

## **2006 Cal-IPC Symposium**

### **Outreach Working Group Notes by David Chang**

**Facilitator: Peter Brastow and Wendy West**

**Topic Leader: Jenny Drewitz**

Outreach accomplishments that are a result of suggestions from the 2005 Cal-IPC outreach working group:

- Government affairs committee, more input by Cal-IPC in legislative activity
- State and National Invasive Weed Awareness campaigns
- Expanded website, more user friendly and functional
- More field courses
- New publications
- Speaker's bureau, with prepared talks; State divided into regions with coordinators for each region

Ideas that didn't happen from the 2005 Outreach working group include:

- More participation in events, flower shows, conferences.
- Media outreach
- Mail campaign
- Documenting success stories
- School and student outreach

#### **Outreach Suggestions/Brainstorming Session**

- Reach out to California Native Plant Society meetings. Nearly every chapter has a weed coordinator. Suggested that every CNPS weed coordinator should be identified.
- Put Speakers Bureau presentations on Cal-IPC website.
- Post success stories on website. Add contact info to allow follow-up. Control strategies used by success stories could be emulated.
- Distribute brochures more widely. Have 1-page printout for distribution.
- Create Cal-IPC specific listserve.
- Conduct training in media outreach. Various methods to train include media field course; symposium session on media relations. It was noted how the different audiences – landscapers, volunteers, politicians, kids, media, other environmentalists - may need customized messages.
- Make webpage to link to resources.
- Put resources into newsletters.
- Cal-IPC to provide support to those orgs that don't have their own resources
- Produce spots for public TV
- Produce slides for movie theaters to play while patrons wait for movies to start
- Create step by step outreach manual
- Create templates for outreach
- Create communication plans for projects. Social science needs to be involved. Utilize academics to teach us.

Recruitment: A sign-up list was passed around for people who were interested in helping on the Speakers' Bureau.

The group's thoughts on resources and needs were compiled into charts. Here is a summary of the charts:

#### **Outreach Resources We Have**

- 1) Books
  - Invasive Plants of California's Wildlands (C. Bossard)
  - J. DiTomaso's Aquatic and Terrestrial weeds
  - Weed Worker's Handbook
- 2) Brochures
  - Don't Plant a Pest
  - Biological Pollution (intro to invasives)
- 3) Cal-IPC website
  - Newsletters, Symposium proceedings, Brochures, links
- 4) Other websites:

- UCD Weed Resource Info Center (<http://wric.ucdavis.edu/>)
  - TNC ESAs - detailed and complete reviews of the biology, ecology, and current best management practices for a particular species
  - CDFA website, encycloweedia
- 5) IVM Guide by S. Daar
  - 6) Cal-IPC Speaker's Bureau
  - 7) Listserves: CalWeedTalk, CalWMA
  - 8) Current conversations with nursery industry
  - 9) Member experience! With education and outreach, with specific weeds, projects, more!

### **Outreach Resources We Need**

- 1) Accessible, comprehensive list of resources
- 2) Multi-lingual info
- 3) Outreach listserve – Cal-IPC based
- 4) Specific plant fact sheets, w/ safety tips
- 5) List of restoration species
- 6) Media training, including how to contact the media
- 7) How to talk about invasives
  - Vocabulary to use
  - Audience: talking to those who know about/don't know about the issue
  - How to talk about invasive plants that are "pretty"
  - How to talk about herbicides
- 8) Piggy-back on other group's messages
- 9) Statewide commercial, get on TV!
- 10) Permits: education
- 11) Step by step tips/approach to outreach
- 12) A mechanism to gather information from members – including experiences with education and outreach, success stories
- 13) Social science research, understanding the public perception of issue

### **Top Outreach Needs** (as voted by participants)

- 1) Accessible, comprehensive list of available resources (15 votes)
  - Members help assemble, Cal-IPC helps and houses
  - Links to documents
  - Organized by target group
- 2) Media (10 votes)
  - Field course on outreach and media
  - Consistent language: messages for those who know/don't know about the issue
  - How to talk to the media – Good questions and how to answer them
- 3) Documenting Success stories (10 votes)
  - Contributed by Cal-IPC members, housed on Cal-IPC website
  - Stories have links and follow-up contact information