

Sharing innovative, measurable outreach successes

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Successful outreach approaches

- Go beyond informing
- Move your audience to action
- Fit into a larger watershed plan
- Help you meet your project goals
- Often have measurable results
- Impact your project's participation, funding or perception



Signs foster ownership



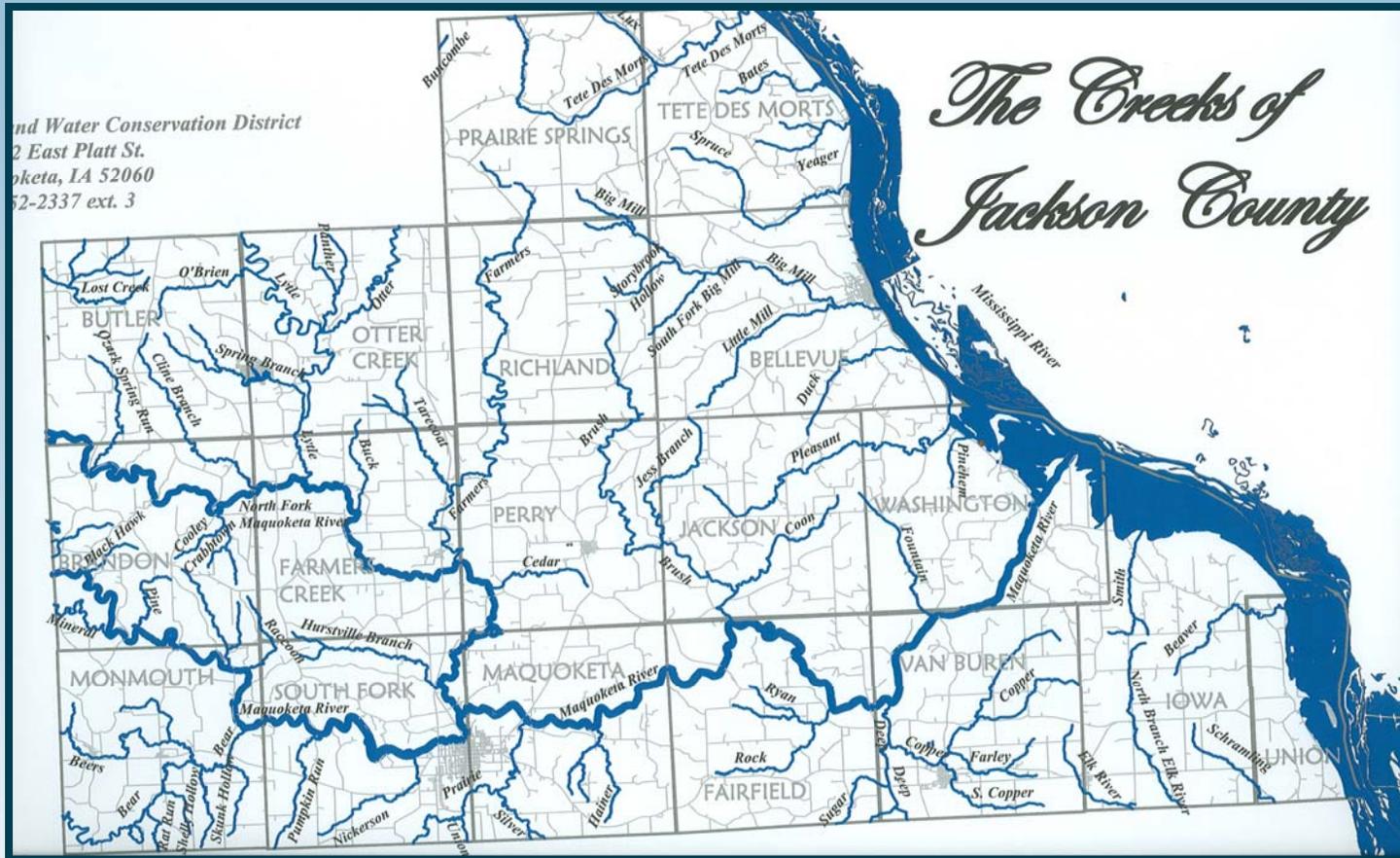
Dan Bratrud, Burr Oak and Turtle Creeks:

- Seems to have given some folks a sense of ownership, which makes landowners more likely to install conservation practices that will protect “their creek.”
- Two landowners that commented about the signs to Dan have expressed interest in practices.

clean water
starts with you.



Jackson County stream identification



clean water
starts with you.



Message delivery



- Speaking engagements
- Farm and Home Show
- Local newspaper
- Placemats to local eateries

Why did it work so well?

- **It fits into a larger plan.**
 - Tied to presentations, displays, media outreach, sign projects, one-on-one meetings
- **It reaches the intended audiences.**
 - Many landowners are third- or fourth-generation Jackson County residents with personal ties to, histories with creeks
 - Media
 - Service clubs and other local groups
 - Legislators



Why did it work so well?

- **It moves those audiences to action.**
 - Landowners expressing interest in practices
 - Neighborhood group offers to install stream signs at bridge crossings
 - Newspaper article on backyard conservation
- **It helps meet project goals.**
 - Fosters a sense of ownership in creeks
 - Creating interest in installing practices



Why did it work so well?

- **It impacted project participation and perception.**
 - Interest in practices
 - Requests for additional speaking engagements
 - Asked to help with local history book
 - Led “table talk” at Farm and Home Show
 - Feedback on histories from residents
 - Help with creek signage



Why did it work so well?

- **It has measurable results.**
 - Placemats distributed (350+)
 - Speaking engagements requested (7)
 - Landowner contacts
 - Stream signs added (5, more to come)
 - Practices installed by someone spurred by history effort (at least one planned)
 - Comments received (200+)
 - Media coverage (4 paper, several radio)



How do you know it's successful?

- Evaluate each of your efforts as you go to know what works and what needs to be adjusted
- Save time, energy and money by focusing efforts on effective strategies



Three types of evaluations

- Process
 - Execution of the outreach effort itself
(30 landowners attend field day)
- Impact
 - Achievement of project goals
(5 landowners at field day sign up for practices that result in sediment delivery reduction of 25 percent)
- Context
 - Public perception, economic and political impacts of project
(Local officials attending field day leads to \$25,000 grant for project)



Some ways to evaluate

- Surveys (pre-, mid- and post-project, as needed)
- Incentives, coupons
- **Contact logs**
- Sign-in sheets, event attendance
- Media coverage
- Trends in website hits
- Behaviors (number of pet waste violations, amount of chemical fertilizer sold, etc.)

www.epa.gov/nps/toolbox/ - Getting In Step



Sharing your successes

- Listserv
- *Clean Water Starts With Us* e-newsletter
- Quarterly roundups?
- Let me know!



I can help!

- Outreach plans
- Product, event development and planning
- Product review
- Graphic design, layout, logo creation
- Evaluation ideas
- Web updates
- And more!



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