

Celebrating 50 years of Oregon Trails

COMMUNICATION TOOLKIT



[#FiftyYearsOfTrails](#)

Trails for All, Forever

Commemorate the 50th anniversary of the Trails Act with us as we call on Oregonians and visitors to give back to the trails we love.

We want Oregonians and trail users to learn how important trails are to our health, well-being and economy, and to share ways for them to care for trails now and into the future.

This social media toolkit is designed for land managers, trails groups, advocates, elected officials, and all who love trails. The social media images listed on pages 5-8 include key messages, links for becoming involved with local trail groups and inspiration to pick up a shovel, offer resources, or to simply continue sharing our message.

You know your social media audience the best, so your messaging might vary, but feel free to use the materials in this toolkit to get started.

Sincerely,

Oregon Parks and Recreation Department (OPRD)
Oregon Recreation Trails Advisory Council (ORTAC)
Oregon Trails Coalition

A history of collaboration

The Oregon State Legislature passed the Recreation Trails System Act in 1971, after the National Recreation Trails System was passed that called for states to create trail programs. Both at the federal and state levels, decision-makers recognized the growing popularity of outdoor recreation and the pressures of growing citizen and tourist populations.

Oregon trails were recognized as essential to promoting public access to and travel within outdoor areas, as well as providing enjoyment and earning the appreciation and awe of visitors.

The Oregon Recreation Trails System Act directed OPRD to create a statewide recreation trail system in coordination with other government agencies, partners, and ORTAC. The Act inspired a new vision for trail advocates and public land managers.



THE TRAILS ACT WAS ADOPTED IN 1971. PICTURED HERE, TOM MCCALL APPOINTED THE FIRST GROUP OF ORTAC MEMBERS IN 1972.

TO LEARN MORE, CHECK OUT THE TRAILS ACT VIDEOS ON THE OREGON STATE PARKS YOUTUBE CHANNEL:

[YOUTUBE CHANNEL](#)



Trails make Oregon special

The Trails Act jumpstarted some of Oregon's first signature trails including the Oregon Coast Trail, the Bear Creek Greenway, and the Corvallis-to Sea Trail. Trail advocates, planners, builders, volunteers, and our dedicated land managers ushered in a world-class trail system. And, we're not done, as new trails such as the Salmonberry Trail in the northwest part of the state and Blue Mountain Trail in eastern Oregon are underway.

- Today, exploring trails is Oregonians' No. 1 outdoor recreation activity.
- With our love of trails, comes significant economic benefits to our local communities. In 2019 alone, outdoor recreationalists spent \$15.6 billion in the state and created 224,000 jobs.
- Exercising on trails is good for our mental and physical health, and outdoor recreation saves Oregon \$1.4 billion in annual healthcare costs.



Shovels on the ground

These benefits aren't without challenges. Explosive trail use combined with funding shortfalls are threatening the very trails we love. Public land managers continue to rely on volunteers for much of their trail maintenance.

Share our map of stewardship organizations to encourage your social media followers to volunteer and support the groups that keep trails clean and safe.

[VIEW STEWARDSHIP MAP](#)



TRAILS FOR EVERYONE.

THE WILLAMETTE PARTNERSHIP DEVELOPED A TOOLKIT FOR LAND MANAGERS AND THEIR PARTNERS TO LEARN MORE ABOUT BEST PRACTICES FOR PROVIDING INCLUSIVE AND ACCESSIBLE RECREATION SPACES.

[VIEW TOOLKIT](#)



Social media posts to share

Help us commemorate the Trails Act by sharing these images and their captions on your social media channels. Images can be shared together in a single post or as an individual post. View the images and their captions on pages 5-8.

If you share the images in one post and not with individual captions, here's our suggested caption:

Join us in celebrating the 50th anniversary of the Oregon Trails Act! Trails are great for our health, contribute to our local economies, and are the top way that Oregonians love to enjoy the outdoors. Learn how you can support our trails into the future by connecting with a trail group near you: <https://www.oregontrailscoalition.org/stewardship>

Tips:

- To ensure your posts are inclusive and accessible, include image descriptions like the suggested captions on pages 5-8.
- Consider tagging your posts with [@ortrailscoalition](#) and [@oregonstateparks](#)
- Consider using these hashtags: **#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll**
- You know your social media audience best. For trail groups and land managers sharing these images, consider personalizing the captions with information about how important volunteers are to your organization.

Download the social media images here:

[DOWNLOAD SOCIAL IMAGES](#)



FOLLOWING THE PASSAGE OF THE TRAILS ACT, ORTAC, OPRD AND PARTNERS WORKED TOGETHER TO EXPLORE POTENTIAL TRAIL CONNECTIONS ACROSS THE STATE.

PICTURED HERE, JACK REMINGTON AND AN ORTAC MEMBER SCOUT A TRAIL ALONG THE UPPER ROGUE RIVER.





POST 1 / 50 Years of Trails

Join us in commemorating the 50th anniversary of the Oregon Trails Act.

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Logo of the Oregon Recreation Trails Fifty Year anniversary. Logo shows a trail, trees, and mountains and peak. Text says Est. 1971, Oregon Recreation Trails, and Fifty Years.

Note: consider tagging FB post with @ortrailcoalition and @oregonstateparks on photo or in the post



POST 2 / You ♥ Trails

Oregonians hit the trail over 235 million times a year. Trails are just one thing that makes our state so great. Which trail is your favorite? Which new-to-you trail do you want to explore?

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Text on photo says you heart trails. A series of icons representing outdoor recreation activities placed on a shape of Oregon.

