



**SHIFT (Shaping How we Invest For Tomorrow) is a program of The Center for Jackson Hole.** The 2018 SHIFT Festival explores the health benefits of time outside: how outdoor recreation on our public lands creates a healthier citizenry, attracts new customers to the outdoor industry, promotes stewardship and advances quality of life in communities across America. ([SHIFTJH.org](http://SHIFTJH.org))

**The Center for Jackson Hole** is a 501c3 nonprofit organization whose mission is to strengthen the coalition of interests devoted to our public lands by investing in the future of their constituencies. We achieve this mission via two main programs: **SHIFT**, an annual festival, held each autumn in Jackson Hole, that explores issues at the intersection of conservation, outdoor recreation and cultural relevancy; and **The Emerging Leaders Program**, which trains a culturally diverse group of young outdoor recreationists to lead the conservation conversation. By combining the protection of place with health, business, responsible recreation and cultural relevancy, The Center for Jackson Hole's programs advance cutting-edge ideas that are revitalizing the American conservation movement.

## 2018 AWARD WINNERS

SHIFT Award, SHIFT for the Planet Winners Announced



On Wednesday, October 17, 2018 in Jackson, WY, the winners of both The 2018 SHIFT Awards and the People's and Jury's Choice Awards for this year's SHIFT for the Planet were announced.

The SHIFT Award winners represented the culmination of a year of research. In 2018, SHIFT researchers identified more than 300 initiatives from around North America that leveraged outdoor recreation for conservation gains and that helped advance or promote the health benefits of time outside.

Further evaluations were then made of more than 160 initiatives. Each initiative was assessed based on four criteria—Innovation, Impact, and Replicability—as well as the promotion and advancement of nature as a health benefit. (A description of the criteria used to select the SHIFT Award winners may be found [here](#).)

Representatives of the top 25% of the initiatives were invited to participate at this year's SHIFT. The three highest-ranking initiatives in each category comprised the finalists for the 2018 Awards, which were announced alongside the 2018 SHIFT Award winners on October 17.

Seven of the SHIFT Award finalists presented their work on October 16 during the second annual SHIFT for the Planet. The work was evaluated by both the audience and a jury, who decided the recipients of two \$2,500 prizes—a Jury's Choice and People's Choice Award—which went to the initiatives deemed to be most Impactful, Innovative and Replicable.

## 2018 SHIFT FOR THE PLANET AWARD WINNERS

### PEOPLE'S CHOICE AWARD: *Soul River Runs Deep*



Chad Brown (r), with coach Sandy Hessler, at the 2018 SHIFT Festival. Brown won the People's Choice Award for this year's SHIFT for the Planet.

### **Soul River Runs Deep, Portland, OR**

**Description:** Soul River Runs Deep uplifts and strengthens communities by connecting inner city youth and veterans to the outdoors. harnessing incredible opportunities and powerful experiences that forges strong connections between youth and veterans, their communities, and the natural world. Spending time embraced in currents of river water, trekking majestic forested trails, and witnessing a bald eagle or elk in its habitat is healing. Connecting with nature is a powerful outlet to reduce stress, find focus, sharpen self-awareness, embrace spirituality, and develop positive values beneficial to both the individual and community. Soul River unites youth and veterans on challenging yet rewarding adventures at zero cost where they become part of something bigger than themselves, developing into strong leaders in the outdoors and their communities.

### JURY'S CHOICE AWARD: *Park Rx America*



Dr. Robert Zarr, founder of Park Rx America, during the 2018 SHIFT for the Planet presentation.

### **Park Rx America, Washington, DC**

**Description:** Park Rx America (formally DC Park Rx) is a non-profit organization whose mission is to decrease the burden of chronic disease, increase health and happiness, and foster environmental stewardship, by virtue of prescribing Nature during the routine delivery of healthcare.

The Park Rx America model facilitates entering and tracking information about the park prescription within the patient electronic medical record (EMR). Outside the EMR information is collected on the numbers of prescriptions written by each doctor, the number and percent of those prescriptions "filled" by their patients, and the park locations visited. Patients are identified by codes to protect privacy and medical information. The doctor is notified by text message what the patient completes the prescription. This model tracks the effectiveness of prescribing to get people outdoors; however, it does not track health outcomes. We determine health outcomes via testimonials from doctors and patients and thorough controlled studies conducted by independent researchers.

# 2018 SHIFT AWARDS FINALISTS AND WINNERS

## PUBLIC LAND MANAGEMENT INNOVATION



Mona Koh, Community Relations Manager,  
East Bay Regional Park District, at this year's SHIFT.

### **WINNER:**

**East Bay Regional Park District in Alameda and Contra Costa counties, San Francisco Bay Area, CA** – integrates community health into its parklands. They have collaborated with 15 health clinics and 80 multicultural community organizations to educate, motivate, and prescribe nature to under-resourced patients/members to walk in our parks.

### **FINALISTS:**

#### **Attila Bality, National Park Service Rivers, Trails & Conservation Assistance Program**

The RTCA program addresses the challenges of collaboration and partnership in conservation and outdoor recreation. More specifically, Attila Bality's work has helped the NPS, the RTCA program, its partners, and the field of outdoor recreation to address the challenges of incorporating health professionals and health considerations into outdoor recreation planning to improve quality of life in communities across the U.S.

**Barton Health and USFS, Lake Tahoe Basin Management Unit**, a collaborative effort that promotes the delivery of therapeutic, nature-based experiences on National Forest System lands that benefit the medical patient community of Lake Tahoe, California.

## TECHNOLOGY

### **WINNER:**

**Your Forests Your Future** is a national campaign run by a unique partnership between the U.S. Forest Service, the nonprofit organization Salmon Valley Stewardship, and the media company More Than Just Parks to get people involved in shaping the future of their public lands. Your Forests, Your Future connects people with their public lands and empower them to get involved in the future of how these landscapes are managed.

### **FINALISTS:**

**Park Rx America** is a non-profit organization whose mission is to decrease the burden of chronic disease, increase health and happiness, and foster environmental stewardship, by virtue of prescribing Nature during the routine delivery of healthcare.

**Healthy Parks Healthy Person Tennessee** works to get more people in Tennessee outside and moving to improve or sustain their physical and mental health through a mobile app with incentives, park prescriptions, and a state-wide partnership network.

## YOUTH ENGAGEMENT



Jason Urroz, director of the Blue Ridge Parkway Foundation, at SHIFT.

### WINNER:

**Blue Ridge Parkway Foundation, Kids in Parks program, NC** works together with partners throughout the country to promote children’s health and the health of our parks by increasing physical activity and engaging families in outdoor adventures that foster meaningful connections to the natural world.

### FINALISTS:

**Outdoor Outreach** serves San Diego communities challenged by low educational attainment, concentrated poverty, rising crime, and high youth unemployment. Nearly all the communities they serve are characterized as being “park-poor,”[1] where youth face multiple barriers to accessing the outdoors.

**North Cascades Institute, Youth Leadership Adventures** addresses interconnected, urgent and complex challenges:

- Decreased connection to the environment and natural world and negative impacts on health, wellness, and academic success.
- Lack of equity in access to outdoor educational enrichment opportunities.
- Inequitable access to science and sustainability education.
- Lack of Environmental education



From left to right, Scott Nydam of Navajo YES, Marshall Masayesva, Vasu Sojitra, Pinar Sinopoulos-Lloyd, Julia Heemstra, Ryan Burke and Meg Haywood Sullivan at the happy hour discussion, Modern-Day Activist, at this year’s SHIFT.