



STEP LIVELY FINDING OUR REC BLISS

Jasmin Hedvat & Miranda Madrazo
December 1, 2021

RUTGERS

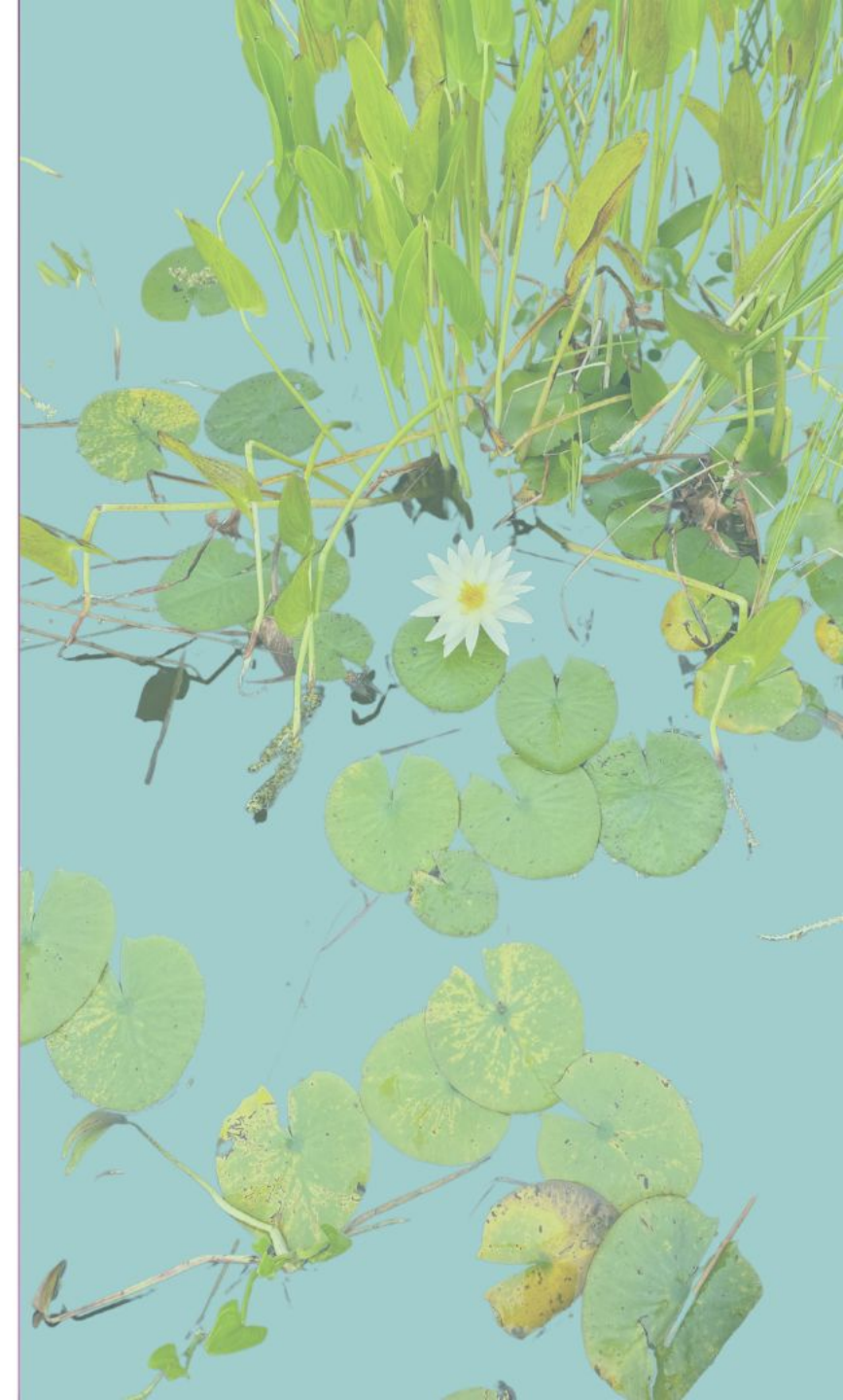
Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice leadership through action*.

