

BBRRCT



BBRRCT Education Sub-Committee: Readily Accessible and Appreciated - Communicating Environmental Issues

Jennifer Tisthammer

Assistant Director, Deering Estate at Cutler – MDPROS

tistj@miamidade.gov



Guided Discussion: Sub-Committee Outcomes

Communicating Environmental
Issues Review

REVISED ACTION ITEMS
(Fourth Revision)

Charge of the Education
Sub-Committee

Clear Measureable Goals

BRRCT Input and Next Steps



Case Study: Communicating Climate Change to Target Audiences

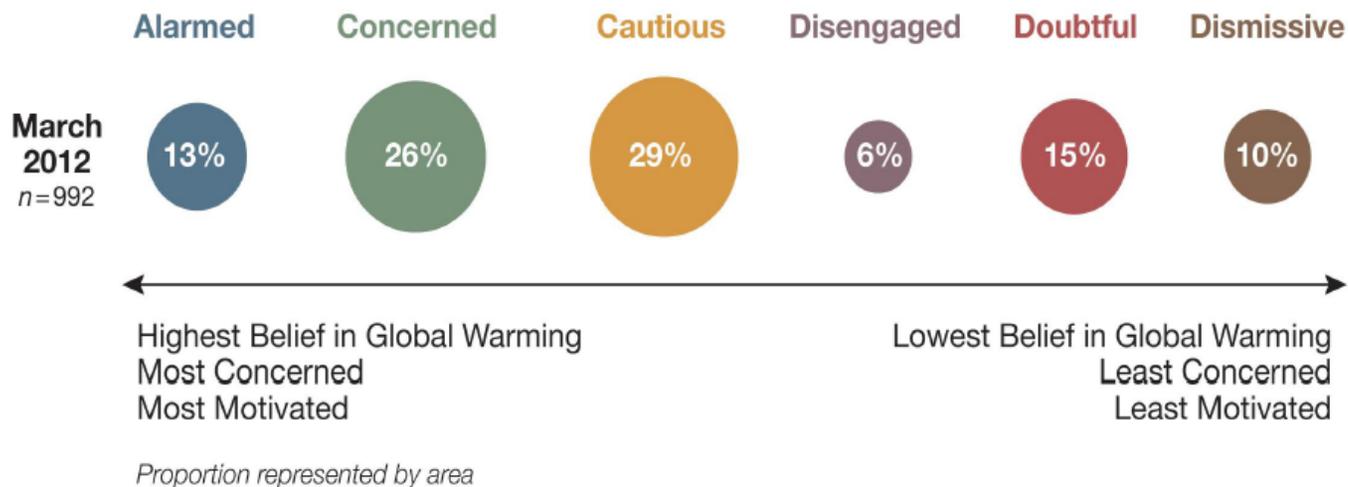


Communicating Climate Change

Where We're At		Where We Want to Be
People aren't clear what causes climate change and don't understand what needs to be done to tackle it.		People understand climate change and what is causing it.
People think that climate change won't affect them personally.		People see the impact it may have on their lives.
People don't include climate change as an important issue when making decisions.		People feel empowered and positive about tackling climate change.
Climate change is a depressing and negative issue.		People include climate change when making their decisions and embrace the positive changes that result.

Global Warming's "Six Americas"

Figure 1: Proportion of the U.S. Adult Population in the Six Americas, March 2012



There are six unique segments of the American public that each engage with the issue of global warming in their own distinct way. In the Fall of 2008 when the audience segments were first identified, just over half the U.S. population fell into the two most concerned segments – the Alarmed and Concerned. In Jan. 2010 the proportion in these two segments had decreased by 11 percentage points, and the proportion in the least concerned segment, the Dismissive, had more than doubled from 7 to 16 percent of the population. Since then, there has been a small rebound in the size of the Alarmed segment (currently 13%) and a contraction in the size of the Dismissive segment (currently 10%).

What if Science was Rhetorical?



Rhetoric is best known as a discipline that studies the means and ends of persuasion - *the art of effective or persuasive speaking or writing*. A criticism is that rhetoric does not have as its focus fact, meaning or sincerity, but rather that it includes language designed to have a persuasive or impressive effect on its audience.

Science, meanwhile, is typically seen as a systematic study - discovery and objective recording of knowledge - about the physical natural world.

A key contention of rhetoric of science is that the practice of science is, to varying degrees, persuasive.

Which forms of communication frame our understandings of science?

How do varying forms of communication influence science policy and public perception while others do not?

How is language, both spoken and written, used within scientific communities to gain prominence where in other cases it fails?

Communicating Environmental Issues

There are MANY organizations that are at work on issues of critical social importance. To succeed, they face the challenge of trying to educate, motivate, and mobilize a public that is too often stressed out, overextended, even apathetic.



Communicating Environmental Issues

Organizations may make the mistake of jumping from being right to being righteous, losing supporters along the way.

They often want to win the battle and the war in one step, when history tells us this is not the way it works. They have to be committed for the long-term.

They often build campaigns and initiatives on assumptions — not tested, well-honed strategies.

They sometimes think the issues are too complex for simple, concise messages.



Communicating Environmental Issues

One conclusion: there are **three must haves** for any successful information and awareness campaign:

Clear, measurable goals.

Extensive knowledge of whom you are trying to reach and what moves them.

Compelling messages that connect with your target audience.



Communicating Environmental Issues

Start with systematic planning that is reviewed and then revised.

Specify for people what to do, how to do it, and why.

Make the case for why action is needed now.

Match strategy and tactics to target audiences.

