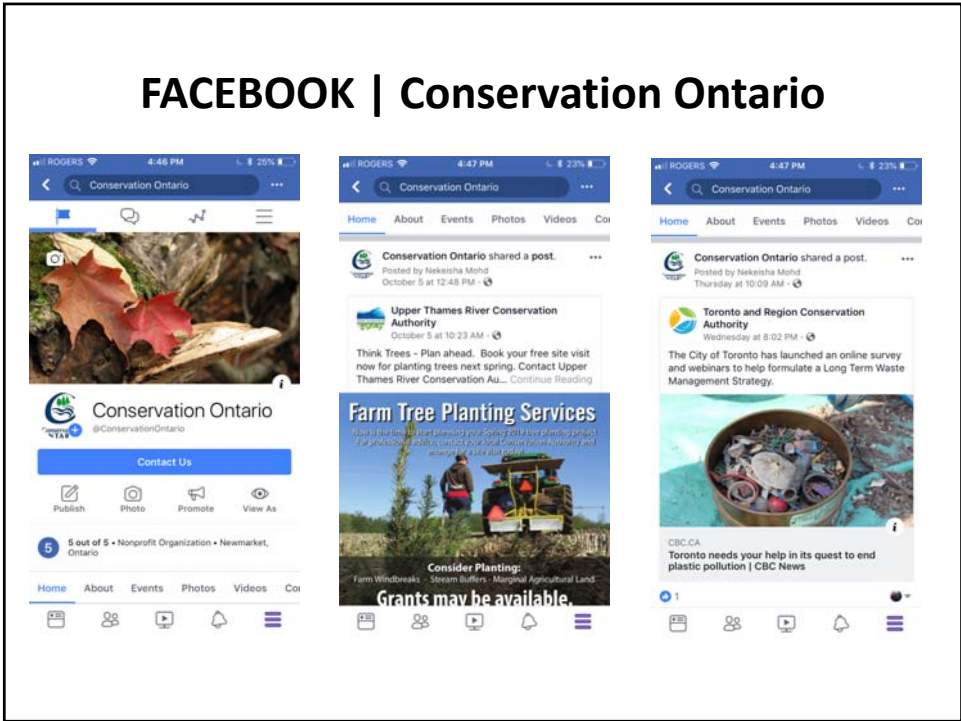
Grow an online community of engaged and active followers who are mutually interested in conservation, environmental issues and knowledge transfer

