**Notes from South Mountain Outdoor Health Summit – August 22, 2017**

Desired Topics for Today’s Discussion

* What can they discuss with patients?
* How to engage? What resources to use?
* Hard outcomes; what are the results of getting people outdoors?
* To see what other people are doing to engage practitioners because there is still a need to get people active.

Dr. Sciamanna’s & Dr. Mowen’s Presentation

* Exercise is a stress for many people because they don’t enjoy it. This can lead to overeating afterward as a reward. Those who do exercise that they find fun will eat less afterward.
* Stealth health – people are outdoors, walking somewhere, not realizing they are getting exercise
* Doctors have been recommending exercise for decades now but research shows it hasn’t worked much to-date. So what will? People need a way/reason to get together. Programming that seems exciting will get them out there, and then they’ll learn about everything else the outdoors has to offer. Has to be more exciting with a low risk to reward rating than top TV shows/internet/etc. Need to create Fear Of Missing Out (FOMA). “The Experience Economy” of compelling experiences, people want experiences and we can market these experiences so feel as though missing something.
* Q&A – what kind of programming does he recommend? Read “The Experience Economy”, which looks at creating compelling experiences for people. Nature has the potential to do that. If people aren’t coming, there’s a reason. How can you create the feeling that if they don’t show up they will feel like they’re missing out.
* Q&A – could we get to the point where programming takes away all benefits of being outdoors? (i.e. like Pokemon Go) People connect to stories… how can we tell the forest’s story? The tree’s story? Etc.
* FOMO = Fear of Missing Out – how do we cultivate this? The eclipse was an example of this.
* Q&A – whose job is it to create programming? Smaller and bigger is better than too much programming that gets a few number of people. Crowds draw other people and makes it like a party. There are many enthusiasts who are willing to create and run programming different options need not be many; humans are flockers. Volunteers waiting to be found and relied upon. Also, non-profits should be relied upon as protocol developers

Small Group Breakout: What would help you to discuss outdoor physical activity with your patients?

* Need to build relationships with providers too. How to do that?
* Need to create behavior change, but that is hard to do
* Find ideas for low cost, safe local places to go (and places to borrow/get cheap/free equipment) and/or transportation to those places
* Quick facts and info rather than lengthy pieces (care coordinators will do most of the talking, rather than physicians)
* Information about liability risks and how to overcome them (i.e. if transporting people somewhere)
* Don’t tell them what patients “should” do but ask them what they like to do and find a way to tie it to an outdoor activity
* Need to create the fun
* Need to provide a reward for completing an activity
* Work with schools to get information to kids through someone they trust (i.e. their teachers)
* Open forums to bring health communities together (materials, connections, energy)
* Regular, early ways to network – be consistent
* Very geographic oriented options – lots of people don’t want to have to travel too far
* Marketing/partnerships – what is the missing link?
* How do we distribute to the medical world? Make personal connection; start with low hanging fruit; build your reputation Much psychology involved – need to customize outdoor activity to each individual and what they may be, or become, interested
* Behavior change – is this their job?
* Very limited time with patients;
* Underserved patients have few options (time, safety)
* Parental education about perceived safety and access
* Unknown outdoor group infrastructure;
* Liability of self-organizing outings as

Small Group Breakout: How can the recreation community assist you in integrating information spending time outdoors into your practice?

* Regular meetings/forums for like minded individuals and professionals (same time each time/same day). Network Building.
* Making it convenient to their geography/location and their lifestyle
* Focus on kids/next generation
* Marketing and partnerships – how to get to people in a way they will act upon it (Fear Of Missing Out)
* Getting your name out into the world to be known as the resources for these activities

Next Steps

* This is just the beginning of the conversation. We hope to have similar discussions in the future, culminating in a South Mountain Health Summit, possible in 2018.
* If you are interested in helping to plan that or have other ideas for possible outreach, please let us know.
* And share the minutes, presentations, handouts, etc. with anyone else you think would be interested.

Thanks for coming!