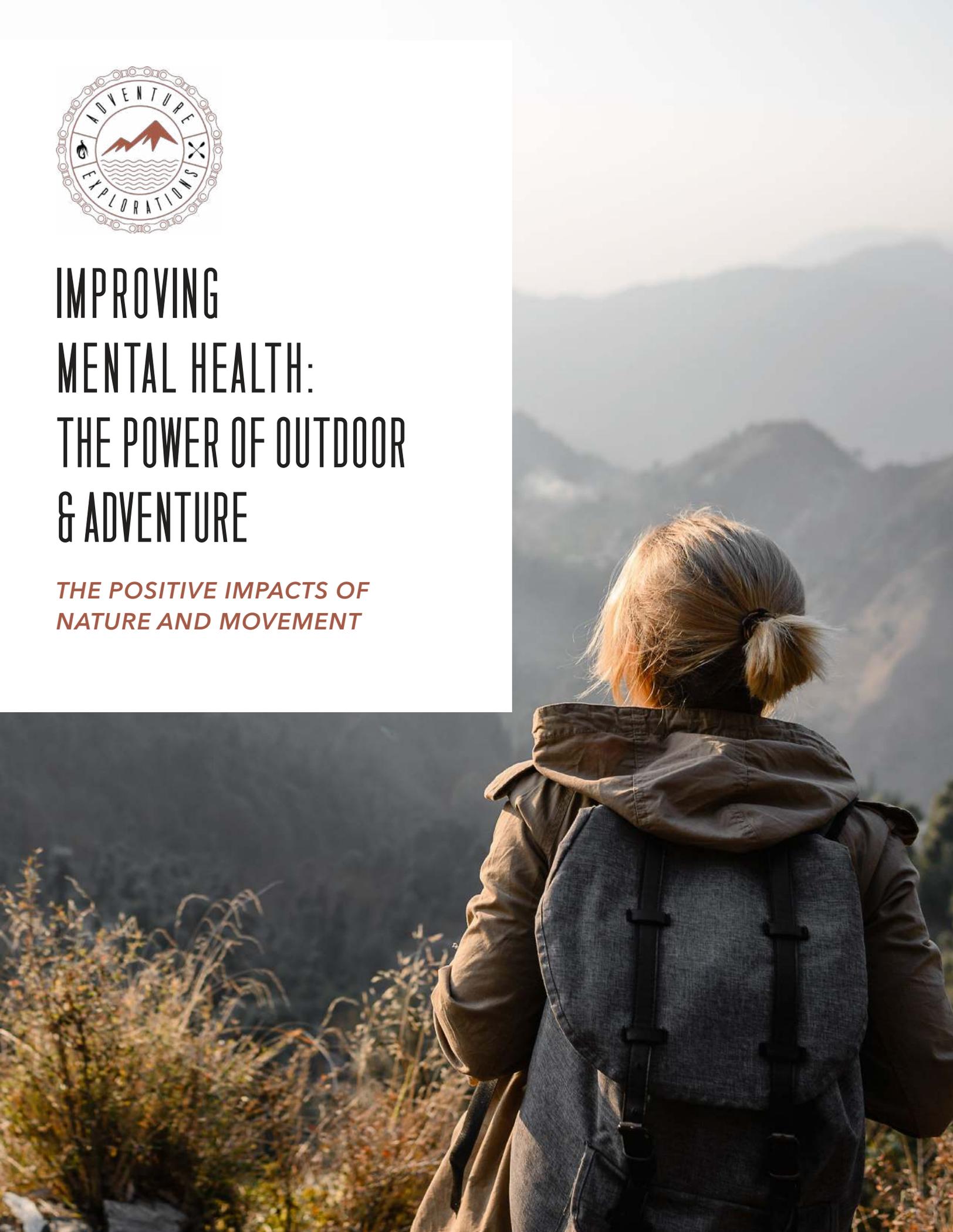




IMPROVING MENTAL HEALTH: THE POWER OF OUTDOOR & ADVENTURE

*THE POSITIVE IMPACTS OF
NATURE AND MOVEMENT*



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AT A GLANCE



MOVEMENT IS ONLY ONE PIECE OF THE PUZZLE.

Physical activity is a known contributing factor to improved mental health. There is, however, a key component missing in the equation. This necessary component is nature and outdoor activities.

Peloton, Mirror, Tread, yoga or Zumba class routines can be **boosted by turning your routines outside**. These nature-related adventures have an even greater impact on mental health and happiness. While that walk around the park provides significant cardiac, lung and other health benefits, and should be part of any active lifestyle, nature-based outdoor activities generate more benefits over movement alone.

