

# ENGAGING URBAN YOUTH IN YOUR CONSERVATION WORK

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# PERSONAL STORIES

- Find a neighbor you don't know, and turn and talk:
  - Introduce yourself
  - Why do you care about the environment/nature?
- Our stories: Alex, Ruben, Omar, Ian, Sammer
- Commonality: We all had some experience when we were young in nature
- Barrier: People of color/urban populations might not have that experience at a young age

# OUTLINE

- Reflection Questions
- Why is it important to engage urban youth in conservation work?
- Survey of Blackstone Students
  - Predictions
  - Discuss Results
- Brainstorming Solutions to Barriers That Keep Young People from Going Outside
- Our Ideas

# REFLECTION QUESTIONS

# TURN AND TALK

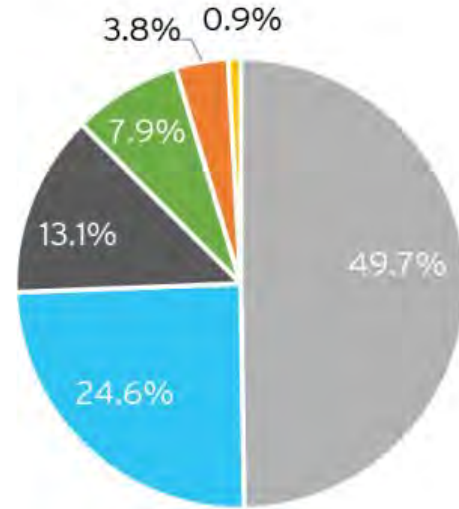
- How much diversity do you see in the work that you do?  
(Race, Age, Location)
- Which communities do you engage with in your work?

WHY IS IT  
IMPORTANT TO  
ENGAGE URBAN  
YOUTH IN  
CONSERVATION?

# DEMOGRAPHICS OF THE FUTURE

FIGURE 1

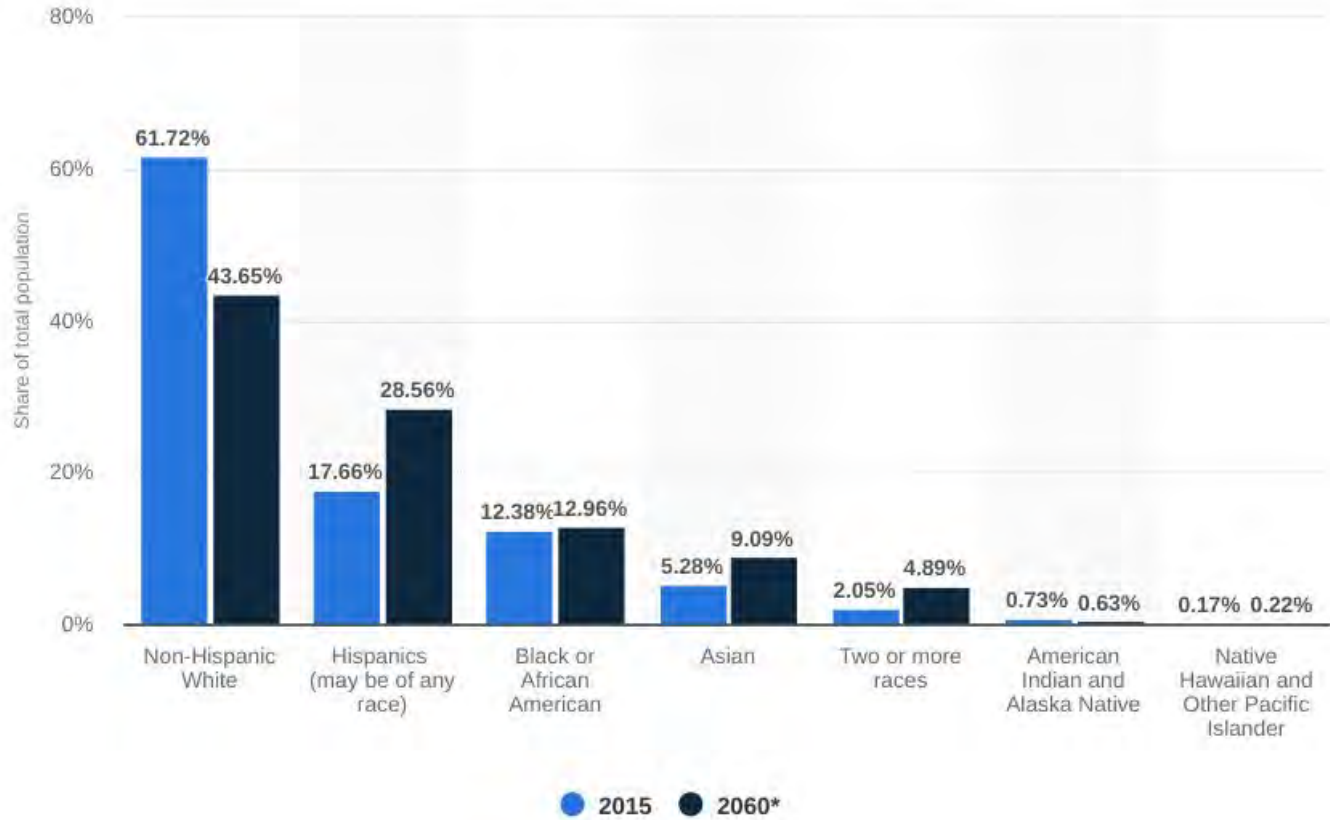
## Racial profile of U.S. population, 2045



