**Whitewater To Bluewater**

**Joint Communications Strategy**

In 2012, three NFHP Fish Habitat Partnerships (FHPs), Atlantic Coastal Fish Habitat Partnership (ACFHP), Southeast Aquatic Resources Partnership (SARP), and Eastern Brook Trout Joint Venture (EBTJV), jointly applied for and were awarded a Multi-state Conservation Grant. The focus of this effort is to implement the National Fish Habitat Action Plan from Whitewater to Bluewater. Better collaboration between individual FHPs will improve leverage of existing outreach and fund-raising efforts across their combined geographic region and allow for expansion of fundraising and marketing efforts to bring in new resources for each partnership, strengthening collective efforts to implement NFHP. It is now referred to as the W2B Project (W2B).

Representatives from each FHP, SARP (Lindsay Gardner), ACFHP (Emily Greene), and EBTJV (Dianne Timmins) initiated a plan of approach for the development of a joint communications strategy. This undertaking addresses Objective 2 and more specifically Sub-objective 2.1 of W2B.

**Objective 2:** Coordinate ACFHP, SARP, and EBTJV partner engagement and outreach activities to strengthen and expand an already robust base of on-the-ground conservation partners. Assess the structure and function of the three FHPs and identify and implement strategies to enhance their organizational capacity.

**Sub-objective 2.1:** Develop and implement a streamlined communications strategy and outreach products for the three Eastern U.S. Fish Habitat Partnerships that highlights both synergies and distinguishing characteristics across the individual FHPs, and identifies FHP needs that would be best served individually and those that would benefit from a collective message.

In fulfillment of the objectives, the three Eastern FHPs will select specific action items from this document to develop messaging strategies or outreach campaigns. This will enable consistent messaging to the public through press releases, educational institutions, special interest groups, community organizations, professional conferences, workshops, and other communications channels and venues as opportunities arise. Target audiences include any persons, groups or organizations that have an interest or “stake” in a specific species or habitat and associated conservation projects. The tools to perform this outreach function may include but are not limited to: web pages, workshops, newsletters, presentations, fact sheets, brochures, press releases, social media, and word of mouth.

This document should *not* be perceived as a set of objectives that the three W2B FHPs must achieve, but rather as a menu of potential communications and outreach actions from which the FHPs may select from, develop into specific focus projects, seek funding for, and accomplish individually or jointly, in the future.

While each of the three FHPs has communications and outreach strategies outlined within their broader organizational strategic plans, they do not currently have individual stand-alone communications and outreach guidance documents. This effort does provide a template and the material so that individual FHPs can develop FHP-specific stand-alone communications and outreach plans.

1. Methods

The following is a description of the specific actions taken toward the development of a joint FHP communications strategy:

1. FHPs reviewed their respective organizational communications plans and submitted these to the group for joint review.
2. A master spreadsheet was set up in Google Docs (and subsequently the EBTJV website W2B work group page) to capture the communications strategies as they have been identified in each of the FHP communications and/or strategic plans. Categories were also established to document each FHPs response to these strategies, i.e. whether they are currently implemented (or have been in the past) or whether there is a long-term goal to do so. There was also a column added for comments.
3. As an initial step, all of the relevant information from each FHP communications plan was entered into the master spreadsheet under the communications strategies column. Each FHP then reviewed their individual strategies and provided information as to their status.
4. Upon completion of this exercise, the FHPs then “cross-walked” the document to the status of the FHP communications strategies. These were color coded as follows:
5. Green – At least 2 or more of the FHPs have currently implemented or have a long-term goal to implement the strategy.
6. Yellow – At least 1 of the FHPs has currently implemented or has a long-term goal to implement the strategy.
7. Red – None of the FHPs has implemented this strategy or has a goal of doing so in the foreseeable future. See Appendix I.

 These were then jointly reviewed by the FHPs for consensus and accuracy.

1. The next step was for the FHPs to review the communications strategies in green and yellow and to begin to identify those where synergies exist and that can be made generic as overarching strategies that would apply to all FHPs. The FHPs began the process of drafting some language to tailor identified strategies to the W2B.

**II. Potential Avenues for Collaboration among Eastern FHPs**

1. **Fish Habitat Partnership Outreach**

*Strategies aimed at getting increasing awareness of Fish Habitat Partnership Activities*

* 1. Target Audience: General
		1. Communications Channel: Conferences and Meetings
* Jointly secure funding that supports each W2B FHP’s attendance to at least one conference or meeting a year to promote the FHP’s mission and activities and encourage/solicit new partners to join these partnerships.
* Exchange contact information for individuals who may have common interests among the Eastern FHPs.