- EX: Healthy Hikes, Latornell Conservation Symposium

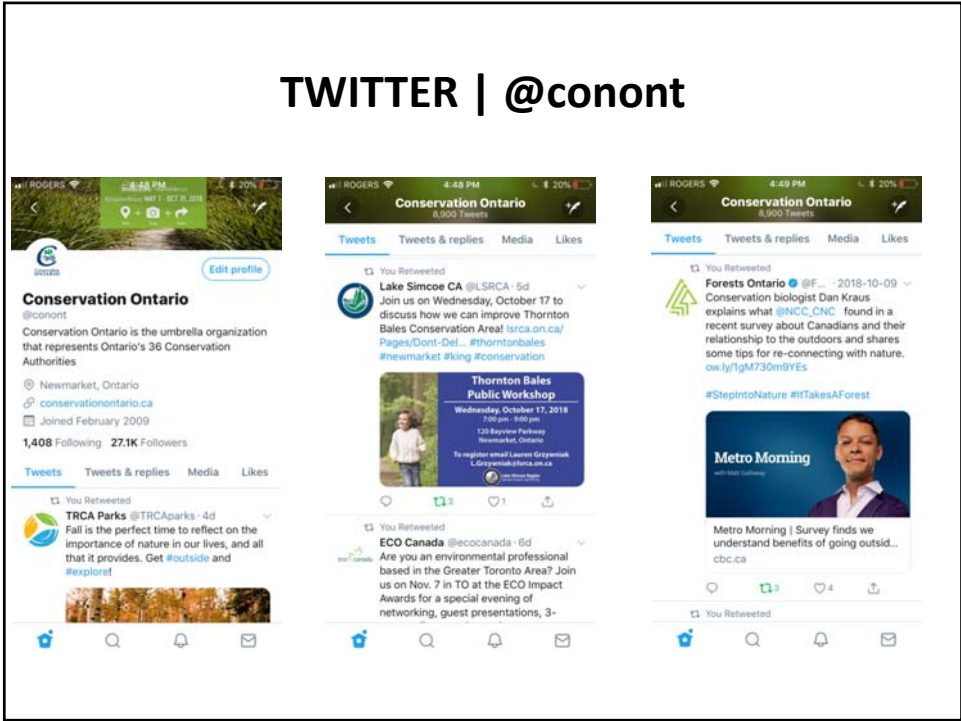
FACEBOOK | Ontario's Conservation Areas



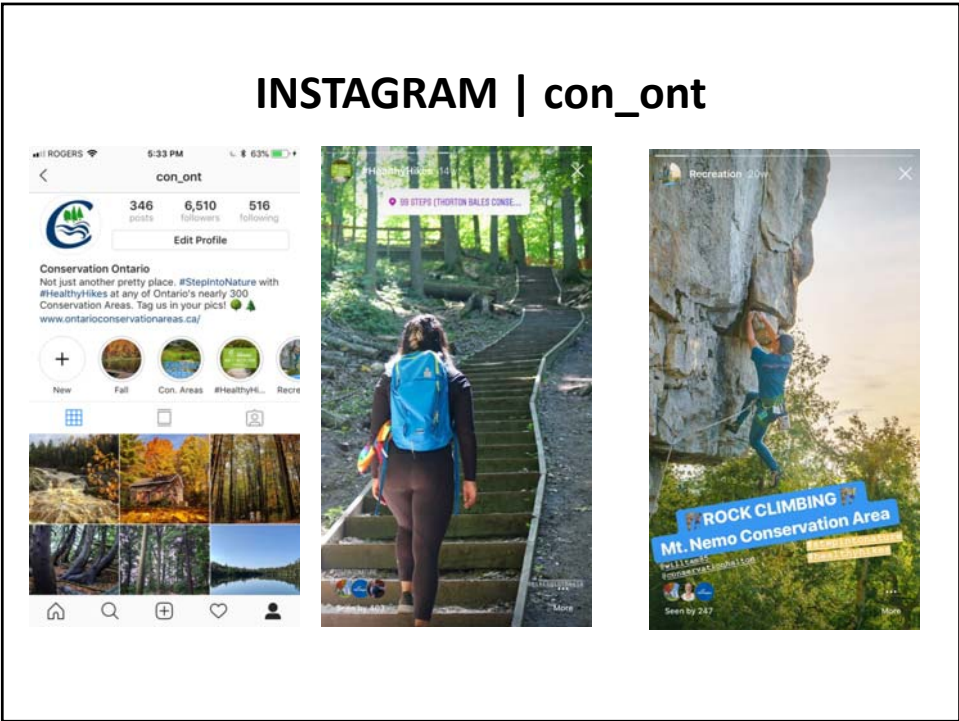
FACEBOOK | Conservation Ontario



TWITTER | @conont



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2018 Healthy Hikes Campaign



Now, more than ever we need to go outside

RECENT IPSOS POLL ASKED 2,000 CANADIANS TO REPORT HOW OFTEN THEY TRADED URBAN COMFORTS FOR A NATURAL SETTING.

Nine out of 10 agreed they're happier when surrounded by wilderness, three-quarters admitted they find staying inside "easier".

Deterrent: rain, extreme temperatures, work pressures, bugs, not motivated to leave the city or not knowing what to do in nature

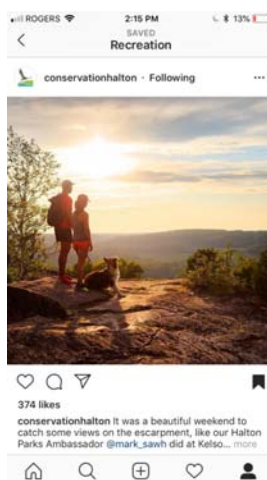
<https://www.cbc.ca/news/canada/british-columbia/canadians-too-lazy-busy-to-go-outside-and-play-survey-1.4852537>



#StepIntoNature

ONE OF CONSERVATION ONTARIO'S STRATEGIC GOALS IS TO BE QUALITY OF PLACE EXPERTS FOR HEALTHY LIVING.

