



**IYS(18)36**

## **Results of the IYS Outreach Workshop**

How to communicate the International Year of the Salmon (IYS) to different audiences.



27 and 28 March 2018, Edinburgh, Scotland.

Host:

NASCO North Atlantic Steering Committee supported by Fisheries and Oceans Canada (DFO)

Facilitator:

Dr Alistair Bath, Memorial University, Newfoundland and Labrador, Canada

Report prepared by NASCO on behalf of the workshop participants.

## Introduction:

The two-day workshop brought together approximately 30 participants (See sheets 1 and 2) representing both government organisations and non-government organisations with communications experts in Edinburgh, Scotland. Participants from around the North Atlantic were joined by people with outreach experience from both the Atlantic and Pacific regions reaffirming the hemispheric nature of the International Year of the Salmon (IYS).

The intention of the workshop was to identify and develop outreach strategies and tools that could be used to engage different audiences in the conservation of wild salmon during the life of the IYS. In doing so, help to share expertise and equip Parties, jurisdictions and NASCO NGOs to undertake the IYS outreach.

Dr Alistair Bath facilitated the workshop using an applied human dimension facilitated workshop approach (AHDFWA), a visual technique that encourages productive and efficient discussion amongst all workshop participants. This record of the workshop has not been interpreted or condensed. It presents the items as discussed by the participants including photographs of the sheets produced over the two days.

NAME	WHERE FROM?	SOMETHING THAT'S BEEN KEEPING YOU BUSY LATELY
1. Rae Hull	Vancouver, Canada	Getting here
2. SAM COLLIN	EDINBURGH	AQUACULTURE
3. Heather Deschenes	Boston, MA	Youth Ocean Stewardship
4. BRIAN DAVIDSON	FMS, EDINBURGH	CONSERVATION / EVENTS / COMMS
5. PAUL KNIGHT	UK	SALMON!
6. GRANT HORSBURGH	DEFRA - LONDON	SALMON + EELS
7. Dwayne Shaw	MAINE USA	Conservation hatcheries
8. Andy Walker	SCOTLAND	FISH + PEOPLE
9. Laurence Talks	England	NASCO
10. Patricia Edwards	Moncton, NB, Canada	Partnerships / Science Plans
11. Mark Glyde	Seattle, WA, USA	IYS Messages
12. ANDREW KERR	SEG EUROPE	TRAFFICKING EELS
13. Steve Sutton	Canada	Salmon 100+ MILLIONS
14. SARAH WARNOCK	ALASKA	SALMON + PEOPLE
15. Kim Damin Randall	Gloucester, MA	Salmon + right whales
16. NIGEL MILNER	WALES	Salmon
17. ØYVIND FJELSTAD	NORW	MSFF / NAHA



NAME	WHERE FROM?	SOMETHING THAT'S BEEN KEEPING YOU BUSY LATELY
18. Steph West	Natural History Museum (London)	Writing a new training strategy in UK biodiversity for the Museum
19. Dag Stian Husby	Norw. Environmental Agency	Wolfs
20. Anne Kristin Jørgensen	— 12 —	Possible eradication of <i>Gyrodactylus salaris</i> ....
21. PATRICK Morris	Bristol	Wildlife Film Making
22. Alistair Bath	Middle Cove	FRANCE!
23. Jørge Mann	Rivers Trust	Comm. Executive
24. Sarah	CEO A.H. Salmon Trust	Research - Acoustic Draggings
25. Jim	Advocacy - Angler Club Northern Ireland	Intensive agriculture
26. Andrew	Salmon & Trout Scotland	→ Salmon Farming ISSUES. Inquiry
27. Willie	River Clyde Foundation	Children - River Programs.
28. Sarah Robinson	NASCO	Workshop
29. Emma	NASCO	IYS
30. Alistair	Rivers Trust	
31.		
32.		
33.		
34.		

### Format of the Workshop:

A loose agenda was put together to allow speakers to present examples of good practice, but it was kept intentionally flexible to enable discussions to explore issues and develop ideas.

The Facilitator set out the objective of the workshop:

‘Working towards understanding and addressing the key issues of creating a coherent communication/outreach strategy’.

He then explained the process he would take the participants through including; understanding the current situation, exploring the barriers to achieving the IYS vision and turning these obstacles into objectives. The intention was then to focus on as many objectives as time would allow to look at how they could be delivered with a SMART target approach (specific measurable, attainable, realistic, and timed activities) to ensure work was done (see sheet 4).

Discussion rules (see sheet 5) were offered by the facilitator and adopted by all participants to ensure flowing and efficient debate. Understanding the nature of the discussion rules and shapes of cards allows readers of this report to correctly interpret the discussion sheets.

54

ing  
there  
s.

Facilitator  
DR. ALISTAIR BATH  
ABATH@MUN.CA  
+1-709-864-4733

I KNOW  
WHY I AM  
HERE AT THIS  
WORKSHOP.

--

--

+

++

Not sure what we  
can contribute  
→ campaign organization

Run on instinct.  
Young organization.

Get communications  
element.  
What are the issues?

Overall objectives?

Not sure what exactly  
what we are doing,  
here to learn.

Echo the same.

Want to learn  
more

Good idea. Worried  
do people understand  
wild salmon vs farmed  
salmon.  
→ Positive messages

Not sure what's going  
on but know why  
you are here.

Know where.  
Know objectives.  
Don't know how it  
comes together.

Have expectations  
How do we make this  
different?

What are the outcomes  
going to be?

How can we support  
the work we doing.  
→ Learn, and apply

Marvellous opportunity  
→ How do you come  
together and still  
work within your own org.

Migratory fisheries  
int'l issue → requires  
cooperation  
→ involve people

Worked with Alistair

3

I  
OE  
AC  
VI

SH  
SUC  
→



ROUND OF  
INTRODUCTIONS

UNDERSTANDING  
GOALS AND  
OBJECTIVES

WORK TOWARD UNDER-  
STANDING AND ADDRESSING  
THE KEY ISSUES OF  
CREATING A COHERENT  
COMMUNICATION/OUTREACH  
STRATEGY.

UNDERSTANDING  
THE CURRENT  
SITUATION.

UNDERSTANDING  
OUR VISION

PRESENTATION  
• VISION  
• MESSAGES

CLEAR, CONCISE,  
UNIQUE,  
STRETCH BUT  
NOT OVERSTRETCH  
• MOTIVATING

IDENTIFY THE  
OBSTACLES TO  
ACHIEVING OUR  
VISION.

SPIN OUR  
OBSTACLES TO  
OBJECTIVES

SHARING STORIES OF  
SUCCESSFUL ACTIVITIES.  
→ LESSONS LEARNED?  
PRESENTATIONS

• TARGETING AUDIENCES  
• REFINING MESSAGES  
• ACTIVITIES  
• OUTCOMES

SPECIFIC  
MEASURABLE  
ATTAINABLE  
REALISTIC  
TIMED

TARGET:

MISSING  
KEY MESSAGES?

MISSING KEY  
AUDIENCES?  
STRAPLINES?

2019 IS  
JUST AROUND  
THE CORNER.

FAQs THAT NEED  
TO BE ANSWERED.

THROUGH OUTREACH EFFORTS,  
THE IYS SEEKS TO RAISE  
AWARENESS OF WHAT PEOPLE  
CAN DO TO BETTER ENSURE  
SALMON AND THEIR VARIED  
HABITATS ARE CONSERVED AND  
RESTORED AGAINST THE BACKDROP OF  
INCREASING ENVIRONMENTAL  
VARIABILITY.

THE IYS ALSO SEEKS TO  
STIMULATE NEW INVESTMENT  
IN RESEARCH AND OUTREACH  
TO LEAVE A LEGACY OF DATA,  
KNOWLEDGE AND TOOLS THAT EQUIP  
A NEW GENERATION OF PEOPLE BETTER  
EQUIPPED TO INFORM THE CONSERVATION,  
RESTORATION, & RATIONAL MGMT OF SALMON.

4

Can we tweak  
the vision?  
→ Why do people  
care?

Shared  
understanding of  
our values.

Need shared  
values.

Vision - visual  
→ picture?

How make year  
stand out?  
→ Keep momentum  
going?  
→ Bring issue to  
the surface.

## DISCUSSION RULES

FOR FLOWING,  
EFFICIENT &  
EFFECTIVE  
DEBATE.

30 SECONDS  
SPEAKING TIME  
EXPRESS 1  
IDEA AT A  
TIME.

WRITE DOWN  
ALL IDEAS.

7 WORDS  
ARE USUALLY  
ENOUGH.

FLASH FOR OBJECTIONS,  
COMMENTS AND  
CLARIFICATION

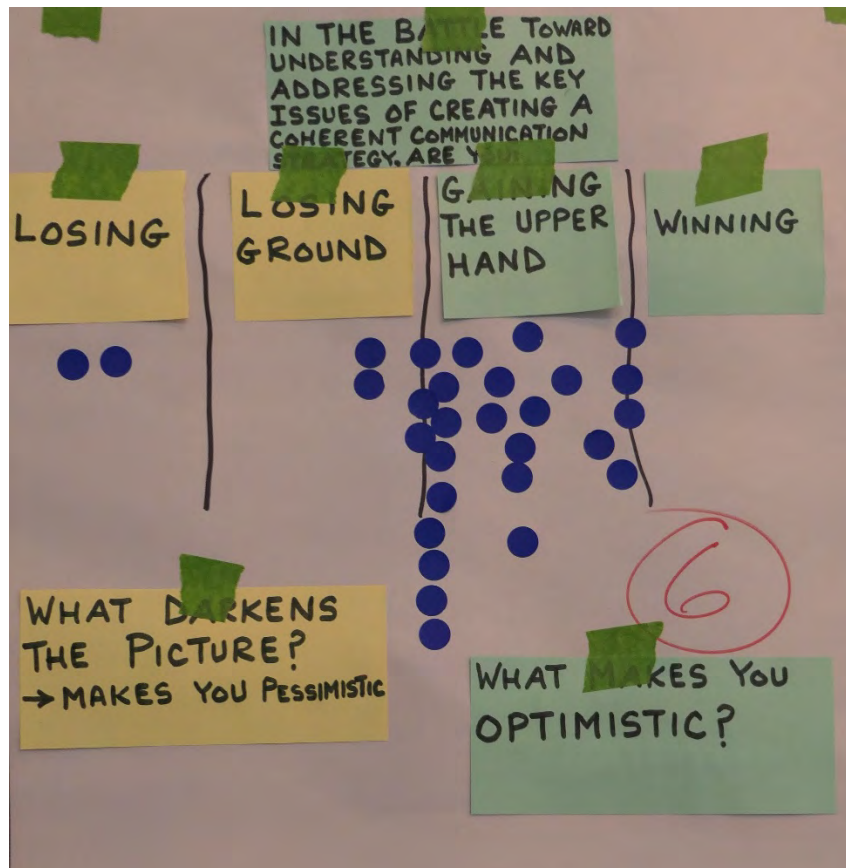
WRITE  
COMMENT ON AN  
OVER CARD.

WILLINGNESS TO WORK  
IN SMALLER GROUPS  
AND WORK TOWARD  
SOLUTIONS.

SAYING "YES" WHILE  
THINKING "NO" JUST  
LEADS TO GREATER  
PROBLEMS LATER.