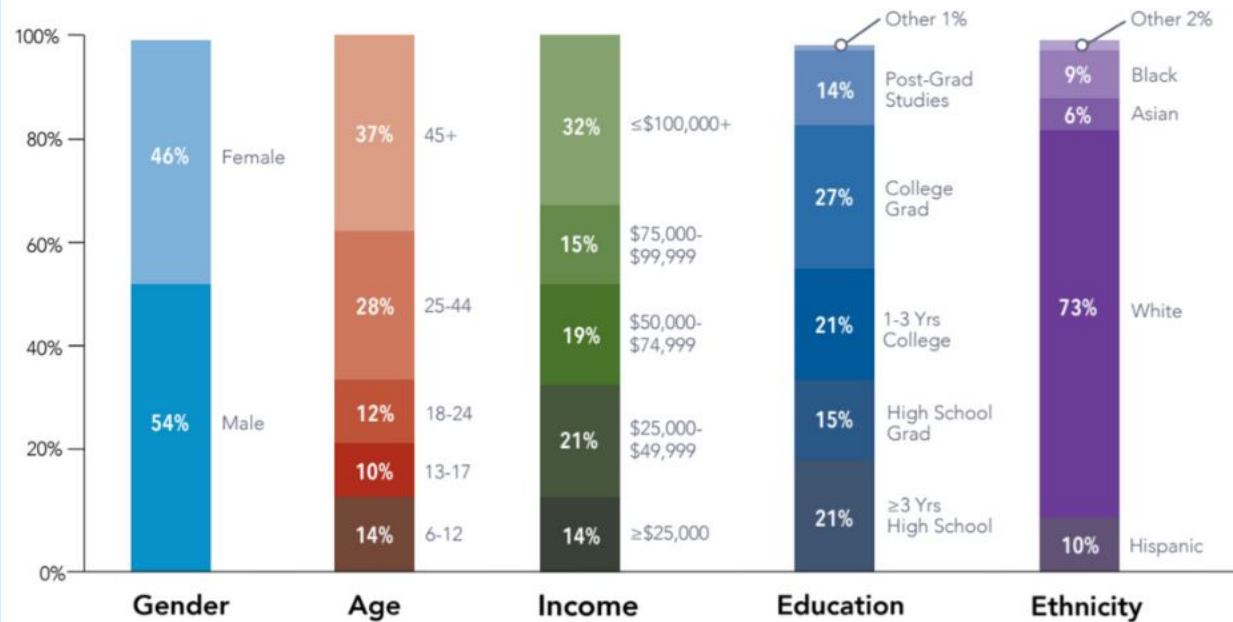
To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.



AREA OF CONCERN

participant demographics

Outdoor Participants, ages 6+



reasons not to get outside

Non-Outdoor Participants, ages 6+

Reasons	% of Non-participants
Too busy with family responsibilities	21%
Outdoor recreation equipment is too expensive	18%
Do not have anyone to participate with	17%
Do not have the skills or abilities	16%
Have a physical disability	14%
My health is poor	11%
Places for outdoor recreation cost too much	10%
Too busy with other recreation activities	10%
Places for outdoor recreation are too far away	10%
Do not have enough information	7%
Have no way to get to venues for outdoor recreation	5%
Places for outdoor recreation are too crowded	4%
Have household members with a physical disability	4%
Am afraid of getting hurt by other people	3%
Other reason	15%

Note: Only activities with more than 2% response have been included.

From the Outdoor Participation Report 2017, Outdoor Foundation

STEP LIVELY'S MISSION

Our priority is to build a community which:

- Reclaims outdoor spaces as safe for women
- Nurtures multi-dimensional well-being
- Boosts confidence and self-esteem
- Creates a space of emotional solidarity
- Invites hope and protection in togetherness
- Cultivates shared knowledge
- Builds collective climate feminist leadership



FEMINIST LEADERSHIP

"Let's move forward with love, not conquest; humility, not righteousness; generous curiosity, not hardened assumptions. It is a magnificent thing to be alive in a moment that matters so much. Let's proceed with broken-open hearts, seeking truth, summoning courage, and focused on solutions."

"shine theory
in practice"



INSPIRATION



CONDUCTING FIELD RESEARCH

Dance Church



March to Rutgers Gardens w/ GirlTrek



Reclama Journaling Session



GARDEN RETREAT



Community experience of nature...

