

Communications and Outreach



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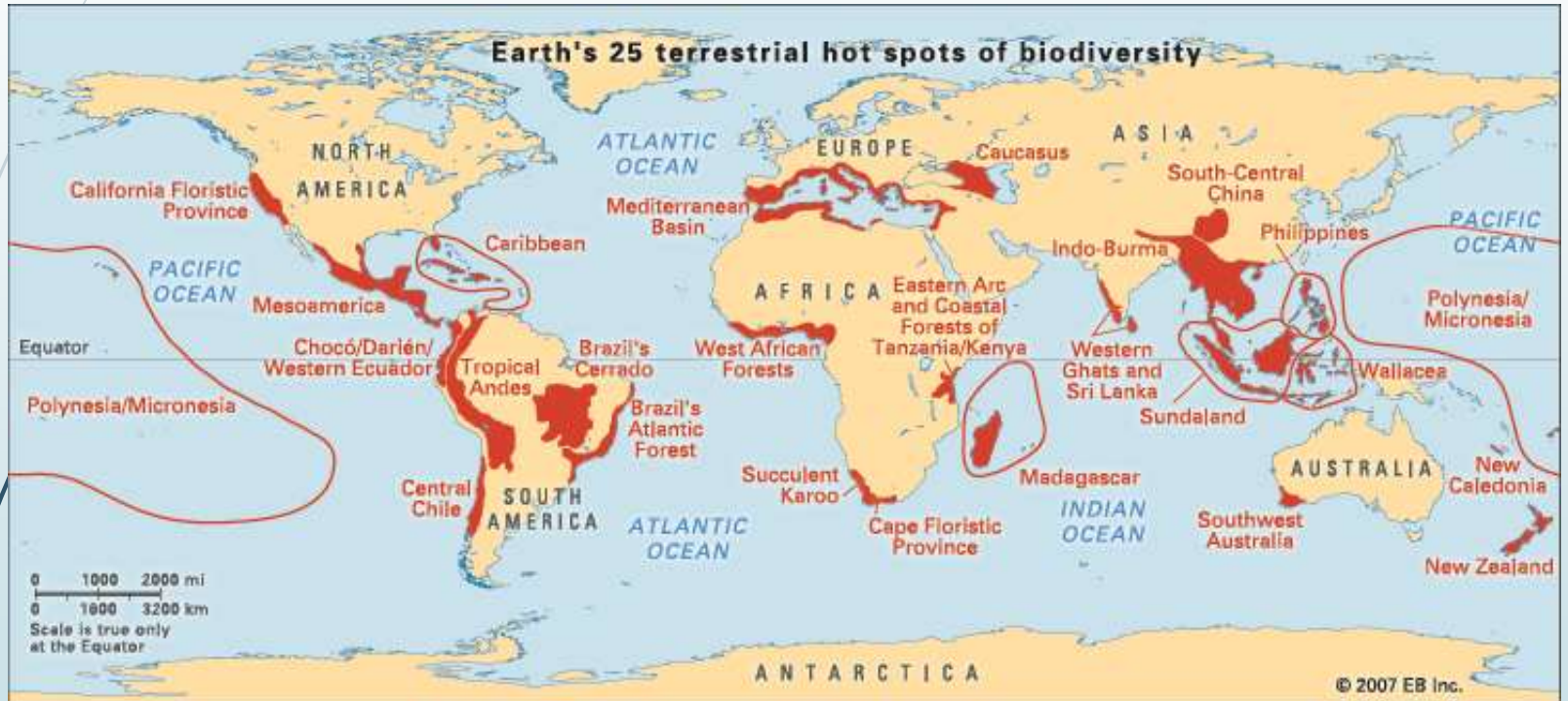
Overview

