

Communication Considerations in Invasive Plant Management

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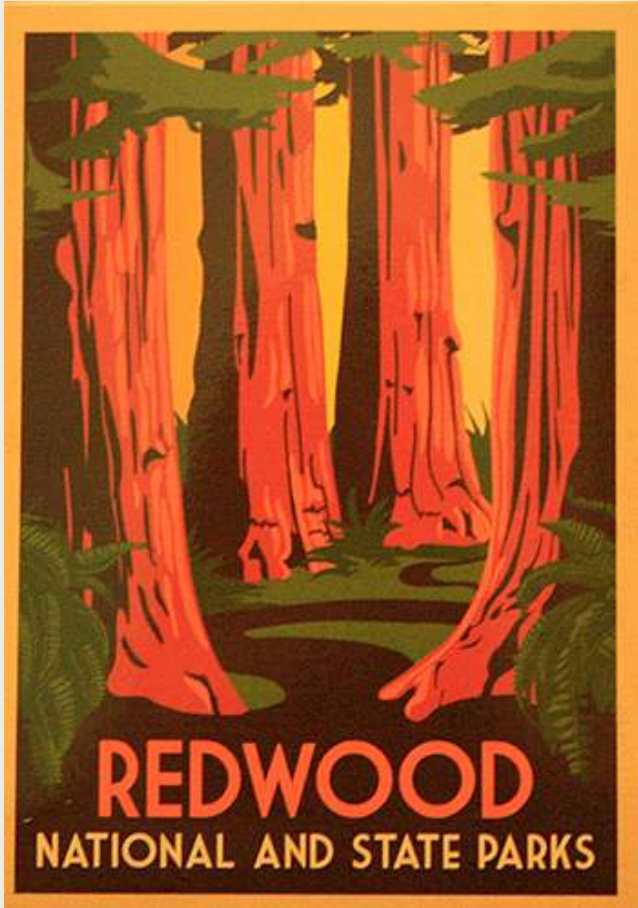
I Love You California



CALIFORNIA

Fuel Your Dreams

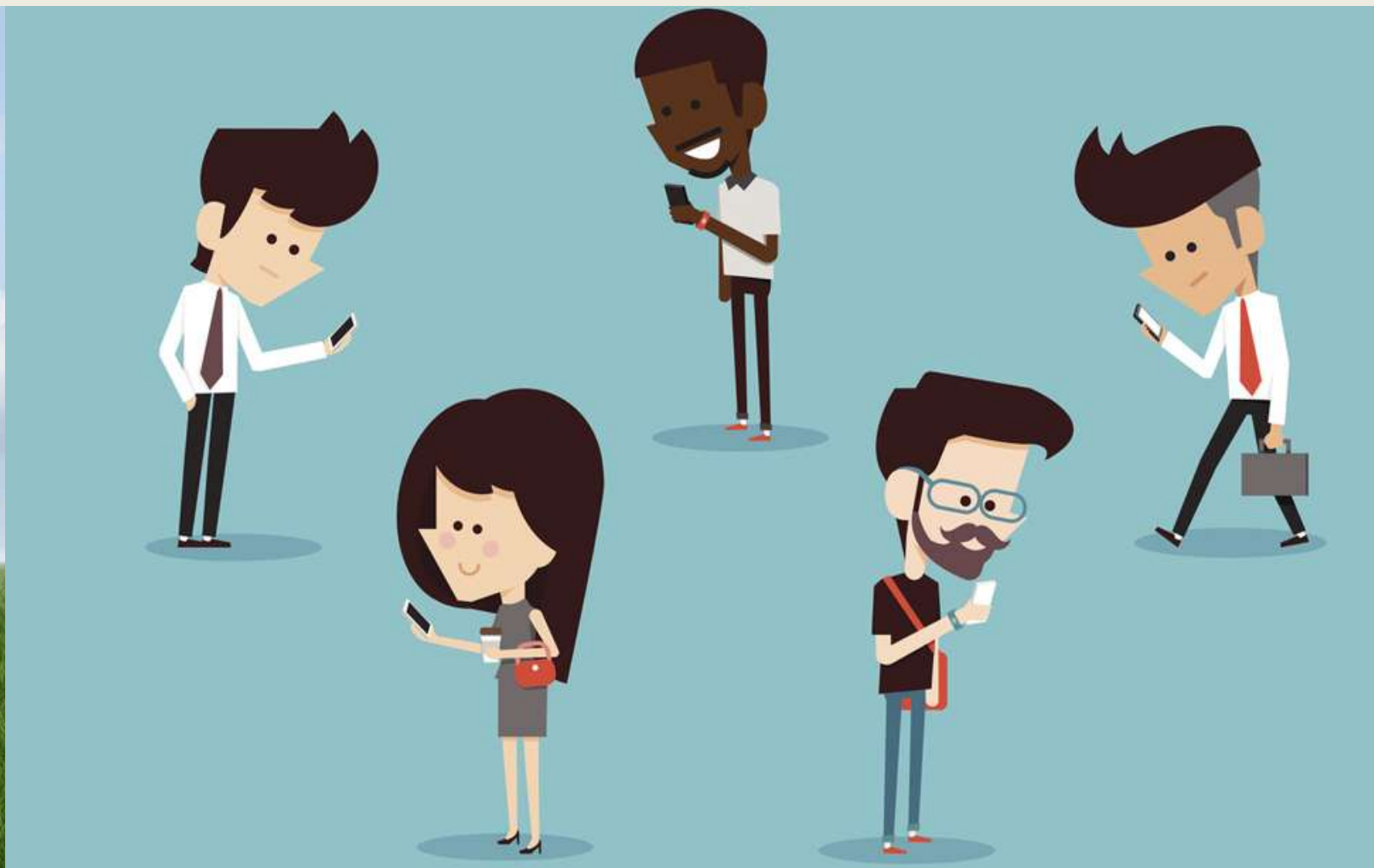
There is so much to protect: History, Biodiversity, Access, Energy, Water, Communities



