



2025 POSITION STATEMENT ON ACTIVE OUTDOOR PLAY

Communications Toolkit

About AOP10

In 2015, the founders of Outdoor Play Canada released the Position Statement on Active Outdoor Play, which became a unifying voice for the outdoor play movement in Canada. We are celebrating the 10-year anniversary by launching an updated statement that serves to extend the 2015 Statement by expanding its reach globally, broadening its content, and emphasizing inclusivity across all ages.

The updated 2025 Position Statement highlights the benefits of active outdoor play for individuals of all cultures, abilities, and communities, as well as for the environment and the planet. It explores how research, policy, and practice intersect to support and advance active outdoor play.

Promoting AOP10

To help promote the 2025 Position Statement on Active Outdoor Play, Outdoor Play Canada has developed ready-to-use social media posts and messaging suitable for emails or newsletters. You can use the content as-is, adapt it to your audience, or share our posts directly. Be sure to follow and tag us on [Facebook](#), [Instagram](#), [Bluesky](#), and [LinkedIn](#) to help spread the word and generate excitement for the AOP10!

Suggested Tags and Links

When promoting the 2025 Position Statement on Active Outdoor Play, please use the hashtags **#AOP10** and **#outdoorplay2025**, and tag **@outdoorplayca** on social media.

Direct your audience to the project website: www.outdoorplaycanada.ca/aop10/

Shareable Images

Click the image titles to download!

[Launch Day Poster](#)

[Movement Behaviours](#)

[Growth & Learning](#)

[Health & Well-Being](#)

[Confidence](#)

[Community & Social Capital](#)

[Planetary](#)

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Suggested Social Media Messages

- The 2025 Position Statement on Active Outdoor Play is live! Active outdoor play boosts physical activity, supports emotional well-being, reduces screen time, and improves sleep for children and adults. Explore the full statement: www.outdoorplaycanada.ca/aop10/. #AOP10 #outdoorplay2025
- Nature sparks movement, imagination, and connection. The 2025 Position Statement on Active Outdoor Play shows how active outdoor play supports health, inclusion, and environmental sustainability for all ages and communities. Learn more at www.outdoorplaycanada.ca/aop10/. #AOP10 #outdoorplay2025
- Since 2015, research, policies, and programs supporting outdoor play have grown worldwide. The 2025 Position Statement on Active Outdoor Play celebrates this progress and outlines a shared path forward. Check it out: www.outdoorplaycanada.ca/aop10/. #AOP10 #outdoorplay2025

Newsletter and Email Blurb

Subject Line: It's LIVE! 2025 Position Statement on Active Outdoor Play

Image : [Launch Day Poster](#)

Outdoor Play Canada has launched the 2025 Position Statement on Active Outdoor Play! Check out www.outdoorplaycanada.ca/aop10/ to view the full statement available in all official UN languages as well as additional tools and resources such as infographics, full-length research manuscripts, a whiteboard video, slide decks, and a summary webinar. While you're there, we encourage you to publicly endorse the statement and show your support for active outdoor play for all.

This updated statement builds on the original 2015 version with a broader and more inclusive vision. It reflects a global perspective, including people of all ages, cultures, and abilities, and highlights the benefits of active outdoor play not only for individuals and communities, but also for the environment. Developed through a three-year international collaboration involving researchers, practitioners, and leaders from every inhabited continent, the statement is rooted in nine key themes that are intended to guide our collective movement forward.

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How to Use AOP10 For Impact

- **Champion it:** Share AOP10 internally and publicly endorse it at outdoorplaycanada.ca/aop10/. Encourage your networks to do the same.
- **Embed it:** Reference AOP10 in your policies, strategic plans, fundraising proposals, curriculums, and advocacy efforts.
- **Collaborate across sectors:** Use the AOP10 to build and strengthen partnerships with schools, health professionals, municipalities, and researchers.
- **Communicate the message:** Share the statement and its 9 key themes in your newsletters, presentations, events, and social media posts.
- **Guide programs and research:** Align initiatives, evaluations, and research with the AOP10 recommendations and calls to action to deepen the understanding of connections between active outdoor play, health and well-being, and environmental factors.
- **Drive local action:** Support, promote, and practice inclusive, intergenerational outdoor play in your community.

Contact Information

If you have any questions or feedback, please contact us at info@outdoorplaycanada.ca

Additional resources, including slide decks, full-length research manuscripts, Position Statement Summary, a whiteboard video, and a Summary Webinar are available at outdoorplaycanada.ca/aop10/

