



For Immediate Release  
Contact: Kristine Jimenez  
IslandWood  
[kristinej@islandwood.org](mailto:kristinej@islandwood.org)  
206-755-6541

## Nature Passport App Uses Screens to Get Kids Off Screens

### *New Nationwide Survey Shows Parents Want and Need Help Connecting their Children to the Natural World*

**BAINBRIDGE ISLAND, WA** (September 20, 2017) – Today, IslandWood and Nature Play Western Australia launched the Nature Passport app – a new tool in the global movement to reconnect children with nature. The international app features activities designed by leading experts in outdoor play and experiential, place-based education to help kids, families, and classrooms play, explore, and learn outdoors.

Research<sup>1</sup> shows that spending time outdoors is an essential part of a healthy, well-balanced childhood. And parents are getting the message. In fact, nearly all parents (98%) recognize that being outdoors and connecting with nature is good for their kids according to a recent national survey<sup>2</sup> commissioned by IslandWood and Nature Play WA and conducted online by Harris Poll among over 1,000 parents of children under 18.

Unfortunately, digital entertainment has made getting kids outside harder than ever. Among parents of children under 18:

- Roughly 4 in 5 (84%) say they wish their kid(s) spent more time playing and learning outdoors.
- Nearly three-quarters (73%) say digital entertainment makes getting their kids outdoors harder.
- Roughly 7 in 10 (69%) wish they had better tools and strategies to help them get their kid(s) outdoors more often.

“It’s ironic that we need a technological solution to get kids off screens and connecting with the world around them, but parents want help restoring the balance between screen time and green time,” said Ben Klasky, President and CEO of IslandWood. “By leveraging technology to make outdoor play and learning fun and engaging, Nature Passport has the potential to become an important tool in improving the health and wellbeing of kids, their families, and our planet.”

Nature Passport, available on iOS and Android mobile devices, helps users discover the natural world around them and facilitates contributions to citizen science. The app is designed primarily for children ages 7-10 years old, but can be used by kids and adults of any age. New content packs will be released

---

<sup>1</sup> <https://childmind.org/article/why-kids-need-to-spend-time-in-nature/>

<sup>2</sup> This survey was conducted online within the United States by Harris Poll on behalf of IslandWood from July 17- 19, 2017 and July 28-August 1, 2017 among 1,062 U.S. adults ages 18 and older who are the parent/legal guardian of a child(ren) under 18. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Kristine Jimenez at 206-855-4344 or [kristinej@islandwood.org](mailto:kristinej@islandwood.org).

every two weeks, giving parents, caregivers, and teachers a robust and long-term resource for engaging kids with the natural world.

“As kids around the world spend more time indoors and on screens, we’re seeing childhood obesity and mental health disorders surge to crisis levels,” said Griffin Longley, CEO of Nature Play Western Australia. “That’s why innovative, global solutions like Nature Passport are urgently needed to help all kids get the outdoor time we know is so important for their physical and mental health, learning, and stewardship of our planet.”

Learn more at: [www.naturepassport.org](http://www.naturepassport.org).

### **About IslandWood**

Since 2002, IslandWood has been advancing innovative and inclusive education that inspires understanding and stewardship of our planet. Its place-based, experiential learning programs offered for Puget Sound area schools serve more than 10,000 students every year. IslandWood also offers two Master’s level graduate programs in education, develops science curriculum, provides teacher training, and leads statewide and national advocacy initiatives. Learn more: [islandwood.org](http://islandwood.org).

### **About Nature Play Western Australia**

Nature Play Western Australia is a not-for-profit organization dedicated to increasing the time children spend in unstructured play outdoors, and in nature. It is founded on the understanding that unstructured play outdoors (nature play) is fundamental to a full and healthy childhood. Learn more: [www.natureplaywa.org.au](http://www.natureplaywa.org.au).