

# A Directory of Resources for Developing Effective Outreach Tools & Engagement Strategies



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## Introduction

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Ultimately, the goal of forest landowner outreach is to inform people of the needs and opportunities for forest stewardship, and to encourage landowners to adopt new stewardship practices (e.g. thinning to improve forest health, providing wildlife habitat, avoiding the spread of invasive species). In the context of the fragmentation and parcelization of private forestlands—a growing number of private forest landowners who own smaller parcels of land—the importance of communicating with and engaging these landowners becomes increasingly important.

As anyone from the world of commercial advertising would agree—regardless of what kind of product or service is be offered—a business must take time to develop a good strategy that ensures a message is reaching its intended audience and conveys the unique benefits of the product or service being offered. If the advertisement fails to reach a target audience or to spark the interest of the consumer, the product will not sell. In the case of organizations and institutions working with private forest landowners, it is not a product but an idea and a change in behavior that is being advertised.

The challenge of “selling” an idea or change in landowner behavior can be significant, particularly in a social landscape that includes landowners of diverse backgrounds and levels of awareness and understanding of forest health and management priorities. Organizations, agencies, and businesses whose goal is to encourage landowners to manage their forestlands in order to meet public goals for healthy and sustainable forests cannot afford to develop educational programming that follows a “build it and they will come” model. In fact, in any given community there are likely to be multiple audiences who will hear messages differently and may respond to very different spurs to get involved with active forest management.

The intentional process of 1) getting to know the audience and sub-audiences within a community or region, and 2) developing a communications strategy targeted to those various audiences in an essential course of action that makes a tremendous difference in the overall success of engaging landowners and changing behaviors. This guide showcases some key resources available to assist in developing effective outreach and engagement strategies for private forest landowners. Many of these resources relate to social marketing, which utilizes commercial marketing techniques and lessons to help raise public awareness and achieve individual changes in behavior that amount to social change. Also included in the guide are multiple resources that offer step-by-step guides to help in designing a strategy for landowner engagement, as well as tools for helping to learn more about forest landowners before you embark on your outreach journey.

### Demographic Information and Forest Landowner Profiles

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#### **U.S. Census Data**

Demographic information can help give insight to a variety of factors that may influence landowners' likelihood to participate in educational programming (commuting time, poverty rates, average age, etc.). Having more information about the overall population in an area can also help in planning outreach strategies, through identification of particular audiences like retirees, second-home owners, and women landowners.

#### **State and County Quick Facts**

QuickFacts includes data on people, business, and geography for all states and counties, and for cities and towns with more than 25,000 people.

→ <http://quickfacts.census.gov/qfd/index.html>

#### **American FactFinder**

Reports and thematic maps providing information on a variety of variables relating to population, housing, economic, and geographic data are available through:

→ [http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)

#### **National Woodland Owner Survey (NWOS)**

An online database of data from the National Woodland Owner Survey, conducted annually in all states except interior Alaska, Hawaii, Nevada, western Oklahoma and western Texas. The database is searchable by state, size of forest ownership, and multiple demographic characteristics.

→ <http://fiatools.fs.fed.us/NWOS/tablemaker.jsp>

→ <http://www.fia.fs.fed.us/nwos/>

#### **Family Forest Owners of the United States, 2006**

*Brett Butler, USDA Forest Service, General Technical Report NRS-27*

This report summarizes the findings of the National Woodland Owner Survey, compiling data collected between 2002 and 2006. The report includes information on general ownership patterns and trends, reasons for owning land, participation in cost-share and other programs, forest uses, landowner concerns, current and future management plans, landowner demographic data, preferred methods for receiving forest management information, and more. A hardcopy can also be ordered for free at the website address listed below, by clicking on the "Order a printed copy" link on the page. The document can also be downloaded electronically at the same website.

→ <http://www.nrs.fs.fed.us/pubs/5758>

### ***Community Culture and the Environment: A Guide to Understanding a Sense of Place***

2002, U.S. EPA, (EPA 842-B-01-003), Office of Water

This guide is based on social science theory and methodology and provides detailed tools to help understand community characteristics as they relate to community-based environmental protection. Understanding the context in which environmental protection is being conducted, which the guide provides a clear strategy for, is essential in order to develop effective education and outreach tools. The guide's toolkit includes methods for assessing project readiness, defining community characteristics and goals to help fine tune education messages and project goals. Also included in the toolkit are case studies illustrating the importance and relevance of community assessment, and guidance on how to organize and analyze the information generated by the assessment methods.

