

# AGENTS OF NATURE





# The facts

Youth are using technology and playing games more than ever:

- By age 21, the average American child will have spent more than 10,000 hours playing video games.
- Statistics from the Kaiser Family Foundation revealed that young people spend upwards of 10 hours per day in screen time.

Youth inactivity is on the rise:

- 61% of the average youth's free time after school and on weekends is spent in passive, sedentary activities.
- Only 7% of kids aged 5-11 years old and 4% of youth aged 12-17 meet the guideline of 60 minutes of moderate to vigorous physical activity every day.

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# The idea



Using technology to get kids outside



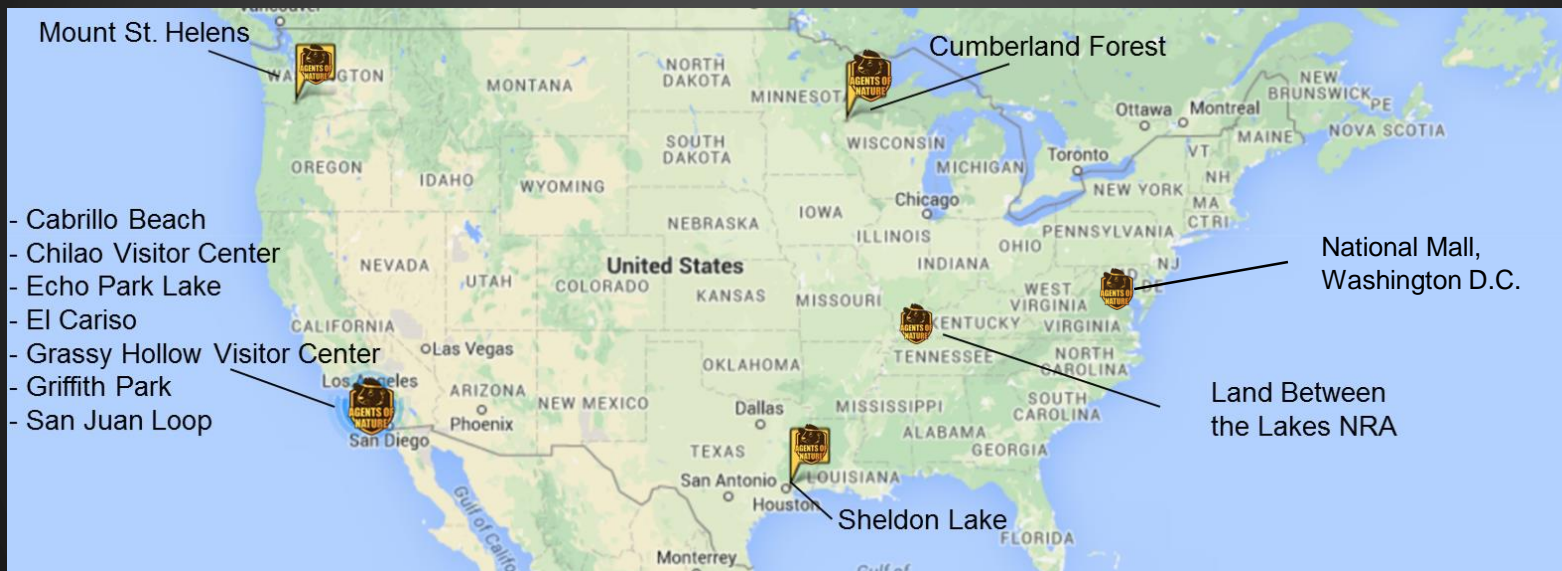
# What it is

- GPS-based educational game for handheld iOS and Android devices
- Works with or without WiFi and cellphone links
- Blends gamification with experiential outdoor education
- Uses best practices in mobile gaming
- **Active gaming: must move to play**





# Where it is



# Another Tool in the Toolbox

- Agents of Nature is designed to complement and reinforce existing educational tools.
- Rather than replacing nature walks, field guides, interpretive signs, and other traditional methods of environmental education, Agents of Nature will supplement these approaches.
- Key messages from sites' educational programming will be integrated into Agents of Nature.



