



# No Child Left Inside

An outreach, education, and public relations campaign to reach families across Connecticut, especially those in our urban areas, and make them aware of the many recreational opportunities available.



# Goals

- Get children outside and make a connection to nature
- Build an enthusiastic and supportive constituency for our parks and outdoor resources
- Develop the next generation of environmental stewards



# Assistance Sought

- Support of a diverse group of constituents
- Engagement of public relations firm
- Build relationship with partners (e.g., Tourism)



# Scope of Work

- Develop/refine the message
- Develop a media plan
- Create & produce TV/radio spots, print announcements, web site pieces, etc.
- Produce campaign materials and implement media plan



# DEP Assets and Opportunities

- 130 state parks and forests
- Boating and paddle sports
- 21 swimming areas and beaches
- 9 historic sites
- Hiking, camping, hunting & fishing
- Handicap accessible





# Educational Facilities

- Kellogg Environmental Center
- Goodwin Forest Conservation Ed. Center
- Dinosaur State Park
- Meigs Point Nature Center
- Sessions Woods WMA



# Potential Partners

- Connecticut Tourism
- Department of Education
- Department of Public Health
- Friends of CT State Parks
- Municipalities
- CT Forest and Park Association
- Trout Unlimited