



News In Brief

July 2, 2009

SPECIAL NOTE:

"The Anti-Virus Anthem"
commissioned exclusively for YMCA camping, words 2009 by monica.elenbass@ymca.net. PLEASE print and share! (Sung to the tune of "America")

Oh, beautiful for well-washed hands
And sanitizing gel (so clean!)
That keep the nasty germs away
So we won't be unwell! (cough-cough)

Oh camper girls, Oh camper guys
Please sneeze into your sleeve (atchoo!)
And tell the nurse, If you feel worse
So you won't have to leave! (boo-hoo)

CAMP SPOTLIGHT

Add Some Color – How do your camp shower-rooms look? Steve Heiny at Flat Rock River Camp (Indianapolis YMCA) had some pretty sad looking bathrooms, even with a new coat of white paint. He went to Wal-Mart

(they're too far out in the boonies to have a Bed, Bath & Beyond) and got some beautifully colored shower curtains and matching window curtains. Amazing how they brightened up!

Contact Steve at sheiny@indymca.org.
(Y-USA Camping Update)

EXTRA
EXTRA

**40
Developmental Assets® for
Children
Grades K-3
(ages 5-9)**

<http://www.search-institute.org/system/files/40AssetsK-3.pdf>

(National Assembly)

TECH TIPS

The Basics of Email Metrics: Are Your Campaigns Working?
http://www.idealware.org/articles/email_metrics.php

email marketing trends for small businesses
http://www.mailchimp.com/articles/email_marketing_benchmarks_for_small_business/

<http://www.lyrishq.com/content/view/85/>

<http://www.fundraising123.org/email-101/article-index#best-practices>

(Paul Bidwell, Network for Good)

MGMT & LEADERSHIP

Invite Your Legislators to Camp With ACA's "Congressional" Toolkit

This summer is a great time to invite your elected leaders (state and Federal) to your camp to show them that camp is not just recreation, but as part of year-round learning experiences, it contributes to the growth and development of children, youth, and adults.

[Read More](#)

(Inside ACA)

RISK MGMT/ STANDARDS

Are Your Playgrounds Safe?

– Too often, the answer is “no.”

A good resource is a free download (best printed out in color) from the US Consumer Product Safety Commission: <http://www.cpsc.gov/cpscpub/pubs/325.pdf>. It covers playground safety for both design and maintenance, with clear illustrations and tables. For instance, they rate these groundcovers:

- 9 inches of Shredded/recycled rubber protects falls to 10 feet;
- 9 inches of Wood Chips

protects falls to 10’;

- 9 inches of Pea Gravel protects falls to 5’;
- 9 inches of Sand protects falls to 4 feet;

Here’s a simple playground inspection form:

<http://www.iml.org/dbs/imlrma/files/Forms/Playground%20Safety%20Inspection%20Checklist.pdf>

“Cleanup on Isle Five” – A poster to print-out and hang-up on how to sanitize surfaces: <http://www.epi.hss.state.ak.us/id/donorovirus/sanitize.pdf> Perfect for the dining hall, kitchen, and infirmary.

PR/MARKETING

NONPROFIT SOCIAL NETWORKING SURVEY REPORT

The Nonprofit Social Networking Survey Report recently released results of the nonprofit industry's first-ever survey examining the use of social networking as a marketing and fundraising channel. Conducted earlier this year, the survey polled 978 nonprofit professionals about their organizations' use of commercial social networking sites, as well as their own hosted social networking communities.

To continue: <http://www.fundraiser.com/may09/news.html>
(Fund\$Raiser Cyberzine)

Did you all get a chance to check out the recent survey on nonprofits use of social media? Some interesting finds from NTEN, Common Knowledge and ThePort. <http://www.frogloop.com/smstudy>

(Information Systems Forum)

GREEN SPOKEN HERE

Nature Rocks is a national engagement marketing campaign to inspire and empower parents to get their families outside to play and explore in nature. Designed to amplify and support the movement to reconnect children with nature.

We've posted the Nature Rocks Toolkit on the C&NN Web site and made it easy for you to participate and benefit from "Nature Rocks,"

http://www.naturerocks.org/?utm_source=Leaders+and+Partners&utm_campaign=d26610aaec-NatureRocks_Toolkit&utm_medium=email

Partners:

REI

The Nature Conservancy

Richard Louv
American Camp
Association

Flora Family Foundation

EcoAmerica
Children & Nature
Network

(EEAI)

HEALTH & WELLNESS (part 2)

Burning any part of the poison ivy plant releases the urishoil into the air where it can be breathed by humans and animals causing internal response and frequently respiratory emergency.

Be aware that urishoil can be transferred by pets/animals to humans, as well as to furniture, clothing, etc. And that the oil can remain viable for up to a year.

Be aware that urishoil will remain on your clothing- recommend immediate removal of clothing, turned inside out (to prevent the laundry handler from touching the urishoil). Wash in hot temp for greatest success at removing the oil.

Scratching the blisters does not spread the rash as the blisters do not contain the urishoil that created the complexes which created the rash. However, scratching can cause open skin tears which lead to secondary bacterial infections.

Wear protective clothing and/or protective aids- many have found that applying spray deodorant, Ivyshield, Ivy Block or other spray barriers is helpful for extending the "grace period" between contact and the opportunity to remove the urishoil.