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# Research partners

City of Calgary

University of British Columbia

Mitacs

Calgary Catholic School District



a place of mind







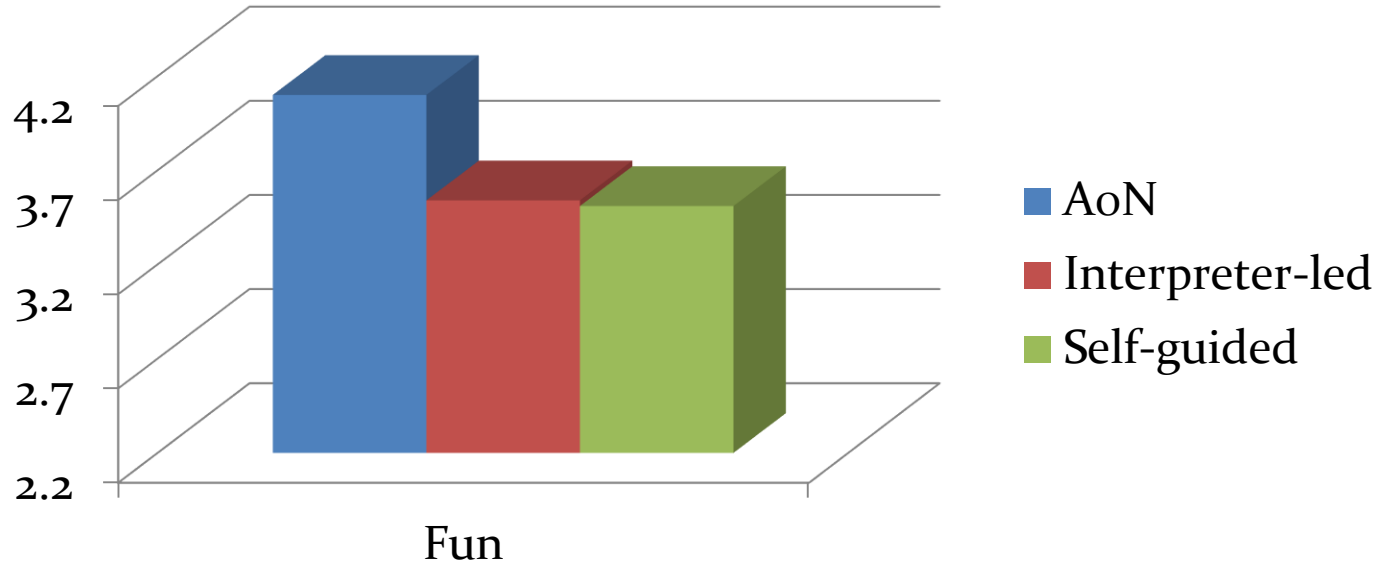
# Research parameters

- Formal evaluation of Agents of Nature's Calgary sites
- September – December 2013
- 750 students aged 9-14
- Participants randomly assigned to groups:
  - Self-guided park tour
  - Interpreter-led park tour
  - Explore park using Agents of Nature



# Measuring our results - Fun

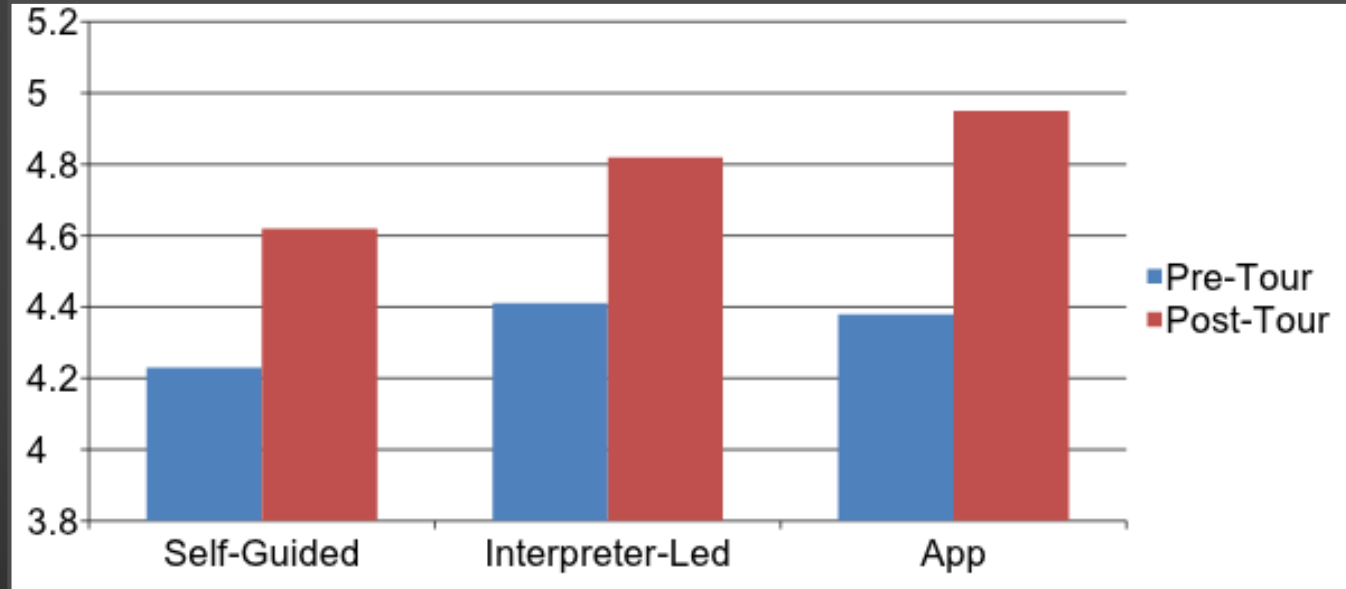
Agents of Nature users reported the highest level of fun.