This includes creating more positive connections between human health and the health of our environment, as well as, promoting the nearly 300 publicly accessible Conservation Areas that our network operates as spaces which encourage mental and physical health.



#HealthyHikes: Nature & Mental Health

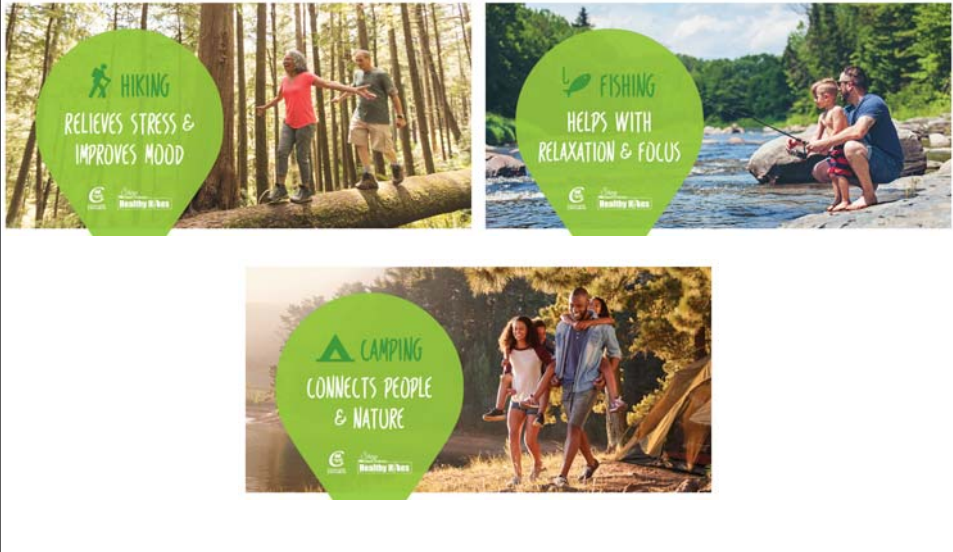
- Launched campaign on May 7 (CMHA's Mental Health Week)
- The theme *Nature and Mental Health* focused on the health and well-being benefits of nature throughout the different life stages
- Each month a different sub-theme was featured
- Campaign highlighted the role of Conservation Ontario and Conservation Authorities in being quality of place experts for healthy living



May - Nature & Mental Health Audience: Youth/Millennials



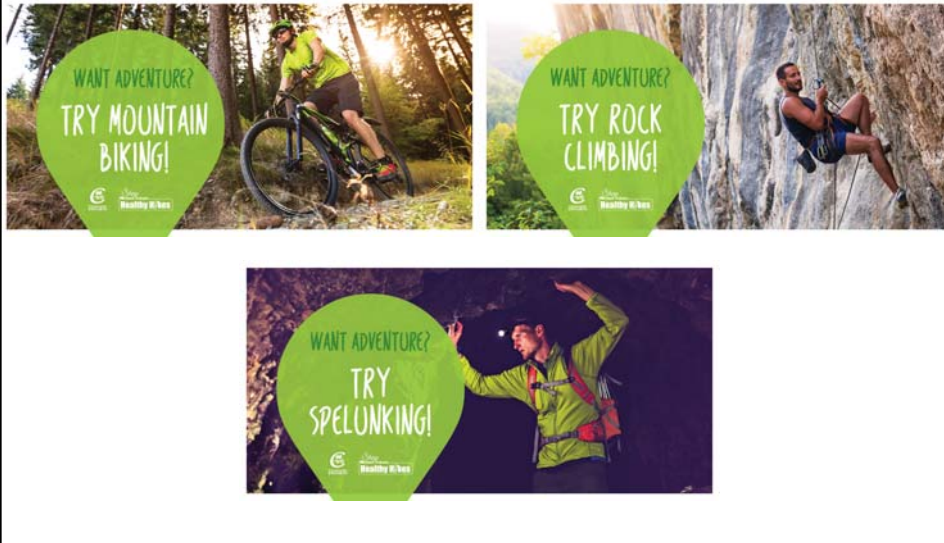
June - Fun outdoor activities at Conservation Areas
Audience: Adults & families