→ A hardcopy can be ordered for free via the National Center for Environmental Publications and Information at (800) 490-9198 or by email to [ncepiwo@one.net](mailto:ncepiwo@one.net)

### ***New Landowner Research***

Some key general points from the research of Sustaining Family Forests Initiative (SFFI), an ad-hoc collaboration of universities, government agencies, industry, conservation organizations, certification systems, and landowners. This site is a portal to more in-depth research to help make sense of all the differences in landowners and their varied reasons for owning land. Key variables that can help in predicting landowners' decisions and actions (and discussed on the website) include: reasons for owning land, size of ownership, tenure or tradition of land holding, residence on the land, and farming background.

→ <http://www.engaginglandowners.org/new-landowner-research>

### ***Types of Forest Landowners***

The Sustaining Family Forests Initiative (SFFI) has identified four types of landowners based on their reasons for owning woodlands (as reported in the [National Woodland Owner Survey](#)). The website provides deeper descriptions of the four types of landowners characterized through the survey results and discusses the importance that each type of landowner gave to seven lifestyle/amenity and financial reasons for owning woods. An understanding of the four types of landowners—woodland retreat owners, working the land owners, supplemental income owners, and uninvolved owners—is important for helping fine-tune outreach messages.

→ <http://www.fia.fs.fed.us/nwos/>

→ <http://www.engaginglandowners.org/new-landowner-research/sffi-landowner-types>

## **Learning from Dialogue**

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### ***Designing and Conducting Focus Groups Interviews***

2002, Richard A. Krueger, University of Minnesota, [rkrueger@umn.edu](mailto:rkrueger@umn.edu)

Krueger is a Professor and Evaluation Leader at University of Minnesota who has written books and conducted trainings on how to design and carry out effective focus groups. This publication helps the user determine when it is appropriate to use focus groups, describes the logistics of planning

focus groups, characteristics of effective facilitation of the conversation, tips for designing questions, and suggestions for a focus group agenda. A bibliography of other publications including those on how to analyze focus group results is also included

→ <http://www.nrsweb.org/docs/Krueger-FocusGroupInterviews.pdf>

### ***Focused Conversation Method***

*The Art of Focused Conversation—100 Ways to Access Group Wisdom in the Workplace* is a how-to resource from professional facilitators at the Institute for Cultural Affairs, this book provides guidelines for how to craft questions for discussion that results in group decision-making. The ORID framework (Objective-Reflective-Interpretive-Decisional) is a core tool used by many professional facilitators to help with the wording and ordering of questions for group discussion.

Order *The Art of Focused Conversation* through the ICA website:

→ <http://www.ica-usa.org/store/bk-html/bk-01.php>

Learn more about the ORID framework through:

→ <http://www.masterfacilitatorjournal.com/archives/skill124.html>

→ <http://ica-associates.ca/Education/Downloads/ORID.ppt>

## Social Marketing— How to Target Landowner Outreach Using Lessons from Business

Social Marketing is the use of commercial marketing strategies for public education and engagement. Rather than marketing that is focused on increasing the profit of a business, the end goal of social marketing is to bring about a change in behavior that will benefit the public good. This approach to outreach differs greatly from traditional outreach methods, which may be seen as passive in that they rely more on a presentation of information with the expectation that the intended audience will process the information and take action. Social marketing has been commonly used in public health and safety outreach, including campaigns encouraging people to quit smoking and to buckle seatbelts while driving. The purposeful strategy of social marketing has more potential to motivate people because it focuses on modeling the desired behavior rather than trying to rationalize or convince the audience. Social marketing can have great influence by addressing the barriers (real and/or perceived) that may hinder participation or prevent the target audience (i.e. forest landowners) from adopting a desired practice or behavior. The resources listed below are a good starting place to learn more about what social marketing is, why it has a greater potential to reach landowners effectively, and how you can incorporate the steps of social marketing into your outreach strategy.

