

Better tools for stronger projects

Using I&E to meet your goals

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Why public outreach is a big deal



- I&E is more than press releases; it's a way to help you motivate people to participate in your project.
- I&E takes a social science approach to accomplishing your goals.

What outreach does

- Effective I&E activities move an audience from:
 - unawareness
 - awareness
 - knowledge
 - understanding
 - ability
 - desire to participate
- Your foremost goal is to convince people to change their behavior for the greater good.



A different kind of marketing

- Reaching people and moving them to action is critical to your project's success.
- Information alone is not enough to change behavior.
- Your goal: get people to adopt, modify or abandon a certain behavior
 - “Social marketing”



Social marketing



- Key: knowing why your audiences do what they do, or why they don't
 - Use this to create your messages and approaches
- People naturally move to actions with high benefits and low barriers;
 - behave a certain way to receive recognition or to avoid punishment

Social marketing



- Unfortunately, only a few people will participate simply because it's “the right thing to do.”
- Put yourself in the landowner’s shoes (or even better - ask them!):
 - How does this affect me?
 - What do I get out of it?
 - What’s keeping me from doing this?

Deciding factors



“If enough of us do that (use practices), hopefully mandates won’t come down.”

-Tom Beeler, Cedar Lake



“You’re not going to grow anything if there’s not soil there...there’s not a lot of effort to return your investment.” -Todd Lenz, Rock Creek Lake



“It stops erosion before it can really get started and it’s beneficial for wildlife. Before the filter strips, there were hardly any pheasant.”

-Robert Meade, Clear Creek



So, where do I start?



Creating an outreach plan

1. Set your project goals
2. Determine your target audiences
3. Research those audiences
4. Use research to strategize your outreach
5. Carry out plan
6. Measure your successes and evaluate



1. Set your project goals



- Take your project goals and brainstorm how I&E, public outreach can help
- I&E in itself is not a goal, but a tool to help you reach your goals

Some sample goals

- Increase public and landowners' awareness of and participation in project
- Be seen as local authority on our waterbody
- Reduce sediment delivery by 50 percent
- Reduce nutrient delivery by 40 percent
- Install five wetlands in targeted areas
- Reduce use of fertilizer on lakefront lawns



2. Determine your target audiences



- Who do you depend on...
 - to make changes to the land?
 - to keep your project afloat?
 - to spread your message to these people?

2. Determine your target audiences

Some examples:

- row crop landowners
- livestock producers
- citizens
- media
- lake users
- lakefront residents
- partners and stakeholders
- anglers and hunters
- non-farming rural residents
- local and state officials



3. Research those audiences

- For each target audience, research:
 - Barriers to adoption, what incentives work
 - How they like to receive information
 - How they make decisions regarding their land, water
 - Their feelings on and knowledge of water quality and conservation



The secret to sales success

- Knowing benefits to landowners and addressing their concerns is critical to “selling” them on conservation
 - Pre-project surveys
 - Face-to-face meetings
 - Advisory boards
 - Third-party research



Knowing your audience



Water Issues in Iowa:

*A Survey of Public Perceptions
and Attitudes about Water*



- It's up to individuals for better water
 - 39 percent of farmers
 - 20 percent of non-farm rural folks
 - 5.3 percent of city dwellers
- So, who *should* be responsible?
 - Local government (40 percent)
 - State government (33 percent)
 - Individuals (10 percent)
 - Federal government (6 percent)



Knowing your audience



Water Issues in Iowa:

*A Survey of Public Perceptions
and Attitudes about Water*



IOWA STATE
UNIVERSITY



University of
Missouri Columbia

Nebraska
STATE



- What changes your mind on environmental issues?
 - News coverage (57%)
 - First-hand experiences (49%)
 - Conversations with other people (40%)
 - Public meetings (15%)
 - Financial issues (9%)



clean water
starts with you.
IOWA DNR WATERSHED IMPROVEMENT

More than just money



- People have a desire to be consistent with societal norms, especially in Iowa
- Farmers are more apt to adopt practices if a neighbor is already using them

4. Use research to strategize your outreach

- For each goal, use research (surveys, etc.) of audiences to determine:
 - barriers
 - possible solutions
 - a “take-home” message
 - ways to deliver that message



