



FROM THE EDITOR

BY LAURA E. HUGGINS

PERC, the Property and Environmental Research Center, is a nonprofit institute dedicated to improving environmental quality through markets.

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It's back to school—the time of year when the cool autumn air rolls in, crisp apples fall from the trees, and my 5-year-old daughter comes home from school asking “Mommy, what corporation started the sun on fire and made global warming?”

Turns out there are all sorts of “scary green monsters”—from carnivores to villainous corporations—discussed in schools and in children’s books. MEGHAN COX GURDON, who reviews books for the *Wall Street Journal*, elaborates in this issue on the excess of eco-propaganda for kids.

Children are also quick to absorb green mantras: eat local, recycling is good, stop global warming, and the list goes on. PERC’s HOLLY FRETWELL suggests another route—teaching kids *how* to think and not *what* to think.

Rather than scaring kids about the environment, WHITNEY TILT has another idea: get them outside. Americans are spending less time outdoors, which may have significant ramifications for people and nature alike as we become increasingly disconnected from our natural environment.

Along with not spending time outdoors, BRIAN YABLONSKI points out that the number of people visiting national parks has been rapidly declining since 1987. He discusses a few market mechanisms that could help the parks’ funding challenges and increase visitation.

CAROL FERRIE concedes that technology is indeed swallowing up kids, but posits that videophilia doesn’t have to be a bad thing. Going with the flow rather than against it—using a child’s much beloved technology to whet their appetite for nature—is the approach being taken in the classroom and beyond.

Reconnecting society with the outdoors is not the job of government. So what can individuals do? KIMBERLEY YABLONSKI offers three examples of how people are fighting “nature deficit disorder.”

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For nearly thirty years, PERC’s magazine on free market environmentalism has been delivered to people interested in the principles, challenges, and applications of market solutions to environmental problems. Due to funding constraints you will notice our fall and winter issue is combined. Please take a moment and make a contribution to *PERC Reports* today to help ensure its continued publication (envelope enclosed).

Laura E. Huggins

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?	Is "nature deficit disorder" a pandemic or a farce?	Go to www.percreports.org and give us your answer.
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