*“The goal of our work is altered behavior, not just raised awareness. This means focusing on the obstacles that prevent communities achieving their goals. These obstacles may include lack of skills, lack of infrastructure, lack of confidence, lack of policy, lack of ownership—in other words more than just lack of information.”*

*Source: Social Change Media*

*<http://media.socialchange.net.au/approach/index.html>*

### ***An introduction to social marketing—Potential applications for forestry***

*Kathryn Fernholz of Dovetail Partners, Inc., 2006*

This publication by Dovetail Partners, Inc. describes what social marketing is, provides examples from other disciplines, and discusses how it may be used in the context of outreach to forest landowners and others involved in forest management.

→ <https://www.dovetailinc.org/files/DovetailSocialMktg0906.pdf>

### ***Social Change Media***

Social Change Media (SCM) is an Australian-based consulting firm focused on providing expert and strategic communication for organizations involved in social change. The website contains lots of helpful background on social marketing and offers training and workshops. The Seven Doors Model, developed by one of the SCM staff, is a great tool for helping understand the elements needed to

inspire voluntary changes in behavior. The model was created by answering the fundamental question “What would it take for me for me to change my own behavior?” In answering the question, the model identifies 7 potential barriers—or doors that must be opened—before a new behavior might be adopted by the average individual.

Learn about the Seven Doors Model at:

→ [http://www.media.socialchange.net.au/strategy/7\\_Doors\\_Model.html](http://www.media.socialchange.net.au/strategy/7_Doors_Model.html)

A helpful guide to utilizing the media is also available through SCM’s website, at:

→ [http://www.media.socialchange.net.au/using\\_media/Contents.html](http://www.media.socialchange.net.au/using_media/Contents.html)

### ***Principles for Success in Social Marketing***

From the “On Social Marketing and Social Change” Blog, this list is created by R. Craig LeFebvre ([rcraig.lefebvre@gmail.com](mailto:rcraig.lefebvre@gmail.com)), an expert in social marketing and health communications. His list of principles of an effective social marketing campaign offers unique and detailed recommendations for how to target an outreach campaign to make it effective in changing behaviors. The blog also contains links to multiple resources for further reading and help in planning an outreach plan using social marketing principles.

→ [http://socialmarketing.blogs.com/r\\_craig\\_lefebvres\\_social/2008/01/5-principles-fo.html](http://socialmarketing.blogs.com/r_craig_lefebvres_social/2008/01/5-principles-fo.html)

### ***Weinreich Communications***

Weinreich Communications is a private consulting firm that designs and conducts social marketing campaigns—primarily for health and social organizations, agencies, and institutions. Their website is a helpful resource for learning more about the strategy of social marketing and has a step-by-step planning guide available for purchase.

The site also includes links to a number of helpful articles about social marketing and is accessible at:

→ <http://www.social-marketing.com/library.html>

Nedra Weinrich, the primary consultant for the firm, also hosts a blog which includes an extensive list of other helpful articles and tools relating to a variety of social marketing applications. The blog is accessible at:

→ <http://www.social-marketing.com/blog/>

Weinreich has also developed a worksheet that can be extremely helpful in guiding the development of a social marketing campaign. The worksheet guides the user through the process of thinking about who the intended audience is, what the desired behavior is, and focuses on fundamental design elements to help improve the effectiveness of the outreach tool/campaign in achieving the desired behavior. The questions are tailored to encourage cognitive and visual cues that make the behavior seem timely, socially accepted and respectable, and a sound decision.

→ <http://www.slideshare.net/weinreich/design-approach-worksheet#>

### ***Tools of Change***

The Tools of Change website—sponsored by a multidisciplinary partnership of Canadian agencies, businesses and NGOs—offers a variety of resources to help deepen your understanding of community-based social marketing, including interactive webinars, examples of applied social marketing from environment, health promotion, and safety campaigns. The site also provides detailed planning tools for a focused strategy to help make your programs more successful, providing fundamental ways of motivating people to take the action you wish them to take.

→ <http://www.toolsofchange.com/en/home/>

### ***The Sustaining Family Forests Initiative***

The Sustaining Family Forests Initiative is a landowner research collaborative whose members include government agencies, forest industry companies, conservation organizations, certification systems, landowner groups, and universities. SFFI's work show the potential for applying a social marketing approach "as a promising means by which to influence family forest owners to take steps to conserve and sustainably manage their land."