5

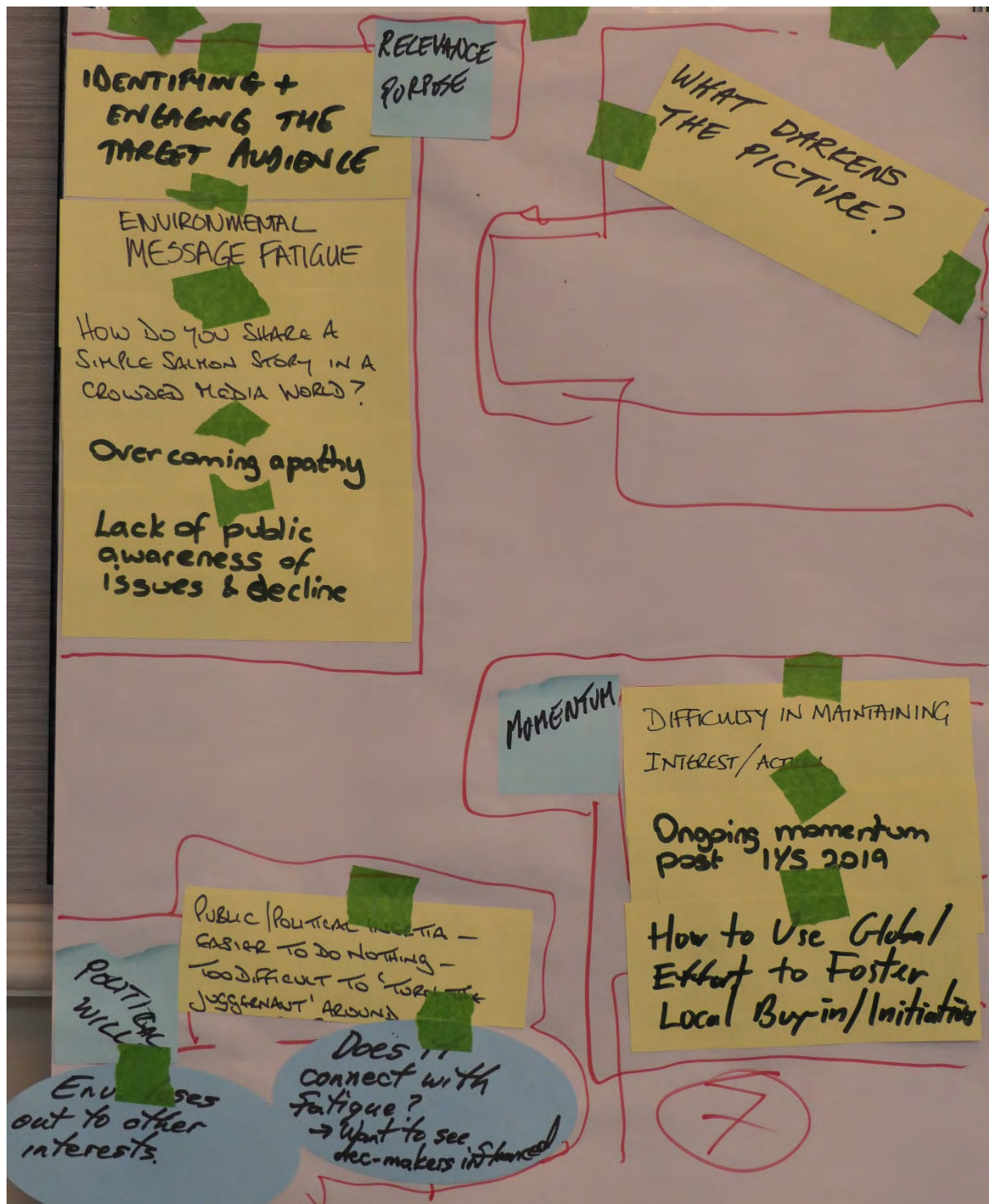




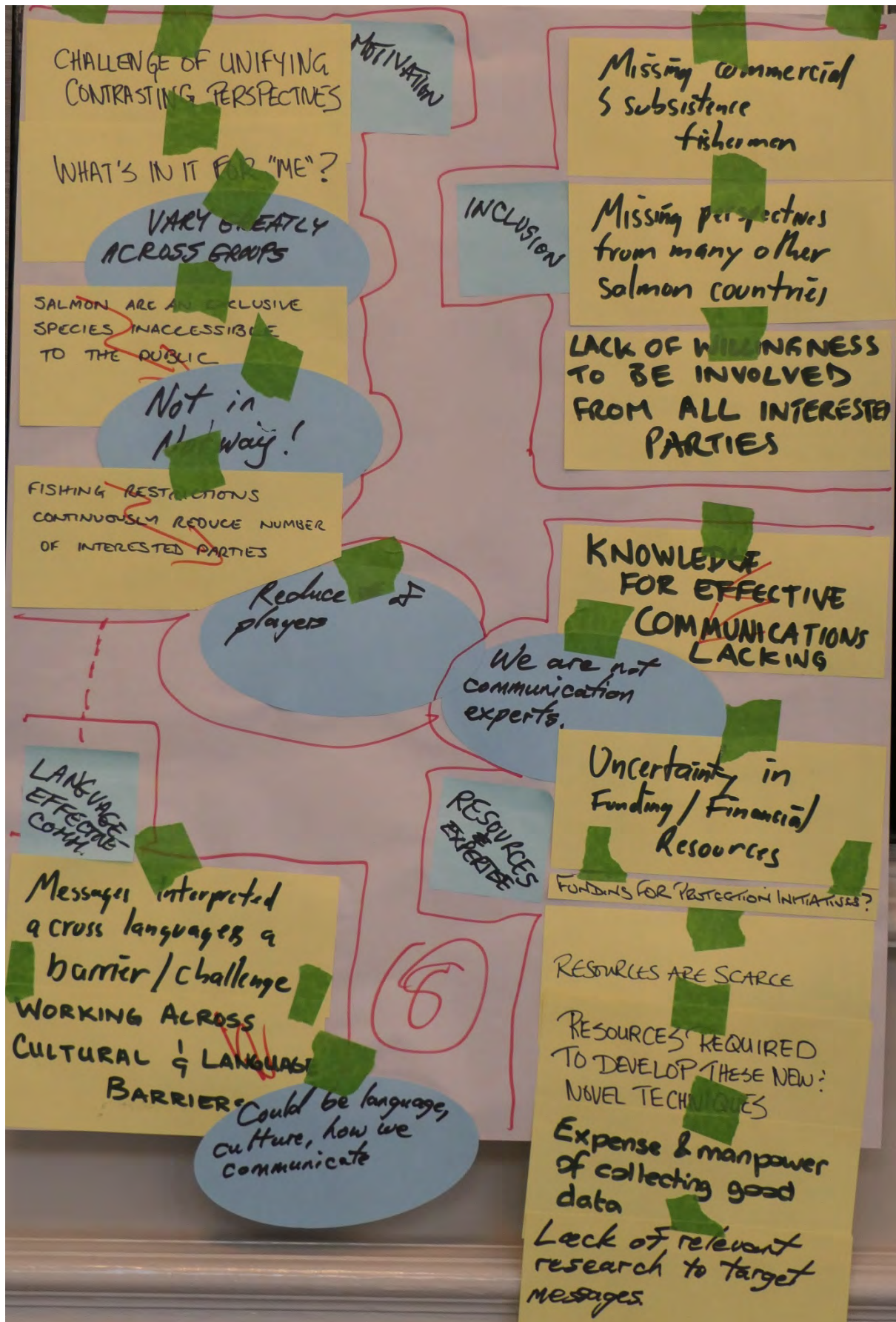
### Understanding the current situation:

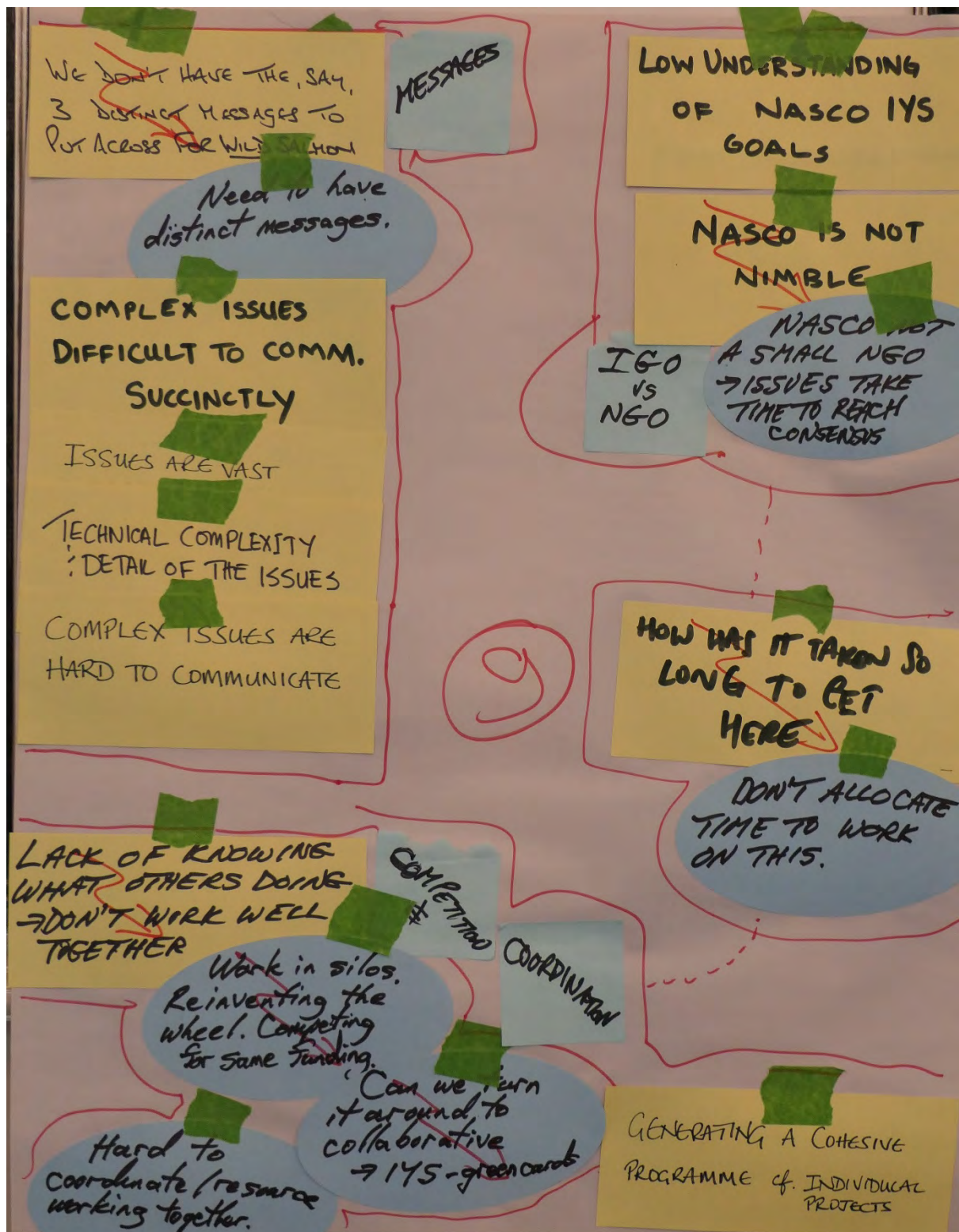
Participants were again asked to express their opinion and did so by placing their blue dot on one of four options relating to the question: 'In the battle towards understanding and addressing the key issues of creating a coherent communication strategy are you: losing, losing ground, gaining the upper hand or winning?' (Sheet 6). The majority of participants indicated that they felt they were 'gaining the upper hand' but clustered towards 'losing ground'. The result from this exercise led the facilitator to begin an activity to enable participants to explore and understand the issues. Smaller groups were randomly assigned and selected to first consider what darkened the picture and made them feel more pessimistic about creating a coherent communication strategy on yellow cards. These were then grouped when all participants came together again (Sheets 7, 8, 9 and 10) and assigned categories showing the consensus in the room around the challenges being faced. The challenges were grouped under the following categories by the participants:

- Relevance/Purpose
- Momentum Political will
- Motivation
- Inclusion
- Language/Effective communication
- Resources and expertise
- Messages
- International Governmental Organisation vs NGOs
- Competition and Coordination

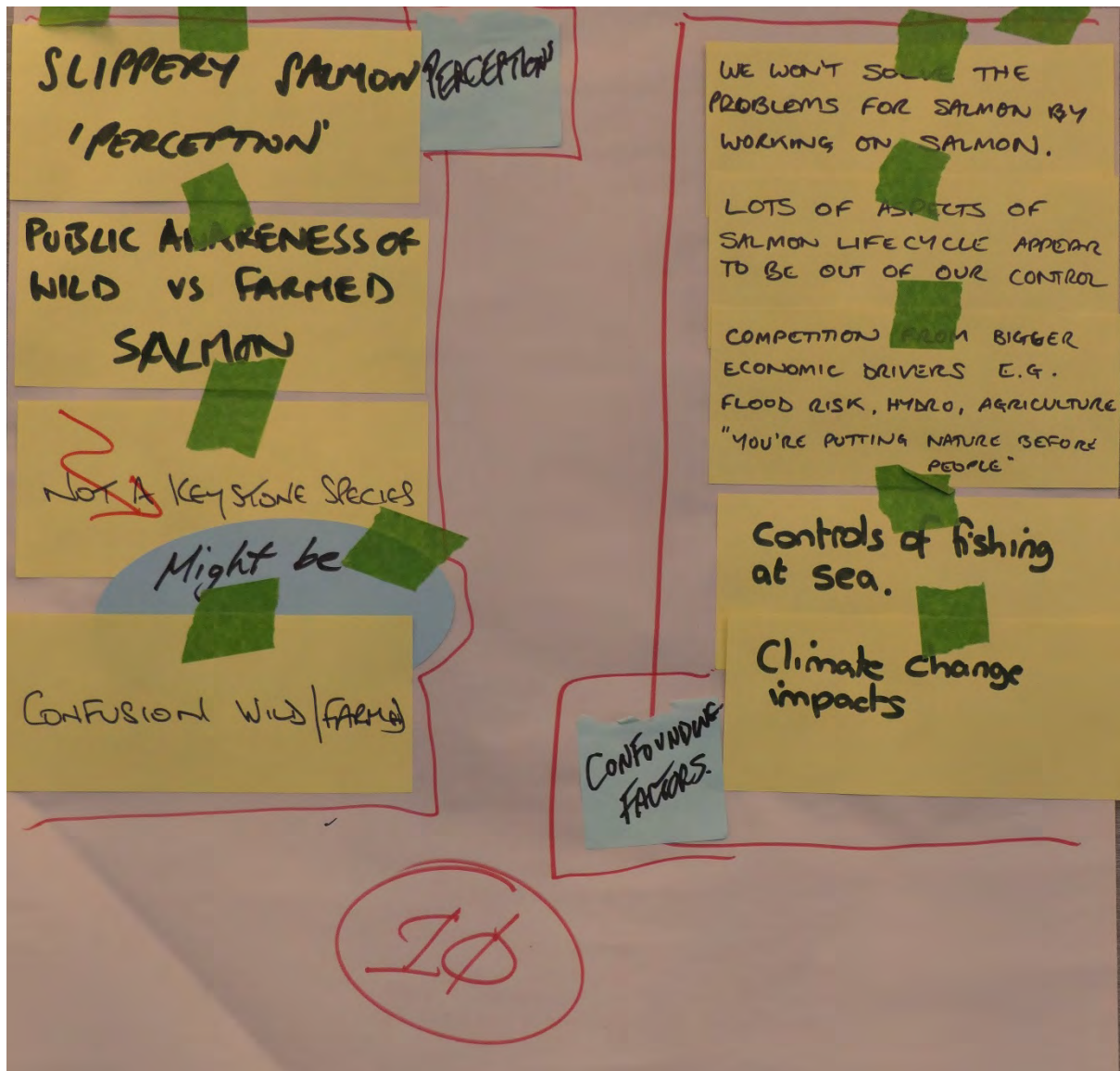












In understanding issues that made the group optimistic about the current situation, there was once again a good deal of consensus indicated by the grouping of similar items in the same categories (see sheets 11, 12 and 13). After the smaller group work, the larger group reconvened to discuss the categories to describe the positive comments about the current situation. These optimistic items were labelled as the following:

- Co-operation momentum
- Urgency
- Aquaculture (changes to)
- Relevance
- Learning and Knowledge
- Tool
- Beginnings of Strategy
- Identity
- Structure
- Communication, participatory tools
- Receptivity (external)

WHAT MAKES US  
OPTIMISTIC?

AQUACULTURE

Change is happening  
in salmon aquaculture.

THE BALL IS  
ROLLING

COOPERATION  
MOMENTUM

Working collaboratively  
COLLECTIVE AMBITION  
TO IMPROVE.

2019 is A Year  
for Making Positive  
COMMITMENTS

Ability to  
Exchange Ideas  
& Information

COLLABORATION OF  
INTERESTED PARTIES

WE ARE ALL IN  
THE SAME ROOM

POWER IN COLLECTIVE  
VOICE

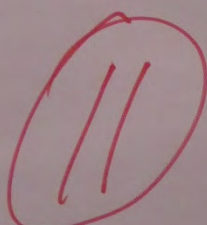
OPPORTUNITY FOR  
PAN N. ATLANTIC / PACIFIC  
CO-OPERATION

Strengthening bonds  
b/t Countries

URGENCY

SHORT TIMESCALE WILL  
PROMPT ACTION.

A MESSAGE OF HOPE -  
SOMETHING CAN BE DONE





More holistic thinking around salmon in the environment

SALMON HAVE BASIC NEEDS THAT ARE RELEVANT FOR SOCIETY

SALMON ARE A SYMBOL THAT ALMOST EVERY COMMUNITY CAN <sup>RE</sup>CONNECT WITH.

MULTITUDE OF DIVERSE CULTURAL CONNECTIONS THAT LEADS TO PASSION

SALMON HAVE A CULTURAL IMPACT THAT OTHER SPECIES DO NOT HAVE

Salmon connect to Core Human Values

RELEVANCE

LEARNING & KNOWLEDGE

BEGINNINGS OF STRATEGY

Good citizen science

New monitoring techniques

Research is happening

CREATING SUITABLE : MOTIVATING MESSAGES FOR TARGETTED AUDIENCES

LOTS OF GOOD IDEAS

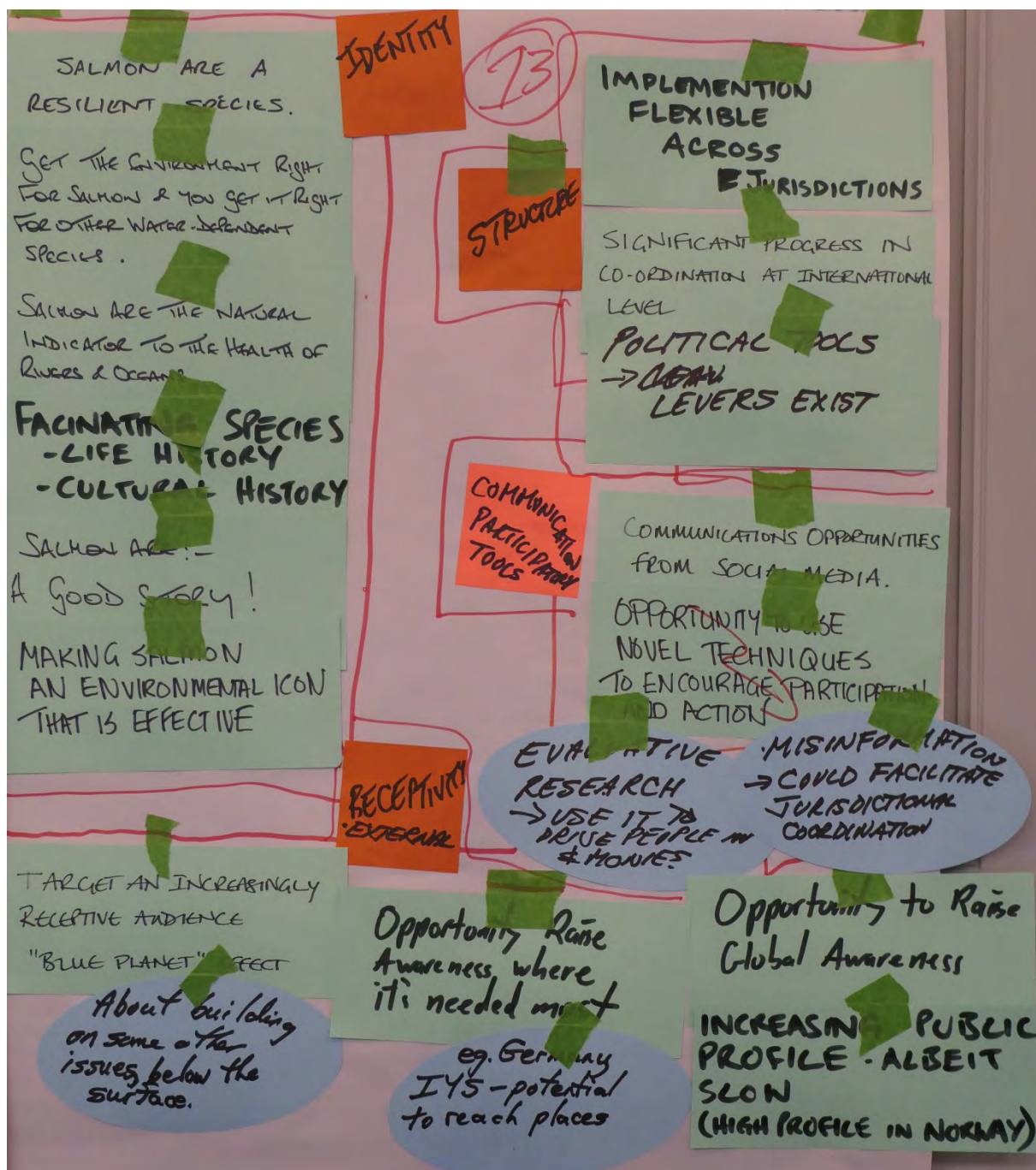
BEGINNING TO IDENTIFY A TARGET AUDIENCE (SEGMENTATION)

WE HAVE KEY MESSAGES TO TAILOR APPROPRIATELY

TOOL

WE HAVE THE ASSETS MAP - WE NEED TO CO-ORDINATE IT - WE ~~NEED~~ NEED TO USE IT - LEARN FROM EACH OTHER - TO FORM THE MESSAGE

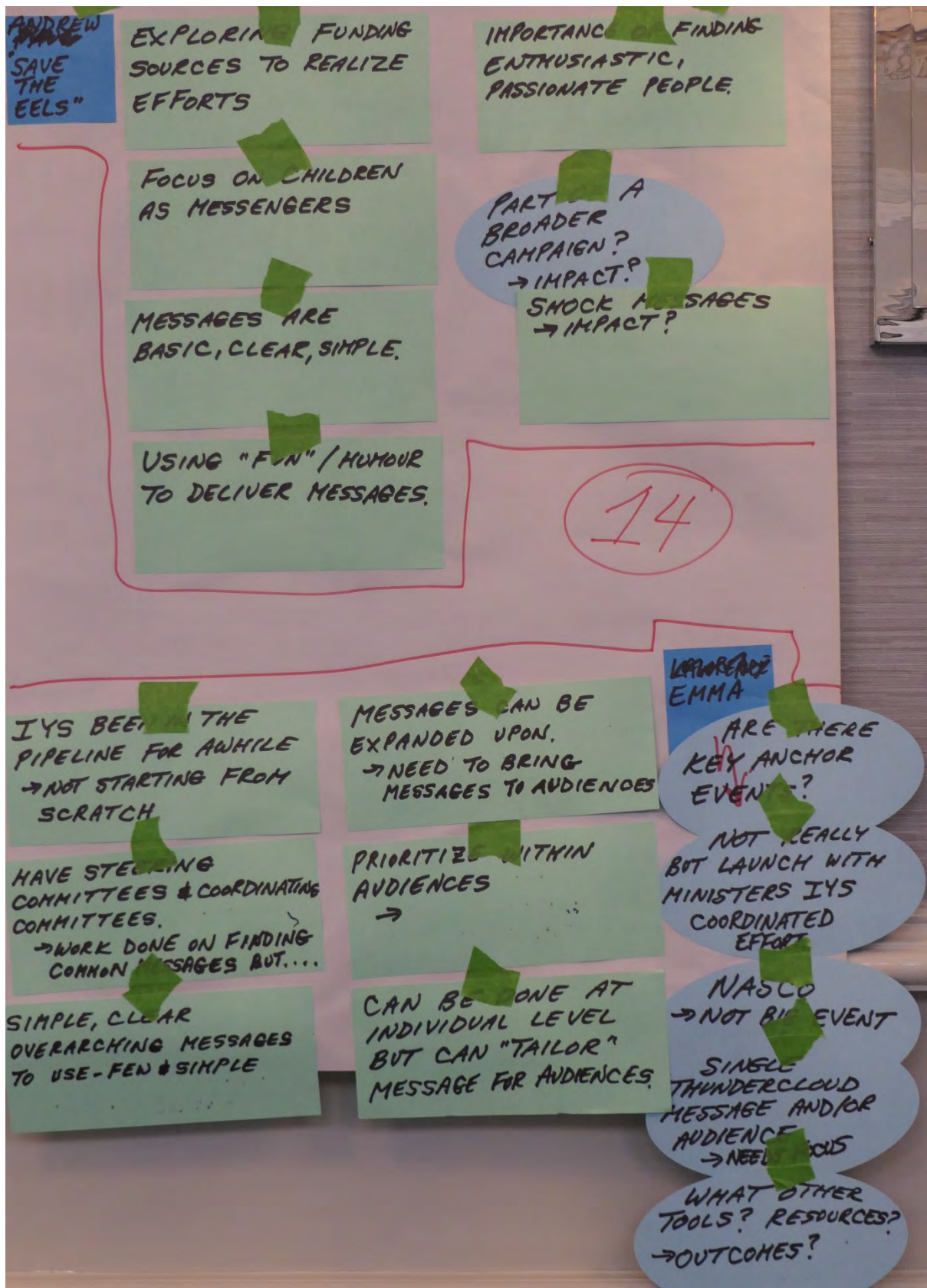
12



Dr Emma Hatfield, NASCO Secretary, then gave a short introduction to the work that had been done by the IYS Coordinating Committee which the North Atlantic Steering Committee (NASC) and North Pacific Steering Committee (NPSC) fed into. The nature of being a group of Inter-Governmental Organizations had resulted in the need for some aspects of the IYS messaging to be pre-agreed in order to get sign-off and buy-in from relevant Parties. The key messages (Appendix 1) supplied to the workshop participants were the high-level overarching messages for the IYS and Emma explained that there was an expectation that these would be added to and adapted by the countries, organizations and people using them. She also described the four broad audiences that had been identified and explained that again these were guiding groups, and activities or suggestions resulting from this workshop were anticipated to target



groups within these audiences. Points captured from Emma's introduction and the questions that followed can be seen on sheet 14.