Goal: Increase public and landowners' awareness of and participation in project

- **Barriers:**

- no one knows project exists
- tough to get news coverage

- **Solutions/benefits:**

- increased participation
- increased support from local leaders, partners and state and federal legislators
- participation leads to more conservation practices and better water quality



Goal: Increase public and landowners' awareness of and participation in project

- **Message:** The Cedar Creek Watershed Project can help you improve our stream and your land
- **Message delivery:**
 - introduce self and project to local reporters, partners, landowners via site visits, phone calls and letters
 - hold fun project kickoff event for residents, landowners, local officials, legislators
 - create project logo and branding materials
 - send initial project newsletter introducing project
 - send press release announcing project, benefits to participants, upcoming events



Goal: Establish no-till on 1,000 acres

- **Barriers:**

- perceived cost
- would be seen as “sloppy” by neighbors
- rumors of lowered yields

- **Solutions/benefits:**

- cost-share and grants
- actual reductions in input and energy costs
- provide examples of no-till in use
- increases in yields



Goal: Establish no-till on 1,000 acres

- **Message:** No-till can save you money, time and soil
- **Message delivery:**
 - face-to-face contacts with targeted landowners
 - create fact sheet on no-till to leave with landowners
 - host field days so farmers can see how neighbors have used no-till successfully
 - list benefits of no-till in project newsletter article
 - work with local reporter to highlight a landowner successfully using no-till in newspaper
 - ask landowners using no-till to place a sign in field



SWOT analysis

Goal: Establish no-till on 1,000 acres

Strengths	Weaknesses
<ul style="list-style-type: none">• Reduced input, energy costs• Increased yields• Reduces soil, nutrient loss• Better water quality	<ul style="list-style-type: none">• Initial equipment investment• Difficulty meeting up with farmers during farm season
Opportunities	Threats
<ul style="list-style-type: none">• Cost-share• Grants• Find local champions, examples for project in no-tillers	<ul style="list-style-type: none">• Fear of standing out from neighbors• Fear of costs• Fear of reduced inputs



Notes on creating your messages

- Use everyday language
- Use vivid information, photos and examples
- Avoid gloom and doom; be empowering
- Make messages specific and concise, not wordy



5. Carry out the plan

- Work with trusted community partners to spread your message
- Time outreach efforts to tie in with other newsworthy events; keep spread out so you stay on the radar



6. Measure and evaluate effectiveness; promote successes

- Evaluate your efforts as you go, so you can change approaches, etc. as needed
- Include an evaluation at the end of the project so that information can be used in your future projects or by other coordinators



Measuring your successes

- Not the number of press releases or field days, but if people are motivated to action
- How do you measure this?
 - Ask landowners as they contact you how they heard about the project, cost-share, etc.
 - Surveys (pre-project, mid-project and post-project)
 - Offering incentives
 - Number of people that attend a field day; number that then sign up for the practice



Recap: creating an outreach plan

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promote successes



I&E tools: a recap

- Take a holistic approach to outreach
- I&E is not a separate goal; use efforts as tools to help you meet project goals
- Efforts are most effective when:
 - based on what you know about your audience
 - planned ahead of time
 - evaluated and lessons learned are applied next time