”

Outdoor recreation plays a significant role in American lives. It provides physical challenges and a sense of well-being, helps develop lifelong skills, provokes interest and inquiry, inspires wonder and awe of the natural world, and often provides an alternative to daily routines. Recreation contributes greatly to the physical, mental, and spiritual health of individuals; bonds family and friends; and instills pride in natural and cultural heritage.¹

United States Department of Agriculture

The combination of movement and the outdoors is one of the best ways to improve mental health challenges and their long-term impacts on human life.

BEHIND THE CURVE

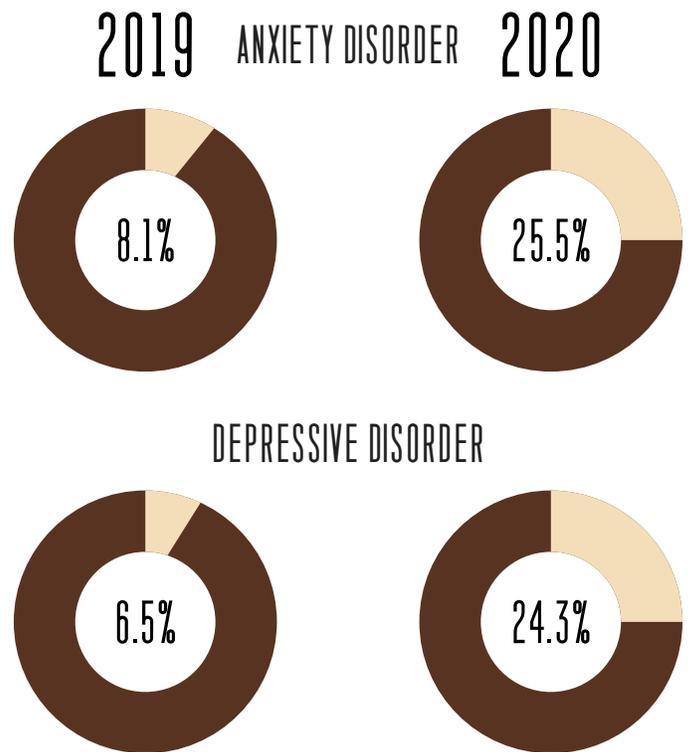


TAKING A LOOK INTO THE DATA.

Stress management, depression, anxiety, tension, confusion, anger, rumination, loneliness, neuroticism, addiction.

Not to mention, the COVID-19 pandemic has been grinding at the psyche of millions, causing an increase in the diagnoses above.

Elevated levels of adverse mental health conditions, substance use, and suicidal ideation were reported by adults in the United States in June 2020. The prevalence of symptoms of anxiety disorder was approximately three times those reported in the second quarter of 2019 (25.5% versus 8.1%), and prevalence of depressive disorder was approximately four times that reported in the second quarter of 2019 (24.3% versus 6.5%)²





THE CURRENT METHOD

HOW ARE EXPERTS HANDLING DIAGNOSES?

Mental Health struggles are most often treated by medicine.

In 2019, 19.2% of adults received mental health treatment in the past 12 months, including 15.8% who had taken prescription medication for their mental health and 9.5% who received counseling or therapy from a mental health professional.³



Stress Management



Depression



Anxiety



Tension



Confusion



Anger



Loneliness



Neuroticism



Addiction

THE PROBLEM WITH MEDICATION

Medication can play a great part in the healing process if measures and action are taken appropriately. The issue here is the consumers' concern with undesirable side effects that come with most prescription treatments.

Recent studies estimate that between 30% to 50% of the population does not adhere to their prescribed therapies, and one of the reasons is pharmacophobia.⁴



A NEW THERAPY SOLUTION

A MORE IMPACTFUL APPROACH.

Most professionals would agree that movement is key to a happier and longer life. Moving your body is not the only way to success though.

Leading scientists and research points to a unanimous outcome: The mental and emotional benefits of outdoor activities are GREATER than the impact of movement alone.

80%+ of relevant research papers reported at LEAST one association between outdoor activities and positive mental health outcomes. NONE reported a single negative mental health outcome.⁵

WHAT OUTDOOR THERAPY HELPS⁶



Attention and Cognition



Memory



Stress and Anxiety



Sleep



Emotional Stability



Welfare and Quality of Life

WHO OUTDOOR THERAPY AIDS⁷

They are valuable at all ages, from children to seniors, and for those with both minor and severe clinical symptoms.

WHAT DOES OUTDOOR THERAPY LOOK LIKE?

PICTURE THIS.

The list of suitable outdoor solutions is long, and extremely compelling:



Fish



Climb



Hike



Kayak



Outdoor
Tours



Cycling



Sporting Clays



Team Building
Courses

WHAT DO THESE ACTIVITIES IMPROVE?

Mood, resilience, feelings of revitalization and restoration.

