



30 Days Wild Evaluation Summary

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There is a need to provide interventions to improve health and wellbeing that are accessible and cost-effective. Interventions to increase human engagement with the natural environment are one of the fastest growing ways of improving human and environmental health and reducing health inequalities. The Wildlife Trusts 30 Days Wild Campaign shows promise as a large scale intervention for improving public engagement with nature.

Findings from 2016

The 2016 evaluation builds on findings from the first 30 Days Wild campaign which took place in 2015. Of the 25,000 people who signed up for the campaign in 2016, 6179 people participated in a research study comparing baseline measures of nature connection, health, happiness and conservation behaviours with measures post-30 days and post-3 months. In a replication of the results from the 2015 campaign, there were sustained and significant increases for scores in nature connection, health, happiness and conservation behaviours. The larger dataset allowed further analyses. Importantly, those with lower scores at baseline in nature connection, conservation behaviours and happiness showed the most benefit from the 30 days wild campaign. Older participants and those with higher baseline scores in conservation behaviours were the most likely to sustain their engagement with the campaign. The significant and sustained effects of the campaign on health, happiness and nature connection and conservation, makes this a promising intervention for improving human and environmental health. More targeted marketing is discussed regarding attracting male participants and ethnic minorities in future campaigns.

Findings from 2017

Recent research suggests that engagement with natural beauty (EWNB) is key to the well-being benefits of nature connectedness. The impact of *30 Days Wild* on levels of EWNB and the relationship between EWNB, nature connectedness and happiness was evaluated during the 2017 campaign. Of the 49,000 people who signed up, 8442 people participated in an evaluation comprising measures of EWNB, nature connection, health, happiness and conservation behaviours at baseline, post-30 days and post-3 months. There were sustained and significant increases for scores in nature connection, health, happiness and conservation behaviours. In addition, *30 Days Wild* was the first intervention found to increase EWNB. The significant increase in EWNB mediated the relationship between the increases in nature connectedness and happiness. Likewise, emotional regulation was found to mediate the relationship between nature connectedness and happiness. The sustained benefits are discussed within a wider account of well-being in nature through affect-regulation. This supports a nuanced perspective and re-framing of why nature is good for us beyond restoration.