White Girl
Black Church

Lessons on getting children and families of color outside

Diane Schwartz
Founder, Outdoors 123
Where we’ve been

- Hayride, Olin Park
- Eagle Days, Sauk City
- Winter Fun Day, McCarthy Youth Conservation County Park
- Hiking, Swimming and a very wet Halloween event, Governor Nelson State Park
- Tree Planting, McCarthy Youth Conservation County Park
- Firefly Fly Hike, Indian Lake County Park, July 9
- Camping Trip, Lake Farm County Park Sept 9-10
Lessons I’ve Learned

- Focus on Family
- Plan for Group Outings
- Use Asset-Based Thinking
- Start Small - Don’t give Up!
- Outdoors is ALREADY part of African American history
- How You Can Help
Focus on Family
If Mom’s engaged...
Families will be engaged.
Plan Group Outings
“Many African-Americans will be initially hesitant to venture out into unfamiliar or remote places unless assured that it’s safe for them and their children and that the people in surrounding areas/towns are friendly.

Part of our historical memory deals with extreme violence and danger in the wilderness (lynchings/torture/fleeing slavery and violence at great danger).”

Lisa Peyton-Caire
Black Women’s Wellness Foundation
Group Travel Preferences

- African American community travels twice as often on group package tours as the population as a whole

- Travel Industry of American
Use Asset-Based Thinking
Small is good!
Outdoors is ALREADY Part of African-American History
Re-Spark the Connection

“Nature and the outdoors is deeply embedded in the DNA of people descended from Africa. Historically, we are no strangers to the outdoors. Prior to mass migration to urban areas in the 1920’s-60’s for work and to escape the racial violence and lack of opportunity in the south, African-Americans largely lived in rural areas, were farmers and agriculturalists and had strong ties to the land, nature, and wilderness. This is part of our collective memory. **We just have to re-spark it.**

Further, before the transatlantic slave trade that brought millions of Africans to the Americas...we as African people had mastered the toughest of wildernesses on our Mother continent. **So again – it’s in our DNA – we’re just a few generations removed from the experience.**”

Lisa Peyton-Caire
Black Women’s Wellness Foundation
How You Can Help

• “Like” outdoor organizations on Facebook
• Speak to outdoor retailers and encourage them to diversify their literature.
• Ask how your organization can create or expand its programs to include diverse voices.
• Support existing programs
• Volunteer
• Step out of your comfort zone
Thank you for listening!

Check out my website at
www.getkidsoutsidenow.com

info@outdoors123.com

Outdoors 123, LLC