

# **Evolving the Outdoor Industry: An Introduction to Accessible Recreation Practices**



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**AMERICA OUTDOORS**  
**CONFERENCE AND**  
**OUTFITTER EXPO**



# LEARNING OBJECTIVES

- Discover how the outdoors industry can go beyond the ADA to build more accessible outdoor spaces and communities.
- See how outfitters and adaptive organizations can partner to make the outdoors more accessible to all.
- Gain the tools to take the first steps toward opening your operation to people with a wider range of abilities.

# BUT FIRST....



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“I Can” Lives Here.





# OUR Mission

To empower individuals of all abilities by building self-esteem, confidence and lifetime skills through sport, recreation and educational programs



**CYCLING**

**ARCHERY**

**PADDLESPORTS**

**WATERSPORTS**

**ALPINE SKIING**

**SNOWBOARDING**

**EQUESTRIAN**

**CAMPS**

**AQUATICS**

**INTERNSHIPS**

**SLED HOCKEY**

**BIATHLON**

**CHALLENGE COURSE**

**MILITARY PROGRAMS**

**COMPETITION TEAMS**

**RAFTING**

**ROCK CLIMBING**

**SNOWSHOEING**

**MOUNTAIN BIKING**

**HIKING**

**NORDIC SKIING**

**CAMPING**



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# WHAT IS DISABILITY ?



# A DIVERSE COMMUNITY

## The Adaptive Nation

**THE COMMUNITY**  
**of Inclusive Nation**

**Word Cloud:**

- ASTHMA
- VETERAN
- BRAIN INJURY
- MENTAL HEALTH
- HEAD INJURY
- BURN SURVIVOR
- SUBSTANCE ABUSE
- SENSORY INTEGRATION DISORDER
- INTELLECTUAL DISABILITY
- PERVASIVE DEVELOPMENTAL DISORDER
- SPINAL CORD INJURY
- KLINEFELTER'S SYNDROME
- GENETIC DISABILITY
- RARE AND UNDIAGNOSED
- TRAUMATIC BRAIN INJURY
- ACHONDROPLASIA
- SPINAL CORD INJURY**
- CANCER SURVIVOR
- DOWN SYNDROME
- ALZHEIMERS
- BIPOLAR DISORDER
- MULTIPLE SCLEROSIS
- ORTHOPEDIC IMPAIRMENT
- HEART DEFECT
- SPINAL MUSCULAR ATROPHY
- DEVELOPMENTAL DISABILITY
- POST-CONCUSSION SYNDROME
- ANGELMAN SYNDROME
- SEXUAL TRAUMA
- SENSORY PROCESSING DISORDER
- PRADER WILLI SYNDROME
- AICARDI SYNDROME
- CHRONIC FATIGUE SYNDROME
- AUTISM**
- RETT SYNDROME
- PARKINSON'S DISEASE
- EHRLERS-DANLOS SYNDROME
- MUSCULAR DYSTROPHY
- CLEFT LIP AND/OR PALATE
- ILLNESS RELATED DISABILITY
- TEMPORARY DISABILITY/INJURY
- CYSTIC FIBROSIS**
- BRAIN TUMOR
- DYSLEXIA
- EPIDERMOLYSIS BULLOSA
- TRANSVERSE MYELITIS
- SEIZURE DISORDER
- HEMIPLEGIA
- KNEE AMPUTEE
- PTSD**
- ADD/ADHD
- SELECTIVE MUTISM
- ASPERGER'S
- PHYSICAL/EMOTIONAL ABUSE
- LEARNING DISABILITY
- HEMIPARALYSIS
- PULMONARY HYPERTENSION
- SCOLIOSIS
- DISEASE RELATED DISABILITY
- DEPRESSION
- ASPERGER'S
- PARAPLEGIA
- ATAXIA
- SCHIZOPHRENIA
- DYSMELIA
- ANXIETY DISORDER
- LUPUS
- VISUAL IMPAIRMENT
- FIBROMYALGIA**
- DEAF/HARD OF HEARING
- EPILEPSY
- CANCER**
- AMPUTATION**
- ATHETOSIS**
- GUILLAIN BARRE SYNDROME
- IMPAIRED MUSCLE POWER
- ARTHROGRYPOSIS
- EATING DISORDER
- CEREBRAL PALSY**
- STROKE
- SPINA BIFIDA
- QUADRAPLEGIA
- TRAUMA
- ARTHRITIS



# ACCESSIBILITY MATTERS





A group of four people are kayaking on a calm body of water. They are wearing life jackets and holding paddles. The background shows rolling hills or mountains under a clear sky. The image has a semi-transparent dark overlay to make the text stand out.