Group Readings

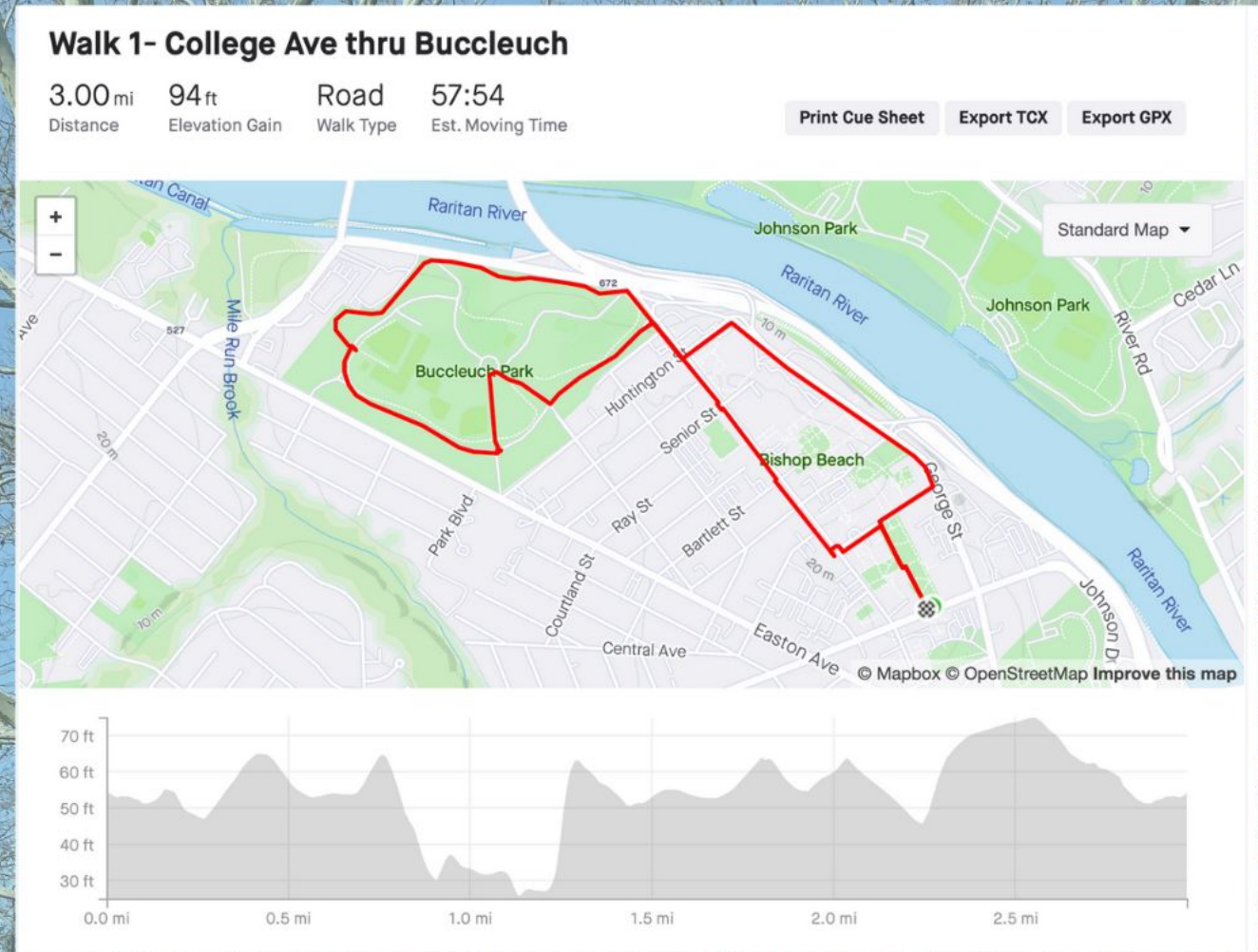
Discussions & Journaling

Movement & Walking

In Collaboration w/ IWL @ Rutgers Gardens

WEEKLY WALKS

- Consistent gathering
- Start the day w/ positivity
- Beginner level terrain
- Alleviate concerns about safety and minimize risk by publishing route



MARKETING



SAVE THE DATE

THE STEP LIVELY PROJECT
& IWL PRESENT

Community Garden Retreat

JOIN US FOR OUR FIRST EVENT

Step Lively offers an alternative space for recreation, while cultivating feminist leadership and movement building in reclaimed spaces.