- Context
- Audiences
- Methods
- Messaging
- Resources
- Role Play

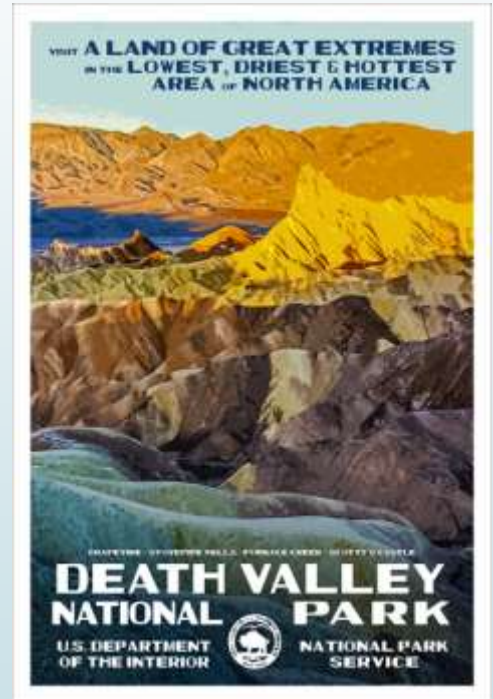
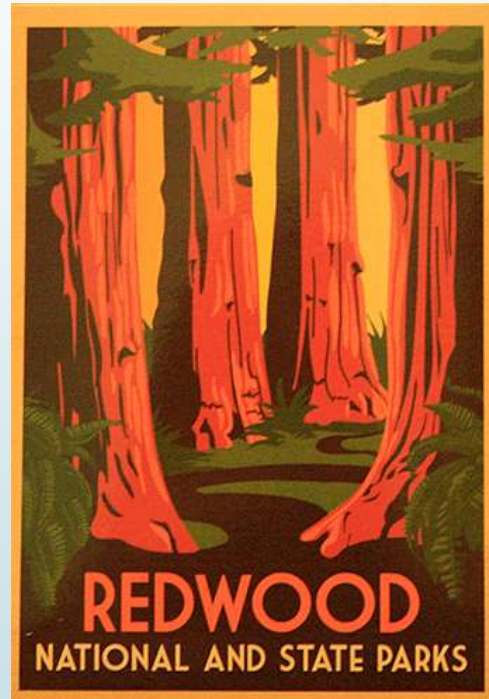


Photo Credit: Curran White

Big Picture: Biodiversity and Conservation



Big Picture: History and Culture



Big Picture: Human Uses



Audiences to Consider

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



Curran White

Outreach Methods



Kiosks and Signage

- Use your infrastructure!

Worker Interactions

- Designate a public information lead
- Brief public information staff
- Brief contractors on talking points

Outreach Methods

Direct outreach

- Policy makers, stakeholders, neighbors

Site visits

- Host policy makers and stakeholders on your land

Deploy your advocates

- Provide talking points

Outreach Methods

Third party materials

- Cal IPC
- Plant Right
- Articles written for lay audiences



**Suggested Alternatives for
Invasive Garden Plants**

Outreach Methods

Social media

- Great opportunity to frame your work
 - Pictures, with smiling people
 - Focus on positives, shiny metrics
 - Share solutions without harping on problems
- Have a policy for comments

Know Your Regional Flash Points

- Tree removal
- Herbicide use
- Recreational access
- Wildlife management



Messaging Basics

- Health Analogy
- Highlight successes
 - Volunteer hours, acres replanted, shiny metrics
- Focus on the benefits of the work
 - Don't talk about weeds *all* the time...



Accessible Language

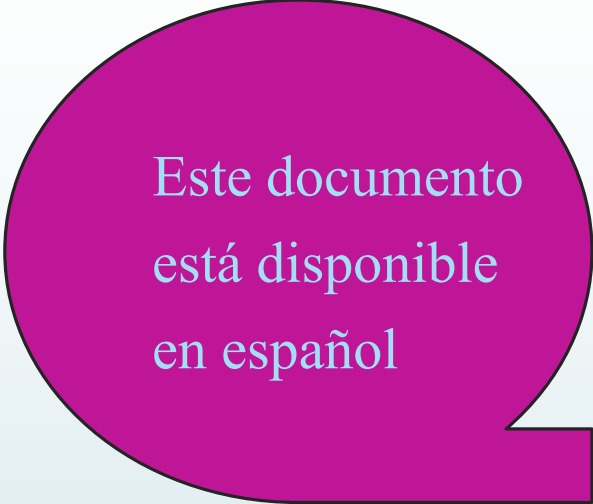
- Avoid jargon
- Reconsider imprecise or loaded terms
 - Emphasize behavior (invasive) over identity (non-native, bad plant, exotic, alien, etc)



KISS

Keep. It. Simple. Stupid.

Next Level Messaging



Este documento
está disponible
en español

- Translate materials
- Offer different levels of information
 - Basic, Intermediate, Advanced

Strategies

- Lead with your point
 - 2 – 3 key points
- Frame it
- Don't overload on facts
- Give explicit warning for myths



Handling Controversy



Resources

- Debunking Handbook

https://www.skepticalscience.com/docs/Debunking_Handbook.pdf

- Backfire Effect Cartoon

<http://theoatmeal.com/comics/believe>

- Why Facts Don't Convince People

<https://ed.ted.com/featured/hI9YSFHW>

- NPS Webinar about Glyphosate Communication

<https://www.youtube.com/watch?v=xEQVpKm921w&feature=youtu.be>

- USEPA Risk Communication in Action: Tools of Message Mapping

https://cfpub.epa.gov/si/si_public_record_report.cfm?dirEntryId=156207



Paul Myers

Thank you!