*For example:* Reps on the ACFHP Steering Committee also involved with SARP coastal activities, could be on both Partnership listserves/mailing lists and added to appropriate work groups.

* + 1. Communications Channel: Web
* Jointly secure funding that supports the maintenance of each W2B FHP’s individual website.
* Include a link on each FHP website to the other two W2B FHP websites.
* Feature an area describing the W2B project effort on at least one of the FHPs’ websites and have the other FHPs mutually link to this page. For example, on the SARP website this will be located under the Projects section.
* Share pertinent dynamic content for website, articles, event listings, funding opportunities across W2B FHPs.
* Promote other individual W2B FHP’s annual and 5-yr reports via a FHP website, Facebook, or email.
	+ 1. Communications Channel: Other media outlets
* Promote pertinent activities of the W2B FHPs through other media outlets, including, but not limited to, social media outlets such as Facebook or Twitter.
	+ 1. Communications Channel: Publications
* Jointly secure funding that supports the continued development of fact sheets, newsletters, or other printed informational materials for each W2B FHP.
* Share pertinent content for the FHP publications across W2B partners.
	+ - * Create an annual report that highlights the joint work and key collaborative projects of the W2B FHPs and their partners.
			* Partner with organizations that publish newsletters (e.g. the Pennsylvania Outdoor Writers Association), or utilize other press contacts, to communicate the needs to protect and conserve targeted fish species and their habitats.
	1. Target Audience: Specific
		1. Venue: Shows and Meetings
* Disseminate informational materials on the W2B FHPs and NFHP at fishing-related shows and watershed association meetings.
	+ 1. Communications Channel: Web
* Where one W2B FHP has a reciprocal link on a mutual partner website, assist the other W2B FHP in doing the same. *For example: sharing web manager contact, or sending an email of introduction.*
* Work with conservation groups, and other key partners to place reciprocal links among the respective websites.
* Enhance the FHP page on the GoFISHn.com website by having W2B FHPs and pertinent partners provide updates and other key content.
	+ 1. Communications Channel: Other outreach opportunities
* Provide copies of W2B FHPs, NFHP, and local partner informational materials to pertinent schools, Chambers of Commerce, public libraries, tourism bureaus, USDA NRCS Service Centers, and the like.
	+ 1. Communications Channel: Publications
* With one identified W2B FHP acting as lead contact, work with the communications staff of each partner state agency to place pertinent W2B FHP feature article ineach agency’s magazine type publication.
* With one identified W2B FHP acting as lead contact, work with communications partners as appropriate (USFWS, NOAA, and others) to create project profiles with consistent messaging for FHP projects.
1. **Species Outreach**
	1. Target Audience: General
		1. Communications Channel: Conferences and Meetings
* Jointly secure funding that supports the creation and distribution of educational materials (e.g., maps, brochures, posters, articles, videos, live fish displays, etc.) highlighting the importance, history, and associated management activities of species of mutual interest to W2B FHPs at stakeholder meetings, fishing tournaments/shows, and fish and wildlife conferences/annual meetings.
	+ 1. Communications Channel: Web
			- Tri-annually, a W2B FHP will produce web content that raises awareness and fosters stewardship for a species of mutual significance and interest to the other Eastern FHPs, as well as to the angling public.
		2. Communications Channel: Publications
			- Jointly secure funding that supports the production of educational materials (e.g., maps, brochures, posters, fact sheets, articles, etc.) highlighting the importance, history, and associated management activities of 3 species of mutual interest to the W2B FHPs for inclusion in magazines and newsletters. Where one W2B FHP has already produced these materials, they will be shared with other W2B FHPs.
			- Produce printed material that raises awareness and fosters stewardship for species of mutual significance and interest to the angling public.
			- Create templates to apply to species that are of unique interest to an individual W2B FHP.
		3. Communications Channel: Other media outlets
			- W2B FHPs jointly secure funding to support hiring an individual to create and employ educational videos about these three FHPs and their projects (i.e. W2B) on outdoor-related TV shows.
	1. Target Audience: Specific
		1. Communications Channel: Conferences and Meetings
			+ Cooperatively prepare, coordinate and present informational presentations on the status, history, management, value, future of W2B species of mutual interest to FHP partner states. Alternatively, this could be done as a W2B team, whereby each FHP presents a unique fish of interest.
