



## MAY 2022 | INFOGRAPHICS SCHEDULE

### **THEME: *Bounce Back in Nature (Nature & Mental Health)***

Resilience can be summed up as one's ability to *bounce back* or recover from setbacks. The last two years of the COVID-19 pandemic may have gone by slowly or quickly for some, but the bottom line is that we have all experienced unexpected changes which have impacted our lives, and hopefully we are better and stronger because of it.

Over the past two years, many Ontarians have experienced loss – the loss of family members and friends, jobs, businesses, relationships, milestone events, life experiences, and even the freedom to travel and move as freely as they wish.

As we look forward to Ontario, Canada, and the world recovering from the effects of the pandemic, we can rest assured that nature will continue to play an important role in helping Ontarians bounce back and move forward into our new normal, whether that's moving from the city to the country, returning to the office or going fully remote, changing careers, new living situations, travelling or navigating face-to-face relationships once again.

*The 2022 Healthy Hikes campaign will launch on May 2, during Mental Health Week. The campaign will focus on the mental health benefits of nature as we bounce back into the new normal of COVID-19 pandemic recovery. The first five infographics will share the diverse ways in which nature can bring about positive feelings and impact one's mental health and well-being during times of uncertainty. The Canadian Mental Health Association's (CMHA) Mental Health Week is observed during the first week of May and this year's theme is, This is Empathy.*

**CALL TO ACTION: SHARE THE HEALTHY HIKES CAMPAIGN ON SOCIAL MEDIA OR YOUR OTHER DISTRIBUTION CHANNELS.**

**ASSETS AVAILABLE ON GOOGLE DRIVE:** <https://drive.google.com/drive/folders/1FOxpU4tclKZy1ScCHwbyaE1eSOcAXG2T?usp=sharing>

**CONNECT ON SOCIAL MEDIA:** Facebook [Ontario's Conservation Areas](#) | Twitter [@conont](#) | Instagram [@con\\_ont](#)

## MAY SCHEDULE – BOUNCE BACK WITH NATURE

DATE	INFOGRAPHIC	COPY (suggested copy)	HASHTAGS (suggested hashtags)	ARTICLES/LINKS (suggested resource materials)
MAY 2		<p><b>Nature is Joy</b></p> <p><i>Biophilia</i> is defined as the innate human instinct to connect with nature and other living beings. As we reconnect outdoors, let's live in the moment and immerse ourselves in the joyful sights, sounds, and wonders of nature, and take note of elevated levels of well-being.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #GetReal</p>	<p>Finding Happiness With Nature <a href="https://bit.ly/3KfpcwH">https://bit.ly/3KfpcwH</a></p>
MAY 3		<p><b>Nature is Peace</b></p> <p>Research reveals that environments can increase or reduce our stress, which in turn impacts our bodies. In one study cited in the book <i>Healing Gardens</i>, researchers found that more than two-thirds of people choose a natural setting to retreat to when stressed.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #GetReal</p>	<p>Benefits of Outdoor Yoga <a href="https://bit.ly/3vI4BvF">https://bit.ly/3vI4BvF</a></p>
MAY 4		<p><b>Nature is Judgement-free</b></p> <p>Parenting isn't easy, especially during a pandemic. To help create a sense of order to the day that offers reassurance in uncertain times stick with healthy routines like carving time out for a chill family hike or bike ride to recharge and tackle what's ahead.</p>	<p>#StepIntoNature #HealthyHikes #ConservationAreas #MentalHealthWeek #GetReal</p>	<p>Parenting in a Pandemic: Tips to Keep the Calm at Home <a href="https://bit.ly/3EizMLo">https://bit.ly/3EizMLo</a></p>

<p><b>MAY 5</b></p>	 <p>The graphic shows two people walking away on a path through a lush green forest. The text 'Nature is Soothing' is written in a large, white, cursive font. Below it, a red banner says 'BOUNCE BACK IN NATURE'. Logos for 'Healthy Hikes' and 'healthyhikes.ca' are visible in the bottom corners.</p>	<p><b>Nature is Soothing</b></p> <p>Many studies show that after a stressful event, images of nature very quickly produce a calming effect. Within 3-4 minutes after viewing nature scenes, blood pressure, respiration rate, brain activity, and the production of stress hormones all decrease, and mood improves.</p>	<p>#StepIntoNature          #HealthyHikes          #ConservationAreas          #MentalHealthWeek          #GetReal</p>	<p>What Are Healing Gardens?  <a href="https://bit.ly/3Oulz9v">https://bit.ly/3Oulz9v</a></p>
<p><b>MAY 6</b></p>	 <p>The graphic shows a group of people sitting on a wooden pier or dock by the water. The text 'Nature is Freedom' is written in a large, white, cursive font. Below it, a red banner says 'BOUNCE BACK IN NATURE'. Logos for 'Healthy Hikes' and 'healthyhikes.ca' are visible in the bottom corners.</p>	<p><b>Nature is Freedom</b></p> <p>Friend groups are important and warm, trusted relationships are an essential component of emotional well-being. Strong social ties can boost confidence and self-esteem, as well as provide a psychological buffer against stress, depression, and anxiety.</p>	<p>#StepIntoNature          #HealthyHikes          #ConservationAreas          #MentalHealthWeek          #GetReal</p>	<p>Five specific tips to help increase positive emotions  <a href="https://bit.ly/3vFp013">https://bit.ly/3vFp013</a></p>