NATIONAL FISH HABITAT PARTNERSHIP

Rollout for National Fish Habitat Action Plan Revision

Desired outcome:

- **Reactions from the Board on the key elements of a rollout plan to promote the release of the updated National Fish Habitat Action Plan.**

Rollout Background

The revised National Fish Habitat Action Plan is due to be approved by the Board in April, released and available to the public shortly after. The Communications Committee is developing a rollout plan to publicize the Action Plan. Communications efforts will target the following audiences through the specific strategies below.

Key Elements of Proposed Rollout Strategy

- Rollout Lead - (Ryan Roberts) assisted by NFHP staff.
- Key Spokespeople - (Kelly Hepler ,Board members, Partnerships)

- Target Audiences: Congressional members, Congressional staff, state fish & wildlife agencies, federal agencies, regional fishery management councils, conservation partners and public.

- **Key messages -**
  The National Fish Habitat Action Plan is being revised for 2012 and while the mission and goals for the Plan remain the same (2006), the objectives have been revised. The five new objectives are:

  - Achieve measurable habitat conservation results through strategic actions of Fish Habitat Partnerships that improve ecological condition, restore natural processes, or prevent the decline of intact and healthy systems leading to better fish habitat conditions and increased fishing opportunities.

  - Establish a consensus set of national conservation strategies as a framework to guide future actions and investment by the Fish Habitat Partnerships by 2013.

  - Broaden the community of support for fish habitat conservation by increasing fishing opportunities, fostering the participation of local communities – especially young people – in conservation activities, and raising public awareness of the role healthy fish habitats play in the quality of life and economic well-being of local communities.

  - Fill gaps in the National Fish Habitat Assessment and its associated database to empower strategic conservation action supported by broadly available scientific information, and integrate socio-economic data in the analysis to improve people's

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lives in a manner consistent with fish habitat conservation goals.

  - Communicate the conservation outcomes produced collectively by Fish Habitat Partnerships as well as new opportunities and voluntary approaches for conserving fish habitat to the public and conservation partners.

- Communication Products - (talking points, fact sheet , Web page(Plan and FAQ page), Facebook and Twitter posts)

- Timeline – Release of Action Plan (April 2012), fact sheet created (April 2012), webpage for Plan created (April 2012) and FAQ section created (May 2012). PowerPoint presentation and talking points created to explain what the plan does and how it is implemented (June 2012). Hill briefings explaining how Plan revision and how it is being implemented coordinated through legislative team (2012).

Proposed Board Specific Actions and Materials to Support Action Plan Rollout

- Cover letters from Board members to state and NGO contacts.
- Press release template created for NFHP Partners to utilize within their networks to announce the release of the revised Plan. .
- Presentation of revised Action Plan at events in 2012 (e.g. River Rally in Portland, AFS in Minneapolis)

Action Plan Send-out and printing logistics

- Planned printing of 800 (minimum) copies (April 2012)
- Copies mailed to all 50 State Directors and Fish Chiefs
- Select Congressional mailings
- Copies mailed to agencies represented on National Fish Habitat Board
- Copies mailed to Fish Habitat Partnerships
- Copies mailed upon request
- Distributed broadly via website and PDF

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