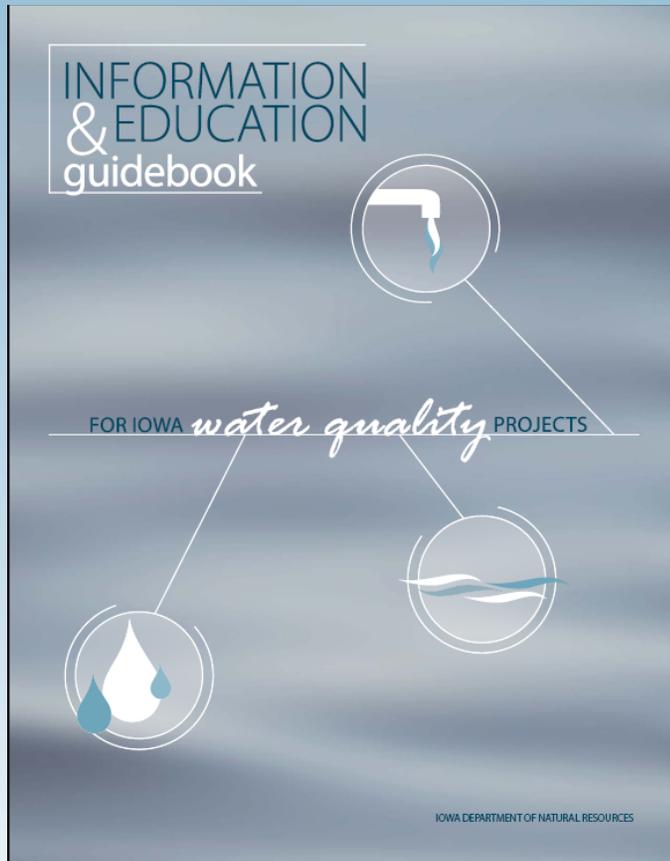
I&E resources



- I can assist with:
 - Planning outreach efforts – overall or specific projects
 - Designing project logos and letterheads
 - Reviewing news releases, newsletters, etc.
 - Basic layout and graphic design help
 - Event planning and promotion
 - Project websites
- How else can I help you?



Don't forget the I&E Guidebook



- Specific tips and how tos on:
 - Events
 - News releases
 - Newsletters
 - Displays
 - Brochures
 - Presentations
 - Mailings and more

<http://watershed.iowadnr.gov/coord.html>

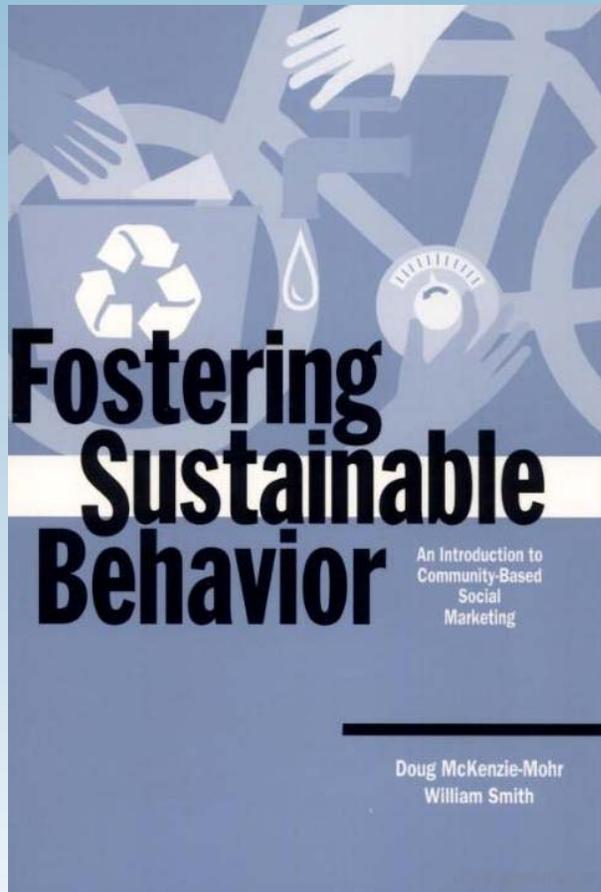


I&E resources: on the web

- Resources for coordinators:
 - <http://watershed.iowadnr.gov/coord.html>
- EPA Nonpoint Education Toolbox
 - <http://epa.gov/nps/toolbox/index.htm>



More on social marketing



“Fostering Sustainable Behavior”

Doug McKenzie-Mohr
and William Smith

Leading experts in
social marketing



Success shouldn't be a secret

- Let me know what's worked for you – or hasn't – in the field
- Mention more about your I&E efforts in your DNR reports, and project officers will get that info to me
- Knowing what's going on in the field can help me serve you better



Coming soon...

- Welcome packet for new projects
- Outreach plan templates for projects
- Promoting end-of-project successes
- Listserv for coordinators
- Next marketing phase:
 - Educational materials for kids, public, landowners
 - I&E products coordinators can use in the field



Questions?

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