

## HAC Active Living Sub-Group

Lead: Becky Zubich

### **Attendees: Raymond Jobe, Becky Zubich**

Becky did some research on the program in Duluth, *Bridging the Adventure Gap* and was able to connect with some of the people working with this program.

- This is a program facilitated by the Y, in collaboration with the city, parks and Rec, and other interested active living groups.
- Advice was given to get input from kids and families
- Get input from biking clubs and other groups in the community

Erik Torch with the Northland Foundation wants to connect kids with positive adult mentors/role models/ guidance.

Over the last few years the Mesabi Y has worked with the Virginia Community and Lakes Committee (VCLC) and has built good working relationships.

The Y has a beach program that they do in the summer months, originally the VCLC tended to the beach but that has kind of been passed on to the Y to do what they want with it.

- Should we expand upon that with our outdoor activities?
- Should focus on targeting children in areas in proximity to the activities...
- Can we get peer mentors for kids to influence others into going to some of these events or engaging in some of these activities?
- The Y would like to be able to have paddle boards/boogie boards/kayaks/ ect. At the beach area for the community to use.
- Volley ball would be great to have at the beach area, plenty of room
- Something could be done at Olcott Park
- School playgrounds are open in the summer

### Outdoor/Activity/Adventure program

- Focus Groups are need for input from kids to see what kinds of activities they are truly interested in.
- School isn't out, Are we able to get into classrooms and ask kids what they would like for summer activities. Anyone have contacts at the schools?
  - Becky knows a few local contacts in the schools and could contact them
- We will come up with what questions we want to ask
- Due to lack of ample time for effective planning we will hold off on getting input from school children, at least via the school setting

- We will take the summer months to do some specific research and put serious thought into the questions and types of answers we are looking for. How we will address concerns of parents? How will we market children?

Here are some thought/questions we came up with on the fly to get some needed information from youth.

- What outdoor activities or opportunities do they wish they had?
- You're sitting at home in the summer, what do you wish you could do?
- What are the barriers?
- "I've always wanted to go paddle boarding" – Why can't you?
- If you had a chance to do different activities with you friends this summer what would you do?
- \*\*Who are the popular kids? They can influence others
- Where you hear about activities? How do you hear about fun stuff?
- How do we reach you with this information? How do you market to kids?
- Which teachers/class rooms can we get into to ask kids these questions?
- At the Y kids 9 and older are allowed to be here without a parent.

**Can an intern find out the best means of marketing to children\*\***

**\*\*Look up research on best time to build lifelong healthy habits in children!!**

**Target Audience:**

**5, 6, & 7<sup>th</sup> Grades in Virginia & Mt. Iron**

**Next Meeting:**

Plan to start developing the work plan template to be used as a timeline to keep progress moving forward in creating an active living program in Virginia.