Communications and Outreach: important pillars for a successful program

Presenting on behalf of the partnership:
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Outline

- Strategic Goals
- Key Audiences
- Team Composition
- Strategic Approach
- Tactics
- Successes
- Lessons Learned
Our Communications Goals

1) Healthy Forest Partnership be the credible source of science on budworm in Atlantic Canada
Our Communications Goals

2) Create a sense of responsibility that E.I.S. research is the right thing to do
Our Communications Goals

3) Inform, and create champions among local governments, aboriginal communities, stakeholders, and landowners where E.I.S. is ongoing
Our Key Audiences

1) First Nations, municipalities, landowners, outdoorsmen - outdoorswomen, & residents in close proximity to planned research *(those who will be most directly affected)*

2) Landowner organizations, E.N.G.O.s *(those who will have something to say)*

3) Government decision makers – Fed / Prov / Dept / City *(those with resources / influence / control)*

4) Science educators and students

5) Atlantic Canadian media
Our Communications Team

- Research Scientists
- Government communications
- Forest sector leads
- Private woodlot sector champions
- Professional communications firm

Discipline is key to delivery

We speak with one coordinated message
Our Strategic Approach

1. We don’t try to go unnoticed. We speak loud and early.

2. At every opportunity, the scientists and experts are our voice.

3. We always err on the side of transparency.
Scientists and Experts

Monitoring
Scientists and Experts

Operations
Scientists and Experts

Research
HFP Website

healthyforestpartnership.ca
The 2018 Field Season Begins!
Posted on June 12, 2018

The 2018 field season has begun, and with spruce and fir trees producing new shoots, the research program is in full swing! The spring is a very busy time for the research team, and we anticipate a very productive season. For the past two weeks, the research team has been working in northeastern, New Brunswick to collect pre-treatment branch samples. Currently, staff are

Moth flight
Posted on July 25, 2018

From mid-July into August, you may see swarms of Spruce Budworm moths flying near your house. This is a common occurrence during budworm outbreaks and usually reflects the ‘perfect storm’ of favorable weather conditions (i.e., warm and windy weather) mixed with the mass emergence of budworm moths as they emerge from the cocoon stage.
Videos

Natural Resources Canada - Spruce Budworm: An Early Intervention Strategy - April, 2016

The University of Maine - Spruce Budworm - December, 2015
In the News

Defoliation by spruce budworm a problem at Maine’s Border
In the News - updates

Keep Informed
Name
Jane Doe
Email
jane@example.com
SUBSCRIBE
Budworm Densities
Treatment Areas
Q & A

Sort Questions by Category

About HFP  Budworm  Economy  Environment  Research  Treatments

What can I expect to see early on during an...
The first indication of a spruce budworm outbreak is red individuals or groups of spruce...

How do current population levels in New Brunswick compare to...
There is currently a ‘hot spot’ south of Campbellton New Brunswick. However, populations are much...

Where will treatment and research take place?
The current research program is mainly focused in northern New Brunswick where spruce budworm populations...
Got a Question? Ask Away.

Name
John Doe

Email
john@example.com

Question

ASK YOUR QUESTION
Media

Bacterium used to fight budworm no threat to humans, says ecologist

Citizen scientists tackle budworm monitoring

An indication of spruce budworm is needed to help track and monitor the pest. This year, more people are needed.

They put out a call for volunteers, and here we are,” said, referring to Forest Protection Ltd., a joint government-industry agency formed to fight the tree pest.

Researchers ready to do battle with budworm

Editorial: Let Science be The guide on Spruce budworm
Workshops

Annual Workshop

Science Workshop
Scientific Presentations
School Events
Community Events
Our Community Science Program
The Budworm Tracker Program (BTP)

- Monitor SBW moth populations and movements
- Collaborative effort between researchers and volunteers
- Anyone can participate for free in Eastern Canada & Maine
Distribution of Budworm Trackers

Legend

- Current Traps
The Pillars of the BTP

• No Prerequisites
• Participation is free
• All are welcome!
The Pillars of the BTP

Direct access to researchers

- Phone, email, social networks
The Pillars of the BTP

Add more learning opportunities each year

• Smartphone app and barcode innovation
The Budworm Tracker Program

Initially began as a data collection program

Became so much more
Communications Successes to Date
Communications Successes to Date

- Last year we sent out letters connected to 1973 private properties...
- we got 45 back saying: ‘no thank you’
- Opt-out rate ~ 2%
Communications Successes to Date

Federal budget boosts N.B. spruce budworm battle
By Tim Jaques
The Tribune, March 1 2018
The battle against Spruce budworm invasion the province from Quebec got a boost in the latest federal budget.

Spruce budworm funding welcomed as push to keep species out of Nova Scotia continues
ANDREA GUNN OTTAWA BUREAU
Published February 27, 2018 - 8:34pm
Last Updated February 27, 2018 - 8:36pm

NEWS RELEASE
Finance
Budget passes
28 April 2017
FREDERICTON (G
The budget aimed:

- To protect the forest sector, the government will invest nearly $2 million to combat the threat of spruce budworm.
Lessons Learned

Seek out professional support.
Lessons Learned

Be prepare for unavoidable conversations.
Lessons Learned

Lead with the science and trust will follow.
Summary

Inform and involve the public on the activities of the Healthy Forest Partnership

Deploy a variety tactics:
• web – social – citizen scientists
• traditional media – face-to-face

Disciplined approach:
• Goals – Strategies – Tactics – Resources - People
Thank you

Chris Norfolk – Government of N.B
Emily Owens – Canadian Forest Service