Budget for success.

Rely on experts when needed.



REVISED ACTION ITEMS (Fourth Revision)

- To improve freshwater deliveries to Biscayne Bay: This will be achieved by focusing on projects, processes, and policies that potentially affect freshwater flows and providing guidance to the Working Group on achieving this goal. (AP – Subgoal 4.2.3 Improve Water Management; C – Purpose #2; WGG – Subgoal 3-C)
- Ensure that all users of Biscayne Bay have access to the Bay, will use the Bay in a responsible and sustainable manner, and will support a variety of uses and activities that maintain the major economic impact the Bay brings to South Florida. (AP – Focus Areas 2 & 3; C – Purposes 1 & 2; WGG – Goal 3)
- A Subcommittee will be formed to use existing information (e.g. “Biscayne Bay Economic Impact Study”), consolidate and update it, and create a **ECOLOGICAL AND ECONOMIC VALUES FACT SHEET FOR BISCAYNE BAY**. (AP – Focus Areas 2 & 3; C – Purpose #1; WGG Objective 3-A.3)



NOTE: Three documents were reviewed as the basis for the Action Items listed: BBRRCT Action Plan; BBRRCT Charter; and Working Group Goals (Planning Categories). The references in these documents are shown for each item as AP, C, and WGG.

REVISED ACTION ITEMS (Fourth Revision)

-- Report the Team's concerns (policies, plans, and projects in restoration, resource management, built environment, CERP, sea level rise, waterfront planning, access, and other issues that may affect the current or future condition of Biscayne Bay) and recommendations to the Working Group. (AP – Focus Areas 1, 2, 3; C – Purposes 1 & 2; WGG – Goals 2 & 3)

-- Increase awareness and improve appreciation of the following in the Biscayne Bay Watershed: a) Biscayne Bay's recreational opportunities; b) Responsible and safe boating; c) Access to eco-tourism adventures; and d) Conservation of environmental resources. (AP – Focus Area 2; C – Purposes 1 & 2; WGG – Goals 2 & 3)

-- Serve as a central clearinghouse and facilitate the ability of the BBRRCT and/or its members to participate in outreach that raise awareness of issues that impact the value and sustainability of Biscayne Bay, especially with regard to other action items. (AP – Focus Areas 2 & 3; C – Purpose #1; WGG – Objective 3-A.3)

NOTE: Three documents were reviewed as the basis for the Action Items listed: BBRRCT Action Plan; BBRRCT Charter; and Working Group Goals (Planning Categories). The references in these documents are shown for each item as AP, C, and WGG.



Charge: Education Sub-Committee

This may be achieved and/or coordinated through the creation/efforts of an **Outreach Subcommittee**, or through the efforts of a BBRRCT member agency/organization. The mission of the Outreach Subcommittee would be to promote and enhance community stewardship, knowledge, and appreciation of and accessibility to Biscayne Bay through increased coordination and partnership of agencies and organizations.

Readily Accessible and Appreciated Strategy

Using a coalition strategy with about 8-10 non BBRRCT members as advisors of the Subcommittee, the charge is to increase awareness of the bay's recreational opportunities, boating safety, eco-tourism adventures, conservation of environmental resources, and its economic value to the greater community, as well as improve appreciation of these attributes through responsible and balanced use.



Clear Measureable Goals

Recruit Sub-Committee Members;

Work on an information campaign within sub-committee to a) bring awareness and access opportunities to the community at large b) bring awareness to appropriate use and stewardship opportunities to users of beaches, marina, and coastal parks;

Produce a beaches, marinas, and coastal parks "User Guide;"

Share the tourism and stewardship work that is already being done in marinas, beaches, coastal parks, and community groups currently working on Bay issues with BBRRCT and others, forming a network focusing on this resource;



Clear Measureable Goals

Look at how we are doing against our current, 4th Revision Action Steps (1-6, or just 5);

Compile a list/inventory of the past year's presentations/speakers, engagements with elected officials, legislative actions, "take aways" and outcomes from these activities that were accomplished as a BBRRCT group – to better identify current impact and where we might enhance efforts;

Develop, track and share monthly opportunities for speaking engagements, public hearings, outside meetings, presentations, or other opportunities for engagement/communication;

Leverage these and other opportunities to expand recreational opportunities, boating safety, eco-tourism adventures, conservation of environmental resources as they arise during dialogues and planning with sub-committee and other community members

Whom are We Trying to Reach

Users of Biscayne Bay, accessed through beaches, marina, and coastal parks

RCT Meeting in April... During a dialogue with the coordination team members, Brian Carlstrom mentioned that more than half a million people utilize Biscayne National Park through our marinas, beaches, and other access points but have no idea that they are even in a national park; one of his biggest challenges aside from ecological impacts to the park is that they (BNP) fight with an identity crisis of sorts with the public because of this very statistic.



Compelling Messages

Produce a beaches, marinas, and coastal parks "User Guide;"

Create a Ecological and Economic Values Fact Sheet for Biscayne Bay.

Recruitment of the Sub-Committee: Possible Sub-Committee members might include: Federal - 1 Biscayne National Park; State - 1 Biscayne Bay Aquatic Preserve; Community - 1 From Biscayne Bay Coalition as liaison to other community groups focused on Biscayne Bay; 1-2 from State Parks; Municipal/County - 1-2 from MDPROS (Marinas, Beaches, Natural Areas, Nature Centers); 1-2 from City of Miami Parks; 1-2 from Academia (include non scientific field); Other ??.







THANK YOU for all that you do!