

Top Reasons Why Girls Should Get Outdoors

Findings from the 2014 *More than S'mores* Report*



- 1** Girls really enjoy outdoor activities in Girl Scouts.
- 2** Monthly outdoor exposure contributes to girls' challenge seeking and problem solving.
- 3** Girl Scouts who get outdoors are twice as likely to connect with and care for the environment than non-Girl Scouts.
- 4** Girls of color and girls in lower socioeconomic backgrounds report even stronger benefits from outdoor experiences.



"It was my first time on the water, in a lake. I was scared at first but when I started to paddle I got the hang of it. I really loved it."

10-year-old Girl Scout, Missouri

Because of Girl Scouts...

71% of girls tried an outdoor activity for the first time.

71% of girls improved an outdoor skill.

48% of girls helped other girls do an outdoor activity.

29% of girls overcame a fear of an outdoor activity.



More than S'mores



Start the fun now!

girlscouts.org/join

*More Than S'mores, a 2014 study by the Girl Scout Research Institute, talked to nearly 3,000 Girl Scouts in fourth-through-eighth-grade.