White\* Hispanic Black\* Asian\* Multiracial\* Other\*

\* Non-Hispanic members of race

Source: William H Frey analysis of U.S. Census population projections released March 13, 2018 and revised September 6, 2018





SURVEY OF  
BLACKSTONE  
ACADEMY STUDENTS

# SURVEY

How do you think urban students would respond to these questions?

- How much time do you spend outside each week?
- If you don't spend a lot of time outside, why not?
- What do you enjoy doing outside?
- Which issues are you most interested in?
- Which environmental issues are most important to you?
- Do you know what conservation is?
- Do you think conservation is important?

# SURVEY RESULTS

In your small group, look at your assigned graph from the survey. Talk with your group about:

**What do you notice?**

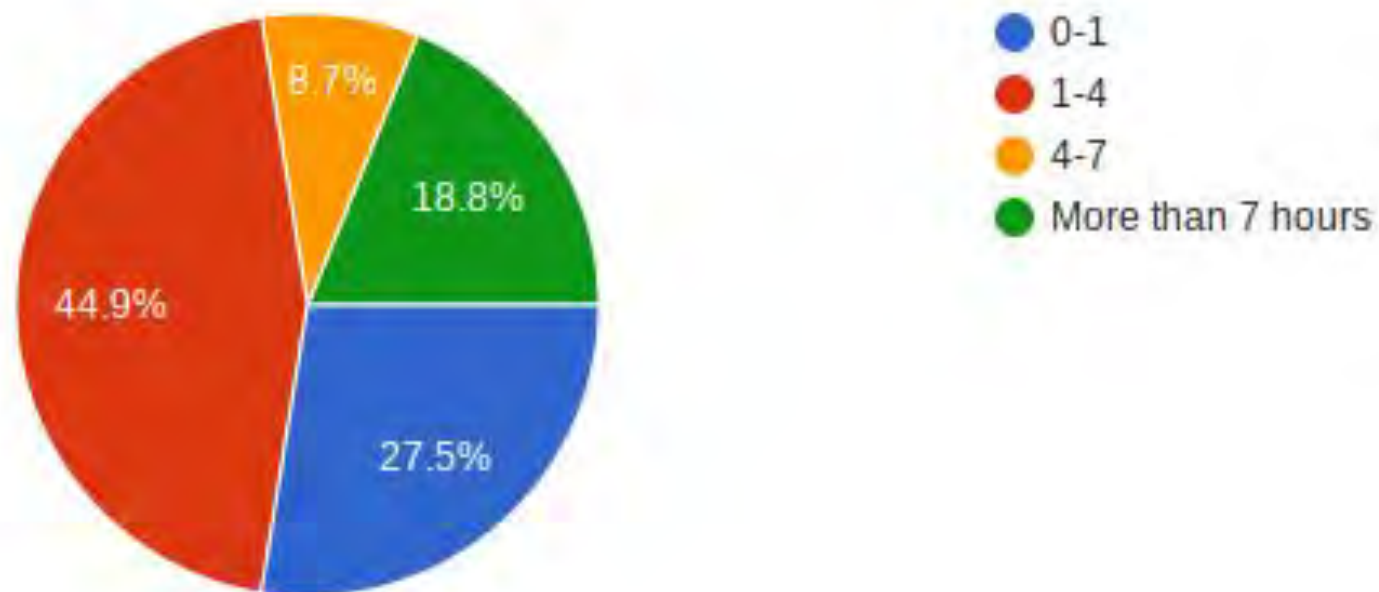
**What does it make you wonder about?**

After a few minutes, we will rotate graphs.

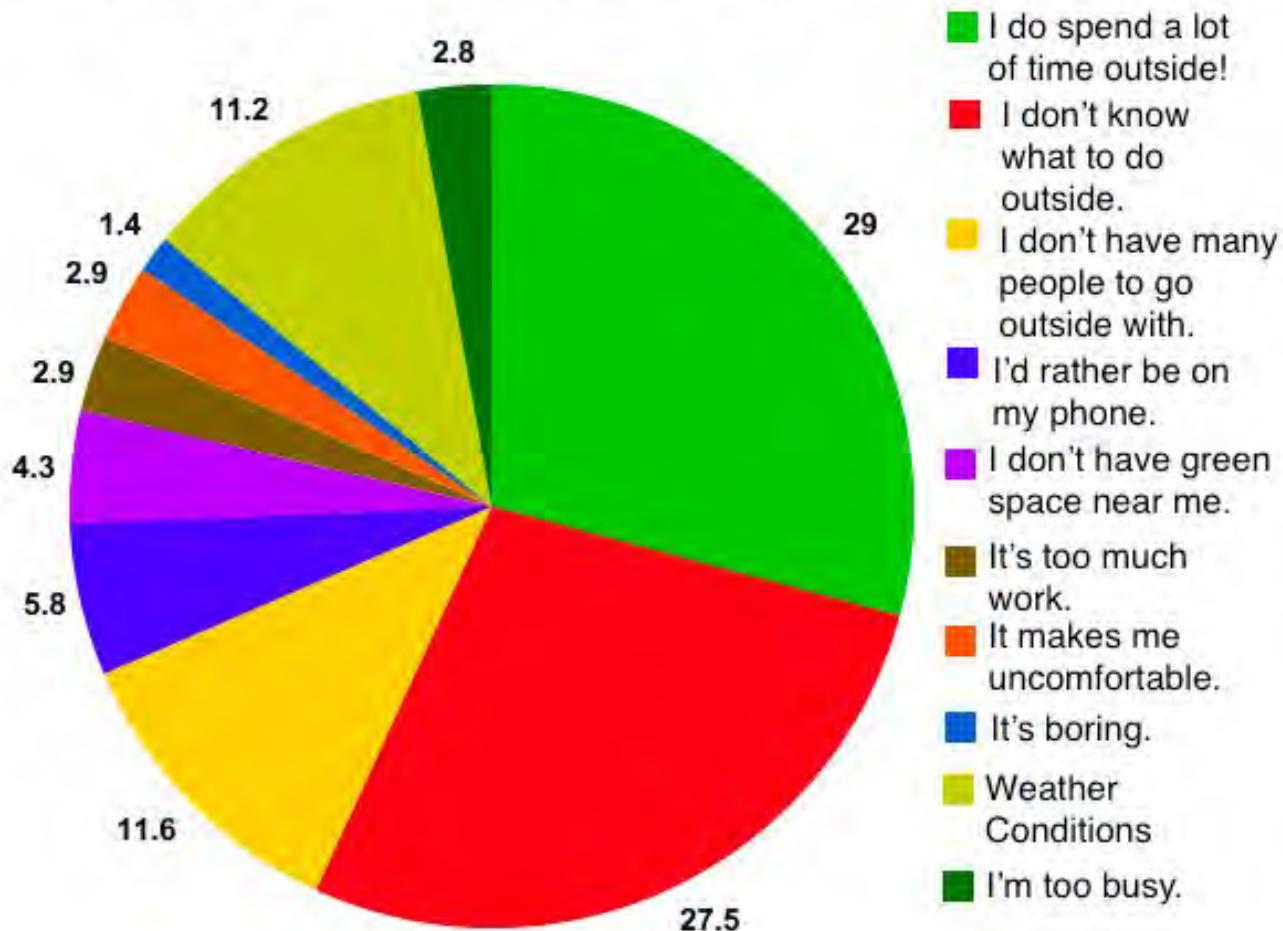
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# How much time do you spend outside each week?