”

The go-to remedy for doctors is typically medication, rarely nature and the outdoors. Imagine if insurance would cover 2-3 days/week of outdoor experiences combined with adventure? And, the side effects are pretty much zero. Zero!

The combination of movement and outdoor activities improves mental health and overall well being.



EASILY TAILORED TO PATIENTS' NEEDS AND PREFERENCES

COSTS ARE LOW

NO MEDICATION IS INVOLVED

NO SIDE EFFECTS

ACCESSIBILITY IS HIGH

INCLUSIVITY IS HIGH

HIGH TURNOUT FOR SUCCESS

* Gear is accessible, mostly inexpensive and easy to rent.



NOTABLE ATTEMPTS AT GREEN THERAPY

CHANGE CAN HAPPEN, IT JUST TAKES TIME.

Without actual governmental funding, government health agencies and private health insurers run educational and marketing campaigns, but **these are for voluntary patient-funded activities**. School and youth are preventative rather than therapeutic.

A few countries have trialed so-called green prescription programs but are too small and short to be effective. Some privately run programs may be more successful, but they are targeted to specific market sectors, disconnected from mainstream health care. None of these provide for routine diagnosis and prescription of outdoor therapies yet, for patients who present themselves at their general practitioners with mental health concerns.

”

It takes time, institutional change, and technical information for them to become routine.

National Institutes of Health

LIMITING FACTORS

Diagnosis nor design are the issue, but rather the **implementation: persuading patients to commence and persevere.**

Outdoor activities used as therapy solutions are run by private practitioners who are forced to adopt business and marketing models more closely aligned to discretionary activities such as the fashion and beauty industry. Historically, similar social obstacles were also faced, and overcome, by many other components of modern health-care systems.

THE NEGATIVES

- Not covered under insurance
- Not perceived as mainstream medicine

Simply providing people with information about individual benefits has been *ineffective*.

PROGRESS IS AHEAD

ADVANCEMENTS ARE BEGINNING TO HAPPEN.

Funded by the commercial sector and nonprofits spun out of them, like from REI, both the Congress and Senate have come together to sponsor the Accelerating Veterans Recovery Outdoors Act, which would expand opportunities for veterans to access the outdoors for their health & well-being. Assuming a presidential signature given its bi-partisan support, this would be the first bill of its kind directly bringing funded outdoor and adventure programs to veterans.

WHAT OUTDOOR THERAPY HELPS

Maddy Toft, 48, is a merchandising operations manager for REI and a veteran who served as an Army captain and pilot from 1994 to 2002. She says,

”

Too often, veterans come back and get shoved into a crowded hospital to undergo physical or mental therapy. But sometimes the best and simplest thing you can do is to get out and walk in the fresh air, so you're not surrounded by what reminds you of your suffering.

[A New Bill Could Provide Better Outdoor Recreation Programs for Veterans -REI Co-op Journal].

The combination of a more informed medical community, private and public insurance benefits, and treatment compliance, can provide an **entirely new and refreshing treatment plan.**

It'll be at far less cost and come with greater benefits than without.





AN EXPERIMENT WITH NATURE

AN AMAZING CHEMICAL REACTION

Nature, and reading a poem, creates an amazing chemical reaction. **Try it here:**

- 1 Experience the sights and sounds of nature:



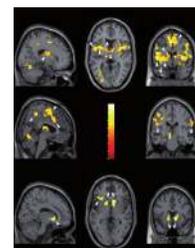
- 2 Read the poem:

THE INWARD MORNING

- Henry David Thoreau

How could the patient pine have known
The morning breeze would come,
Or humble flowers anticipate
The insect's noonday hum, --
Till the new light with morning cheer
From far streamed through the aisles,
And humbly told the forest trees
For many stretching miles?

This is the brain function while reading and listening.



EDUCATING OUTDOORS

TEACHING KEY SUBJECTS WITH NATURE

The number of teachers being trained to educate children outdoors has gone “through the roof” because of Covid-19, Natural Resources Wales (NRW) has said.

About 450 teachers have enrolled on its outdoor learning courses in the last two months - compared to 350 for the whole of last year.

The courses recently re-started following Covid restrictions. They are delivered via Zoom and encourage teachers to use nature to help teach key subjects.

The rise follows a warning by the Institute for Outdoor Learning that a lack of school trips during the pandemic has cost the outdoor education sector £500m and caused the loss of 6,000 jobs.