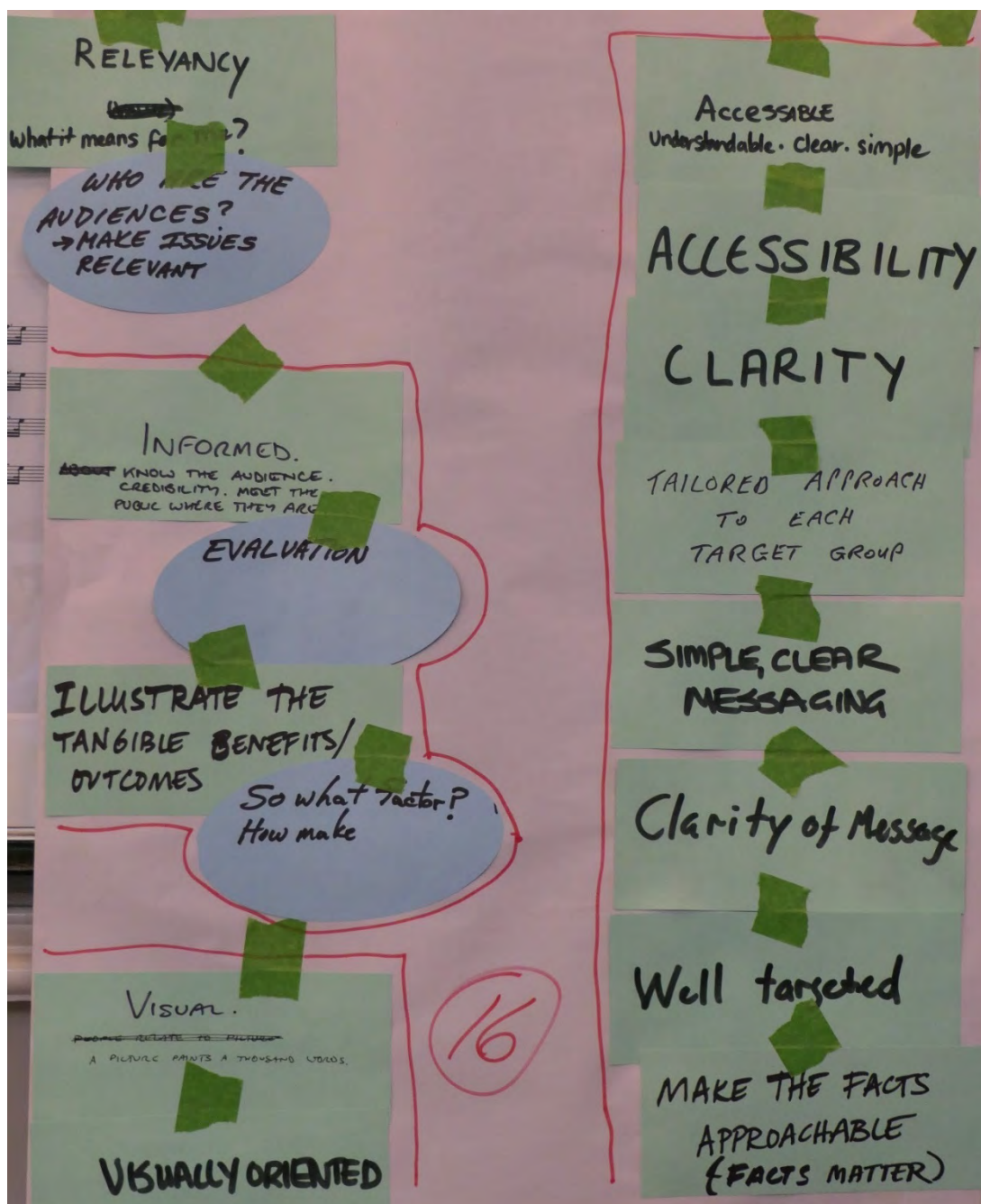
### **Achieving a successful communication/outreach strategy:**

The participants were again randomly assigned to smaller groups to think about: ‘What are the characteristics of a successful communication/outreach strategy?’. Each of the smaller groups presented their discussions and the characteristics were grouped as they were placed on the sheets (see sheets 15, 16 and 17) by all the participants:

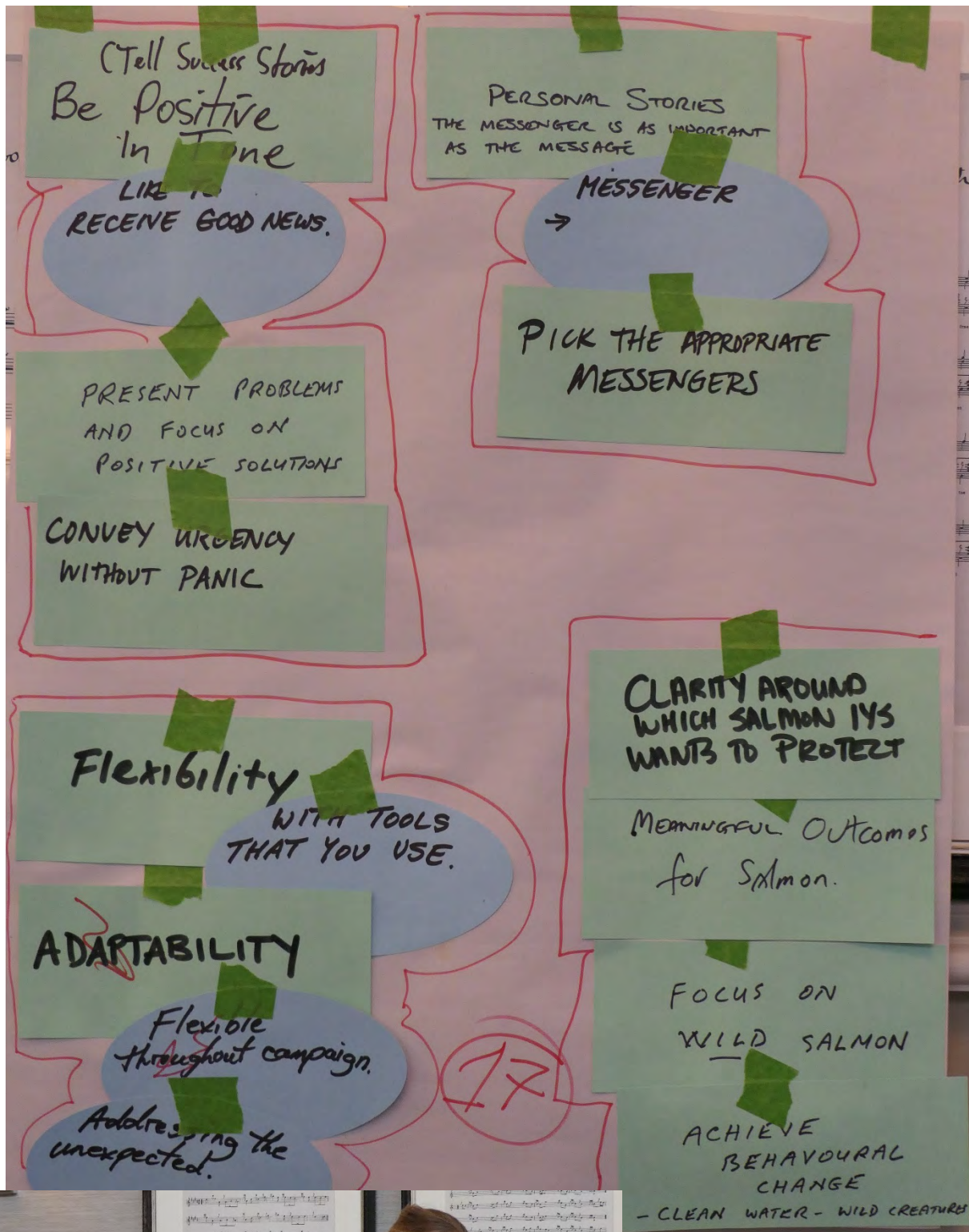
- Inclusivity
- Fun – Memorable –Encourages caring/interest
- Don’t Preach
- Credibility – Factual Foundation
- Inspirational – Engaging – Encourage positive collective action
- Relevancy
- Informed – Illustrate the tangible benefits
- Visual
- Accessibility – clarity – Simple and clear – Make facts approachable – well targeted
- Personal stories – Pick appropriate messengers
- Clarity around which salmon the IYS wants to protect – Meaningful outcomes for Salmon – Focus on wild salmon – Achieve behavioural change
- Flexibility – Adaptability
- Be positive in tone – present problems and focus on positive solutions – convey urgency without panic











### Understanding the obstacles to achieving our vision:

After exploring the question: ‘What are the obstacles to achieving our vision?’ in smaller groups the participants came together to group these and the following headings were identified (see sheets 18, 19 and 20):

- Funding and people
- Human Dimension research
- Despair
- Prioritize
- Political
- Media
- Work together
- Time frame
- Message
- Action

Participants were then given two blue dots and asked to place them in answer to the question: ‘What are the biggest obstacles to achieving our vision?’. They were then provided with a red dot and asked to place it in answer to the question: ‘What is the biggest obstacle you can do something about?’. The dots were placed as follows:

<b>Obstical headings</b>	<b>BLUE dot</b>	<b>RED dot</b>
Funding and people	11	4
Human Dimension research	3	3
Despair	0	2
Prioritize	5	0
Political	5	0
Media	2	4
Work together	2	2
Time frame	0	0
Message	5	1
Action	13	7



WHAT ARE THE OBSTACLES TO ACHIEVING OUR VISION?

FUNDING & PEOPLE

12B  
4R

reach out.  
Skillset - communications expertise -

Find Time

Seek  
Funding and resources

FINANCE

RESOURCES/  
SKILLS

RESOURCE  
LACKING THE RIGHT PEOPLE  
- SKILLS -

RESOURCING  
EXPERTISE

RESOURCES

~~Skills~~ Technical Ability, expertise, Money, commitment

Insufficient expertise in Persuasive Communications in many organizations.

Resources  
skilled  
Money + People

DESPAIR

ANGER! DESPAIR  
BARRIER TO  
COMMUNICATING HOPE

2R

WEBSITE  
MESSAGES

INTERNAL  
ISSUES

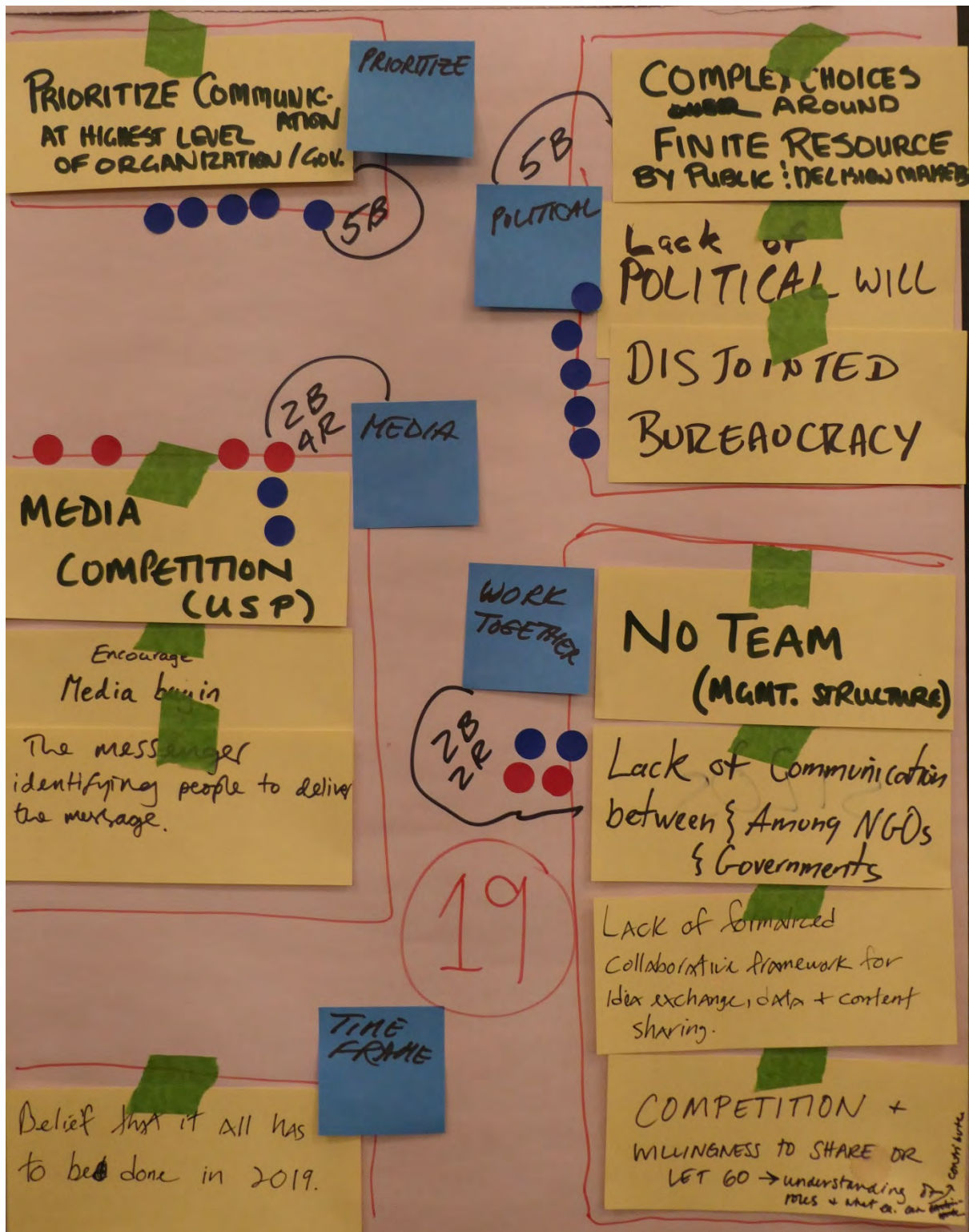
HAVE  
ACHIEVE POSITIVE  
MESSAGES.

