

Case Study: Every Kid Outdoors Initiative

Utah



Overview

Utah's Every Kid Outdoors (EKO) Initiative expresses a commitment to promoting a healthy active lifestyle for youth and encourages spending more time in the outdoors engaging in 10 activities that will benefit physical and emotional well-being. EKO is also incorporated into an activity passport, that once completed and sent back to the Utah Office of Outdoor Recreation will be rewarded with a prize and a certificate. Find out more here: <http://business.utah.gov/outdoor/eko/>.

Bill: [HCR004](#) (2019)

Target Audience

Utah residents, visitors, educators, youth programmers, non-profits, parks, public land manager/educators and anyone who works with youth and wants to inspire more kids & families to spend active time outside in nature.

Coalition

This effort was supported by a coalition of more than 30 organizations and companies. This included small, state-based education and recreation nonprofits as well as larger national organizations and outdoor industry companies, as well as Utah Governor Gary Herbert.

Funding

The legislature authorized \$100,000 in one time funding for the Utah Children's Outdoor Recreation & Education Grant (UCORE) for 2020 (<https://le.utah.gov/~2019/bills/static/SB0222.html>). Cities, counties, non-profits, educational institutions and tribal governments are eligible.

Impact

The impact of EKO is yet to be quantified, but the OOR has received many anecdotes of how organizations are using this downloadable and free resource in their programming. Youth are returning completed passports and the state hopes to increase the reach of this initiative in the years to come.