

Nature & Us

How Nature Helps Improve Health & Communities





MISSION

A world where you can see the preservation of yourself and the world through nature, and where nature is recognized as a resource prescribed by healthcare providers to promote public health, environment, and communities.

OVERVIEW

PROMOTING PUBLIC HEALTH

How nature impacts public health

PROTECTING OUR ENVIRONMENT

Stewardship and connecting to the environment

COMMUNITY BENEFITS

How Local Guides Interact With the Community

ABOUT US

SOURCES

PUBLIC HEALTH



IMPROVE ACCESS

Affordable and accessible healthcare option focused on prevention

SUSTAINABLE LIFESTYLE CHANGE

Develop sustainable lifestyle change and improve community health

HEALTH BENEFITS

Manage or reduce symptoms of mental and physical illnesses



Public Health Impacts

IMPROVING ACCESS

In 2021, 475,000 adult Coloradans with any mental illness didn't receive treatment (1). By offering affordable and accessible healthcare options focused on prevention, we are making both healthcare and the outdoors more accessible.

NATURE PROVIDERS

In Colorado there is a 300:1 Mental Health Workforce Ratio (1). By utilizing the states extensive guide network to help prevent or manage health issues, this effectively reduces the healthcare industry strain, while supporting the state's public health.

HEALTH IMPROVEMENTS

Physical exercise, nature, and pro-social settings have a myriad of benefits. Combining all 3 have massive therapeutic values such as improving cardiovascular health, reducing cortisol levels (stress), and reducing feelings of isolation.

LIFESTYLE CHANGE

Helping build positive connections with people or outdoor spaces, and finding activities they enjoy is paramount in creating sustainable lifestyle changes. This increases the likelihood they'll independently pursue outdoor recreation activities for years to come.

CAIRN GUIDES DATA COLLECTION

Independent data collection from clients were performed by sending a follow up survey an hour after participating in an activity with a Cairn Guide. Results suggest this is an opportunity to generate sustainable lifestyle change and boost self-confidence

CONTINUE TO SEE SUMMARY




SUSTAINABLE LIFESTYLE CHANGE

I FEEL LIKE I IMPROVED
MY KNOWLEDGE
AROUND THIS ACTIVITY
AND WILL LIKELY BEGIN
DOING THIS MYSELF IN
THE FUTURE.

76%
STRONGLY AGREE





HOW LIKELY ARE YOU TO
PARTICIPATE IN SIMILAR ACTIVITIES
IN THE FUTURE?

**95% VERY
LIKELY**

HOW WOULD YOU RATE YOUR
SELF-CONFIDENCE AFTER THIS
PARTICULAR ACTIVITY?

**75% VERY
HIGH**



The Health Benefits of Nature



LIFESTYLE CHANGE

Lifestyle change is one of the most powerful and accessible tools in improving individual and community health. Modifiable lifestyle factors, which include things like exercise, cognitive stimulation, and diet have been shown to impact a wide range of physical and mental illnesses, including the prevention of Alzheimer's Disease, diabetes, and the onset of depressive symptoms (2-4).

Offering inclusive and engaging outdoor opportunities that are curated for individual's interest and abilities can generate sustainable lifestyle change. This presents a unique opportunity in managing and preventing illnesses, expanding healthcare resources and access, while promoting the environment and local communities.

ENVIRONMENTAL IMPACTS

BUILD RELATIONSHIPS WITH OUTDOORS

Create positive and meaningful relationships with nature

DEVELOP ENVIRONMENTAL STEWARDS

Develop lifelong environmental stewardship

INCREASE PUBLIC KNOWLEDGE AND AWARENESS

Increase knowledge and awareness around responsible recreation and environmental issues



Environmental Impacts

RELATIONSHIPS WITH NATURE

1

Creating positive and meaningful relationships with nature increases the likelihood people will want to take care of places, whether local or just visiting.