			+ Collaboratively identify county and local government agencies and planners to present the information to and establish a dialog on the issues relating to conservation of species of mutual interest, either individually or as a team.
		2. Communications Channel: Web
			+ Design a section on the W2B webpage to house the various species presentations as well as the informational posters and PowerPoint presentations given at various venues.
		3. Communications Channel: Publications
			+ Jointly secure funding to support the hiring of a design firm that will develop a poster for three species of mutual interest, or unique interest to each W2B FHP.
			+ Jointly secure funding to support the hiring of a design firm that will develop a fold out fact sheet on species of mutual interest for distribution to the public at Wildlife Resources Division facilities, USFS offices, USFWS refuges, state conservation offices and state parks.
		4. Communications Channel: Other Outreach Opportunities
			+ Identify and work with NGOs to expand existing classroom programs and distribute aforementioned educational materials.
			+ Promote aforementioned species resources through partner state fish and wildlife agency’s Public Information and Education programs and the State’s Office of Tourism, emphasizing the use of Best Management Practices (BMPs), respect for landowner rights, and the physical beauty of the landscapes that support many of the state’s species of interest.
			+ Assist natural resource agency personnel in raising awareness about species of mutual concern to ensure management activities at a landscape scale are as consistent as possible.
1. **Threat Outreach**
	1. Target Audience: General
		1. Communications Channel: Conferences and Meetings
			* Develop a series of PowerPoint presentations/templates that illustrate the conservation needs of W2B mutually agreed upon species of interest for FHP coordinators’ and partners’ use at meetings or conferences.
		2. Communications Channel: Web
			* Collect and disseminate information to the general public via the web, stressing the importance of habitat to the conservation of mutually agreed upon species of interest, along with actions the public can take towards protecting and enhancing these important resources.
			* Raise awareness about the potential threats of exotic species and disease introductions and expansions within individual states.
			* Publicize the application of BMPs, as well as the benefits of protecting and improving water/habitat quality, by presenting success stories on state natural resource agency, and other websites, which demonstrates how entire communities benefit from conserving these resources.
		3. Communications Channel: Publications
			* Collect and disseminate existing information to the general public via news releases and brochures, stressing the importance of habitat to the conservation of mutually agreed upon species of interest, along with actions the public can take towards protecting and enhancing these important resources and to raise awareness about the potential threats of exotic species and disease introductions and expansions within individual states.
			* Jointly secure funding that supports the development and dissemination of public outreach materials that raise awareness about the adverse impacts of human activities on fish and fish habitat, as well as ways to avoid and minimize those impacts.
			* Each W2B FHP will work with local partners to identify a BMP success story and publicize it in local newspapers, magazines, newsletters, etc., showing how entire communities benefit, not just fish and anglers, from the application of BMPs, as well as the benefits of protecting and improving water/habitat quality. W2B FHPs share lessons learned through this process.
			* W2B FHPs collaborate to produce fact sheets on the negative impacts caused by aquatic nuisance species, and certain types of land and water use practices, along with examples of fish habitat improvement projects that have rectified these negative impacts.
		4. Communications Channel: Other Outreach Opportunities
			* W2B FHPs can inform the public and encourage interest and participation in addressing environmental issues by ensuring that funded projects have a standardized informational sign or fact sheet available on site, explaining what the project is all about and what they can do to help conserve fish habitat.
			* Jointly secure funding to support the hiring of a production team to create a video or contact local news to publicize a clip promoting the results of protecting, enhancing and restoring water quality and aquatic habitat that demonstrates how all citizens benefit not just the fish and angling interests.
			* Encourage all FHP-supported fish habitat conservation projects to incorporate potential climate change impacts during their planning stage.
	2. Target Audience: Specific