Together, we're finding our recreational bliss and basking in the beauty of outdoor spaces.

Coffee! Music! Trail Walk! Garden Tour! Painting! Journaling!

RSVP:

September 18
10 am - 12 pm
Rutgers Gardens
(Rain Date: September 19)



YOU'RE INVITED TO...

STEP LIVELY



Fridays @ 9:30am, Starting October 22

Meet Up @ Voorhees Mall (Hamilton Street entrance)

Walk with our women's outdoor recreation group every Friday to nurture your physical and mental well-being in an uplifting community.

Friday mornings can become your time to wake up, take in some fresh air and greenery, and chat about life. Bring friends!

3.00mi	94ft	Road
Distance	Elevation Gain	Walk Type

Est. Moving Time: 57:54



Join Us! <https://bit.ly/StepLivelyWalk>

Chill Walks

W/ STEP LIVELY RECREATION

Fresh air, music, new friends, and goodies!

Walk through Buccleuch Park with our women's outdoor recreation group

12/3
12/10
12/17
10:30am

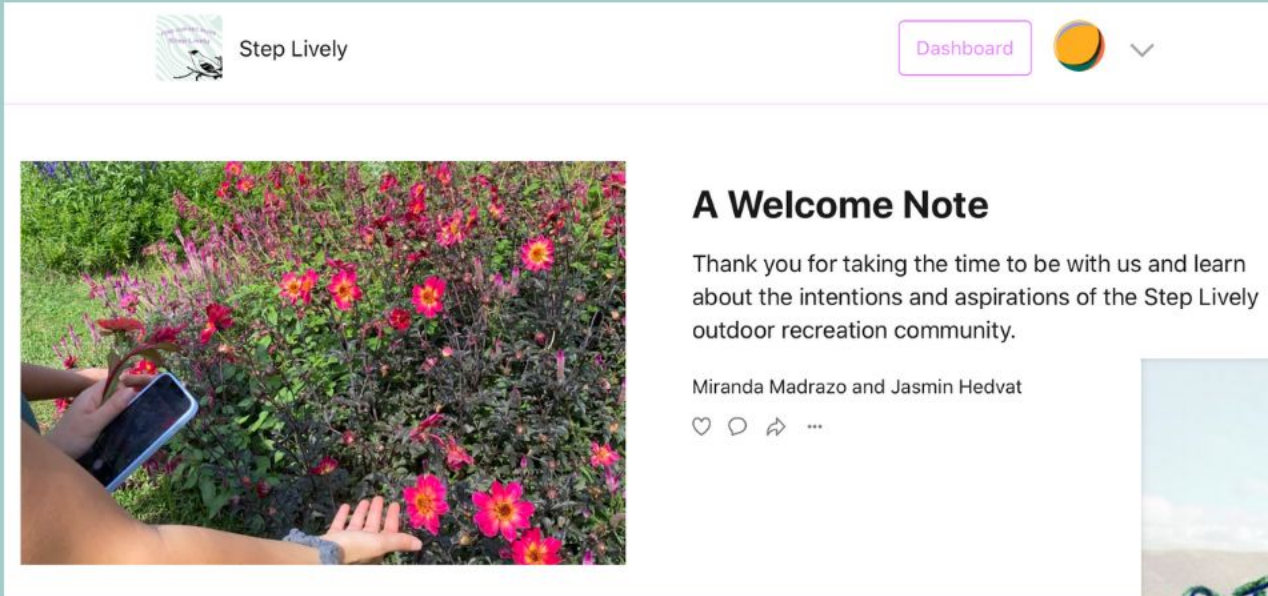
Meet outside of
**Zimmerli Art
Museum**

JOIN OUR NEWSLETTER:
[HTTPS://STEPLIVELY.SUBSTACK.COM](https://steplively.substack.com)

JOIN FACEBOOK GROUP:
SEARCH 'STEP LIVELY'

QUESTIONS? EMAIL [JASMIN.HEDVAT@RUTGERS.EDU](mailto:jasmin.hedvat@rutgers.edu)

