

Cities Connecting Children to Nature: Louisville

L O U I S V I L L E

ECHO

ENGAGING CHILDREN OUTDOORS



JEFFERSON MEMORIAL FOREST
AN INITIATIVE OF LOUISVILLE PARKS AND RECREATION

Louisville is Engaging Children Outdoors

Louisville ECHO (Louisville is Engaging Children Outdoors) is a grant-funded outdoor education and recreation initiative managed by Jefferson Memorial Forest and the Natural Areas Division of Louisville Parks & Recreation that is focused on improving equitable access to the outdoors for Louisville youth and families.



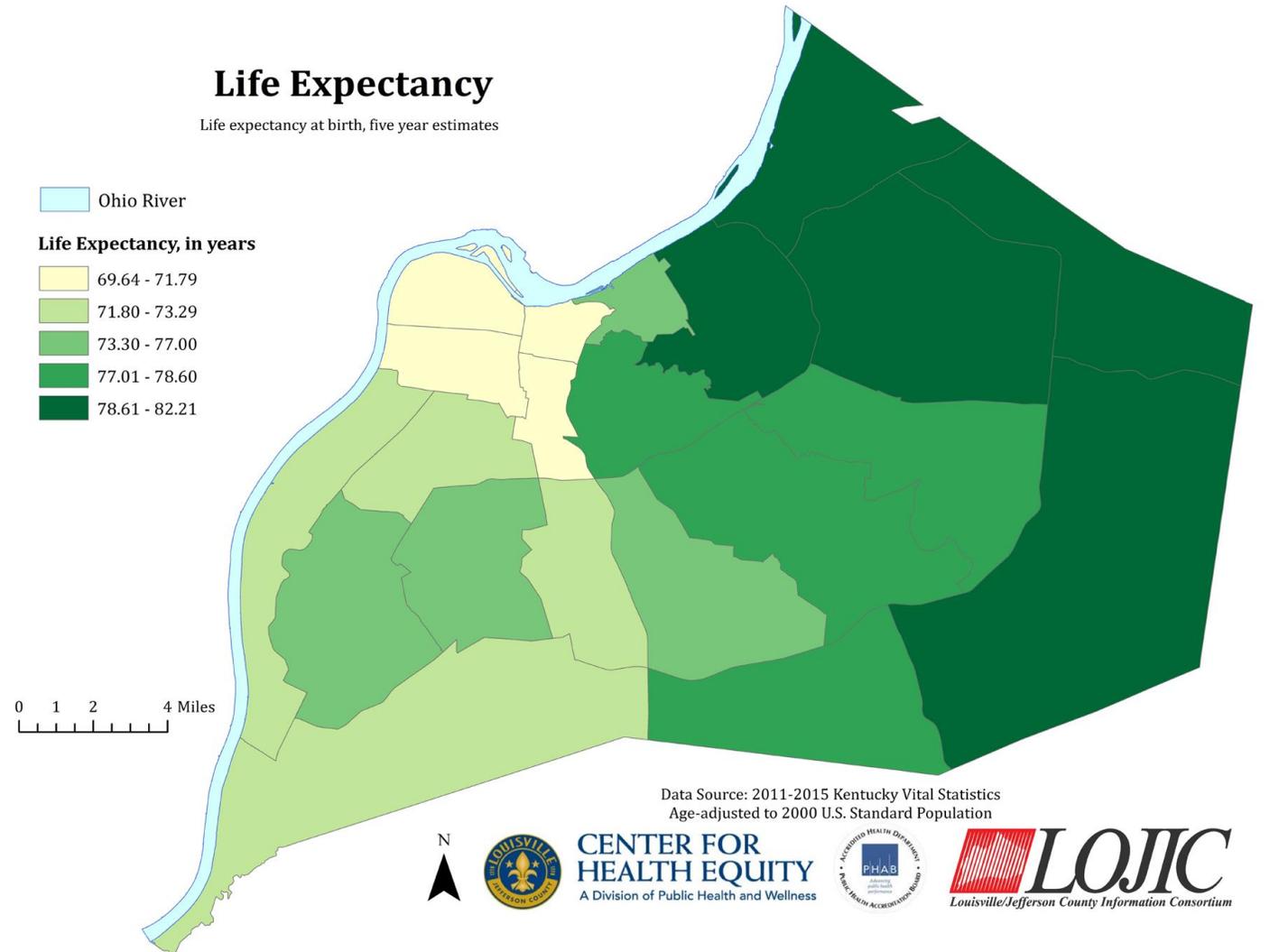
GOALS

- Improve health and wellness
- Increase access to green-facing jobs
- Contribute to improvement in academic achievement
- Promote social-cohesion

2017 Louisville Health Equity Report

Louisville ECHO helps address many social determinants of health:

- Education
- Early Childhood Development
- Environmental Quality
- Build Environment
- Employment and Income and even
- Neighborhood Development