→ <http://www.sustainingfamilyforests.org/>

### ***Call Before You Cut***

This Call Before You Cut Campaign is another good example of how social marketing can be applied to development of a landowner outreach campaign. The campaign was recently overhauled after comprehensive social marketing research that was conducted by the Sustaining Family Forest Initiative for the states of Iowa, Illinois, Missouri, Indiana, Ohio, and West Virginia.

→ <http://callb4ucut.com/>

## Environmental Communication— Words Matter!

### ***Water Words That Work***

This website, although geared toward awareness water use issues, is a valuable resource that highlights environmental communication strategies—skilled use of words and pictures—and examples of ad campaigns that *do* and *don't work*. Created by Eric Eckl, a water blogger and environmental communication consultant, the website itself is organized around the four-step method for environmental communication that he recommends: 1) begin with a focus on the behavior that you want to change, 2) use foolproof photos that resonate with the audience, 3) avoid using fancy wording and shop-talk, and 4) choose words that are shown to work in changing people's behavior. The examples provided on the website are discussed in detail, giving great insight to subtle choices in wording that can make or break an outreach campaign.

→ <http://waterwordsthatwork.com>

### ***Environmental Communication Network***

An email list-serve of professionals from a variety of disciplines concerned with communication in environmental outreach. The list-serve members range from academics to activists, and often share excellent, unique examples of good outreach materials and tools for crafting a message for a target audience.

Instructions to subscribe (and unsubscribe) to the listserve are available at:

→ <http://www.esf.edu/ecn/ecnlist.htm>

A variety of recommended websites relating to environmental communication can be found at:

→ <http://www.esf.edu/ecn/websites.htm>

### ***The Fun Theory***

An initiative of Volkswagen, this website offers some superb examples of how much potential there is in skipping the effort to persuade or convince an audience, and instead use fun as a tool to catch and hold people's attention. The site is "dedicated to the thought that something as simple as fun is the easiest way to change people's behaviour for the better. Be it for yourself, for the environment, or for something entirely different, the only thing that matters is that it's change for the better."

The site can be a useful tool in challenging yourself to think outside the box and bring a fresh, innovative perspective to an outreach campaign.

→ <http://thefuntheory.com/>

### ***Greenwashing Index***

EnviroMedia Social Marketing and the University of Oregon have collaborated to host the Greenwashing Index, a website that is geared toward helping consumers "become more savvy about evaluating environmental marketing claims of advertisers"; holding businesses accountable to their

environmental marketing claims; and stimulating “the market and demand for sustainable business practices that truly reduce the impact on the environment.” The website allows users to post, view, and rate ads based on the authenticity of the ad. Viewing the images and wording of the ads posted on the website can give great insight into what kinds of words and images resonate with audiences concerned about the environment, and help stimulate new ideas for words and images in your own outreach materials.

→ <http://www.greenwashingindex.com/>

### ***Environmental Communication and Social Marketing Newsletter***

The Environmental Communication and Social Marketing Newsletter “provides a forum for communication between professionals in the social and natural sciences who share a common interest in promoting behaviors that will positively impact the environment. The newsletter is multidisciplinary in nature, emphasizing theoretically-informed, evidence-based approaches to behavioral change. This newsletter is created by faculty from the University of Wisconsin-Madison and University of Wisconsin Cooperative Extension.”

→ To subscribe, send an email to: [join-ecsm@lists.wisc.edu](mailto:join-ecsm@lists.wisc.edu)

→ <http://ecsm.uwex.edu/>

### ***Environmental Communication Blogs***

Blogging has become increasingly used as a networking and learning tool in practitioner circles, and there are several that are geared toward those wanting to learn about environmental communications and improve communications strategies. In addition to the sharing of lessons learned and resource-sharing opportunities these blogs can be a great chance to step away from the daily focus to get the big picture perspective, or a new perspective from a fellow practitioner working on a communications strategy. The following blogs offer a good balance of practical examples and critiques, an opportunity to discuss the tools and strategies of environmental communications from a variety of fields, and forum for exchanging resources and inspiration for new communications strategies.

*“How well we communicate with each other about Nature and environmental affairs will determine how well we address the ecological crisis.”*

*Source:*

*Indications: Environmental Communication & Culture Blog*  
<http://indications.wordpress.com/>

### ***Indications: Environmental Communication & Culture***

A project of the Environmental Communications Network, Indications is a blog that links lessons and applications of environmental communication to policy and large-scale social change. The site blogging activity focuses on environmental communication as a tool to “advocate for change, raise awareness, collaborate to address environmental issues, change behavior, and pass legislation. Political, economic, and technological initiatives need effective communication to succeed.”