18

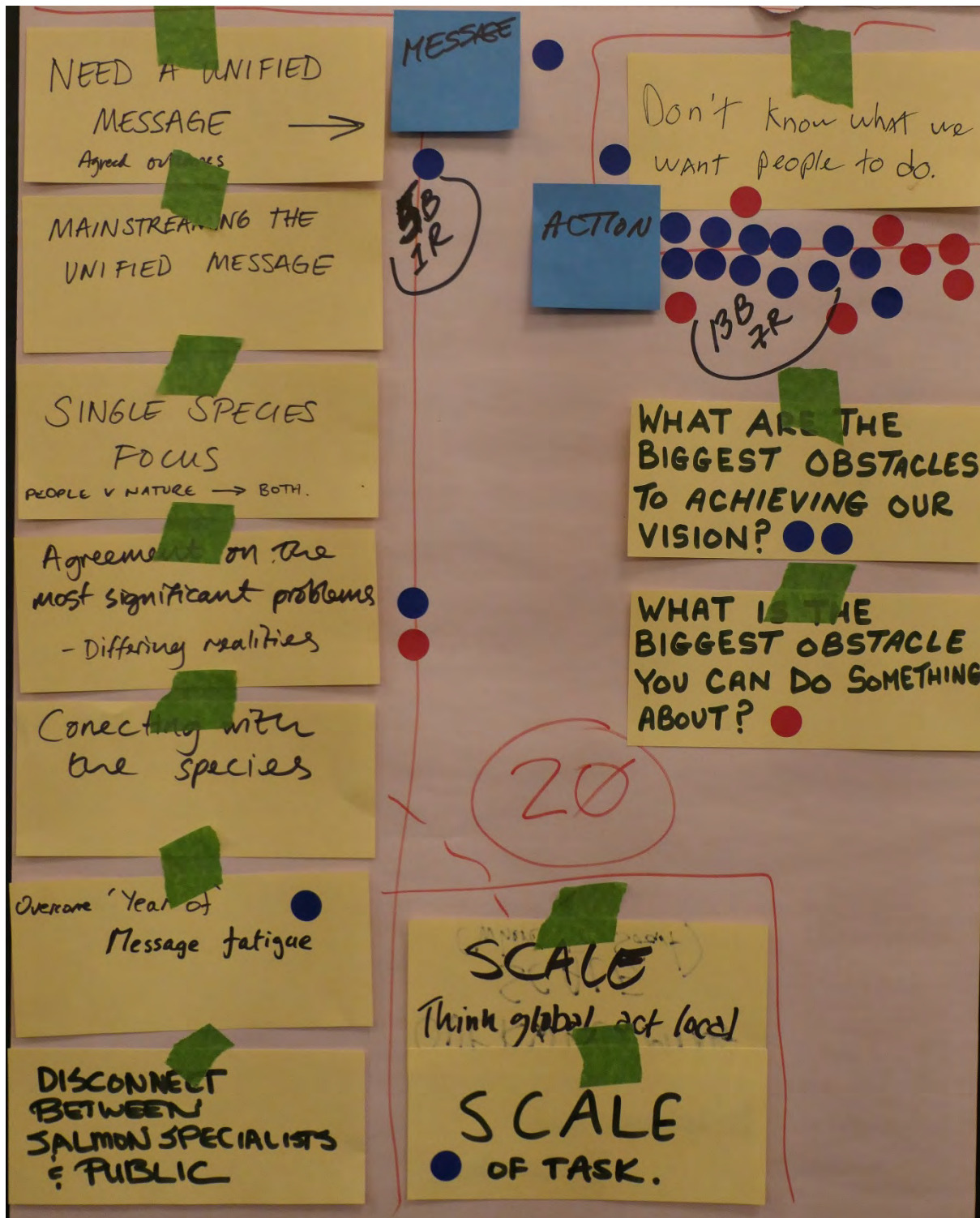
AD  
RESEARCH

3R3B

Not enough Human Dimensions research to develop campaigns that are relevant, clear, credible, fun, engaging etc. to achieve behaviour change.







Sheet 21 can be seen on page 42 of this document as it relates to presentations given during the workshop.



Following a busy first day Alistair took the sheets produced by the group and turned the identified obstacles into objectives. He introduced the set of 10 objectives to start off day two (see sheets 22 and 23).

Participants had identified ‘Action’ as the biggest obstacle to achieving the vision and also identified it as the obstacle most people in the room felt they could do something about. Day two then focused on objective 10 which addressed the ‘Action’ obstacle (see sheet 23). Participants worked in smaller groups, each focusing in on one of the identified audiences:

- Decision makers and politicians
- Knowledgeable public
- Children and youth
- General public

Groups initially considered activities that could be done in the short term, identified as a six-month time-period and then in the longer term, identified as by the end of 2022. Sheet 24A laid out the information the groups were required to provide. They were asked to start by considering the outcome they wished to achieve and to work back from this to provide the detail. Each group presented their ideas and all participants were encouraged to ask questions.



1.Ø

INCREASE FUNDING AND DEVELOP  
COMMUNICATION SKILLS.

2.Ø

CONDUCT HUMAN DIMENSION RESEARCH  
TO EFFECTIVELY TARGET MESSAGES.

3.Ø

ADDRESS ANGER & DESPAIR BY  
INCREASING POSITIVE STORIES.

4.Ø

PRIORITIZE COMMUNICATION ACTIVITIES.

5.Ø

GET MEDIA "BUY-IN" FOR SALMON-  
RELATED STORIES & EVENTS

6.Ø

NEED TO BUY-IN TO IYS INTERNALLY  
AND BUILD RELATIONSHIPS FROM ~~MOMENTUM~~  
MOMENTUM.

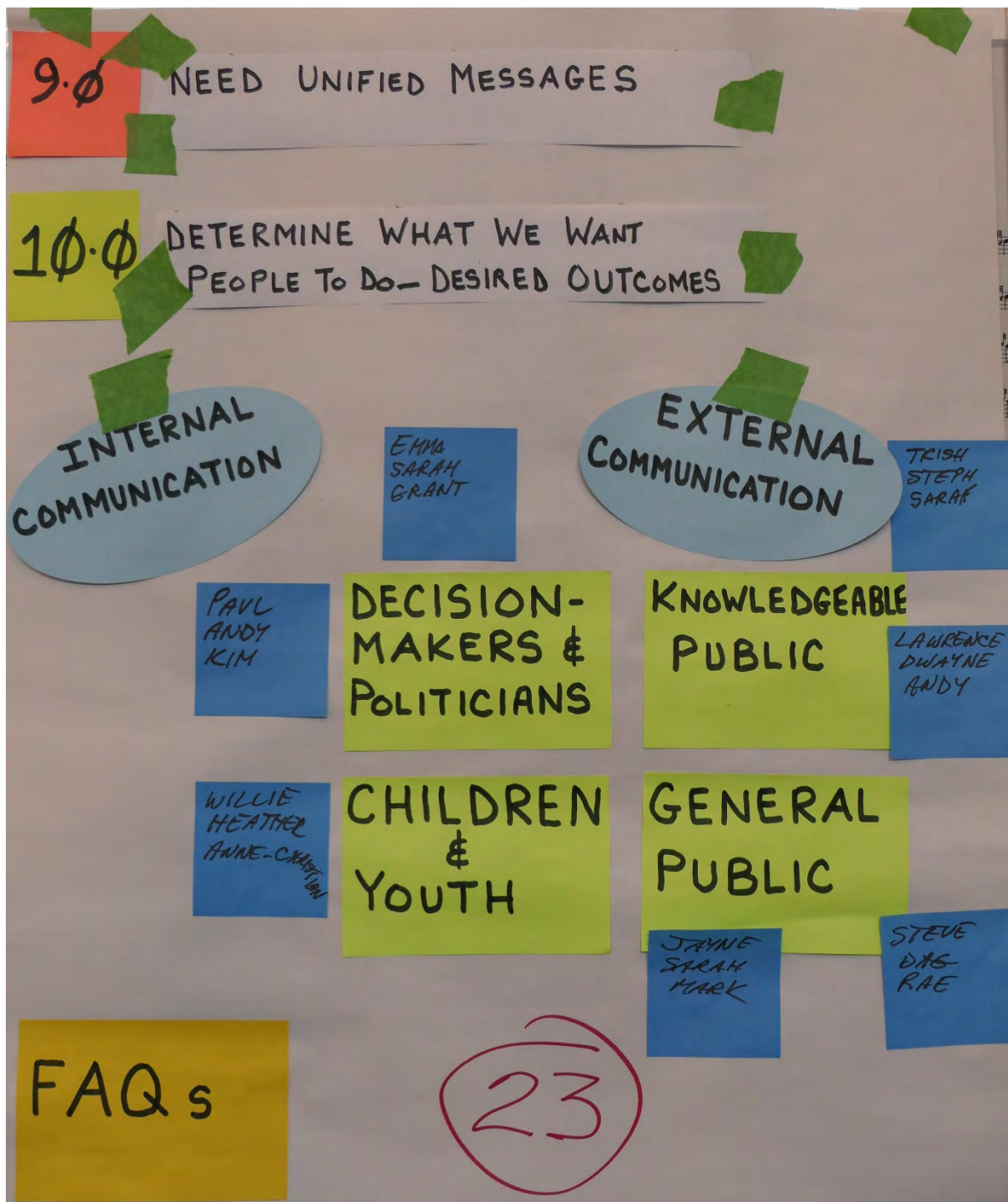
7.Ø

BUILD TRUST BETWEEN ALL INTEREST  
GROUPS TO ENCOURAGE SHARING OF DATA.

8.Ø

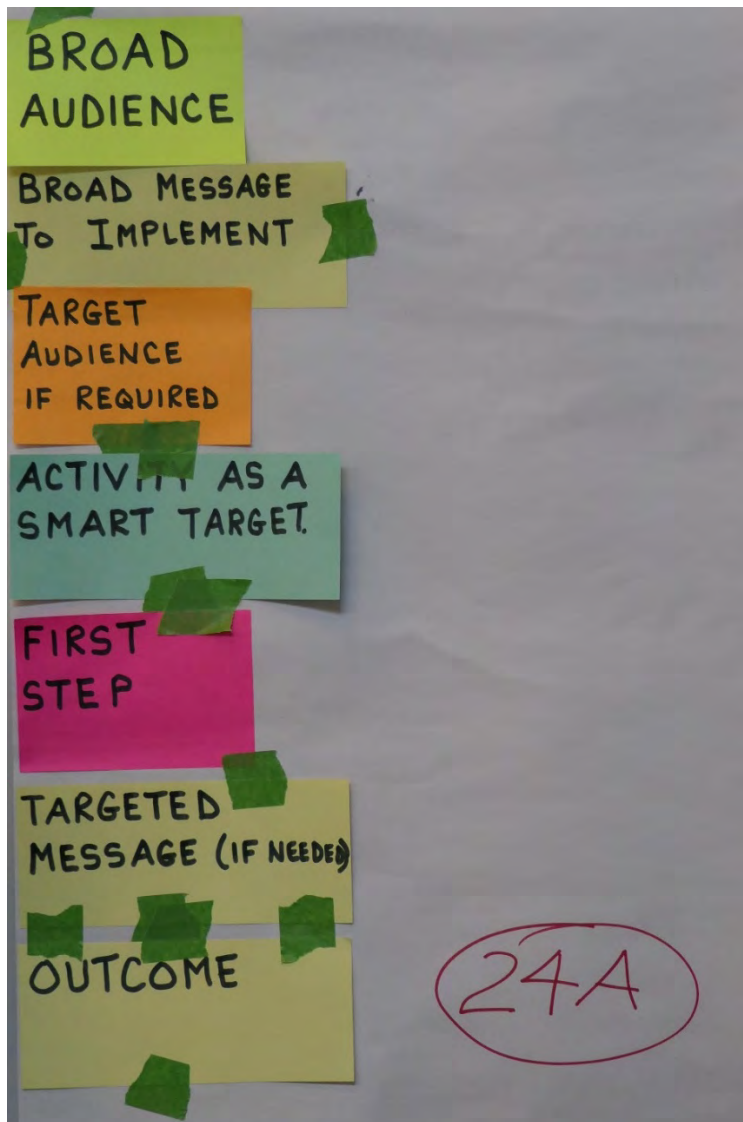
CREATE POLITICAL WILL?