Californians actively engage the land. How do we engage Californians?



Information Overload



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What's News

Business & Finance

Google parent Alphabet posted sales and pre-announced earnings that surpassed analysts' estimates, a sign the company's strength in online ads will help offset the impact of new EU regulations. AI

- ◆ Home sales slumped in the second quarter despite what was likely the strongest period for U.S. growth in years, the latest sign that the expansion faces headwinds.
- ◆ Fannie Mae's CEO is slated to leave the mortgage-finance giant by year's end, adding to uncertainty about its future.
- ◆ Government-bond prices fell world-wide, roiled by reports that central banks could be about to take another step back from easy-money policies.
- ◆ The S&P 500 rose 5.15 points to 2806.98, led by financial stocks. The Dow 13.83 points to 25044.29.
- ◆ Nike is raising salaries for more than 7,000 employees and changing how it awards bonuses to its global staff as part of a compensation overhaul.
- ◆ Fiat Chrysler said its European operations chief resigned, adding to the turmoil at the firm after Marchionne's sudden departure.
- ◆ Cooperman told clients of his Omega hedge fund that he would be returning their capital and turning the firm into a family office.
- ◆ Whirlpool cut its profit outlook as it booked a charge on its European operations and said it wouldn't be able to offset the effect of the

GOP: Grand Old Problems

Klein: Mitt needs a makeover | Crowley: Santorum's crusade

Bibi & Barack make nice

Zakaria: Why we're closer to war with Iran

TIME

EXCLUSIVE

ESCAPE FROM

ONE MAN'S DANGEROUS JOURNEY

FROM SYRIA

OUT OF THE KILLING FIELDS

Photograph by William Daniels, taken from a speeding car just days before he fled the rebel district in Homs. In the year since the uprisings began, thousands of Syrians have been killed by the Assad regime

MARCH 19, 2012

www.time.com

14

Year,

Say

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OUT ANE

Here we come with more bad news.



Given this context, what might capture attention?

- 74 million California State Park visits in 2016.

(Statistical Report 2015/16 Fiscal Year)

- Half of Californians say water supply is a big problem in their part of the state. (PPIC.org/survey)
- 100% of people drink water.

Can we appeal to these broader concerns to bring attention, funding, and support to our work?

Working together to care for our mountain.

Improving Mt. Tam's trails, ecosystems, and programs
for volunteers and youth—through partnership.

ONE TAM

Donate. Volunteer. Explore.
onetam.org #OneTam

Support One Tam.

Be a part of One Tam, the community campaign of
the Tamalpais Lands Collaborative, and help ensure
a healthy future for the mountain we all cherish.