→ <http://indications.wordpress.com/>

### ***Green Media Toolshed***

The Green Media Toolshed site provides a blog, list of resources, and opportunities for training that are geared toward non-profit organizations. The site offers some examples of current campaigns from environmental non-profits, and offers suggestions for how to best use social media to achieve communications goals.

→ <http://www.greenmediatoolshed.org/blog>

### ***Identity Campaigning***

Based on the idea that our social identities (individual and collective) play a significant role in our willingness or likelihood to adopt a change in behavior, this site “provides a forum for exploring ways in which social values and identity can be engaged.” The field of “identity campaigning” encourages a broad perspective at human behavior and how social norms affect collective action. The Identity Campaigning blog, developed as part of WWF-UK's [Strategies for Change Project](#), showcases practical examples and evaluates their effectiveness in achieving behavior change.

→ <http://www.identitycampaigning.org/>

### ***Framing Science***

The Framing Science blog takes a more academic perspective than the other blogs listed here, but is a good forum for learning and exchanging ideas about how to put scientific messages into different perspectives to increase public understanding of scientific concepts that require public dialogue and/or action. Blog posts featured on the site range from describing what “framing” is and why it is important to analysis of current news articles in their potential to be effective in communicating an environmental need. The site also provides lists of research centers focusing on communicating science for public engagement, and social media sites to watch.

→ <http://scienceblogs.com/framing-science/>

## Targeted Outreach— Selected Examples

### Targeted Outreach to Forest Landowners

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#### ***Today's Forest, Tomorrow's Legacy: A Guide for Small Acreage Woodland Owners***

Published by a multi-partner Southern New England Forest Consortium and the University of Rhode Island Cooperative Extension Home\*A\*Syst Program, this guide is geared toward fostering pride and understanding of forest resources to encourage improved management of private forestlands. The guide includes eleven factsheets relating to a variety of management considerations, strategies, and sustainable income opportunities. Also included are a glossary of forest terminology, and worksheets for landowners to conduct their own preliminary woodland inventory and to take the first steps to creating a management plan.

For a hard copy of this publication, contact Chris Modisette, RI Resource and Conservation Development Coordinator at (401) 822-8877 or [chris.modisette@ri.usda.gov](mailto:chris.modisette@ri.usda.gov).

Online copies are available at:

→ <http://www.uri.edu/ce/wq/has/Wood%20Scaping/FACTSHEETS.HTM>

#### ***Forest Stewardship Series #11: Earning Income from Your Land***

Written by the Pennsylvania State University School of Forest Resources, this publication provides Pennsylvania forest landowners with an overview of multiple income opportunities available from their woodlands. The guide focuses on helping the landowner determine how to balance multiple management objectives to benefit wildlife and forest health while meeting income objectives. This and other forest stewardship publications can be viewed and downloaded at:

→ <http://pubs.cas.psu.edu/FreePubs/pdfs/uh098.pdf>

#### ***Welcome to the West: A Guide for People Moving to the Northern Rockies***

A publication of the Corporation for the Northern Rockies, this guide is targeted to people who have recently purchased land in the West as a full-time or part-time residence, and to those who are considering purchasing land in the Northern Rockies. The Guide discusses the benefits and challenges of life in the rural West, highlights creative ownership strategies and factors to consider before buying land, and offers suggestions for helping to protect the region's natural resources and wildlife.

The Guide is distributed to landowners through realtors, and can be accessed online at:

→ <http://www.mtwatercourse.org/Realtors/welcometothewest.pdf>

### ***The Place You Call Home: A Guide for Caring for Your Land in the Catskills***

This publication by Northern Woodlands Magazine is a reader-friendly resource guide for a range of landowners in the Catskills. Written like a magazine, it provides natural history articles, background on the importance of various land management techniques, seasonal calendars to help guide land management, expert advice on how to implement forest improvement activities, a resource guide, and advice on how to make sure a logging contract is carried out responsibly. To date, three “Place You Call Home” guides are available- the first focuses on the Upper Connecticut Valley region of New Hampshire and Vermont, the second on the Catskill Watershed region of New York, and a third for all of Vermont. One more edition of the guide is presently in the works.