July - Nature is self-care
Audience: Adults



August - CA Attractions for thrill-seekers
Audience: Adults & families

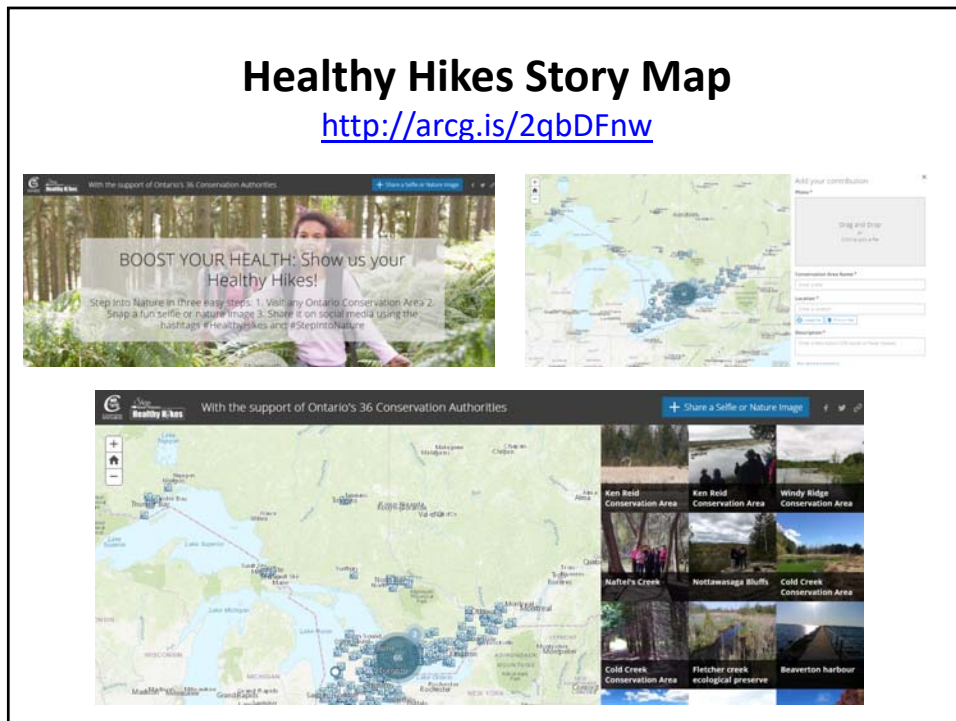


September - Green spaces can facilitate social inclusion
Audience: Adults & marginalized communities



Healthy Hikes Story Map

<http://arcg.is/2qbDFnw>



VIDEO: #StepIntoNature at Ken Reid Conservation Area



<https://www.youtube.com/watch?v=zTzw5oPJsEY>

VIDEO: Forest Therapy ft. Little Cataraqui Creek Conservation Area



<https://www.youtube.com/watch?v=n8S6X1P0aP4>

Working Together

THANK YOU TO OUR PARTNERS

- Altona Forest Stewardship Committee
- Back to Nature Network
- Bitten Escapes
- Canadian Mental Health Association – ON
- Ducks Unlimited Canada
- EcoHealth Ontario
- Ontario EcoSchools
- Forests Ontario
- Hike Ontario
- Kids in the Woods Initiative
- LEAF (Local Enhancement & Appreciation of Forests)
- Ontario BioBlitz
- Ontario Children’s Outdoor Charter
- Ontario Headwaters
- Ontario Nature
- Traversing
- Urban Polling
- York Region

MOOD WALKS

Led by the Canadian Mental Health Association, Ontario, *Mood Walks for Campus Mental Health*, is a province-wide initiative that promotes physical activity in nature, or “green exercise,” as a way to improve both physical and mental health.

Conservation Ontario is a Mood Walks partner.





THANK YOU!

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LEARN MORE

healthyhikes.ca

ontarioconservationareas.ca

conservationontario.ca