



thrive
Outdoors

Scotland's National Outdoor Play and Learning Position Statement

Relaunch: Campaign Toolkit

Background and Commitment

In 2018, Inspiring Scotland and The Scottish Government brought together a broad group of academics and organisations from education, childcare, healthcare, environment and government to create Scotland's Outdoor Play and Learning Coalition.

The Coalition created a bold position statement and since then over 100 signatories have committed to working together to embed playing and learning outdoors as an everyday activity and celebrate it as a fundamental part of growing up in Scotland.



Why Now?

We must not underestimate the impact of COVID-19 on children and young people.

Outdoor play and learning can play a significant role in restoring children's health and wellbeing. There has never been a more important time for us to work together to support and enable all of Scotland's children and young people to access our diverse greenspaces and natural landscapes and to empower them to enjoy these spaces for the purposes of playing and learning.

By relaunching [Scotland's National Outdoor Play and Learning Position Statement](#) we are renewing our commitment, raising awareness and inspiring action.



Inspire Action

We want to drive home the importance of outdoor play and learning in Scotland.

Share with us on social media your *stories* of how you have incorporated outdoor play and learning into your organisation.

For example:

- **How have you incorporated outdoor play and learning into your organisation?**
- **How have you spoken positively about the position statement?**



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Encourage others to sign up [here](#).

Get Involved

Show your support and commitment to the statement by sharing the key messages within this toolkit on social media.

Use our social media graphics and template posts to spread the word on Facebook, Twitter and instagram – or write your own.

Download the social media graphic:

- For Twitter [here](#).
- For Facebook [here](#).
- For Instagram [here](#).

Download the accompanying social media copy [here](#).

Campaign hashtags:

#OutdoorCoalition #NeverMoreNeeded





Connect with us

Please tag Thrive Outdoors in any social media posts.

Twitter @Thrive_Outdoors

Instagram @thrive_outdoors

Facebook @ThriveOutdoorsScot

Follow Thrive Outdoors on social media here:



**Scotland's National Outdoor Play and Learning
Position Statement was made in partnership with
The Scottish Government.**



Scottish Government
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INSPIRING SCOTLAND

