



National Executive Forum on
Health & Outdoor Recreation

PRESENTED BY
ORR

Call to Action: America's Outdoor Era Commitment

A Healthier America Starts Outside

The Outdoor Recreation Roundtable (ORR) is calling on businesses and organizations across the \$1.3 trillion outdoor recreation economy to take a simple but powerful step: make time outside a driver of America's physical, mental, and community health.

A national strategy to help Americans spend more time outdoors—in urban and rural communities alike—can improve health outcomes, strengthen communities, reduce preventable downstream interventions, help constrain long-term healthcare costs, and grow a key sector of the U.S. economy.

Starting at the first-ever National Executive Forum on Health and Outdoor Recreation and continuing through Great Outdoors Month in June, ORR will spotlight outdoor recreation enterprises taking measurable action to help more people spend time outside as a pathway to better health and well-being across America.

The outdoor recreation industry can lead by example by taking our own medicine—and then inviting other industries to join us.

The Commitment

“We believe one of the clearest paths to a healthier, stronger, and more connected America lies outside our front doors. We commit to taking our own medicine and advancing America's Outdoor Era by taking measurable action that helps more people spend time outdoors in support of better physical and mental health, youth development, stronger communities, and a healthier future for all Americans.”

Core Actions: What We Can Do Now

Participating organizations commit to implementing **at least 3 of the following best practices** over the next year.

1. Lead by Example and Build a Culture of Time Outside

- Senior leaders model the value of time outside through outdoor meetings and calls, work breaks, and personal time off. Through their own storytelling and communications, they encourage employees to spend time outdoors during breaks, lunch hours, between meetings and during time off.
- Through HR policies and internal communications, the organization emphasizes the importance of taking our own medicine and integrating outdoor time into healthy lifestyles and workplace culture. The organization looks for ways to provide more opportunities for employees and families to spend more time outside together. It shares educational resources with employees about the benefits of nature for physical, mental, and community health.
- The organization engages providers of employee benefits programs, including health insurers, on how best to incorporate time outside into those health programs.

2. Support Community Access to the Outdoors with an Emphasis on Health

- Support greater and more equitable access to outdoor experiences through philanthropy, partnerships, gear donations, scholarships, or transportation. In doing so, take steps to ensure beneficiaries can connect their experiences to their health outcomes.
- Fund or support free or low-cost beginner outdoor programs or skills clinics. Partner with schools, local nonprofits, or youth organizations on outdoor programming. Again, with an eye towards teaching time outside as part of a healthy lifestyle.
- Support organizations that advocate for greater outdoor opportunities because of their health and well-being benefits.

3. Plug Health into Your Customer and Community Messaging

- Educate customers, clients, media, or members about the demonstrable health benefits of time outside through websites, marketing, product packaging, retail environments, or point-of-service materials.

- Incorporate “health,” “well-being,” or nature-health messaging and data into existing advertising and communications.
- Encourage partners to integrate health and wellness messaging into outdoor programs and outreach.

Next-Level Leadership Actions: Go Further

Organizations ready to do more are encouraged to pursue one or more of the following higher-impact actions.

Outdoor Infrastructure and Investment

- Invest in outdoor recreation infrastructure on or near their workplaces for the benefit of employees and neighbors.
- Support green and living schoolyard projects.
- Work with state offices of outdoor recreation or other public-private partners to expand outdoor access and infrastructure.
- Advocate for support of outdoor recreation infrastructure and programs.

Health Systems and Institutional Partnerships

- Partner with healthcare or public health organizations to elevate time outside as a tool for prevention, resilience, and better individual and community outcomes.
- Support Outdoor Rx pilots or nature prescription programs where appropriate.
- Support evidence-building around outdoor activity and health outcomes through novel research or by funding NGO and academic institutions already involved in research.
- Fund nature access programming for veterans, people with disabilities, seniors, or individuals managing mental health challenges and chronic disease.
- Work with employers, insurers, or healthcare providers to pilot preventive outdoor wellness models.

Why This Matters

Time outside is not a luxury—it is a proven contributor to healthier people, healthier communities, and a healthier economy. By helping more Americans spend time outdoors, the outdoor recreation industry can:

- ✓ Improve physical and mental health and well-being
- ✓ Strengthen community connection and resilience

- ✓ Help reduce avoidable healthcare burdens and constrain long-term healthcare costs
- ✓ Demonstrate national leadership in building a healthier America

Bottom line: America's Outdoor Era starts with us.