This past spring, Come Alive Outside launched a “Summer Passport”. The project is based on an evidence based campaign called the VERB Scorecard that “makes physical activity for youth accessible, exciting and rewarding.” The program also increases parents’ awareness of available physical activity opportunities for their children and strengthens the commitment among community partners to make opportunities more accessible.

In Rutland, families from two schools - Northwest and Northeast Elementary Schools - were offered the Passport which includes opportunities to be active at a variety of venues and events predominately in Rutland City, the community of residence for the students. Some of the venues are: Rutland City Farmers Market, Friday Night Live Downtown Events, Rutland City Recreation Department programming, and Wonderfeet Kid’s Museum events. Youth and families go to the sites, participate in the activity, and then find a “secret code” to record in their Passports as proof they were there. The Passports can then be redeemed at partner sites for prizes.

At the end of the summer, Come Alive Outside will evaluate the project to see if rates of physical activity among youth and parents increased. Anecdotally, Come Alive Director, Andy Paluch, is getting great feedback - parents saying they’ve lived in the area for 20 years and never knew there were so many parks in town; farmers seeing families at the Market they had never seen before, because of the Passport; and kids looking for the “secret code” at parks that are not in the book!

We are looking forward to some official evaluation results and are excited to continue getting feedback from participants about their experiences being active around their community all summer long!