22



Sheet 24 can be seen on page 43 of this document as it relates to presentations given during the workshop.







**GENERAL PUBLIC**

A SALMON "RUN"  
→ DIFFERENCES IN LENGTH  
→ 5KM, 10KM +

TRA...  
PEOPLE - LIKE A SALMON

A River Fit ~~for~~ to Swim for People & Salmon

"SMOLT BOLT"

"ON THE WATER"

WATER RECREATIONISTS (Wild Swimmers)

WILD SWIMMER RELAY RACE

SOCIAL MEDIA CAMPAIGN. WEBSITE PREPOPULATED FORM - PETITION / LETTER TO MP (TEST MESSAGES)

FINDING CONTACT AT BBC (- Patrick.) CALL BEAR GRYLLS.

VIDEO / PHOTOGRAPHY OF WILD SALMON (SWIM WITH SALMON VIDEO/PHOTO)

SPONSORS - OLYMPIC SWIMMING AMBASSADORS. - CANOEING AMBASSADORS - PRIZE FOR THE WINNER

SHORT TERM (Within 6 Months)

CITIZEN PETITION TO A DECISION MAKER TO PROTECT WILD SALMON.

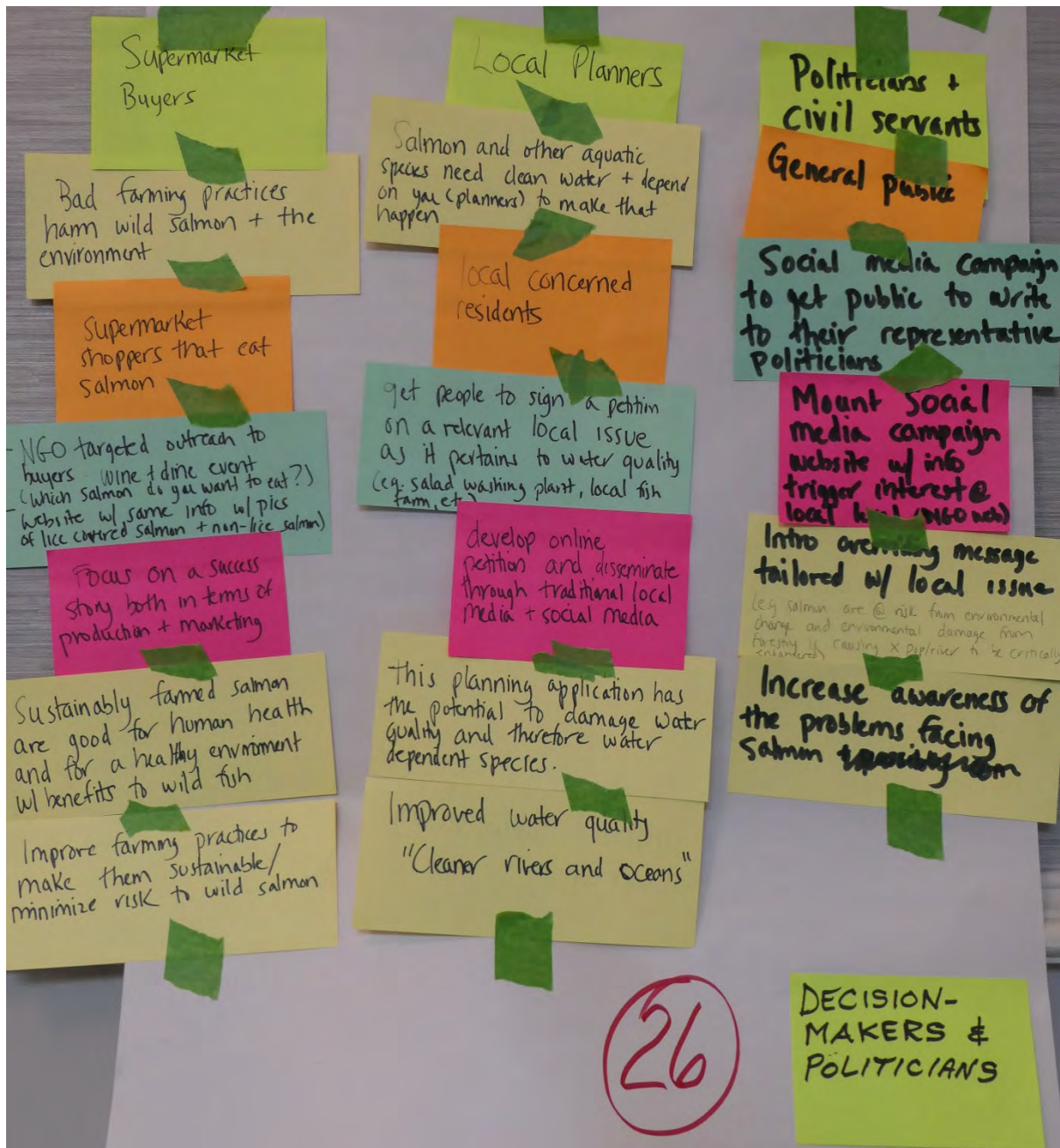
DRIVE CITIZEN DONATIONS - CROWDFUNDER

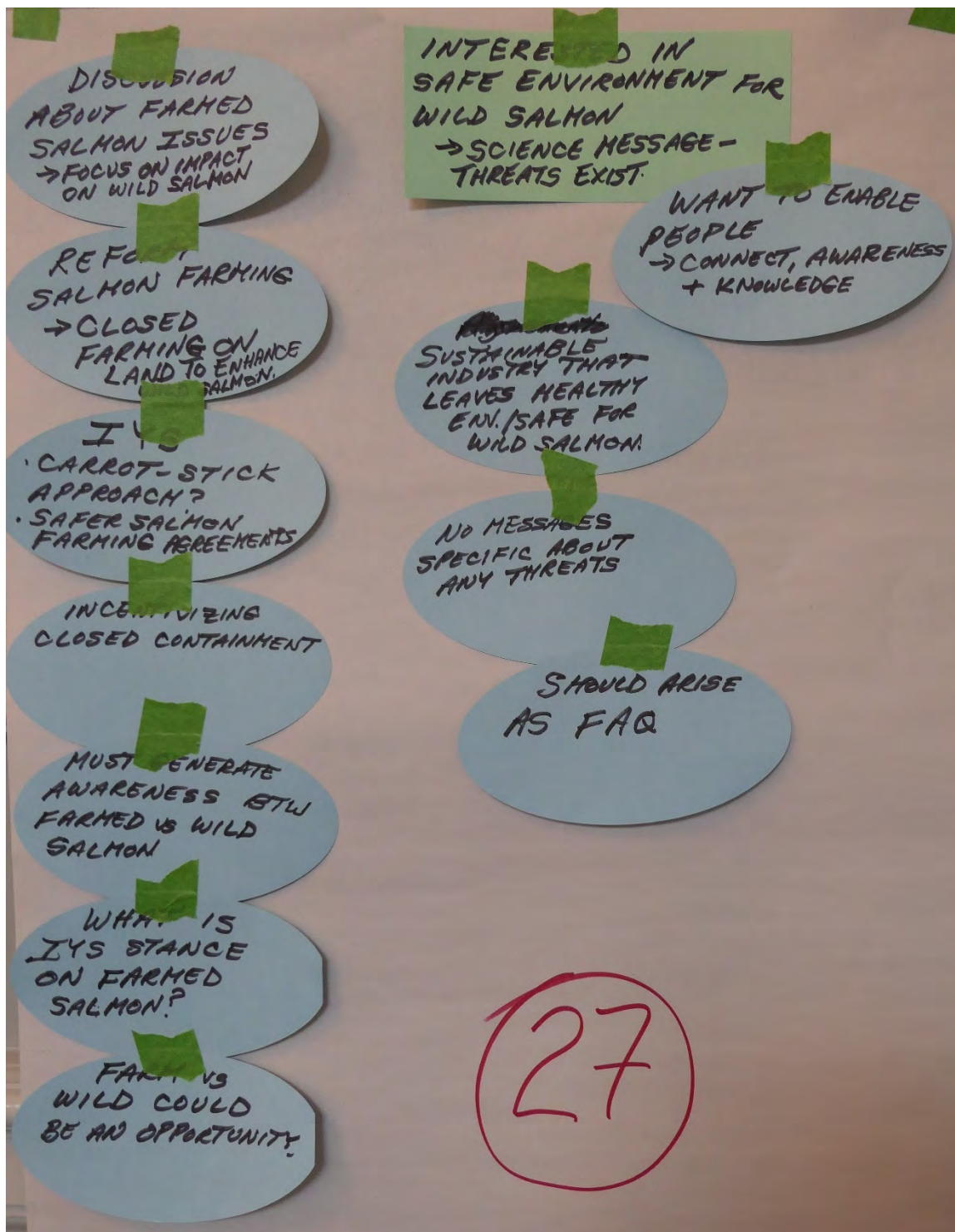
Understand there are BOTH Wild & Farmed

ATTRIBUTE A VALUE TO WILD SALMON.