To purchase copies, visit the online store at:

→ <http://northernwoodlands.org/shop/c/books/>

Download complete PDF versions at:

→ [http://northernwoodlands.org/programs/place\\_you\\_call\\_home/](http://northernwoodlands.org/programs/place_you_call_home/)

### ***Kentucky Forest Landowners Handbook***

Created and hosted by Mountain Association for Community and Economic Development, “The Kentucky Forest Landowner’s Website is designed to help property-owners better understand their forest and develop a management plan suited to their specific interests, goals and financial requirements. It is suitable for all private forest landowners, whether interested in harvesting wood products, earning income from non-timber forest products (such as herbs and mushrooms), managing for wildlife, recreation or tourism opportunities, or all of the above. This handbook aims to help all private forest landowners make smart decisions about their resources.”

The online guide is accessible at:

→ <http://www.maced.org/Forestry-handbook/index.html>

Downloaded in PDF format at:

→ <http://www.maced.org/foi/landowners-tools.htm>

### ***Midwest Woodlands and Prairies Special Report: Profiles in Stewardship***

This special edition of Midwest Woodlands and Prairies is an excellent example of how to use landowner profiles and the art of storytelling to engage landowners in forest management. By highlighting the successful experiences of fellow landowners in tackling familiar land management issues like invasive species control, this publication has a greater potential in reaching the uninvolved landowner than an information-based publication may have.

→ <http://woodlandsandprairies.com/2008summerfall-issue.pdf>

## Other Environmental Public Education and Outreach

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### ***EnviroMedia Social Marketing***

EnviroMedia uses eye-catching graphics and wording to create innovative campaigns to encourage behavior change relating to energy, water, waste, and other environmental and social issues. Their work involves a broad range of topics: Energy & Air Quality, Waste, Water, Health, Sustainability, and Social Issues.

→ <http://www.enviromedia.com/what.php>

### ***Non-Point Source (NPS) Pollution Outreach Materials***

The U.S. EPA has compiled an extensive database of effective outreach materials developed by the EPA relating to reducing homeowners' and agricultural producers' contributions to non-point source pollution. Although the message is different, there are lots of transferable lessons and examples that can serve as a springboard for designing outreach materials relating to outreach to forest landowners.

The **NPS Outreach Toolbox** contains extensive resources for planning outreach campaigns and provides exemplary examples of outreach materials. These examples include numerous formats, including publications targeted to different audiences; educational videos; logos, slogans, and mascots; and television, radio, and print advertisements.

The digital toolbox can be ordered on CD or accessed at:

→ <http://www.epa.gov/owow/nps/toolbox/>

The EPA's list of Best Outreach materials (in a variety of formats and from a variety of sources) relating to NPS education and outreach is accessible at:

→ <http://www.epa.gov/owow/nps/bestnpsdocs.html#outreach>

### ***Print and Innovative Stormwater Outreach Materials***

→ <http://www.epa.gov/nps/toolbox/lawncare.htm>

- One of the many good examples of a print advertisement from the toolbox

→ <http://cfpub.epa.gov/npdes/stormwatermonth.cfm>

- A one-stop website featuring a variety of materials all

### ***Media campaigns***

→ <http://www.epa.gov/nps/toolbox/mediacampaign.htm>

- Multiple examples of media campaigns, searchable by state

### ***Non-EPA NPS Outreach Collections***

Links to a variety of examples of outreach materials including print materials and public service announcements developed by other agencies, local governments, and NGOs.

→ <http://www.epa.gov/nps/toolbox/links.htm>

## Case Studies

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### **Community Based Social Marketing Website**

Case Studies Online Database provides examples of targeted outreach at the community level relating to a variety of topics in Agriculture & Conservation, Energy, Transportation, Waste & Pollution, and Water. Case studies can be searched by topic or by the types of tools or strategy that guided a community based outreach campaign, including Attitudes, Branding, Commitment, Communication, Convenience, Education, Feedback, Framing, Goal Setting, Incentives, Norms, Prompts, and Social Diffusion.

→ <http://www.cbsm.com/cases/search>

### **RARE Pride—The Marketing of Conservation**

This case study provided by U.S. AID describes the highly successful RARE Pride campaign, which focuses on building community pride and identification with a local species in order to foster conservation. Through a combination of grassroots and mass-marketing techniques, ranging from catchy songs about the flagship species to church sermons, music videos, and puppet shows, these campaigns generate broad-based support for ecosystem protection on a regional and/or national level.