 *Develop specific outreach programs for targeted audiences.*

* + 1. Communications Channel: Conferences and Meetings
			- Modify PowerPoint documents noted above to address issues negatively affecting select species for presentation to fishing clubs and other citizen groups.
			- Participate in/present at the IFC’s Flow conference focused on valuation of instream flows.
			- W2B FHPs develop talking points for partners to encourage natural resource agencies to conduct workshops and demonstrations for private landowners to promote protection, enhancement and restoration of fish habitat and populations.
			- W2B FHPs develop talking points for partners to use when encouraging the use of BMPs designed to improve point/nonpoint source discharge management actions that address the impacts of inorganic and organic contaminants, including emerging contaminants of concern for priority habitats with local governments.
		2. Communications Channel: Web
			- Each W2B FHP works with partners to identify techniques and guidance documents that can be helpful in mitigating the adverse impacts that climate change can have on priority habitats within each sub-region, and then make these resources available in an online searchable database that local managers and planners can access.
			- W2B FHPs coordinate with partners to compile fish movement/habitat restoration techniques and guidance documents, and make these resources available online on a W2B webpage to aid partners in planning, designing, implementing, and monitoring of effective fish habitat conservation projects.
		3. Communications Channel: Publications
			- W2B FHPs coordinate with partners to collaboratively develop and disseminate a toolbox or guidance document of BMPs that will assist FHP partners in improving or protecting water quality for fish habitat.
		4. Communications Channel: Other Outreach Opportunities
			- Jointly secure funding to support the hiring of an educator and/or graphic designer to develop age-appropriate support materials for teachers on select fish species life history, distribution, habitat needs and the major threats they face, for use by W2B FHPs.
			- Jointly secure funding to support the hiring of an educator who will develop educational programs and materials that teach students about the connection between good water quality and selected species, and how to conserve both.
			- W2B FHPs coordinate with partners to collaboratively develop and disseminate a “standardized toolbox” of fish passage technologies (techniques and methodologies) and guidance to assist FHP partners in the development and implementation of effective fish passage protocols that alleviate the threat of new projects that act as barriers to fish movement.
			- W2B FHPs identify opportunities to encourage all who are responsible for aquatic habitat management to include impacts to fish habitat in their climate change planning and modeling efforts.
			- Increase landowner interest in ongoing Federal and State programs that improve wetland function, establish stream buffers, exclude livestock impacts to water, and provide incentives for best management practices by fostering relationships with those agencies, maintaining an active technical role, and providing educational materials.
1. **Outreach on Behalf of Our Partners**
	1. Target Audience: General
		1. Communications Channel: Conferences and Meetings
			* Utilize W2B FHPs already attending various events to assist partners in getting their conservation messages out (i.e. handing out pamphlets, fact sheets, etc).
		2. Communications Channel: Web
			* W2B FHPs develop a survey to determine what partners would like to see on their FHP’s website. Individual FHPs then maintain a website that meets the needs of partners and the broader conservation community.
			* W2B FHPs jointly develop feature articles highlighting NFHP for posting on individual FHPs and/or on a W2B FHP webpage/site.
		3. Communications Channel: Publications
			* W2B FHPs determine if there are outreach needs of partners and the broader conservation community and then jointly secure funding/support to develop materials as appropriate to address these needs (e.g. display, fact sheets, etc.).
			* W2B FHPs develop feature articles highlighting NFHP and individual partner projects, and share in FHP quarterly newsletters or W2B newsletter.
		4. Communications Channel: Other Outreach Opportunities
			* Each W2B disseminates agency aquatic resource management plans to the public using a variety of media outlets and Cooperator’s outreach programs, including the other W2B FHPs.
			* In tandem with educational contract noted above, incorporate and enhance existing educational programs currently administered by Cooperators.
