



THE GO PROJECT

Presented By: Allison Phillips, Lily Hoak, Bradley DeGraaf,
and Erin Stutz

What Happened to Going Outside?

- Over scheduled kids, anxious parents
- Teens are penned in by actually TOO much structure
- Forced activities in childhood leads to more unwilling adults.
- Out of 802 students, ages 2 - 17, a survey showed that 78% of them have a cellphone.
- Many commenters said nervous parents are keeping kids from an important childhood rite -- the chance to play outdoors without the feeling that adults have to watch over them every second to keep them safe.



Fact or Fiction?

Technology's reach stretches all the way down to newborns today.

MOTIVATION

is the biggest concern on why our generation isn't going outside.



It's a Fact

- 75% of students said they don't have enough time to go outdoors and don't have the motivation. 15% stay indoors on technology.
- 7% said they don't go outside because there's nothing to do.
- Only 3% said they go outside plenty.
- 90% of students said "yes," they would go to an outdoor event that was geared towards teenagers
- When asked what they would like to see at these events the top 2 answers were concerts and pickup games

What Are The Consequences?

- Scientists have found that not going outdoors seriously affects mental health.
- Blood pressure decreases when outdoors as well as a person's resting heart rate.
- The tests also showed that the effects of nature take over the body within short periods of time (15 minutes)
- Lack of time spent outdoors can massively impact your immune system.
- Leading a more sedentary lifestyle can lead to a premature death



**Aspen, Colorado
is home to a
beautiful
landscape, its
HOME.**

The Biggest Killer is....

- Many teens today have acquired clinical depression, anxiety and other mental health disorders.
- Studies have shown that going outside can decrease stress levels and put you in a better mood.
- Exercise also helps to relieve stress and make you feel better about yourself.
- A young brain is highly impressionable, and when a child chooses video games over regular play, that should be a red flag for parents.

Depression

is the number 1 consequence of not going outside



How are we going to do it?

FOLLOW US On INSTAGRAM OR TWITTER!

Our team created the campaign, The GO Project, or Project Get Outside. We are a group working on getting teens outdoors and reducing health hazards.

- We have an Instagram Page, (@thegoproject) . Here, we post pictures of students getting active to promote the positive impacts of getting outside.
- We also have a Twitter page (@ProjGoOutside)
- Sponsors like Colorado License and United Airlines.



More ways to GO!

We have also been planning a festival specifically for teenagers. The festival will include:

- Bands from schools in the area like The Band Garkow.
- Local businesses setting up booths (for example, Colorado Ski and Golf, Boulder Running Company)
- Great food vendors with healthy food (Mad Greens and Jamba Juice)
- Pick up games of all sorts for teens to participate in
- Will happen in Clement Park over summer on May 30, 2014.

MAY 30, 2014
CLEMENT PARK, COLUMBINE
KICK OFF
MUSIC FESTIVAL



----- ● FEATURING ● -----
THE BAND GARKOW AND OTHER LOCAL HIGH SCHOOL BANDS
----- ● WITH ● -----
LOCAL VENDERS SELLING HEALTHY FOOD
PICK UP GAMES TO PROMOTE GETTING ACTIVE AND OUTSIDE
LOCAL BUSINESSES SETTING UP BOOTHS

How You Can Get Outside and Get Active



- Take small steps. Don't try to do everything at once.
- Only try to change one habit at a time.
- Write down the habit you want to change, and write down specific plans for achieving that goal.
- Repeat the behavior you're aiming for as often as you can. The more a behavior is repeated, the more likely it is that it will become "instinctive."
- Get motivated, find something you love