

Prepare, Care, Connect Messaging Framework

PREPARE

PLAN AHEAD

- Consider what you want to see and experience, and compare it with the abilities of your group and your pets
- Consider distance, elevation change, terrain and the amount of time you have for your chosen route
- Visit off peak and mid-week to reduce congestion
- Research what's seasonally available and accessible

BE READY

- Pack your Ten Essentials
- Bring the right gear or know where to rent it. Local outfitters know exactly what gear you need and can show you how to use it
- Check local road and weather conditions and be prepared for it to change
- Hire a local guide who can enrich your experience with access, know-how and equipment

DON'T FORGET

- Tell someone where you're headed and when you plan to be back
- You may not always have cell phone service; bring a map
- Bring enough water for your activity or pack a water purification system
- Bring cash for recreation use fees

CARE

MAKE SMART CHOICES

- It's always safer to travel together, and sometimes more fun, too
- Know your limits and when to stop for the day
- Reading signs and warnings can help keep you safe
- Be careful when taking selfies and other photos

KEEP IT NATURAL

- Do your part to prevent human-caused wildfires
- Protect nature by staying on trails and in designated areas
- Enjoy what you find and leave it behind
- Pack out what you pack in
- Appreciate wildlife from a distance

BE RESPECTFUL

- Share the trail
- Know who manages the land you access and what the rules and regulations are
- Follow leash laws for pets and pack out their poop
- Consider how and where you share your location on social media

CONNECT

ENJOY YOURSELF

- Boost your health and well-being
- Engage all five senses
- Connect with nature
- Recharge and re-center
- Relax with family and friends

SAY HELLO

- Be welcoming to your fellow adventurers in the outdoors
- Spark a conversation with locals and fellow visitors to gain new perspectives
- Check in with local visitor centers and ranger stations to learn from residents, pick up maps and gather information

SPREAD GOODWILL

- Consider visiting cultural and tribal centers to learn more about history and people's relationship to place
- Share what you know when it can help others
- Support the community - eat, drink, shop and stay local
- Consider donating to (or volunteering at) your favorite city, state or national park