			* Tri-annually a W2B FHP selects a partner to work with to highlight/spotlight a featured partner project or project leader to generate content. FHP shares with other W2B FHPs
2. **GIS**
	1. Target Audience: General
		1. Communications Channel: Web
* W2B FHPs will seek to secure various funding sources to support the incorporation of GIS mapping tools on respective FHP websites that will incorporate all projects, species of interest, and/or habitat quality.
	+ 1. Communications Channel: Publications
* GIS mapping information will be used in various outreach materials.
1. **Funding Outreach**
	* 1. Communications Channel: Website
			+ Publicize via individual FHPs, W2B web page, or identified partner agencies, information regarding all current Federal, State and other grant programs, such as the Landowner Incentive Program (LIP), available to private landowners and natural resource practitioners for protecting and improving water quality and habitat in select waters. Provide technical assistance as needed.
		2. Communications Channel: Other Outreach Opportunities
			+ W2B FHPs will remain up to date on current funding opportunities and relay information to various partners.
2. **Partner Development**
	1. Target Audience: General
		* + If one W2B FHP develops a protocol for identifying and bringing in new partners, it will be shared with the other W2B FHPs so they may utilize it if they so choose.
			+ W2B FHPs jointly develop a plan of action to build strong grass roots support that places conserving species of W2B interest high on the public agenda and brings sustained attention to the need for action.
	2. Target Audience: Specific
		1. Watershed Groups
			* Work with partners and allies, i.e. River Network, Trout Unlimited and others, to reach out to watershed groups and increase awareness of FHPs and potential access to FHP-related project dollars. Seek to work with these groups to help meet the conservation objectives described in the W2B FHP Plans.
		2. Non-Government Conservation Organizations
* Cooperate with the communication efforts conducted by NGOs, such as Trout Unlimited, across W2B FHPs.
* Continue to form relationships with groups, like American Rivers and others, who are doing instream flow-related communications in a coordinated fashion across W2B FHPs.
	+ 1. Governments
			- W2B cooperatively develop talking points for partners to use when working with municipal officials and policy decision makers to promote and improve water quality. For example, The Center for Dirt and Gravel Roads, to reach out to municipalities and counties and tie in water quality and habitat enhancement with their work.
			- W2B jointly secures funds to support a workshop for partners aimed at developing skills and talking points for use when engaging public officials at all levels.
		2. Industry
			- W2B jointly secures funds to support a workshop for partners focused on developing skills and talking points for use when establishing partnerships with industry organizations.
		3. States
* Increase participation in the FHP Communications & Outreach Committees to include involvement from all states in the region.
	+ 1. NFHP or other Regional Groups
			- Participate in the NFHP, FHPs, LCCs, and other regional group’s Communications Committees, and relay information and lessons learned.
			- Join the NFHP Partner’s Forum online and solicit relevant content for submission that is beneficial to FHP communications partners.
			- Exchange lessons learned with other landscape or regional partnerships and the National Fish Habitat Board.
		2. Various
* W2B FHPs exchange lessons learned and identify synergies when establishing contacts and relationships with NGOs (angling, environmental and watershed organizations), federal, state, city and county governments, land trusts, key private landowners, conservation commissions, and grass roots organizations to foster or achieve fish conservation goals.
1. **Legislative Outreach**
2. Work through the FHP Communications & Outreach Committee as appropriate to support NFHP goals and objectives and encourage partner promotion and legislative support for the National Fish Habitat Conservation Act.
3. Promote the missions of FHP and NFHP by participating in NFHP’s legislative strategy to further the objectives of all fish habitat partnerships and coordinate such activities with the legislative staff in each partner organization.
4. Contribute toward public policy that includes fish population health and sustainability as positive indicators toward improving or enhancing environmental quality.
5. W2B FHPs develop an understanding of and support for protecting fish habitat among policy makers by collaboratively developing an educational and public awareness campaign.