25

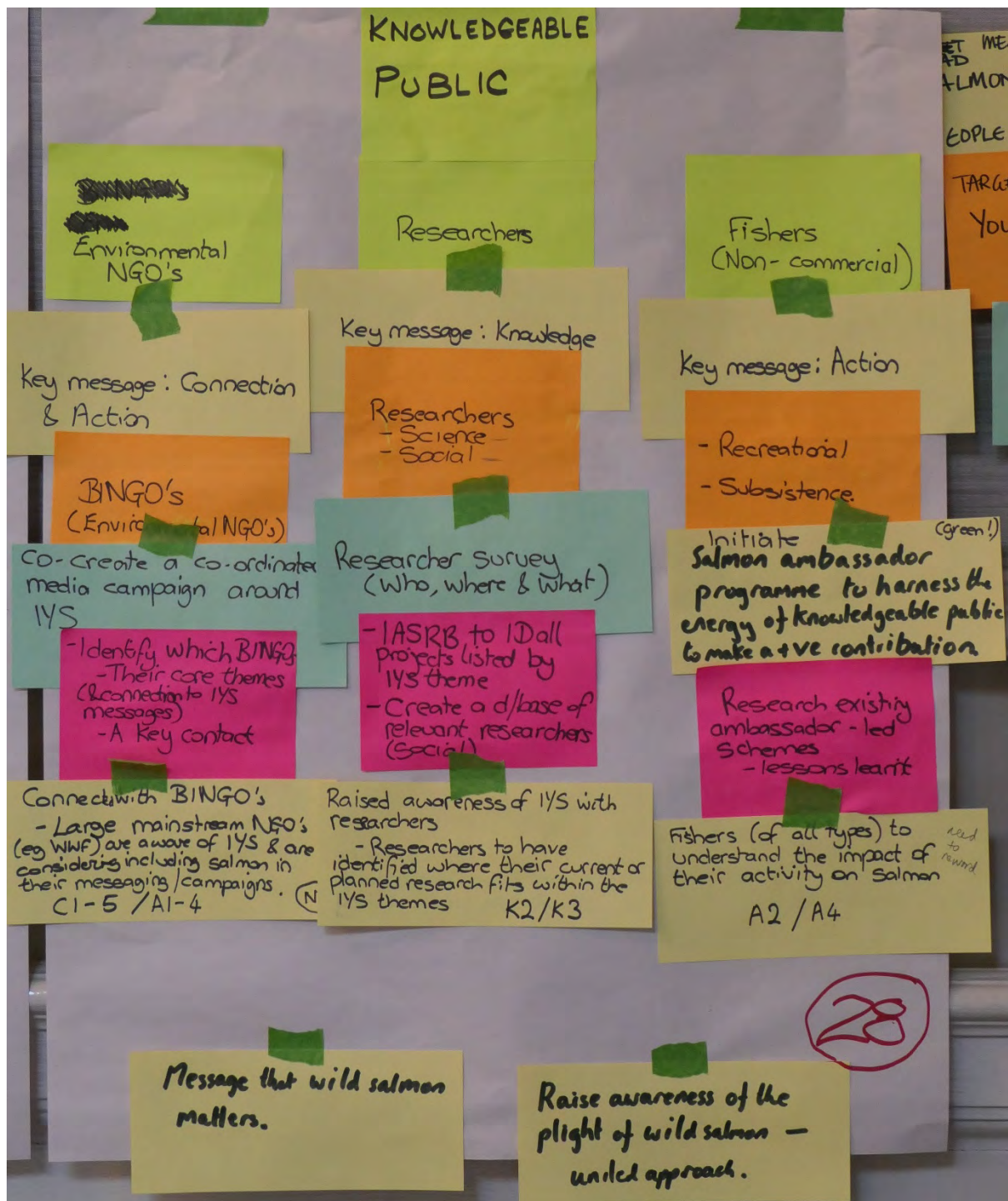


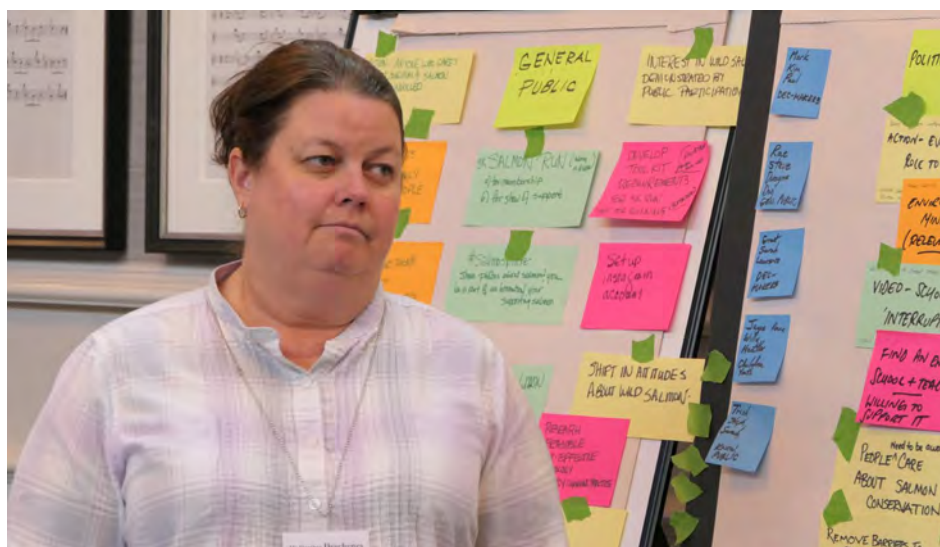




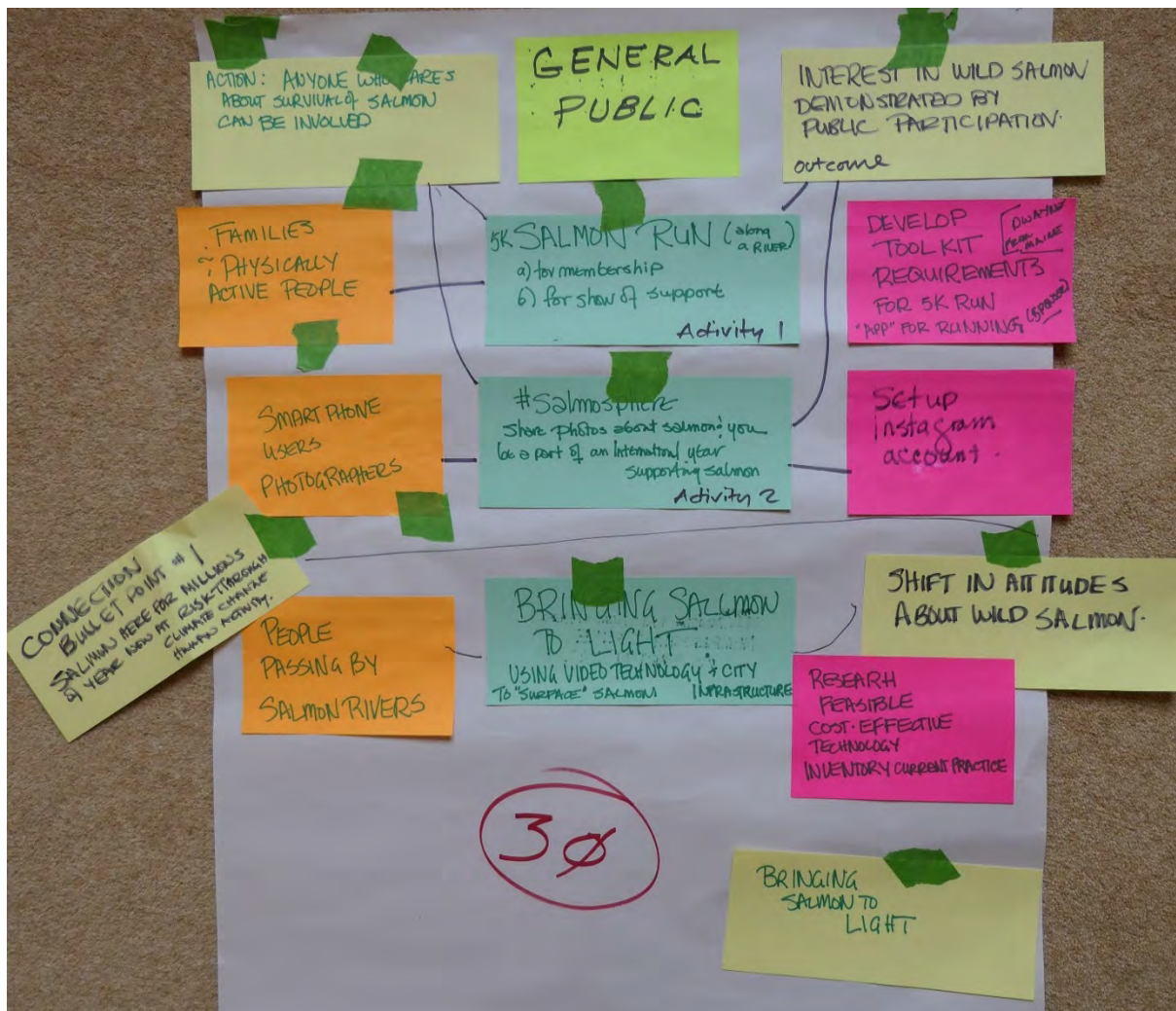
A side discussion is captured on sheet 27 regarding farmed salmon issues and the impact on wild salmon. It was identified as a topic that would be asked about during the IYS and communications experts in the room recommended that an upfront response is developed for people to use when questioned. It was agreed that it would be captured in the Frequently Asked Questions (FAQs) and also people were reminded that NASCO has an agreed position regarding salmon farming with further information available on the NASCO website or on request from [hq@nasco.int](mailto:hq@nasco.int). Some groups highlighted that they intended to celebrate salmon during IYS and were looking at it as an opportunity to celebrate wild salmon and the relationship people have with it as they are regularly tackling the farmed vs wild debate.

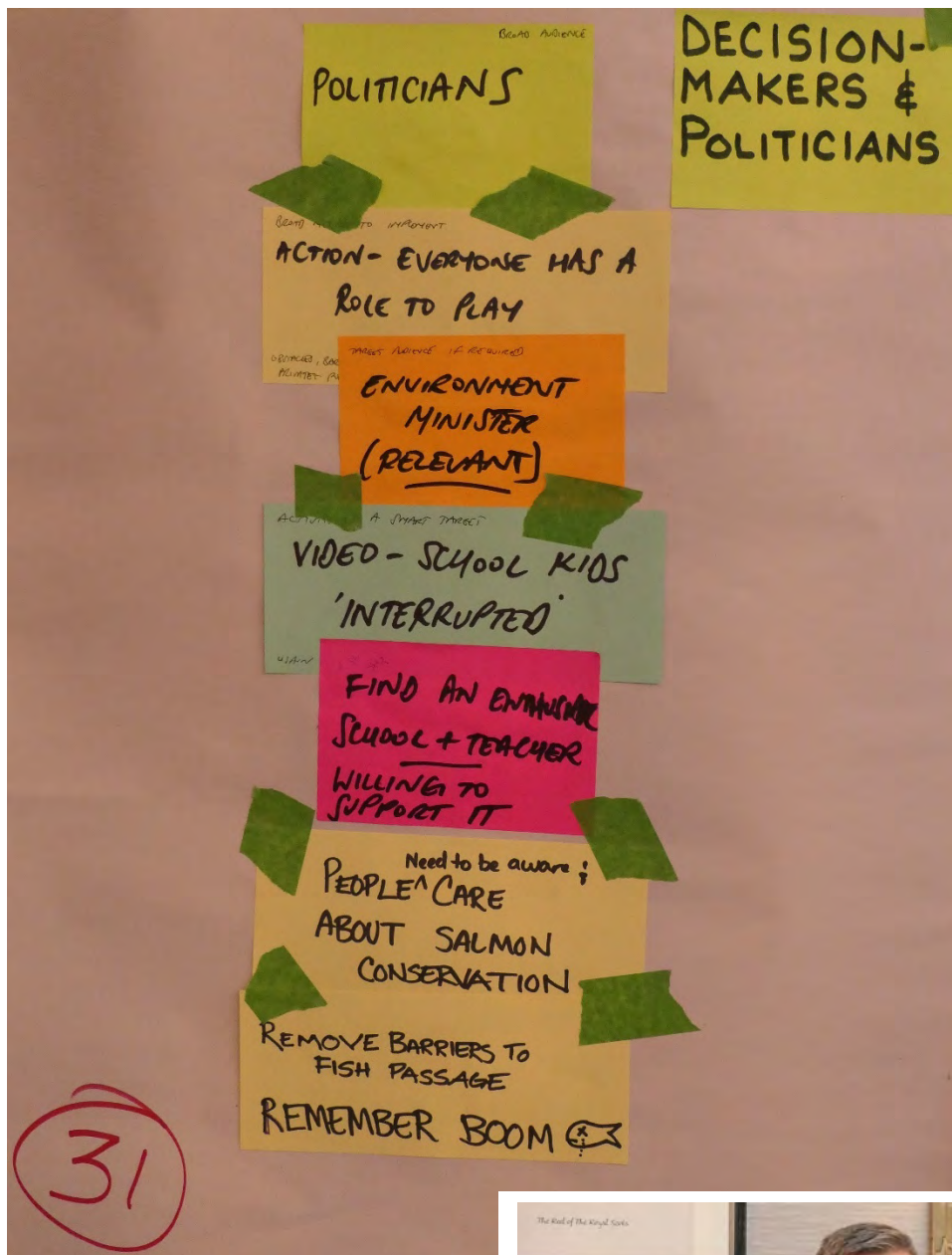














Youth ages 10+

Web based toolset for youth to become salmon stewards throughout the duration of 19519 and beyond

Identify youth opportunities for Salmon Conservation  
• IDENTIFY WHAT EXISTS

Tools for action

Create a sustainable platform for ~~students~~ youth to learn from a contribute to.

32

- MUSIC PIECE
  - COMMISSIONED
  - INTEGRATED IN SCHOOLS
- MUSIC FESTIVAL
- ROAMING THEATRE

Knowledgeable  
public

Environmental/NGO,  
Fishers  
Researchers

Key message: Knowledge &  
Action

Environmental NGOs  
- non-fishery-related  
NGO networks

Researchers  
- Institutions  
- Student programme.

Fishers  
- Angling groups  
- Umbrella organisations  
(eg FMS/Rivers Trust)

(Co-created) citizen  
science projects to connect  
fishers and researchers and  
create good data.  
→ and others eg. existing cit scis

- Link with cit sci  
expertise (NHM?)  
- Develop network of  
local NGOs to deliver  
- Connect with existing  
relevant cit sci projects