Photo: Maria Durana



One Tam is an initiative of the
Tamalpais Lands Collaborative



Sharing vision and knowledge



Accessible Language

- Avoid jargon
- Emphasize what we do like
- Put invasive plants into context



Inclusive Language

- Reconsider imprecise or politically loaded terms
- Emphasize behavior over identity
- Focus on impacts to systems rather than nativity or point of origin

Accessible Language



2018 年 
夏日漫遊

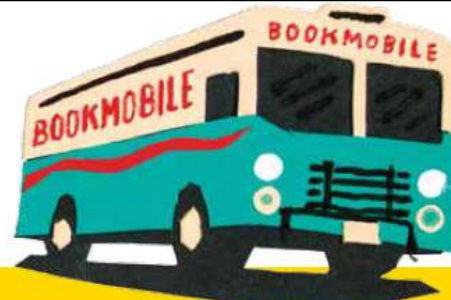
免費社區接駁車帶您從圖書館到國家公園
Western Addition 分館到 Muir Woods
8 月 11 日星期六上午 9:30 到下午 3:00

漫步在原生海岸紅衫林中，看看紅衫樹根浸在 Redwood Creek 淡水裡散熱，欣賞紅衫林一展樹冠，直探陽光和雲霧。這片原始森林既是世外桃源也是實驗場，揭開了我們與活生生的自然景觀間的關係。在蜿蜒的步道上行走，可了解公園歷史和生機蓬勃的棲息地。



請務必攜帶：

- 一瓶水
- 一份午餐和點心
- 防曬霜和帽子
- 多帶件衣服和外套



CAMINATAS DE 
VERANO DE 2018

Autobuses comunitarios GRATIS desde bibliotecas hasta parques nacionales
Desde la biblioteca de Chinatown hasta Marin Headlands
Sábado, 4 de agosto de 10:30 a.m. a 3:00 p.m.

Goza de las vistas, descubre plantas y aves originarias de la región y conoce las diversas etapas de la historia de Crissy Field mediante una caminata de una milla a lo largo de la ciénaga Crissy Marsh. Échale un vistazo al nuevo paseo histórico, "Her Right Foot" de Dave Eggers, a lo largo del paseo de la costa Crissy Field Promenade.



Asegúrate de llevar:

- Una botella de agua
- Almuerzo y bocadillos
- Protector solar y sombrero
- Un suéter adicional y una chaqueta

Messaging

- Health analogies
- Highlight successes
 - Volunteer hours, acres replanted
- Benefits of the work



Compelling Campaigns

<https://www.cal-ipc.org/solutions/awareness-campaigns/>



**KEEP
TAHOE
BLUE®**

League to Save Lake Tahoe

(530) 541-5388

keeptahoeblue.org

A photograph of a garden path leading through a metal archway, with a wooden building in the background. The path is made of light-colored gravel or sand. The archway is made of two curved metal poles. The garden is filled with various plants, including tall grasses, purple flowers, and green foliage. The background shows a wooden building with a gabled roof and a porch.

***You can keep California
beautiful when you
Plant Right***

Photo credit: Stephanie Falzone

COME CLEAN. LEAVE CLEAN.

Stop Invasive Species In Your Tracks.



Help Prevent The Spread
Of Invasive Plants And Animals.

- **REMOVE** plants, animals & mud from boots, gear, pets & vehicle.
- **CLEAN** your gear before entering & leaving the recreation site.
- **STAY** on designated roads & trails.
- **USE CERTIFIED** or local firewood & hay.



STOP INVASIVE SPECIES
IN YOUR TRACKS.

PlayCleanGo.org



TM

STOP INVASIVE SPECIES IN YOUR TRACKS.

PlayCleanGo.org

GIVE INVASIVE SPECIES THE BRUSH OFF.



FIREWOOD ISN'T DEAD

When **1,045** pieces of firewood were studied in Michigan, scientists found live wood boring beetles in **23%** — and another **41%** had evidence of previous infestation.



**DON'T MOVE
FIREWOOD.org**



AYUDA A DETENER LA DISEMINACIÓN DE INSECTOS INVASIVOS Y ENFERMEDADES INVASIVAS

Hay insectos y enfermedades que son una amenaza para los bosques de California y pueden matar varios árboles. Por ejemplo, el escarabajo barrenador del roble con manchitas doradas (GSOB por sus siglas en inglés), muerte súbita de los robles (SOD), cancro savia de los pinos, el barrenador verde esmeralda del fresno (EAB) y el escarabajo asiático de cuernos largos viajan en la leña. Cuando llegan a áreas nuevas se pueden establecer y matar a los árboles en el área.

COMO USTED PUEDE AYUDAR:

- Deje la leña en casa – no mueva madera a los parques ni los campamentos
- Compre la leña en áreas locales.
- Solo lleve la cantidad de leña que va a necesitar.