Appendix I.

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| **COMMUNICATIONS AND OUTREACH STRATEGIES as noted in each FHP’s individual plans** |
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| **FHP OUTREACH** |
| **GENERAL AUDIENCE** |
| 1.3 Attend events such as conferences or meetings to promote ACFHP’s mission and activities and encourage new partners to join.  |
| 2.1 Solicit contacts from SARP Steering Committee members, communications partners, sign-up sheets at events and others to grow mailing list to 2,000 contacts by the end of December 2011. |
| 3.1.2: Promote the Eastern Brook Trout Joint Venture (EBTJV) on the agency and other websites and through other media outlets.(MA& SC Con Strats)  |
| 5.1.4. Incorporate and promote the Eastern Brook Trout Joint Venture on Cooperator’s websites and through earned media campaigns. (NC Con Strats) |
| 3.3 Work with communications partners to generate content for SARP’s website and publications.  |
| 2.2 Work with communications partners to generate dynamic content for articles, event listings, funding opportunities and more.  |
| 7.1 Create a report highlighting the joint work and key collaborative projects of SARP and its partners over the last five years. It would tell the conservation story – how SARP is working with local partners and communities – “from the mountains to the sea, to conserve aquatic species from sea trout to brook trout” (this based on Scott Robinson’s quote). It could include a variety of photographs, anecdotes and quotes from local people and agency contacts who have been involved with the SARP projects. An electronic version that could be posted to the SARP website and partner websites could contain a variety of hot links and video as well. The format of this report could then serve as a template for the development of an annual report to be published in future years.  |
| **SPECIFIC AUDIENCE** |
| 6.2 Work with communications staff to create reciprocal links to the SARP website via all partner websites. |
| 3.4 Enhance the SARP page on the GoFISHn.com site through the provision of updates and content provided by both SARP and its partners. |
| 4.1.5. Take the EBTJV and NFHI informational materials to sportsmen shows and meetings with watershed associations and sportsmen’s groups for distribution.(PA Con Strats)  |
| 4.1.6. Provide copies of EBTJV and NFHI informational materials and the Pennsylvania Trout newsletter to all school and public libraries in Pennsylvania.(PA Con Strats)  |
| 6.3 Work with communications staff to place a SARP feature article in partner publications for each of the 14 state agencies. |
| 5.1 Work with USFWS, NOAA, and other communications partners to create project profiles for SARP grant-funded projects under the NOAA Community-based Restoration Program (CRP) and the NFHAP/USFWS Aquatic Habitat Restoration Program. |
| **SPECIES OUTREACH** |
| **GENERAL AUDIENCE** |
| 3.1.1: Produce and employ educational materials (e.g., maps, brochures, posters, articles, videos, live fish displays, etc.) highlighting the importance of State X brook trout and associated management activities. Venues include the agency website and magazines, newsletters, school programs, SC wildlife TV show, stakeholder meetings, and fishing shows. |
| 5.1.5. Utilize comprehensive media approach (TV, print, web) to emphasize plight of brook trout in North Carolina. (NC Con Strats)  |
| 4.1.1. Develop, present and distribute a multi-media program describing the history of brook trout in Pennsylvania. (This is specific to PA from their Cons Strats doc.)  |
| 4.1.1. Produce printed material and web content that fosters awareness and respect for wild brook trout and angling opportunities. (NY Con Strats) |
| **SPECIFIC AUDIENCE** |
| 4.1.1. Prepare and present informational presentations on the status, history, management, value, future (BTFMP) of brook trout in Maryland, by 2007.(MD Con Strats)  |
| 4.2.2. Meet with county and local government agencies and planners to present the information and establish a dialog on the issues relating to brook trout conservation, by 2007.(MD Con Strats) |
| 4.1.1 Complete a “Vermont wild brook trout poster” for general distribution. (VT Con Strats) |
| 4.1.2. Develop a fold out fact sheet on brook trout for distribution to the public by 2007. Copies should be made available to the public at WRD facilities, USFS offices and state parks.(GA Con Strats) |
| 4.1.2. Expand existing trout in the classroom programs. NGO’s are likely to take the lead on this strategy.(NY Con Strats) |
| 3.1.1. Advertise Maine’s brook trout resource through the Department’s Public Information and Education Division and the Maine State Office of Tourism, emphasizing appropriate management and harvest strategies, respect for landowner rights, and the physical beauty of the setting of many of Maine’s brook trout waters.(ME Con Strats) |
| 4.2.1. Agency personnel (WRD and USFS) not directly involved in fisheries management need to be adequately informed concerning brook trout management issues so that their program management activities are as consistent as possible with brook trout conservation. An in-service training program on brook trout issues should be developed and implemented by 2008.(GA Con Strats) |
| **THREAT OUTREACH** |
| **GENERAL AUDIENCE** |
| 4.1.2. Partner with the Pennsylvania Outdoor Writers Association, and numerous other organizations that publish a newsletter (or other media access), to communicate the imperative to protect brook trout and their habitats.(PA Con Strats) |
| 3.2.2. Continue public education efforts highlighting the permanent ecological repercussions associated with illegal fish stockings.(ME Con Strats) |
| 4.1.3. Produce information on the impacts of baitfish and other introduced species, land use practices, and examples of habitat improvement projects.(NY Con Strats) |