33

Ongoing programme of  
citizen science

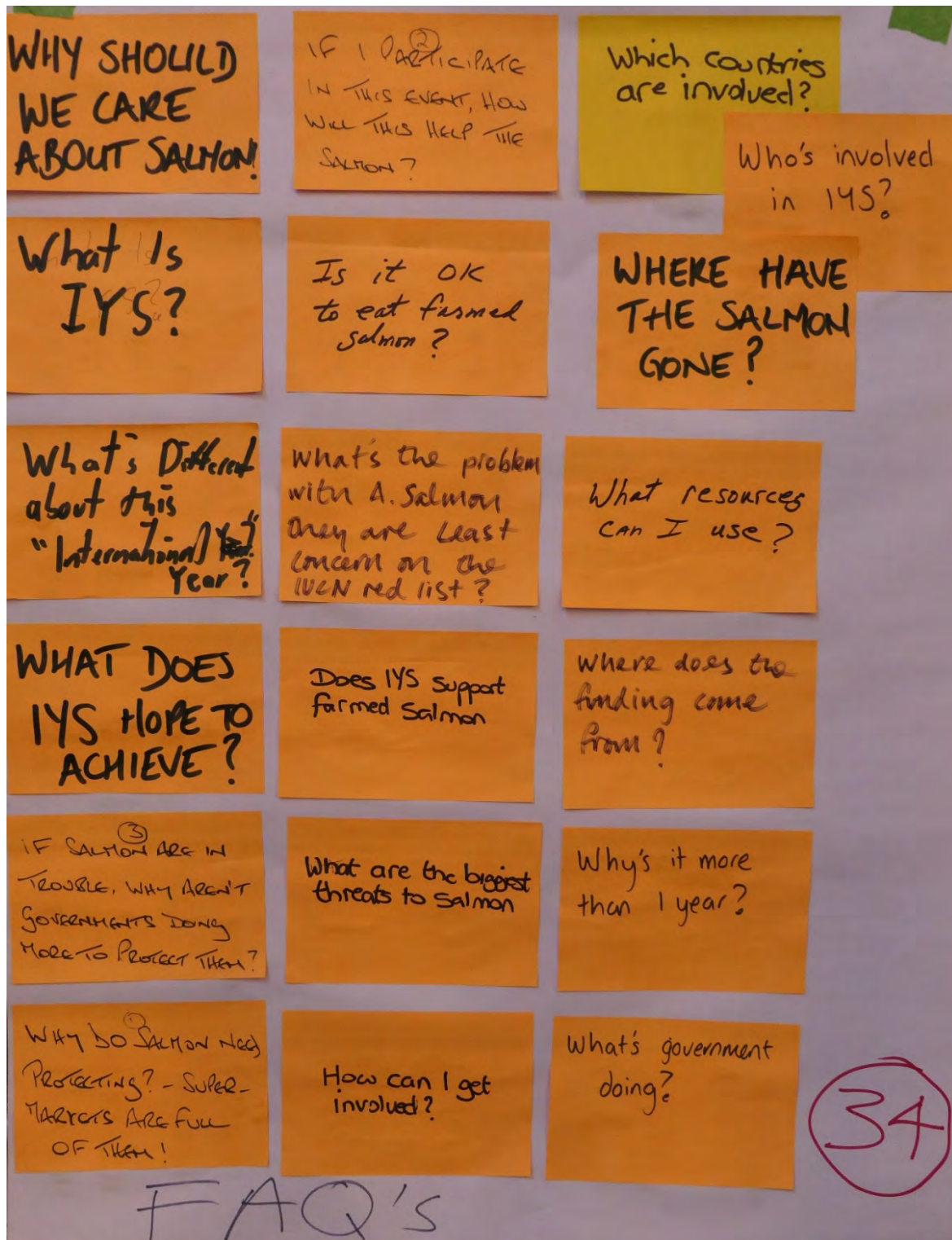
K3/A3

Multi-disciplinary, accessible  
Symposium covering progress  
made during IYS, lessons  
learnt & legacy.  
(multi-location?).

Fast growing  
citizen science  
network - Kings etc.



To assist the creation of a 'Frequently Asked Questions' document, that can be used as reference for NGOs, Parties and jurisdictions throughout the IYS, participants were asked to come up with a series of questions that people may ask about the IYS. The exercise generated the questions provided on sheet 34. Similarly, the participants were asked to propose what people could be asked to do for salmon conservation as part of the IYS also known as a 'Call to Action'. Sheet 35 shows what the workshop participants came up with. The intention is that these will appear on the IYS website.



**CALLS FOR ACTION WEBSITE**

Host a ~~Salmon~~ House Party 4 Salmon - heres how

UPLOAD AN EVENT

Attend an Event in Your Area

**SHARE YOUR PHOTOS**  
SALMON AND ME  
**#Salmosphere**

See what's going on in your country  
(Link to lead org page)

Become a Salmon Ambassador  
-Various ways-

LEARN ABOUT SALMON ISSUES IN YOUR AREA.

Join a watershed Conservation group or start one with a friend!

**Sponsor A Kid to go Fishing**

CONTACT YOUR POLITICIAN  
↳ Geographical location  
↳ Issue

HOW TO ORGANISE YOUR OWN EVENT

Share your ideas for re-wilding

SUBSCRIBE  
↳ Filtered to location

**KNOW WHERE YOUR SALMON COMES FROM**

Reduce your negative impacts on the salmon habitat

~~DONATE~~  
+  
SPONSOR AN EVENT

Share your support for salmon with your local MP/representative

Donate to Your Local Salmon Conservation Org.

Donate/ Sponsor IYS

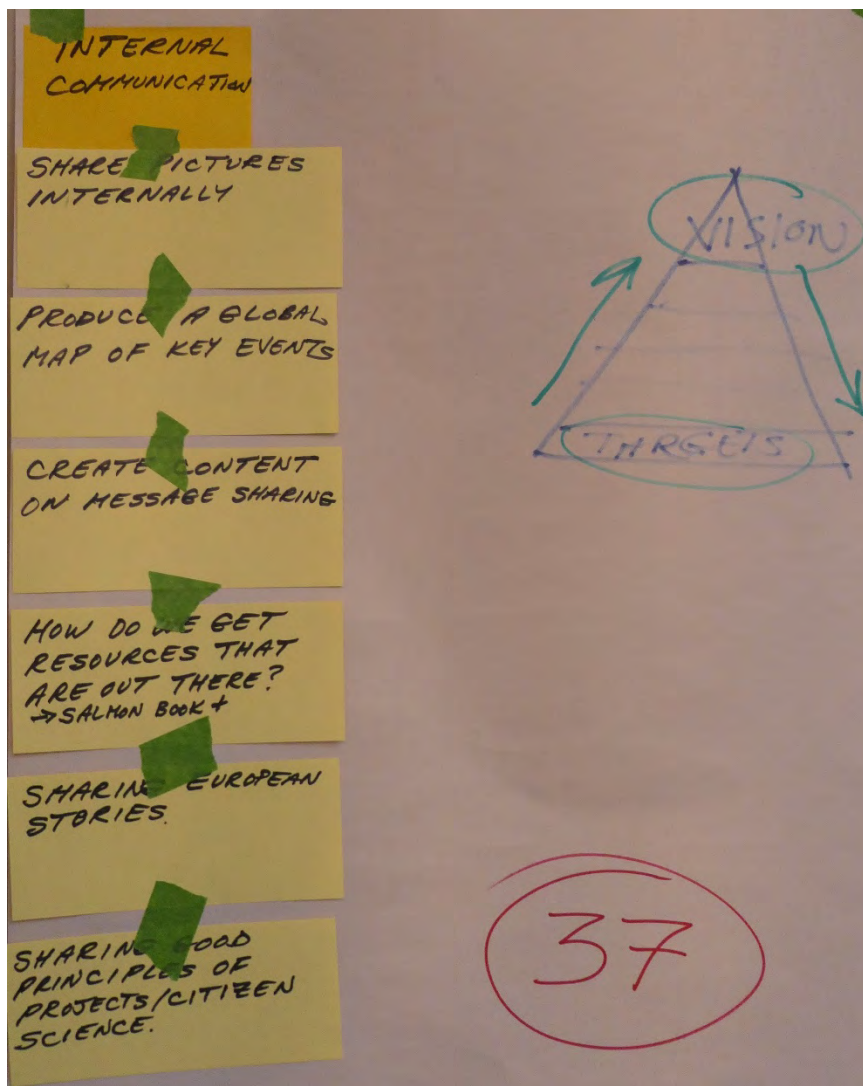
35





The facilitator highlighted the importance of assessing activities and ensuring any outreach has the desired impact. He discussed with the group the ideal situation of achieving high impact with minimum effort (=easy). In contrast to this avoiding activity that is identified as difficult to deliver and that would only achieve a low impact (see sheet 36).

The importance of internal communication was also raised (see sheet 37), the workshop couldn't spend time exploring this further but it was recognised as needing to appear in any resulting communication/outreach strategy document.



Throughout the two day workshop examples of good practice were presented by six speakers. There were three examples of specific events or tools used to engage with broad audiences;

- 1) Protect the Eels, an animation made in conjunction with Bristol school children;
- 2) Uninterrupted, where a salmon run was brought into Vancouver City through a cinematic spectacle;
- 3) Survive the Sound, a fish tracking game matching real time data to characterised cartoon fish.

And three examples of approaches to communicating science and engaging different groups in the environment and salmon:

- 4) Communicating science - the Natural History Museum's approach;
- 5) Youth development Programmes, the New England Aquarium;
- 6) Salmon Connect Partnership, Alaska, USA

In sheets 14, 21 and 24, on the following pages of this document, the facilitator captured some salient points from the talks. PDFs of all the talks can be provided to workshop participants on request by emailing [hq@nasco.int](mailto:hq@nasco.int)



Andrew Kerr



Steph West







Heather Deschenes

**Heather Deschenes**  
 Manager of Youth Development Programs  
 New England Aquarium  
 Boston, Ma.



Rae Hull

**UNINTERRUPTED**  
 a cinematic spectacle



Mark Glyde

**LONG LIVE  
 THE KINGS**

Tweet & Facebook: @LongLiveKings  
 Instagram: LongLive.Kings  
 LLTK.org



Sarah Warnock



Welcome  
*Quyanaghalek tagilusi*

**Salmon Connect Partnership  
 Alaska, USA**



SASAP State of Alaska's Salmon and People



ANDREW  
"SAVE  
THE  
EELS"

EXPLORING FUNDING  
SOURCES TO REALIZE  
EFFORTS

IMPORTANCE OF FINDING  
ENTHUSIASTIC,  
PASSIONATE PEOPLE.

FOCUS ON CHILDREN  
AS MESSENGERS

PART OF A  
BROADER  
CAMPAIGN?  
→ IMPACT?

MESSAGES ARE  
BASIC, CLEAR, SIMPLE.

SHOCK MESSAGES  
→ IMPACT?

USING "FUN" / HUMOUR  
TO DELIVER MESSAGES.

14

ITS BEEN IN THE  
PIPELINE FOR AWHILE  
→ NOT STARTING FROM  
SCRATCH

MESSAGES CAN BE  
EXPANDED UPON.  
→ NEED TO BRING  
MESSAGES TO AUDIENCES

LAWRENCE  
EMMA

ARE THERE  
KEY ANCHOR  
EVENTS?

HAVE STEERING  
COMMITTEES & COORDINATING  
COMMITTEES.  
→ WORK DONE ON FINDING  
COMMON MESSAGES BUT...

PRIORITIZE WITHIN  
AUDIENCES  
→

NOT REALLY  
BUT LAUNCH WITH  
MINISTERS IYS  
COORDINATED  
EFFORT

SIMPLE, CLEAR  
OVERARCHING MESSAGES  
TO USE - FEN & SIMPLE

CAN BE DONE AT  
INDIVIDUAL LEVEL  
BUT CAN "TAILOR"  
MESSAGE FOR AUDIENCES.

NASCO  
→ NOT BIG EVENT

SINGLE  
THUNDERCLOUD  
MESSAGE AND/OR  
AUDIENCE  
→ NEED TO

WHAT OTHER  
TOOLS? RESOURCES?  
→ OUTCOMES?



## STEPH

NEED TO THINK THERE ARE MANY AUDIENCES WITHIN KEY GROUPS.

ACCESSIBILITY ISSUES IMPORTANT

DIALOGUE MODEL  
→ LEARN/EXPLORE THROUGH QUESTIONS

CHANGE LANGUAGE

## HEATHER

BECOME A HUB FOR THE COMMUNITY

Inspiring Stewardship.  
"Live Blue Ambassador" Program  
→ skills as an Ocean Steward and tracking.

ACTION FIRST  
- LEARN LATER

Making it easy for participation

## RAE

HARVEST THE POWER OF THE SYMBOL-SALMON

USE BIG ART TO CAPTURE THEIR HEARTS  
HEART OF THE RIVER - HEART OF THE CITY

NATURE'S RESILIENCE & VULNERABILITY

MULTIPLE PARTNERSHIPS NEEDED.

IMPORTANCE OF GOOD PROPOSAL TO OBTAIN FUNDING.

BUILT AMBASSADOR DATABASE THROUGH USING PARTNER NETWORKS  
& CREATING GOOD CONTENT  
E.G. ATM

UNINTERESTED.CA  
→ CONNECT TO TOURISM COMPANIES & OTHER PARTNERS

WEBSITE FUELLED WITH STORIES

INTERACTIVE FEATURES  
"SWIM WITH THE SALMON"  
→ WHICH SALMON ARE YOU?

REWARD  
→ LIGHTS - NAME IN LIGHTS

SELFIES MADE EASY  
→ PUBLIC INVOLVEMENT NETWORKING

GRANDPARENTS AS A TARGET AUDIENCE

21

MARK

GAME-LINKED ALSO  
TO FUNDRAISER

FISH TRACKED IN  
REAL TIME DATA

SARAH

SALMON HAVE A  
PEOPLE PROBLEM

NEED TO ADDRESS  
ALL INTEREST  
GROUPS & GET THEM  
WORKING TOGETHER

EMPHASIS ON  
INTERNAL  
COMMUNICATION  
ISSUES

GATHERING DATA  
ON A VARIETY OF  
SOCIO-ECONOMIC &  
ECOLOGICAL ISSUES

IMPORTANCE OF  
INVOLVING & FINDING  
A KEY PERSON  
(E.G. YOUTH-YOUNG MAN)

24



Dr Alistair Bath had one final exercise for the participants. Giving each individual one more dot, he asked each participant to think about the workshop in terms of content and fun, and then to place their dot into a quadrant according to whether they had 1) very little fun and little was done in terms of content, 2) had very little fun but accomplished a lot in terms of content, 3) had a lot of fun but not a lot of content covered and finally 4) had a lot of fun and felt that we did get a lot done. Almost all dots were placed in the most positive box seen on sheet 38.