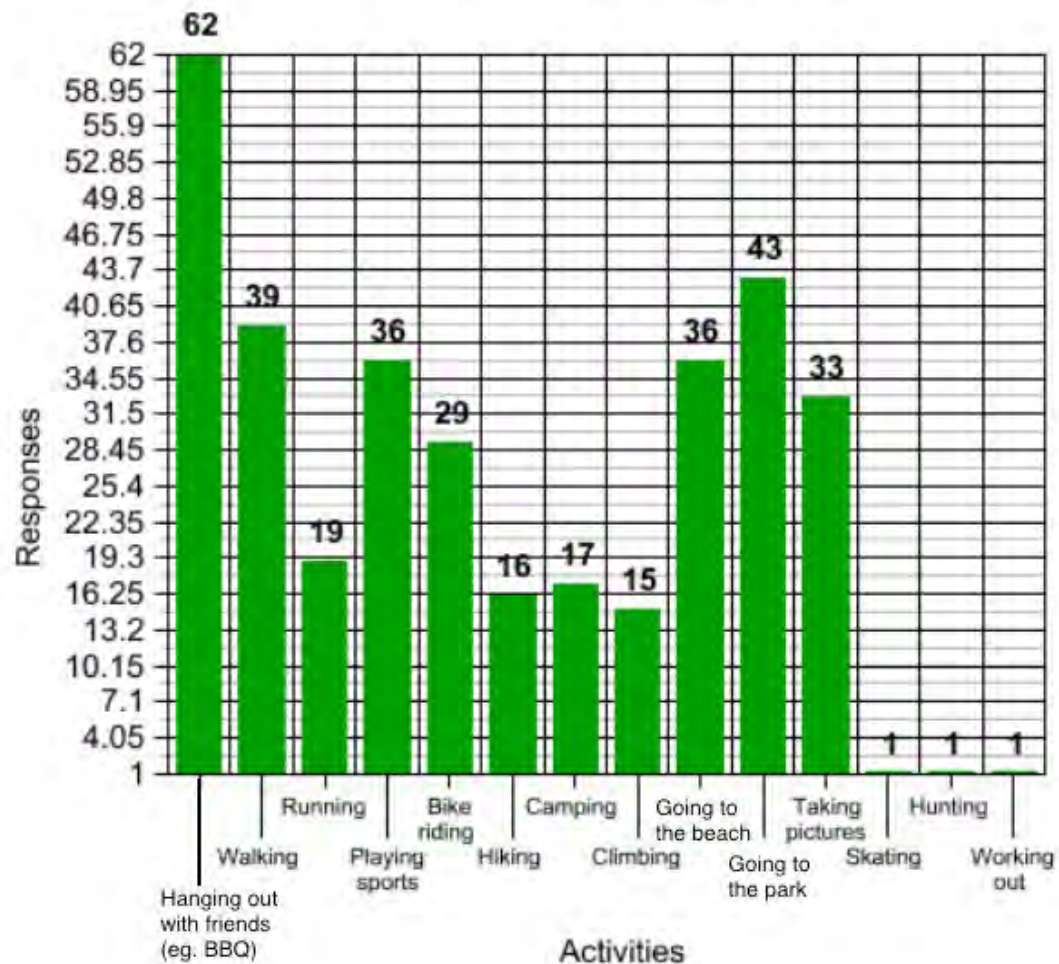
69 responses



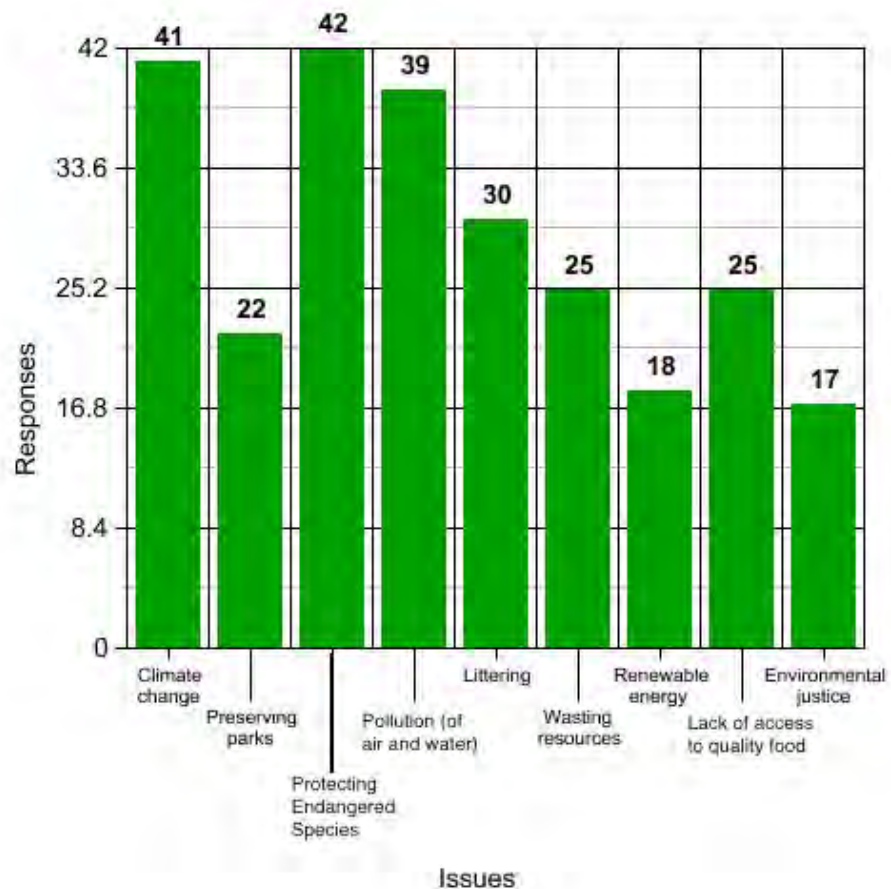
## If you don't spend a lot of time outside, why not?