Wash your exposed skin as soon as possible with cold water (hot water opens the pores) and soap. Many have found the best success with Fels Naptha or other heavy duty oil-fighting soap such as used by mechanics. Continue to keep clean and dry for quickest recovery.

Many over-the-counter options are available including Rhuli Gel and similar products to reduce itching, Tecnu to reduce immune response and reduce itching, etc. Homeopathic Rhus Tox works to stimulate the body's natural immune system effecting a quicker recovery. (notice the similarity in the homeopathic name to the scientific name of Poison Ivy?). Hyland's Poison Oak/Ivy is another brand option to Rhus Tox.

[http://wiki.answers.com/Q/How do you remove or wash away urishoil;](http://wiki.answers.com/Q/How_do_you_remove_or_wash_away_urishoil;)

<http://www.poisonivyremoval.com/ordereze/Content/2/Summary.aspx;>

http://www.cattail.nu/ivy/ivy_index.html;

<http://waynesword.palomar.edu/ww0802.htm>

<http://nac.tamu.edu/x0755bb/caddo/poison.html;> http://en.wikipedia.org/wiki/Poison_ivy

PROGRAMMING

The first edition of a curriculum and program manual for Wonderful Outdoor World's WOW on the Water has been prepared by the American Recreation Coalition (ARC) and the Bureau of Reclamation. WOW on the Water is a day-long experience in water-based recreation, merging fun with learning for children. The program is especially appropriate for urban and minority youth from 10 to 14 years of age.

WOW, a national partnership which includes the Walt Disney Company and ARC, pioneered its award-winning urban camping experience in the mid-1990's and now operates in major cities across the nation. WOW on the Water expands the program by introducing youth to water-based recreation and water quality issues on bodies of water near urban centers. The goal is to establish

life-long and safe enjoyment of fishing and boating by those who are traditionally less likely to participate in outdoor recreation activities. Children will also learn about the importance of water quality and quantity to our lives. The program has four core elements: water safety and awareness, an introduction to fishing and boating, an exploration of the "nature" of water and a boating adventure. The activities, in four ninety minute sessions, are designed to be easily conducted by volunteers, are suitable for various locations and can be modified, extended or revised as needed. Testing of the WOW on the Water program is planned for California and Nevada in the near future.

<http://www.funoutdoors.com/files/WOW%20on%20the%20Water%20manual%209-1-04.pdf>

<http://www.funoutdoors.com/files/WOWManual10-05.pdf>

FROM THE SECTION OFFICE

[Ruddie Memorial Youth Foundation Accepting Applications From First-Time Applicants](#)

Grants of up to \$25,000 will be awarded to nonprofits across the country working to provide youth from birth to age 25 with resources for obtaining improved health, personal growth, and success....

Deadline: July 31, 2009

Special needs children. The Innovating Worthy Projects Foundation supports programs for special needs children. Grant range: \$5,000. Deadline: through August 31, 2009.

More info: <http://www.iwfp.org/>

We're on the Web!

www.acaindiana.org

SUMMER TRAVEL: Back Home Again in Indiana

During this summer vacation season, planning quickly turns to **summer travel**. If you will be cruising around Indiana for youth events, summer sports or just a quick get-away, the Indiana Youth Institute has negotiated with the **General Hotels Corporation reduced hotel rates for Indiana's youth-serving professionals**. Examples include:

- Crowne Plaza at Historic Union Station – Indy (**\$109 / night**)
- Holiday Inn North - Indianapolis (**\$79 / night**)
- Crowne Plaza Airport - Indianapolis (**\$79 / night**)
- Holiday Inn East - Indianapolis (**\$69 / night**)
- Holiday Inn Express South - Indianapolis (**\$79 / night**)
- Homewood Suites Keystone at the Crossing – Indy (**\$99 / night**)
- Courtyard by Marriott - Kokomo (**\$69 / night**)
- Holiday Inn - Terre Haute (**\$69 / night**)
- Spring Hill Suites - Terre Haute (**\$99 / night**)
- Homewood Suites - Lafayette (**\$99 / night**)
- Hampton Inn - Lafayette (**\$89 / night**)

Just **ask for the Indiana Youth Institute rate** when making your reservations. Safe travels!

(Office of Faith Based and Community Initiatives)

NEWS YOU CAN USE

Every National Park in the U.S. will be offering free admission one weekend each month this summer. Good news is it's free, bad news is crowds will be huge.

<http://www.nps.gov/findapark/feefreeparksbystate.htm>

(LinkedIn)

On the Bus – I recently was visiting with about 100 day camp directors and unit leaders, and asked what they do with kids and teens on long van or bus rides to field trips. The universal answer, "Mmmm ...nothing. The kids just like to talk." Look closely: not all kids are having conversations, and they aren't all treating each other like friends.

A great way to work on "Friendmaking Skills" is the "Talk-Show Interview" where one

person interviews another from a set list of questions. And there are great resources for questions that you can keep on the bus, or for a rainy day at camp. A long-time favorite is the "Book of Questions" series. Things kids would never think to ask, but once they see it modeled it opens up what they talk about. A new set of resources, "Conversations to Go" are from:

<http://www.moonjar.com/store/#23> a not-for-profit aimed at helping kids understand money, saving, and earning. (Located about half-way down the page).

<http://www.moonjar.com/store/#3> Spend \$15 or so now, have hours of meaningful experiences the rest of the summer.

(Y-USA Camping Update)