“IT GIVES PEOPLE  
FREEDOM...  
CONFIDENCE ...  
IT GIVES THEM  
PURPOSE.”

- Jason Morgan



# THINKING BEYOND ADA





A person wearing a blue and black cycling jersey, a blue helmet, and orange goggles is riding a mountain bike on a dirt trail. The trail is surrounded by dense green foliage and trees. The person is leaning forward, and the bike is in motion. The background is slightly blurred, emphasizing the rider.

“I WANT TO  
EXPERIENCE MORE  
THAN A MILE OF  
NATURE”

-Matt Tilford



ACCESSIBLE  
ALSO LOOKS  
LIKE THIS ...



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AND THIS ...



AND THIS...



# ACCESSIBLE TRAIL BUILDING WITH







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BOMBER  
1230

REACTIVE  
ADAPTATIONS



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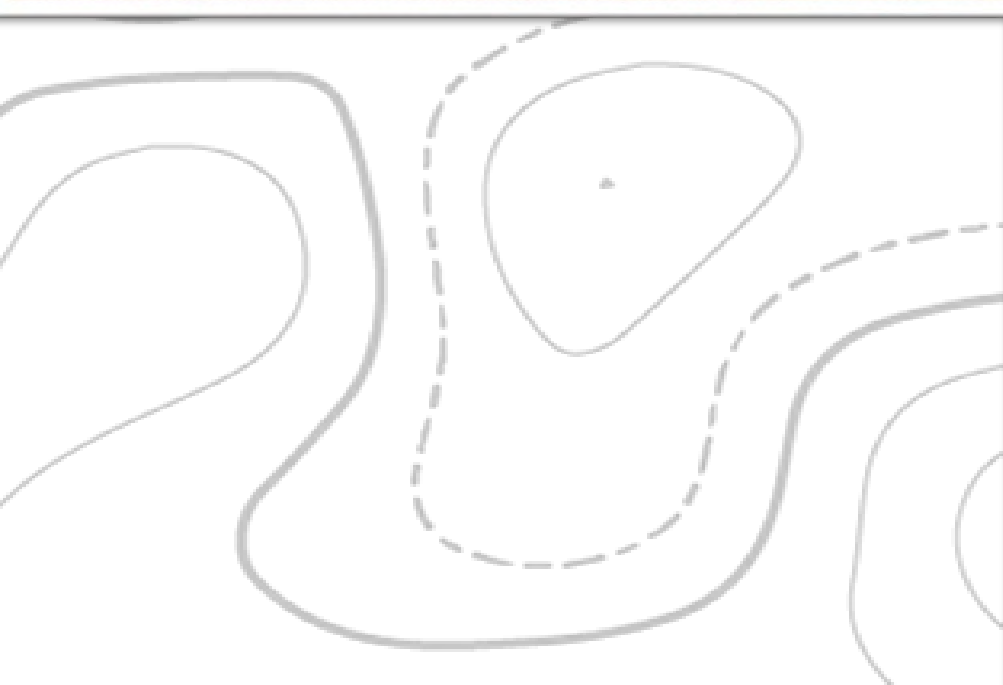
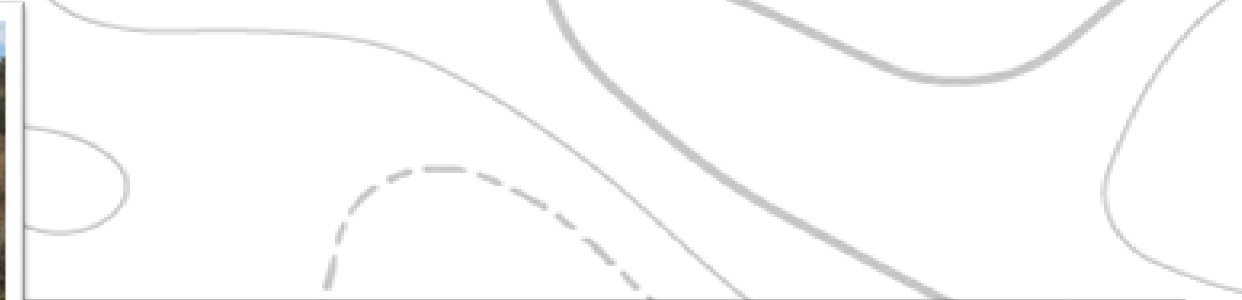
Map Not Accessible For Wheelchair Users





Map Not Accessible For Wheelchair Users















# CAN THE GRAND CANYON BE MADE ACCESSIBLE?







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# INCLUSION ON THE SLOPES







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# PARTNERING WITH PARKS







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GO FORTH AND  
ADVOCATE!



# QUESTIONS?



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# Thank you!

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