Note: consider tagging FB post with @ortrailcoalition and @oregonstateparks on photo or in the post





POST 3 / Volunteers = Great Trails

“For every ten days I spend out recreating on Oregon trails, I try to spend at least one day doing trail maintenance with TKO.” – Tom Kloster, Trailkeepers of Oregon [@TrailkeepersofOregon] board member and volunteer.

Volunteer like Tom! Find a local trail organization and help maintain or build a trail.

<https://www.oregontrailscoalition.org/stewardship>

Photo by: Gabriel Amadeus Tiller

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Text on the image says volunteers equals great trails. Image shows a person holding a chainsaw and cutting a log that appears to be a small bridge spanning a creek. The person is wearing gloves, ear and eye protection and safety hat. Another person is in the background on the other side of the creek.

Note: consider tagging FB post with @TrailkeepersOregon @ortrailcoalition and @oregonstateparks on photo or in the post. For Instagram posts, include the Oregon Trails Coalition link in your Link Tree.



POST 4 / Trails = Healthy Communities

You know the feeling when you're outdoors, both in mind and body. It's a fact. Outdoor recreation and trails save Oregon \$1.4 billion in annual healthcare costs.

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Text on the image says trails equals healthy communities. Image shows adults and children walking on a trail. The trail is a soft surface and trees, bushes and other plants line the trail.

Note: consider tagging FB post with @ortrailcoalition and @oregonstateparks on photo or in the post

To write a caption specific to health savings in your county, find the data here:

<https://www.oregon.gov/oprd/PRP/Documents/PLA-SCORP-COI-Savings-Summary.pdf>





Outdoor Recreation = Strong Economies

POST 5 / Outdoor Recreation = Strong Economies

When you purchase recreation items, fuel and food on your trip, you're contributing to the economies of local communities.

In 2019 alone, outdoor recreationalists in Oregon spent \$15.6 billion on recreation related expenses and helped create 224,000 jobs.

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Text on photo says outdoor recreation equals strong economies. Person riding an all-terrain vehicle on the beach. Ocean waves in the background.

Note: consider tagging FB post with @ortrailscoalition and @oregonstateparks on photo or in the post

To write a caption specific to your county, state senate district, or tourism region, find the data here:

<https://industry.traveloregon.com/resources/research/oregon-outdoor-recreation-economic-impact-study/>



Trails = Your Chance to Give Back

POST 6 / Trails = Your Chance to Give Back

Volunteers across Oregon help build and maintain our trails. Connect with a group near you <https://www.oregontrailscoalition.org/stewardship>.

Photo by: Gabriel Amadeus Tiller

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Two volunteers sitting alongside a trail. One is wearing a safety hat and the other is wearing a bicycle helmet. Trees and bike in the background.

Note: consider tagging FB post with @ortrailscoalition and @oregonstateparks on photo or in the post

For Instagram posts, include the Oregon Trails Coalition link in your Link Tree.



POST 7 / Protect our Trails, Leave No Trace

Everyone of us plays a role in protecting your trails. Do your part and follow the Leave No Trace Seven Principles <https://lnt.org/why/7-principles/>. © 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org.

#FiftyYearsOfTrails #WeLoveTrails #TrailsForAll

Image description: Rider wearing an equestrian helmet astride a horse walking on a trail. Mountain in the background.

Note: consider tagging FB post with @ortrailscoalition and @oregonstateparks on photo or in the post

For Instagram posts, include the Leave No Trace link in your Link Tree.



Resources

- Leave No Trace, The 7 Principles: <https://Int.org/why/7-principles/>
- Ready, Set, Shovel: <https://www.oregontrailscoalition.org/trail-planning>
- Oregon Trails Coalition Stewardship Opportunities Map: <https://www.oregontrailscoalition.org/stewardship>
- Statewide Comprehensive Outdoor Recreation Plan (SCORP) and Cost of Illness Savings Impact Summary: <https://www.oregon.gov/oprd/PRP/Pages/PLA-scorp.aspx>
- Statewide Trails Plan: <https://www.oregon.gov/oprd/PRP/Pages/PLA-statewide-trails.aspx>
- Outdoor Recreation Economic Impact Study: <https://industry.traveloregon.com/resources/research/oregon-outdoor-recreation-economic-impact-study/>

Land acknowledgement

Over sixty tribes and bands of Indigenous Peoples have lived in the northwest region since time immemorial. Despite the treaties of the 1800s, termination, restoration, and other barriers, nine tribes are currently federally-recognized in what is now Oregon. Other federal-recognized tribes outside of Oregon have interests in the state and still others are working toward this recognition.

Today, tribes work extensively to manage resources throughout their original territories playing active roles in their regions, counties, states, and communities, leveraging their extensive knowledge and history of the area. In Oregon, trails and outdoor recreation occur on the ancestral lands of these original peoples and current caretakers. We are called to seek out the history of the places where we recreate and continue to learn how to best participate in their caretaking.

Learn more...

- Native Land Map: <https://native-land.ca/>
- OSU Resources for Land Acknowledgements: <https://guides.library.oregonstate.edu/land-acknowledgments/home>
- Oregon Legislative Commission on Indian Services: <https://www.oregonlegislature.gov/cis>



PICTURED HERE, THE AMANDA TRAIL AND STATUE ARE ALONG THE OREGON COAST TRAIL IN YACHATS. THE CITY AND LOCAL VOLUNTEERS HOST AN ANNUAL PEACE HIKE IN PARTNERSHIP WITH LOCAL TRIBES.

[LEARN MORE](#)



Thanks for your support!



For questions or assistance, contact **OPRD**: Jodi Bellefeuille | Jodi.bellefeuille@oregon.gov | 503-856-6316