

LAUNCH OF DESCUBRE EL BOSQUE



The Advertisement Council, along with the United States Forest Service, have partnered together in attempts to help intrigue Hispanic families into gathering together more often to go outside and connect with nature and its beauty, as nature has so much to offer to the general public. The new advertising campaign, Descubre el Bosque, is a Hispanic version of the Discover the Forest campaign that first launched back in 2009, helping families to feel motivated about getting back in touch with nature and taking their children on different outings. The purpose of the campaign is to basically help increase the number of Hispanic individuals who come out to the forests and the grasslands. It is not only to help these individuals and their families to come out and enjoy nature but to also understand how important it is to care for the environment. In the United States, nearly a quarter of the population of people under the age of 18 years old is Hispanic. And, while nearly 25 percent of those individuals are, in fact, Hispanic, only around 6 percent of the youth actually participate in different activities that take place outdoors. This is a huge problem and concern because children and young adults that are more in touch with nature can reap many benefits, not just physically but also for their mental and emotional well-being as well. It is believed that many children spend more time indoors and less time outside interacting with nature because they often have parents who work long hours or because they would rather play video games or spend time on the computer, both of which are indoor activities. Because of this, many children do not get the interaction that they should have with nature. Many parents do not understand the important of providing their children with the chance to get in touch with nature, not knowing that it can improve their overall well-being and also prevent childhood obesity, as the children will remain active. There has been research on outdoor play and children and the studies show that children who enjoy outside activities on a regular basis are less likely to suffer from stress and are also typically fit and lean while children who do not participate in such activities are more likely to suffer from stress and deal with obesity at some point in time. The advertisements that have been created are helping target children between the ages of 8 and 12 years old and will be displayed on television and on radio broadcasts as a way of grasping the attention of Hispanic families and helping them to realize how important it is for their children to enjoy some time outside. The Ad Council wants these families to know they are welcome to discover the beauty of nature and all of its wonders.

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