Approach: Louisville ECHO Components

- Nature Play/ECHO Mobile (3-11 years)
- In-School Field Trips (8-11 years)
- Out-of-School Outdoor Recreation(8-14 years)
- Teen Adventure Camps (12-18 years)
- Youth Employment (16-21 years)
- Family & Community Public Events (all ages)

**Creating CRADLE TO CAREER
connections to nature is our goal!**

Nature Play



Hands-On Learning



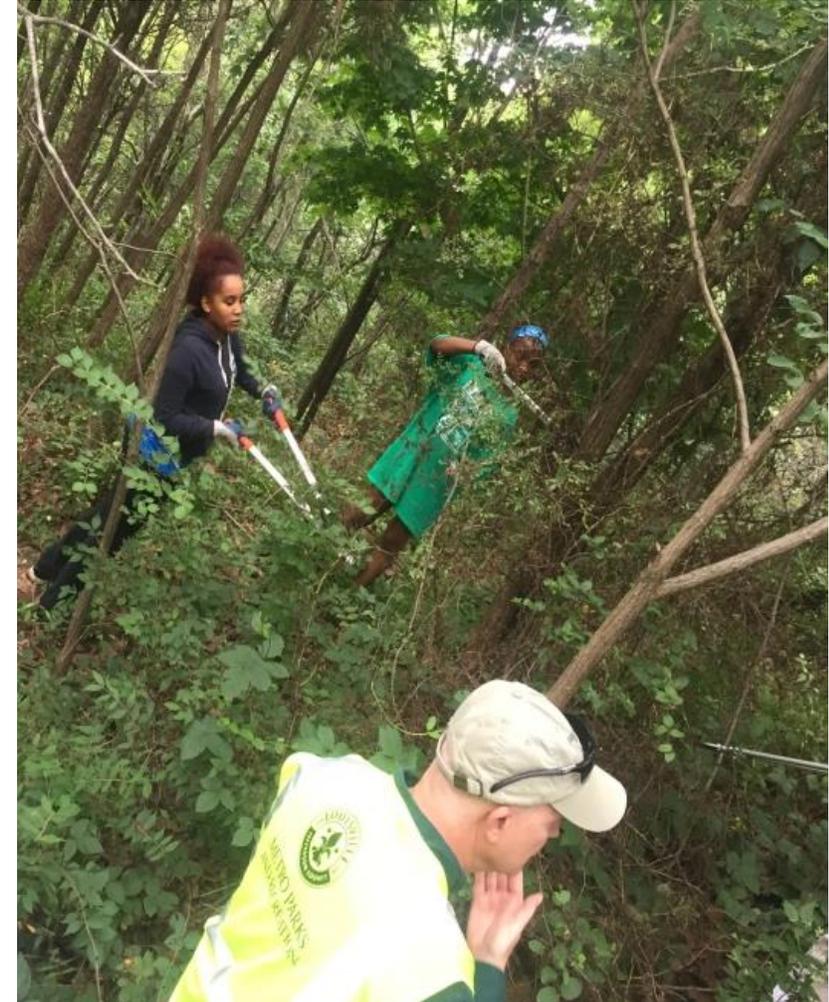
Stewardship



Adventure



Career Pathways



Family & Community Engagement



Inclusive Planning Process



Data Driven: Tracking Nature “Dosage”

 METRO PARKS AND RECREATION Escape. Explore. Connect.		 !!! RecTrac TRAINING !!! Wellness Credit Report		Page:		
Activity_Section:	ComboKey 44444444_South Louis ECHO Mobile			2018	Fall	
Dates:	09/18/18 Thru 09/18/18					
Time:	4:30 pm - 6:30 pm					
Location:	South Louisville Community Center					
Section:	Max Count: 9999	Enrolled: 5	Waitlist: 0	Status Active		
Instructor(s):						
Name	Age	Gender	Primary Phone	Primary Email	Enrollment Status	Credits
Demo, Alex	14.67	Male	(502)574-8802	rachel.young@louisvilleky.gov	Enrolled	2.00
Demo, Maggie	11.00	Female	(502)574-8802	rachel.young@louisvilleky.gov	Enrolled	2.00
Demo, Molly	8.17	Female	(502)574-8802	rachel.young@louisvilleky.gov	Enrolled	2.00
Harvard, Cornell	10.08	Male	(502)123-4567	rachel.young@louisvilleky.gov	Enrolled	2.00
Schmoe, Flo	9.33	Female	(502)444-4444	rachel.young@louisvilleky.gov	Enrolled	2.00
Report Summary Totals						
Name Last, First	Wellness Credits					
Demo, Alex	6.00					
Demo, Maggie	4.00					
Demo, Molly	2.00					
Harvard, Cornell	2.00					
Schmoe, Flo	4.00					

Marketing Back

Email Options

Process Option Process Emails Only	Include All Linked Emails (not just primary email) Primary Email Only
Email From	Email From 'Friendly Name' Address Label
Email Reply To louisvilleecho@louisvilleky.gov	
Email Subject Canoemobile is Coming to a Park Near You!	
CC Email Addresses	
HTML Email Template	Email Body Option Use Free Form Email Body

Email Body

Hey, [ERSTNAME]!