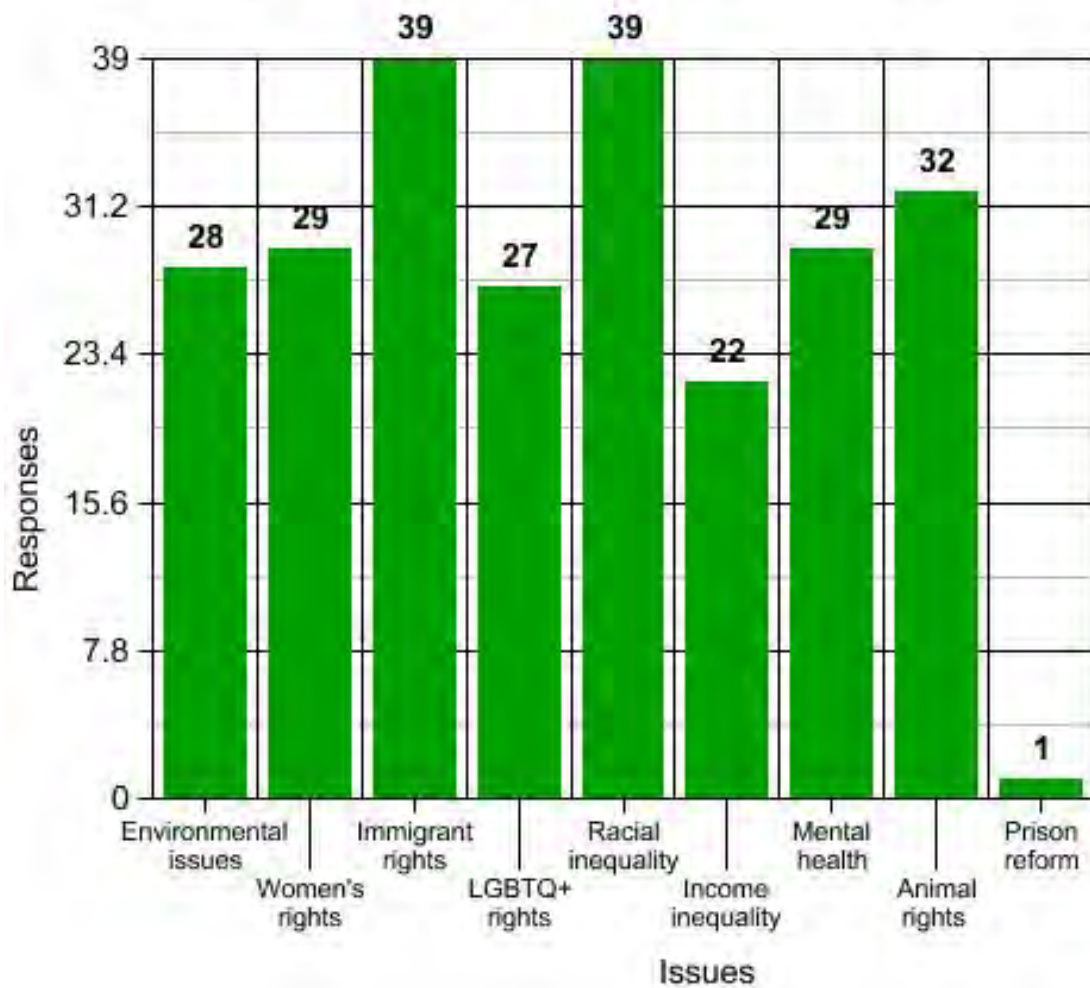
## What do you enjoy doing outside?



## Which environmental issues are most important to you?



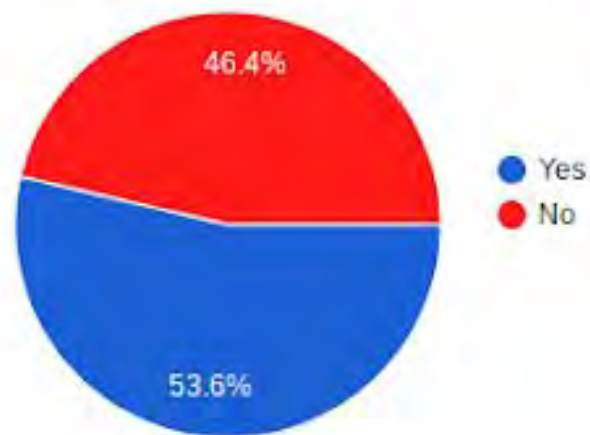
# Which issues are you most interested in?