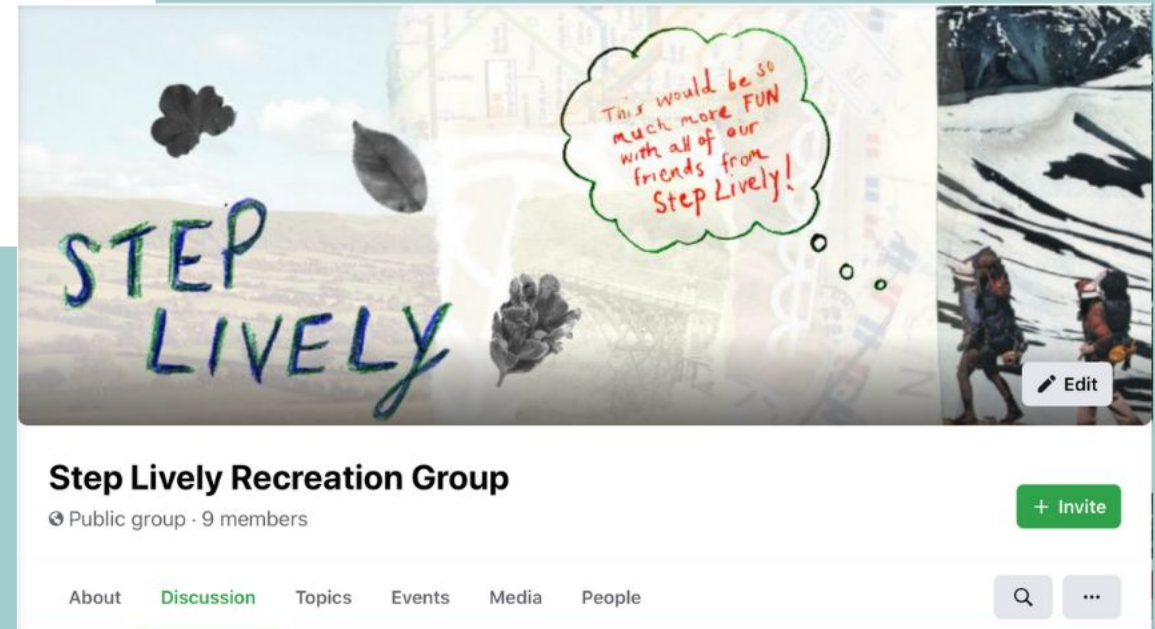
COMMUNITY SITES



The screenshot shows the Step Lively website dashboard. At the top left is the Step Lively logo. To its right is a "Dashboard" button and a profile icon. Below the header is a large image of a person's hands holding a smartphone in a field of pink flowers. To the right of the image is a "Welcome Note" section with the following text: "Thank you for taking the time to be with us and learn about the intentions and aspirations of the Step Lively outdoor recreation community." Below the text is the name "Miranda Madrazo and Jasmin Hedvat" and social media interaction icons (heart, comment, share, and more).