The Louisville ECHO crew is gearing up for Canoemobile NEXT Friday night from 5-10pm at Shawnee Park! We would love for you and the family to join us for an evening of fun on the Ohio River!

If you would like more information or to volunteer for this or other ECHO events, respond to this email.

Thanks for supporting the Louisville ECHO program!
Rachel Young

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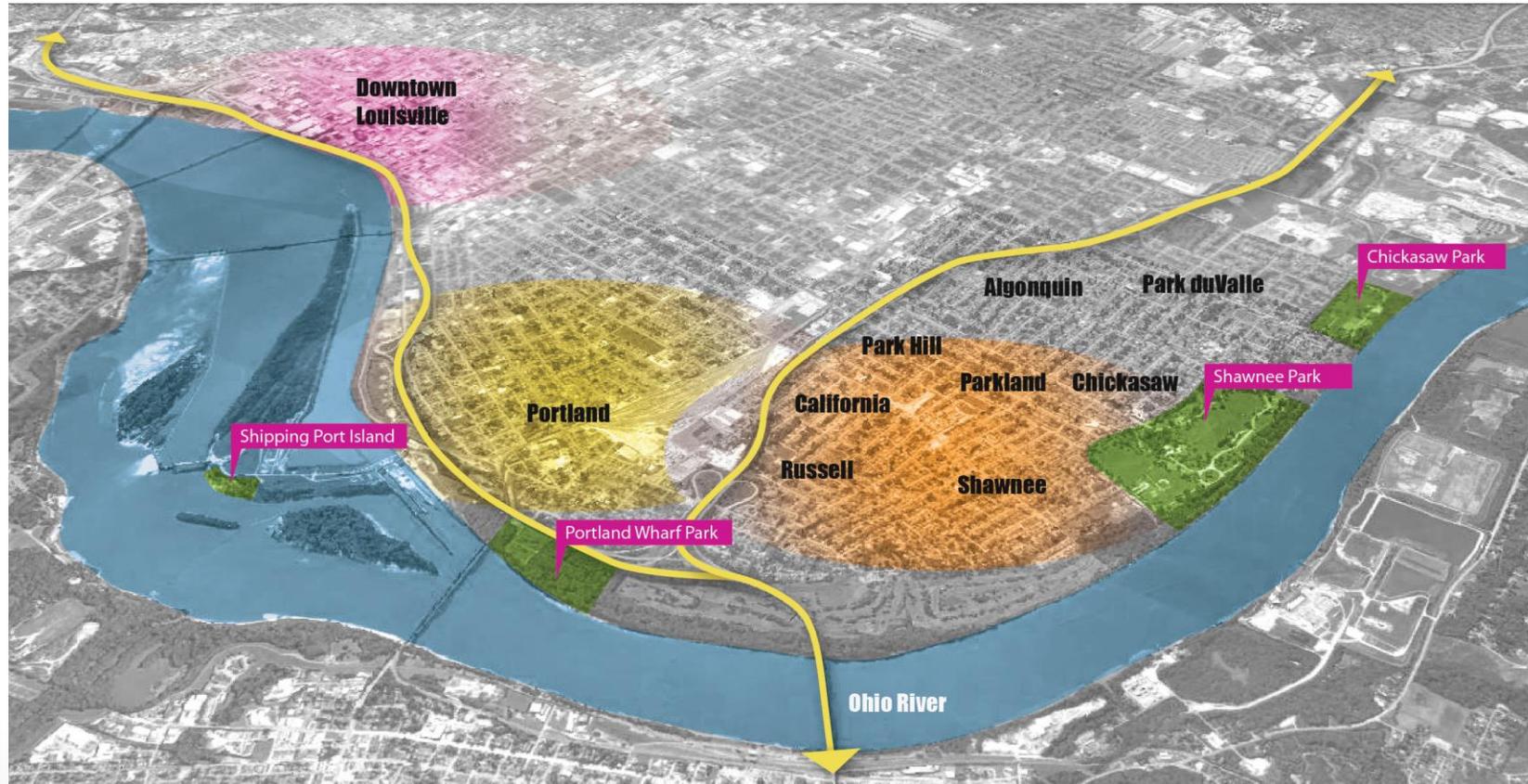
Next Steps: What does the future hold?

LouisvilleWest Louisville Outdoor Recreation Initiative

- Shawnee Bicycle Pump Track (complete)
- Shawnee Boat/Canoe Ramp (construction 2020)
- Chickasaw Park Pond/Forest Play Area (under design)
- Shawnee Outdoor Learning Center (design complete)
- VISTA/AmeriCorps/Parks Job Opportunities
- Expansion of ECHO programming across W. Louisville

Louisville is Engaging Children Outdoors

Louisville ECHO is the programmatic component of the West Louisville Outdoor Recreation Initiative



Proposed: Chickasaw Park



Proposed: Shawnee Park



Shawnee Outdoor Learning Center



Thank you!



Bennett Knox, Parks Administrator
bennett.knox@louisvilleky.gov

www.memorialforest.com

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