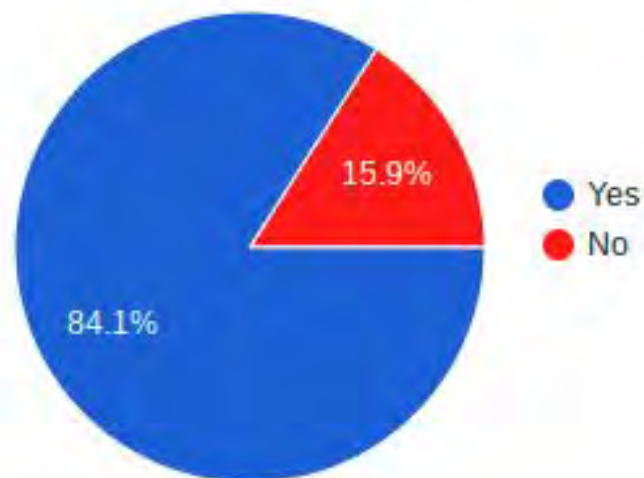
Do you know what conservation is?

69 responses



Do you think conservation is important?

69 responses



# GROUP SHARE OUT

**What surprised you?  
What caught your attention?  
What did you find interesting?**

BRAINSTORMING  
SOLUTIONS TO  
BARRIERS THAT KEEP  
YOUNG PEOPLE FROM  
GOING OUTSIDE

# BRAINSTORMING SOLUTIONS TO BARRIERS

What might be some possible solutions to overcome the following barriers?

For each one, turn and talk with your group.

# BARRIER #1

I don't know what  
to do/where to go.

# BARRIER #2

I do not have many  
people to go  
outside with

# BARRIER #3

I'd rather be  
on my phone.

# BARRIER #4

If you didn't experience nature when you were younger, you might not care as much about it when you get older



# BARRIER #5

People may not have materials/gear/money to go outside (eg. bikes or a tent)

- Financial limitations

# BARRIER #6

Location/Distance

- Transportation might be difficult
- Costs money to get there

BARRIER #7

Weather  
conditions

BARRIER #8

Out of comfort  
zone

SOLUTIONS  
(OUR IDEAS!)

HOW CAN WE OVERCOME THOSE BARRIERS?

HOW CAN WE GET YOUNG PEOPLE (IN URBAN AREAS) OUTSIDE?

HOW CAN WE GET THEM INVESTED IN ENVIRONMENTAL  
ISSUES?

# START YOUNG!

S

Examples: Gail at Empowerment Factory (after school programs outside)

Encourage going outside, not just playing video games or using screens

# GET PARENTS INVOLVED

A

Personal Story: Mom takes children to the park but brings her phone along

Talk with parents about the value of going outside vs. screen time

PEER EFFECT: CLUBS OR ORGANIZATIONS FOR YOUTH WHO WANT TO SPEND MORE TIME OUTSIDE

Example: Rock climbing

EACH URBAN SCHOOL COULD GO ON CAMPING TRIP WITH STUDENTS

Schools would need gear; there could be organizations like one in the Bay Area that lends gear to schools



# SPACES IN FRONT OF HOUSES – GET KIDS INVOLVED IN GROWING PLANTS/FLOWERS

Greenspaces affects mental health!

Prize – whoever grows a garden is entered into raffle – if you tend it well, you could win something like gift card

Own version of green space

Could be class in school

# USE SOCIAL MEDIA

Organizations put themselves out there on social media

Example: College Crusade has a social media account where they announce deadlines, events, and resources

# GET INTO SCHOOLS!

Examples: Presentations in classes, whole school events

Hands-on activities; not huge speaking piece

Try to reflect interests/trends of communities in schools (eg. music, art)

Posters about upcoming events

Example of hands-on class: Alex's oyster class (Save the Bay field trip)

