Outreach and Communications

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Overview

- Context
- Audiences
- Messaging
- Controversy
Why Is Communication and Outreach a Topic?

- Public interest
- Public concerns
- Fundraising
- Accountability
- Policy Decisions
- Advocacy
Big Picture: Biodiversity and Conservation
Big Picture: History of Conservation
Big Picture: Human Uses
Audiences to Consider

- Park Visitors
- Policy Makers
- General Public
- Funders
- Consumers
- Stakeholders
Audiences

Park Visitors: Communication Methods

- **Kiosks and Signage**
  - Use your infrastructure!

- **Worker Interactions**
  - Designate a public information lead
  - Brief public information staff
  - Brief contractors on talking points
  - Or provide public information staff
Training Staff to Communicate with Park Visitors

- Set a training schedule for communication
- Provide Best Practices reference documents
- Provide pocket-sized handouts

![Diagram showing steps: Listen, Engage, Share, Keep Talking]
Park Visitors: Know Your Regional Flash Points

- Tree removal?
- Herbicide use?
- Recreational access?
- Wildlife management?
Policy Makers: What Do They See?
Policy Makers: Communication Methods

- Presentations

- Direct outreach
  - Who do you need?
  - Who will support your work?

- Site visits
  - Take the time to host policy makers on your land
Policy Makers: Communication Methods

- Third party materials
  - Cal IPC, Plant Right, articles written for lay audiences
- Know when to deploy your advocates
- Talking points
- **Come with solutions!**
  - More than any other group, policy makers need solutions.
Funders, Consumers and Stakeholders

- Research your audience
- Tailor messages
- Focus Groups
Popular Pesticide Hurts Wild Bees, Study Finds

Eliza Gray  @elizalgray  
April 23, 2015

New research could lead to pesticide bans in the U.S. and Europe

A common pesticide is hurting wild bees, while sparing their honeybee cousins, a new study
Messaging to the General Public

- Health Analogy
- Highlight successes
  - Volunteer hours, acres replanted, shiny metrics
- Frame your work
  - biodiversity, access, quality products, natural history, etc
Messaging to the General Public

- Use accessible terms
- Translate materials
- Reconsider imprecise or loaded terms
- “Citizen” science
- Emphasize behavior (invasive) over identity (bad plant, non-native, exotic, alien, etc)
- Native and non-native
Sharing Your Work

- Expect a positive interaction
- Listen patiently
- Find common ground
  - Wow, isn’t it a beautiful day out here?
- Ground responses in the big picture
- Answer the questions you can. Know when to pass.
Handling Controversy

- Be forthcoming and confident to instill/protect trust
- Engage support organizations
- Be there when they need you, too!
- Come with solutions and open ears
When Controversy Gets Heated

- Professional facilitator
- Provide avenues for public expression
- Keep staff informed
Controversy

When Controversy Gets Heated

- Disengage
- Personal attacks
- Outreach cards
Share Your Work Early to Avoid Controversy!

- Engage your community
- Build a base of support ... you will need it
Sharing Your Work

- Take pride in accomplishments
- Draw positive comparisons to other institutions
- Know and show that you’re in good company
Thank you!