

NEWS RELEASE

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Eastern Idaho Public Health Partners with Idaho Falls Zoo for 'Parenting in the Wild' Educational Activity

Idaho Falls, ID – Eastern Idaho Public Health (EIPH) and the Idaho Falls Zoo have teamed up to launch "Parenting in the Wild," an interactive, virtual scavenger hunt designed to engage families and promote positive parenting techniques throughout the summer.

The educational initiative uses a series of semi-permanent signs placed throughout the zoo to draw playful, insightful comparisons between the parenting styles of wild animals and human caregivers. The overarching goal is to remind families that while parenting can be challenging, even small, consistent efforts can make a profound difference in a child's life. By building meaningful connections at home, parents can help their children develop the resilience, safety, and confidence needed to avoid harmful substances and negative influences.

As families explore the zoo, they will encounter signs equipped with QR codes. Scanning a code directs visitors to a dedicated webpage containing:

- Fascinating insights into the featured animal's behaviors.
- Actionable tips linking wildlife behaviors to how human parents can support their children in making healthy choices.
- A specific family challenge or expert resource for additional guidance.
- A clue to help guess and locate the next animal in the hunt.

To keep the experience fresh for repeat visitors, the signs will be rotated periodically throughout the summer season.

"We are thrilled to partner with the Idaho Falls Zoo to offer a fun, active way for families to connect this summer," said Alison Cruz, EIPH Health Educator Senior. "Creating strong family bonds is one of the most effective ways to ensure our children achieve long-term success and safety. This scavenger hunt turns a day at the zoo into a powerful conversation starter."

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In tandem with the zoo scavenger hunt, EIPH is offering tools to keep the momentum going at home. Families interested in further strengthening their relationships can visit the EIPH office in Idaho Falls to pick up a complimentary deck of "Convo Cards," a game designed to spark meaningful family dialogue. The cards are available for pickup during normal business hours from June through August.

Families are encouraged to head down to the Idaho Falls Zoo starting this weekend to join the fun. For more information about the "Parenting in the Wild" initiative or to access family resources, please visit EIPH's [Healthy Living](#) page.

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