| 3.2.1. Inform the public and encourage interest and participation in addressing environmental issues. (MA Cons Strats) |
| 4.1.3. Publicize and promote the results of protecting, enhancing and restoring water quality and aquatic habitat that demonstrate how all citizens benefit not just the fish and sporting interests. (PA Con Strats) |
| 4.2.1. Develop a series of Powerpoint presentations that illustrate the life history needs of brook trout, and the adverse impacts that can occur from anthropogenic activities, by 2007.(MD Con Strats)  |
| 4.1.2 Disseminate information to the general public via various media outlets (web, news releases, brochures, etc.) stressing the importance of habitat to the conservation of wild brook trout populations in Vermont, the public’s responsibility and role toward protecting and enhancing this important resource and the potential threats of exotic species and disease introductions and expansions within Vermont. (VT Con Strats)  |
| 3.1 Develop and disseminate public outreach materials on the adverse impacts of human activities on fish and fish habitat as well as ways to avoid and minimize those impacts. |
| Work with partners to identify techniques and guidance documents that can be helpful in maintaining the priority habitats within each subregion against the adverse affects of climate change.  |
| 3.2.2: Publicize the application of BMPs, as well as the benefits of protecting and improving water/habitat quality, by presenting success stories (in local newspapers, on the agency and other websites, magazines, newsletters, etc.) that show how entire communities benefit, not just fish and anglers. (MA Con Strats)  |
| Encourage the use of BMPs designed to improve point/nonpoint discharge management that addresses the impacts of inorganic and organic contaminants, including emerging contaminants of concern for Subregional Priority Habitats. |
| **SPECIFIC AUDIENCE** |
| 4.1.1. Develop a Powerpoint presentation on brook trout issues for presentation to sportsman’s clubs and other citizen groups by 2007.(GA Con Strats) |
| 8.4 Participate in/present at the IFC’s Flow 2011 in Nashville, TN focused on valuation of instream flows. |
| 5.1.2. Develop specific outreach programs for targeted audiences.(NC Con Strats) |
| 4.2.2 Develop age-appropriate support materials for teachers on brook trout life history, distribution, habitat needs and threats.(VT Con Strats) |
| 5.1.4. Develop educational programs and material that teach youths the connection between good water quality and wild brook trout and how to preserve both.(NH Con Strats) |
| Coordinate with partners to develop and disseminate a “standardized toolbox” of fish passage technologies (techniques and methodologies) and guidance to assist ACFHP partners in the development and implementation of effective fish passage protocols designed to alleviate this threat for new projects. |
| Coordinate with partners to develop and disseminate a toolbox or guidance document of non-structural BMPs that will assist ACFHP partners in improving or protecting water quality for fish habitat. |
| Coordinate with partners to compile fish movement/habitat restoration techniques and guidance documents to aid partners in the planning, design, implementation, and monitoring of effective fish movement improvement projects.  |
| 4.2.3. Encourage natural resource agencies (Pennsylvania Fish and Boat Commission, Pennsylvania Game Commission, Pennsylvania Department of Conservation and Natural Resources Bureau of Forestry, and United States Forest Service) to conduct workshops and demonstrations for private landowners to promote protection, enhancement and restoration of wild brook trout habitat and populations. (PA Con Strats)similar to 55 |
| 4.3.1. Complete the Maryland BTFMP by August 2006 and begin implementing the recommendations, by fall 2006.(MD Con Strats) |
| Encourage all institutions responsible for aquatic habitat management to include impacts to fish habitat in their climate change planning and modeling efforts. |
| **OUTREACH ON BEHALF OF OUR PARTNERS** |
| 1.2. Develop/use outreach materials (e.g. display, fact sheets) that meet the needs of partners and the broader conservation community.  |
| 5.2.1. Disseminate agency management plans to the public using a variety of media outlets and Cooperator’s outreach programs.(NC Con Strats) |
| 1.1. Maintain a website that meets the needs of partners and the broader conservation community.  |
| 5.1.3. Incorporate and enhance existing educational programs currently administered by Cooperators. |
| 3.2 Create an area to highlight/spotlight select partners on a quarterly basis and work with featured partner communications contacts to generate content. |
| 1.3 Feature articles highlighting **NFHP** in the SARP Quarterly Newsletter and on the SARP website. |
| **GIS** |
| 4.2.1 Create a GIS layer on the distribution and status of wild brook trout resources. (VT Con Strats)  |
| Coordinate with partners to compile a list of areas where Subregional Priority Habitats have been degraded or eliminated due to poor water quality. |
| **PROJECT SUPPORT** |
| Support local projects that address water quality improvements that are associated with Subregional Priority Habitat improvement. |
| 3.2.1: Publicize (via the agency website, magazine, and other outlets) information regarding all current Federal and State grants and programs, such as the Landowner Incentive Program (LIP), available to private landowners for protecting and improving water quality and habitat in brook trout streams. Provide technical assistance as needed. (MA Con Strats, SC Con Strats) |
| 5.4.1. Increase landowner interest in ongoing Federal and State programs that improve wetland function, establish stream buffers, exclude livestock, and provide incentives for best management practices by fostering relationships with those agencies, maintaining an active technical role, and providing educational materials.(NC Con Strats)  |