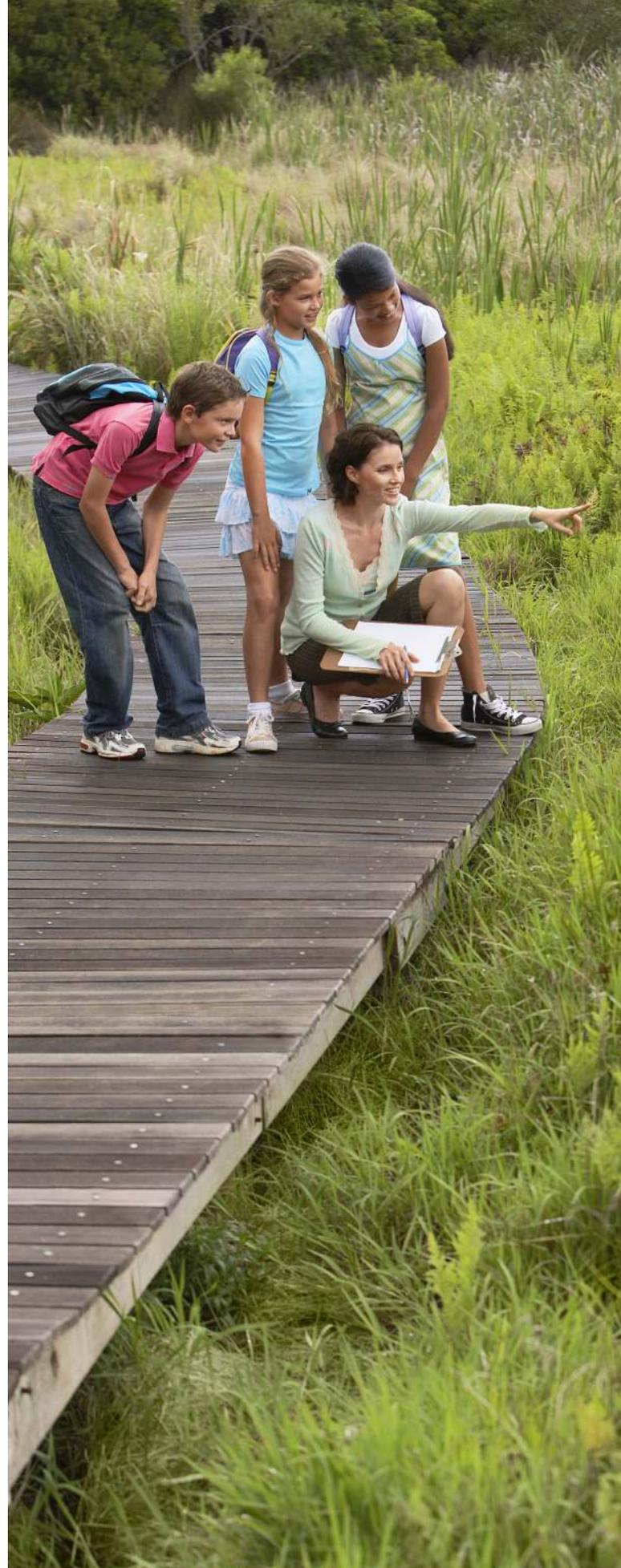
BENEFITS OF OUTDOOR LEARNING

Ffion Hughes, NRW education, learning and skills advisor, said outdoor settings could provide “endless” learning opportunities, from counting trees for maths skills, creating “woodland symphonies” with leaves and sticks for music, as well as teaching drama outdoors. She added:

”

It’s much more relaxing for both the teachers and children. There’s plenty of space to socially-distance and room for children to have **real-life memorable experiences** without being stuck in a classroom, and masks, and feeling under pressure.

-
- [Outdoor education centres ‘could be lost forever’](#)
 - [Boris Johnson urged to ‘save outdoor education’](#)
 - [Natural Resources Wales facing £15m gap in budget](#)



YOUR NEXT STEP



TIME TO TAKE ACTION.

EXPERIENCE OUR SUCCESSFUL GREEN THERAPY APPROACH TODAY!

Our mission at Adventure Exploration is to create possibility, grit and resilience through outdoor and digital adventures of the body, mind and soul.

We are the bridge between people's discovery of their potential, their possibilities and choices, and the freedom it creates. Whether you're one person, a family, team, company, or community, all that we are and do is devoted to building this connection.

Are you ready to become the best version of yourself? Contact us today!



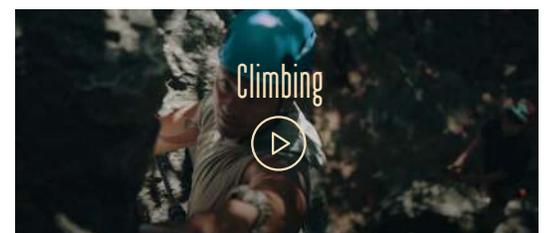
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1) www.fs.fed.us 2) www.cdc.gov 3) www.cdc.gov 4) www.ncbi.nlm.nih.gov 5) www.psychologytoday.com 6) www.ncbi.nlm.nih.gov 7) www.ncbi.nlm.nih.gov