

Council Outdoor Ethics Advocate Training

John Gonerig

outdoorethicsjohn@gmail.com

Area 4 Outdoor Ethics Advocate

Program Promotion



Paula Boothe

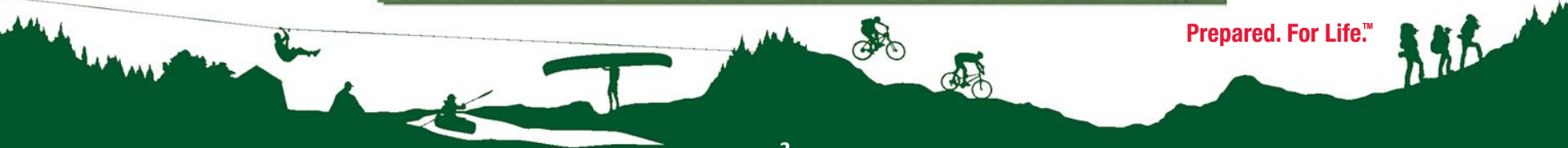
towonuni@aol.com

Western Region Outdoor Ethics Coordinator

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**Leave
No
Trace™**
Center for Outdoor Ethics | LNT.org



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Course Objectives

- Understand how effective program promotion impacts Outdoor Ethics activities
- Understand opportunities for promoting OE activities
- Understand how outdoor ethics programs support Cub Scouts, Scouts BSA and Venturing Advancement and Awards(unit)



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COEA Job Description Highlights

- Recruit
- Train
- Program Promotion
- Outdoor Ethics Committee or Team
- Reporting



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Program Promotion

- **What Outdoor Ethics Training are you doing in your Council**
- [Checklist](#)
- **PSA Video**
 - [Tread Lightly! Keeps Your Access Open – YouTube](#)
 - [PLT Uses Forests to Teach All Kinds of Subjects - YouTube](#)



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Program Promotion

- **What have you tried in your promotions?**
 - Good results
 - Not so good results
- **Promotion Opportunities**
 - University of Scouting
 - Council Calendar
 - OutdoorEthics-BSA.org
 - LNT.org
 - Wood Badge

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Program Promotion

- **Rank Advancement contains OE opportunities**
 - Awareness and Action Awards
 - Cub Scouts
 - Scouts BSA
 - Venturing
 - Sea Scouts



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Promotion Guidelines

- [Training Promotion Guidelines \(outdoorethics-bsa.org\)](http://outdoorethics-bsa.org)
<http://outdoorethics-bsa.org/training/MistakesToAvoid.php>



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Breakout

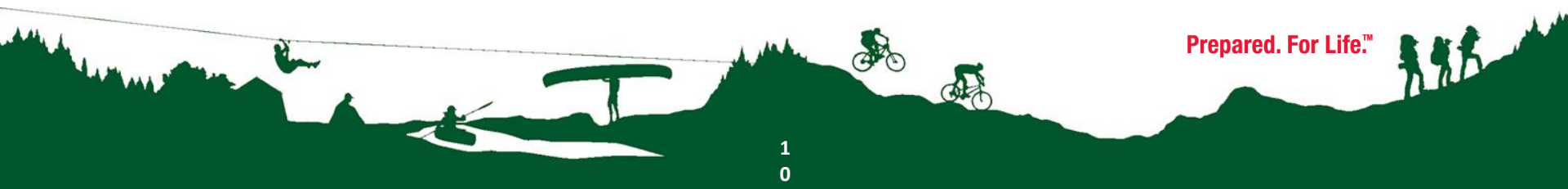
- **Plan a promotion for:**
 - **Leave No Trace Trainer Course**
 - **Training at Summer Camp**



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Wrap Up

- Questions



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