PROMOTE STEWARDSHIP

2

Stewardship is something we're all responsible for participating in when visiting natural spaces. Educating people on responsible recreation is knowledge that can be passed on for generations.

RAISE AWARENESS

3

Guided outdoor experiences offer opportunities to raise awareness around local or national environmental issues, resulting in a more informed and active outdoor community.

COMMUNITY BENEFITS



DIVERSIFY NATURAL PLACES

Increase accessibility and inclusiveness in outdoor community

GIVE SENSE OF PLACE

Increasing participation and representation

HELP SUPPORT LOCAL COMMUNITIES

Financial and social supports for local businesses



Community Impacts



DIVERSIFY THE OUTDOORS

Offering welcoming spaces for all abilities, those who have historically been excluded, or are unfamiliar with the outdoors is critical for not only diversifying and building equity in natural spaces, but ensuring its longevity and expanding its benefits.

SENSE OF BELONGING

The outdoors have been dominated by white men for decades, making the image of what is "outdoorsy" very limited. Being able to see yourself or someone like you in natural spaces is important both to support a sense of belonging and expand what it means to be outdoorsy.

SUPPORT LOCAL

We only hire locally because they offer unique local knowledge and ensures direct support to the local economy through payments to guides and other businesses they might recommend.

SUPPORT COMMUNITY

By improving individual health, protecting the environment, and supporting local community members, this creates overall healthier communities that can thrive and grow.



CAIRN GUIDES

EXPLORE MORE. STRESS LESS.

CAIRN GUIDES CUSTOMIZE OUTDOOR EXPERIENCES TO INSPIRE LIFESTYLE CHANGE BECAUSE IT IS ONE OF THE MOST EFFECTIVE AND ECONOMICAL WAYS FOR IMPROVING WELL-BEING OF INDIVIDUALS, COMMUNITIES, AND OUR PLANET.

VISIT OUR [WEBSITE](#) TO CONNECT WITH A GUIDE OR EMAIL HELP@CAIRNGUIDES.COM IF YOU HAVE QUESTIONS OR WANT TO KNOW MORE ABOUT WAYS TO GET INVOLVED.

JORDAN LARSON

TRAIL GUIDE/FOUNDER

BACKGROUND AND EXPERIENCE

- 10 years working in neuroimaging research and mental health
- 3 years as trail guide and business owner
- Previously Crisis Prevention Intervention Instructor
- Mental Health Advocate

GOAL:

Create an ecosystem of outdoor guides to offer a platform for an easily accessible and affordable nature prescription program throughout the United States.



SOURCES

1. Statistics gathered from data from Mental Health America;
<http://www.mentalhealthamerica.net/issues/mental-health-america-access-care-data>
2. Diabetes Prevention Program Research Group. Long-term effects of lifestyle intervention or metformin on diabetes development and microvascular complications over 15-year follow-up: the Diabetes Prevention Program Outcomes Study. *The Lancet Diabetes & Endocrinology*. 2015;3(11):866–875. You can find more information about this study at the Diabetes Prevention Program Outcomes Study website.
3. De la Rosa A, Olaso-Gonzalez G, Arc-Chagnaud C, Millan F, Salvador-Pascual A, García-Lucerga C, Blasco-Lafarga C, Garcia-Dominguez E, Carretero A, Correias AG, Viña J, Gomez-Cabrera MC. Physical exercise in the prevention and treatment of Alzheimer's disease. *J Sport Health Sci*. 2020 Sep;9(5):394–404. doi: 10.1016/j.jshs.2020.01.004. Epub 2020 Feb 4. PMID: 32780691; PMCID: PMC7498620.
4. Kim SY, Park JH, Lee MY, Oh KS, Shin DW, Shin YC. Physical activity and the prevention of depression: A cohort study. *Gen Hosp Psychiatry*. 2019 Sep-Oct;60:90–97. doi: 10.1016/j.genhosppsy.2019.07.010. Epub 2019 Jul 26. PMID: 31376646.