# SCHOOL GARDENS

Example: International Charter School  
Flower Bombing

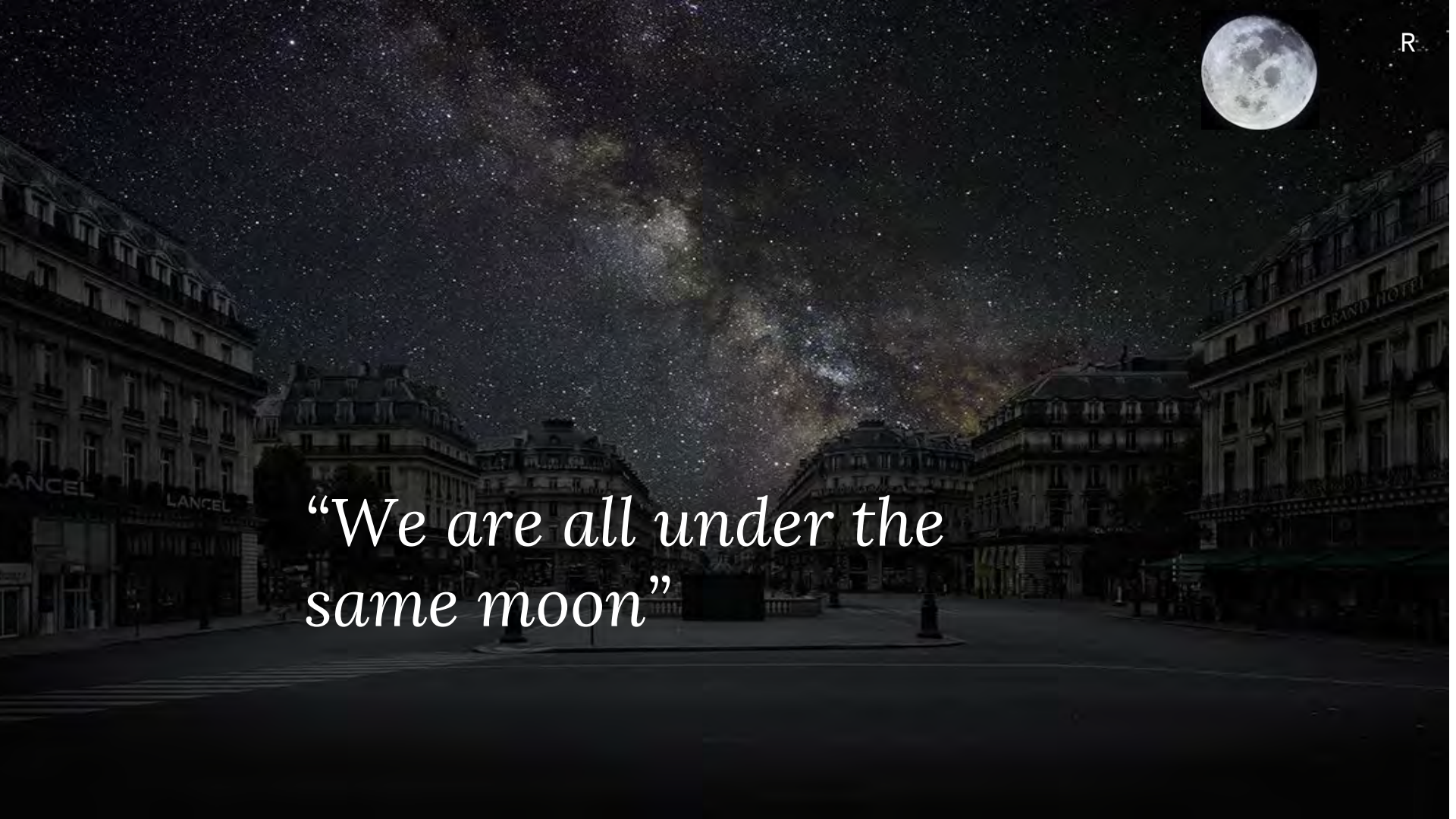
VALUE OF CONNECTING WITH 1-2 STUDENTS WHO CAN  
BRING FRIENDS OUTSIDE WITH THEM OR INTO  
ENVIRONMENTAL WORK

SOMETIMES PEOPLE DON'T THINK ABOUT SOMETHING <sup>A</sup>  
UNTIL THEY'RE OFFERED THE OPPORTUNITY - SO OFFER  
THOSE OPPORTUNITIES!

Examples: Rock climbing club at Blackstone, Blackstone running club

LOOK TO INTERNATIONAL EXAMPLES LIKE IN EUROPEAN <sup>S</sup>  
CITIES

Example: Bike paths in London (cycle superhighways)



*“We are all under the  
same moon”*

QUESTIONS?

## CONTACT INFO

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