

IMPACT OF OUTDOOR RECREATION ON CHANGING SOCIAL BEHAVIOURS CONTENTS

PLENARY PAPERS

Introduction and Welcome by Chair	6
<i>Rachel Hughes, Research and Evaluation manager, Sports Council for Wales</i>	
Outdoor Recreation as a Tool to Facilitate Behavioural Change	8
<i>Dr Geoff Nichols, Lecturer in Leisure Management, The University of University</i>	
Social Behaviour: A social Marketing Approach	12
<i>Veronica Sharp, Director, The Social Marketing Practice</i>	
Getting East Manager Moving: expanding the concept of walks for health	21
<i>Peter McGowan, Health Walk Co-ordinator, Manchester PCT</i>	
"What Evidence is There That Adventure Education Mitigates Violent and Aggressive Behaviour in Individual Groups"	27
<i>Viv Carnea, Adventure Education Coordinator, Getaway Girls</i>	
Get Hooked on Fishing	30
<i>Michael Watson, Director & Founder, Get Hooked on Fishing</i>	
Safe Anchor Trust: examples from the Voluntary Sector of behavioural change from outdoor activity	33
<i>Denise Bedford, Les Moss and Don Wilkinson, Safe Anchor Trust</i>	

SUPPORTING PAPERS

Appendix A - Programme

Appendix B - Speaker Biographies

Appendix C - Delegate List

Appendix D - Slide Handouts from all speakers