Substack Newsletter

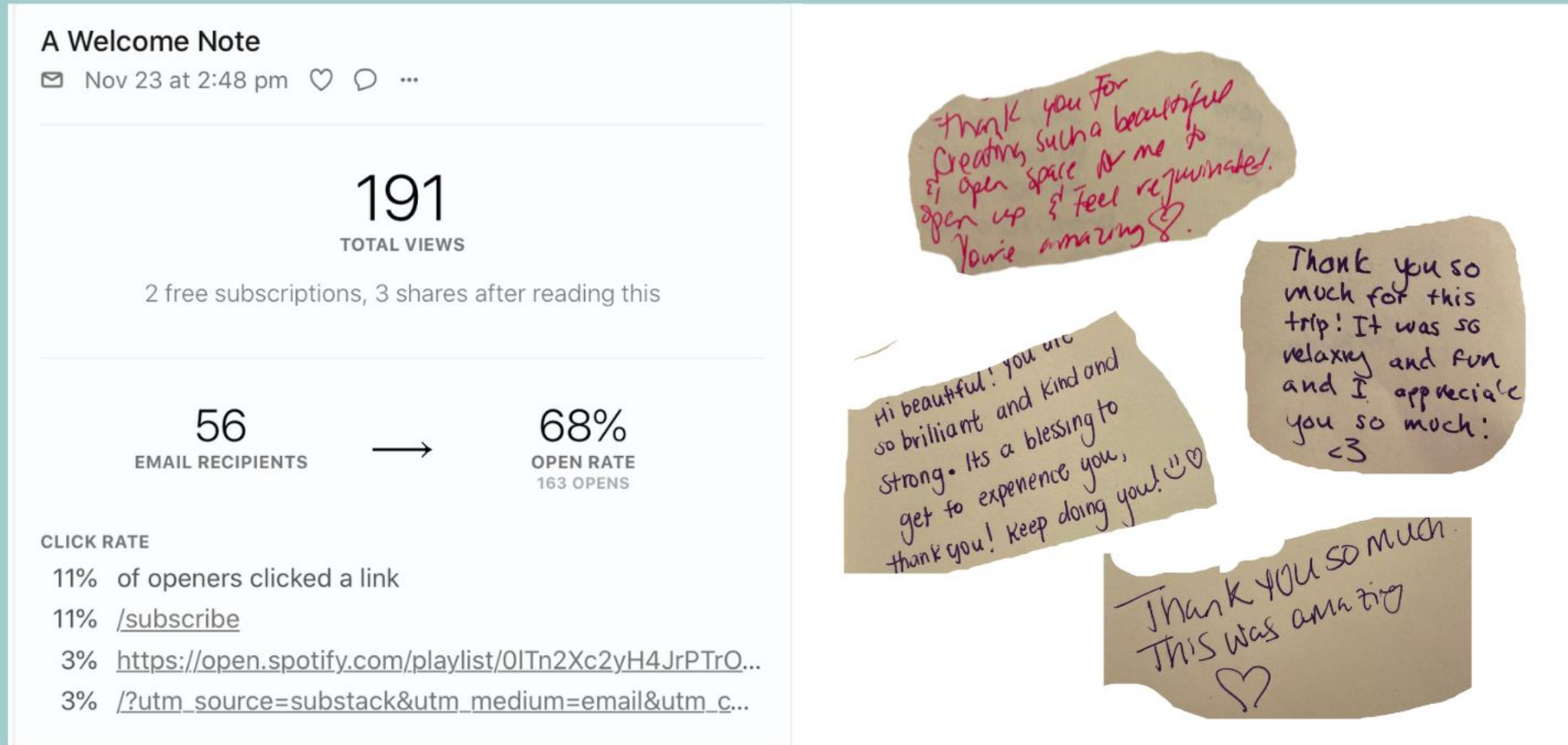
Facebook Group



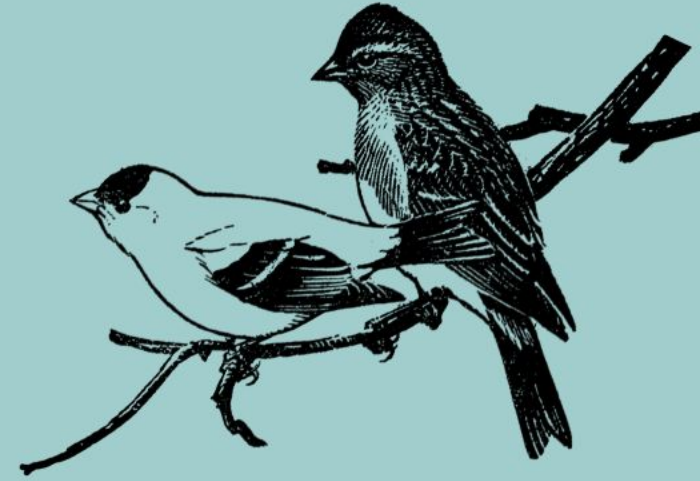
The screenshot shows the Facebook page for the "Step Lively Recreation Group". The cover photo features the text "STEP LIVELY" in large, blue, hand-drawn letters. A thought bubble contains the text: "This would be so much more FUN with all of our friends from Step Lively!". Below the cover photo, the group name "Step Lively Recreation Group" is displayed, along with "Public group · 9 members" and a "+ Invite" button. At the bottom, there are navigation tabs for "About", "Discussion", "Topics", "Events", "Media", and "People".