COMPRE LA LEÑA DONDE SE VA A USAR



firewood.ca.gov

**NOMUEVA
LA LEÑA**
nomuevalalena.org



www.ontarioinvasiveplants.ca



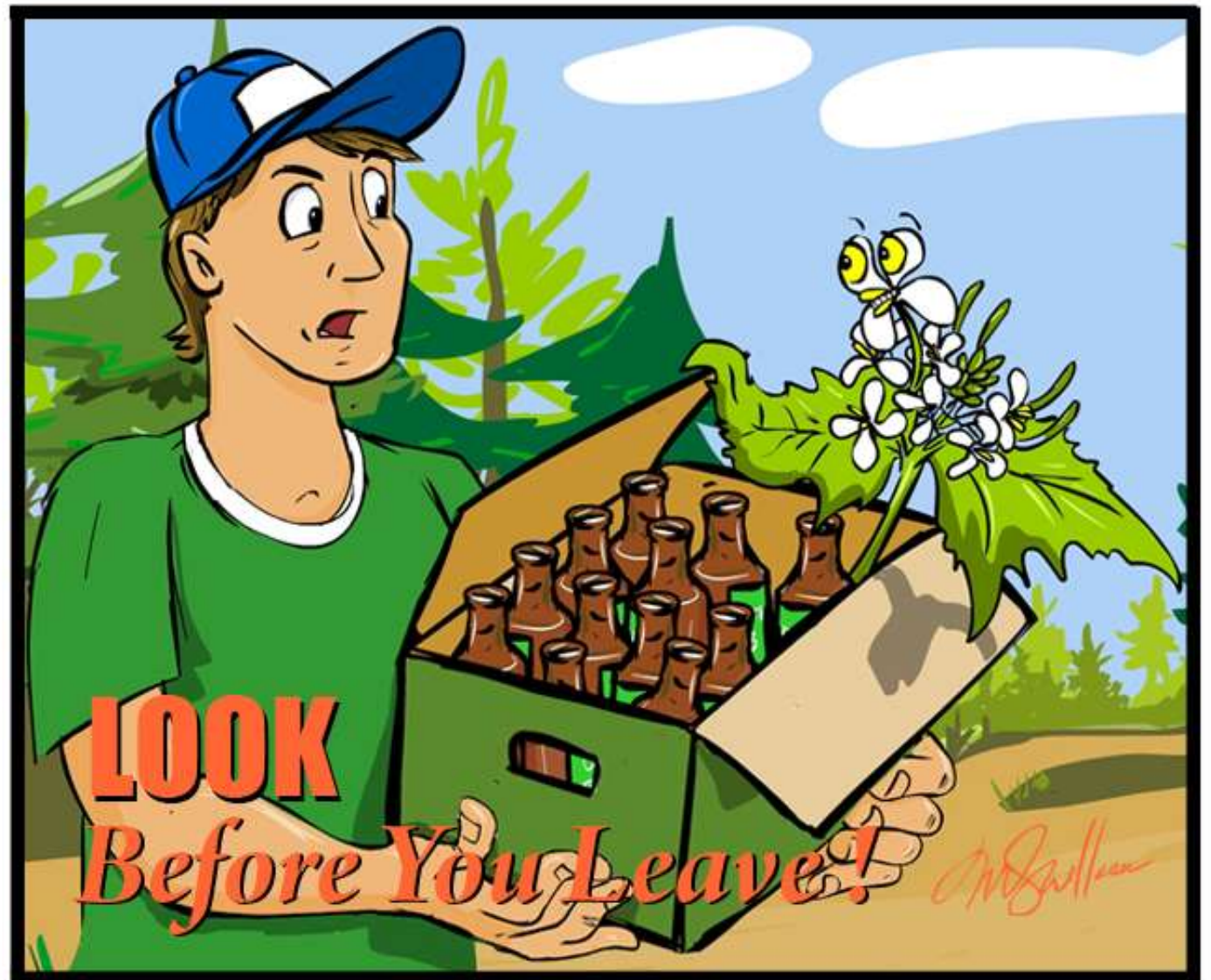
DON'T LET INVASIVE SPECIES HITCH A RIDE!

A few easy steps can prevent the spread of invasive species

- ✓ Stay on designated trails when hiking or biking
- ✓ Inspect & clean off dirt, plants and bugs from boots, clothing and bikes
- ✓ Groom your pets onsite after hiking
- ✓ Learn to identify common invasive plants and report them

 Ontario
Invasive Plant Council

Invading Species Hotline **1.800.563.7711**



Rolling it out: Training



See the forest for the weeds



Thank you!



Photo credit: Lieven Leroy