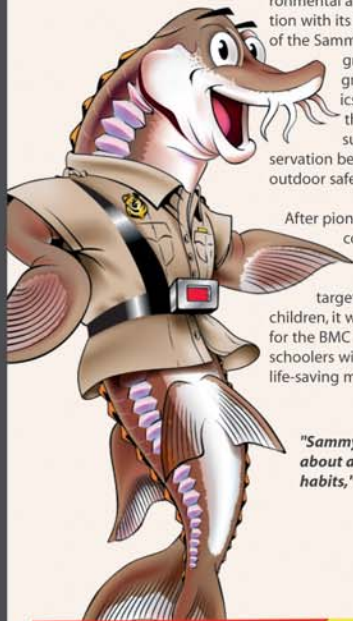




# Sammy Sturgeon



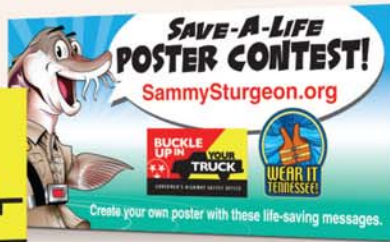
The TTU BMC took an entrepreneurial approach to environmental and safety education with its implementation of the Sammy Sturgeon program. The program covers topics such as critical thinking, energy sustainability, conservation best practices, and outdoor safety for children.

After pioneering the nation's first comprehensive statewide booster seat and seat belt safety campaign targeted at elementary-school children, it was a natural progression for the BMC to reach out to middle schoolers with an educational and life-saving message.

*"Sammy the Sturgeon's classroom visits inspire kids to get outdoors, learn about alternative energy and conservation, and practice good safety habits,"* said Don King, TWRA chief of information and education.



Using a comprehensive marketing program utilizing a website, print materials, hands-on resources, CD-ROM tool kits, and Facebook integration, the BMC was able to gain full sponsorship from the Tennessee Wildlife Resources Agency. This statewide partnership could allow the BMC to potentially reach every middle-school student throughout the state of Tennessee.



# Sammy Sturgeon Inspires Teachers



Using the interactive website, the BMC seeks to unite teachers to share ideas about outdoor education. By sharing experiments and classroom lesson plans, teachers are able to meet statewide standards while exposing their students to the wonders of the outdoors. Aligned with Tennessee's "First to the Top" plan, the Sammy Sturgeon program incorporates aspects of the Outdoor Bill of Rights and No Child Left Inside by promoting critical thinking and encouraging outdoor activity.

*"This website allows teachers to share and submit outdoor lesson plans, which help them meet state teaching standards and promote critical thinking among their students,"* said Dr. Rebecca Johns-Womack, executive director of Tennessee Coordinated School Health.

# www.SammySturgeon.org