PROJECT IMPACT

Online // Offline



FUTURE OF STEP LIVELY



- Geographic need remains
- Make Step Lively a club at Rutgers
- Event/Programming Structure

Potential Collaborators:

- DRC
- HC Wellness Committee
- Companion Animal Club
- Verbal Mayhem Poetry Collective
- Women Empowerment through Health and Self Love
- Department of Nutritional Sciences
- Rutgers Mutual Aid

Potential Events:

- Dance class
- T-shirt creation
- Service Dog Walk
- Community Cooking Class
- Gardening Workshop
- Beach Cleanup

REFLECTIONS

Community

Word of Mouth

Ongoing Learning

Creativity is vital

Social media as a resource

Partnership/Collaboration

CITATIONS

- Coombs, Courtney, et al. “Recipes and Revolutions: Consciousness-Raising and Feminist Picnics.” *Feminist Review*, no. 114, Sage Publications, Ltd., 2016, pp. 130–38, <http://www.jstor.org/stable/44987286>.
- Danquah, R., Lopez, C., Wade, L. et al. Racial Justice Activist Burnout of Women of Color in the United States: Practical Tools for Counselor Intervention. *Int J Adv Counselling* 43, 519–533 (2021). <https://doi.org/10.1007/s10447-021-09449-7>
- Edmonds, Diquan Anthony. *Perceptions of African-American Outdoor Experiences*. Order No. 27814860 North Carolina State University, 2019 Ann ArborProQuest. 14 Nov. 2021 .
- Fiskio, J. (2021). *Climate Change, Literature, and Environmental Justice: Poetics of Dissent and Repair*. University of Cambridge ESOL Examinations.
- Green, Eileen, and Carrie Singleton. “Risky Bodies at Leisure: Young Women Negotiating Space and Place.” *Sociology*, vol. 40, no. 5, Oct. 2006, pp. 853–871, doi:10.1177/0038038506067510
- *Ground: Population Control and Women’s Rights in the Era of Climate Change* (pp. 99–125). NYU Press. <http://www.jstor.org/stable/j.ctvwrm4k0.7>
- Hoyt, L. T., Maslowsky, J., Olson, J. S., Harvey, A. G., Deardorff, J., & Ozer, E. J. (2018). Adolescent Sleep Barriers: Profiles within a Diverse Sample of Urban Youth. *Journal of Youth and Adolescence*, 47(10), 2169–2180. <https://doi.org/10.1007/s10964-018-0829-2>
- Johansen, Bruce E.. *Environmental Racism in the United States and Canada: Seeking Justice and Sustainability*, ABC-CLIO, LLC, 2020. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/rutgers-ebooks/detail.action?docID=6146137>

....CONTINUED

- Johnson, Ayana Elizabeth, and Katharine Keeble Wilkinson. *All We Can Save: Truth, Courage, and Solutions for the Climate Crisis*. One World, 2020.
- Klein. (2020). *Care and Repair: Left Politics in the Age of Climate Change*. *Dissent* (New York), 67(1), 97–108. <https://doi.org/10.1353/dss.2020.0008>
- Wood, Laura, and Karen Danylchuk. “Constraints and Negotiation Processes in a Women's Recreational Sport Group.” *Journal of Leisure Research*, vol. 44, no. 4, 2012, pp. 463–485., doi:10.1080/00222216.2012.11950274.
- Mowatt, R. A., French, B. H., & Malebranche, D. A. (2013). Black/Female/Body hypervisibility and invisibility: A black feminist augmentation of feminist leisure research. *Journal of Leisure Research*, 45(5), 644-660. doi: <http://dx.doi.org.proxy.libraries.rutgers.edu/10.18666/jlr-2013-v45-i5-4367>
- Nieri, T., & Hughes, E. (2021). Zumba Instructor Strategies: Constraining or Liberating for Women Participants? *Leisure Sciences*, ahead-of-print(ahead-of-print), 1–18. <https://doi.org/10.1080/01490400.2021.1881669>
- Penniman, Leah. *Farming While Black: Soul Fire Farm's Practical Guide to Liberation on the Land*. White River Junction, VT: Chelsea Green, 2018.\
- Peters, K. (2010). Being Together in Urban Parks: Connecting Public Space, Leisure, and Diversity. *Leisure Sciences*, 32(5), 418–433. <https://doi.org/10.1080/01490400.2010.510987>



THANK YOU!

Questions?