| 5.1.1. Seek funding to develop public outreach programs specific to brook trout in North Carolina.(NC Con Strats) |
| 3.1.2. Encourage volunteer and school group participation in assessment and monitoring programs.(ME Con Strats) |
| Encourage all ACFHP-supported restoration projects address projected climate change impacts to Subregional Priority Habitats during project planning and implementation. |
| **BUILDING RELATIONSHIPS AND COALITIONS** |
| 2.1. Develop a protocol for identifying and bringing in new partners. |
| 4.1 Work with partners and allies to reach out to watershed groups and increase awareness of SARP and potential access to SARP project dollars as on the ground restoration partners through its grants programs. Seek to work with these groups to help meet the conservation objectives described in the Southeast Aquatic Habitat Plan.  |
| 4.1.4. Cooperate with the communication efforts conducted by NGO’s such as Trout Unlimited.(NY Con Strats) |
| 3.3.1: Facilitate achievement of brook trout conservation goals by establishing relationships with Federal and state agencies, NGOs, city, municipal and county governments, land trusts, watershed alliances, key private landowners, and other organizations.(SC Con Strats)  |
| 5.3.1. Establish contacts and relationships with NGOs, city and county governments, land trusts, and grass roots organizations to foster brook trout protection goals.(NC Con Strats) |
| 5.1.1. Establish partnerships with federal, state, and public angling, environmental, and watershed organizations that seek to meet the conservation needs of New Hampshire’s wild brook trout.(NH Con Strats)  |
| 5.1.2. Build strong grass root support that places conserving wild brook trout high on the public agenda and brings sustained attention to the need for action.(NH Con Strats)  |
| 4.2.1. Work with municipal officials and policy decision makers to promote and improve water quality. For example, The Center for Dirt and Gravel Roads to reach out to municipalities and counties and tie in water quality and habitat enhancement with their work.(PA Con Strats) |
| 4.2.2. Engage public officials at all levels.(PA Con Strats) |
| 4.2.1. The success of the state brook trout conservation strategy will depend on the strength of partnerships and relationships established among stakeholders. The state conservation group will work to build a comprehensive consortium of partners by December 2006. Establishing partnerships with industry organizations is a priority of this group. Partners in this process will likely include, but are not limited to: [….SEE LIST IN ORIGINAL PLAN] (WV Con Strats) |
| 1.1 Participate in the NFHP Communications Committee. |
| 1.4 Join the NFHP Partner’s Forum online and solicit relevant content for submission as beneficial from SARP communications partners. |
| 8.3 Continue to form relationships with groups, like American Rivers and others who are doing instream flow-related communications. |
| 6.1 Increase participation in the SARP Communications & Outreach Committee to include involvement from all 14 Southeastern Association of Fish & Wildlife Agencies (SEAFWA) states in the region. |
| 2.2 Cooperate and exchange lessons learned with other landscape or regional partnerships and the National Fish Habitat Board. |
| **LEGISLATIVE OUTREACH** |
| 1.2 Work through the SARP Communications & Outreach Committee as appropriate to support NFHP goals and objectives and encourage partner promotion and legislative support of the National Fish Habitat Conservation Act. |
| 2.3 Promote the missions of ACFHP and NFHP by participating in NFHP’s legislative strategy to further the objectives of all fish habitat partnerships and coordinate such activities with the legislative staff in each partner organization. |
| 3.2.3. Contribute toward public policy that includes brook trout population health and sustainability as positive indicators toward improving or enhancing environmental quality.(ME Con Strats) |
| 5.1.3. Develop an understanding of and support for protecting brook trout habitat among policy makers with an educational and public awareness campaign.(NH Con Strats) |
| **FHP SPECIFIC PROJECTS** |
| 4.1.1. The state conservation group will create an ongoing communications plan that will enable consistent messaging to the public through press releases, schools, special interest groups, community organizations, professional conferences, workshops, and other venues as opportunities arise. Target audiences include any persons or organizations that have an interest or “stake” in WV brook trout policy and conservation projects. The tools to perform this outreach function include: workshops, newsletters, presentations, fact sheets, brochures, press releases and word of mouth. Using props such as the WV Brook Trout brochure, and the recent EBT: Status and Threats document will enhance and reinforce the message. A communications plan for increasing diadromous species conservation awareness will be completed. |
| 4.3.1. Using the information gathered in Priorities 1-3, the state conservation group will determine the type of resources needed to implement the conservation plan. Lead agencies and organizations will have the responsibility to arrange for and distribute resources in an efficient and accountable manner. Clear, concise proposals and fact sheets will be provided to interested partners. A plan for attracting resources will be completed by May 2007.(WV Con Strats) |
| 3.1 Create a password protected Steering Committee section on the SARP website. |
| 8.2 Establish a roll-out strategy for the implementation of the SIFN informational brand design and instream flow fact sheet. |
| 8.1 Make SIFN communications a project of the SARP Communications & Outreach Committee. |