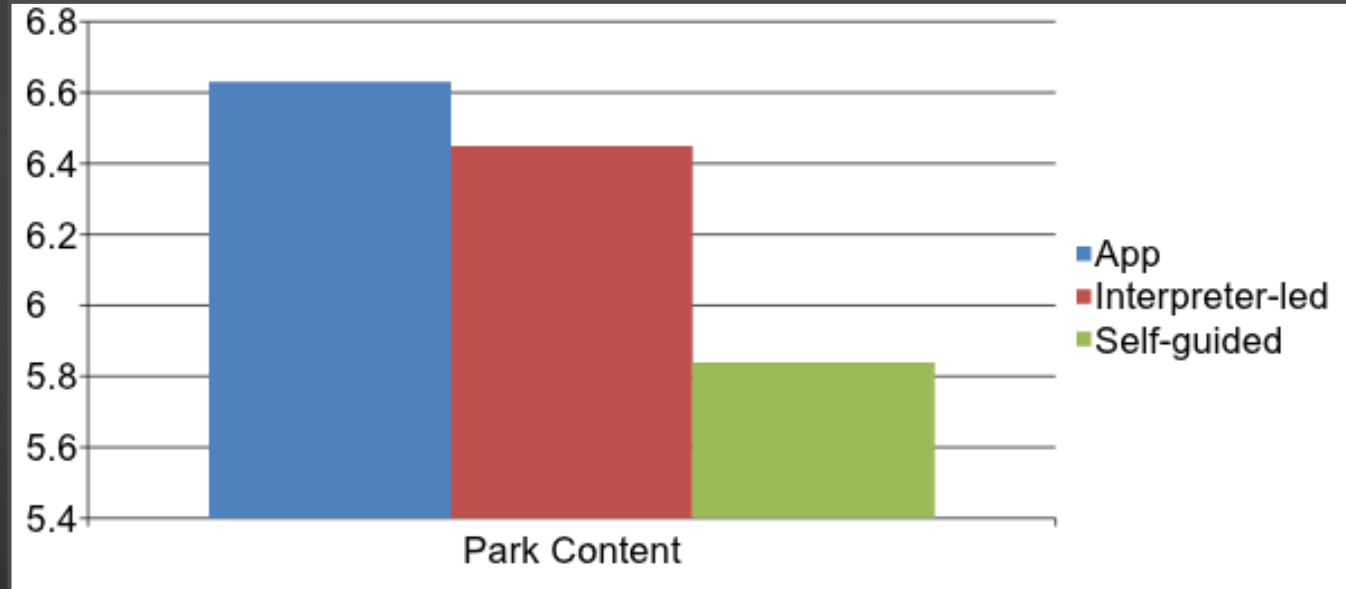
# Measuring our results - Nature Connectedness

Agents of Nature users showed the greatest increase in their nature connectedness.



# Measuring our results - Park Content

Post tour quiz demonstrated significant differences between groups.



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# Agents of Nature in Texas

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# Now it's your turn!

*Agents of Nature demonstration*





# Get In Touch

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