→ <http://rareconservation.org/programs/page.php?subsection=Rare%20Pride&name=Pride%20Success%20Stories>

→ <http://rmportal.net/tools/biodiversity-conservation-tools/putting-conservation-in-context-cd/communication-and-education-approaches-resources/RARE-Pride-The-Marketing-of-Conservation/view>

### **Resource Conservation in Ashland, Oregon**

The City of Ashland runs a range of conservation incentive programs aimed primarily at promoting energy efficiency but also encompassing water conservation, regional air quality, recycling and composting, and land-use planning. The programs are designed to increase citizens' awareness of and access to conservation measures for new construction and retrofit, including residential weatherization, replacement of toilets and showerheads, composting, incentives for builders, and land-use ordinances.

→ <http://www.toolsofchange.com/en/case-studies/detail/106/>

### **Bert the Salmon: Promoting Natural Lawn Care in the Seattle Area**

An extremely successful, media-based public relations campaign has convinced hundreds of thousands of Seattle-area homeowners to turn their backs on many environmentally harmful lawn care practices and embrace elements of natural lawn care. The campaign also uses a habit change kit that includes a lawn sign.

→ <http://www.toolsofchange.com/en/case-studies/detail/162/>

### ***Smokey the Bear***

The U.S. Forest Service's Smokey the Bear campaign is one of the oldest and most well known examples of social marketing relating to forests. The campaign has been retooled with updated language and images to reach current audiences. The official Smokey the Bear website includes numerous outreach materials targeted to adults and youth, examples of television commercials, links to join Smokey on popular social networking sites, and a pledge to prevent forest fires. The link to the Wordpress article below provides a discussion of the outreach and education strategy used by the campaign.

- <http://www.smokeybear.com/>
- <http://fly4change.wordpress.com/2008/07/13/social-marketing-smokey-bear-june-2008/>

An archival List of Original Smokey the Bear Outreach Materials is available at:

- [http://riley.nal.usda.gov/nal\\_display/index.php?info\\_center=8&tax\\_level=4&tax\\_subject=158&topic\\_id=1982&level3\\_id=6419&level4\\_id=10875&level5\\_id=0&placement\\_default=0](http://riley.nal.usda.gov/nal_display/index.php?info_center=8&tax_level=4&tax_subject=158&topic_id=1982&level3_id=6419&level4_id=10875&level5_id=0&placement_default=0)

### ***Global Action Plan for the Earth (GAP)***

As of 1996, over 8,000 households in 15 countries had participated in GAP's EcoTeam program which revolves around an easy-to-use workbook and peer support groups. The program focuses on waste reduction, water and energy efficiency, sustainable transportation, and other sustainable consumer habits.

- <http://www.toolsofchange.com/English/CaseStudies/default.asp?ID=9>
- <http://www.globalactionplan.com/node/3>

## Designing an Outreach Strategy

### **“Getting in Step: A Guide for Conducting Watershed Outreach Campaigns”**

USEPA publication explains the steps needed to develop and implement an effective watershed outreach campaign and includes a set of practical worksheets to help you get on your way. Written for watershed science practitioners, this manual also provides lots of transferable lessons to forest-related work. The manual is particularly useful for helping you formulate a plan to address public perceptions, promote management activities, and inform and/or motivate stakeholders.

→ <http://www.epa.gov/nps/toolbox/print/getnstepguide.pdf>

### ***Tools of Change Planning Guide***

Canadian website provides resources for helping to plan an effective outreach and engagement strategy. This unique Planning Guide offers step-by-step instructions, plenty of examples, and space for you to plan your own program, and even offers suggested pathways in your planning, based on case study research. The online guide includes seven sections: Setting Objectives, Developing Partners, Getting Informed, Targeting the Audience, Choosing the Tools of Change, Financing the Program, and Measuring Achievements.

→ <http://www.toolsofchange.com/en/planning-guide/>

### ***TELE: Tools for Engaging Landowners Effectively***

SFFI’s online step-by-step template for designing an effective outreach and communication plan walks users through key decisions and points to important resources to help clarify the rationale behind each step of the planning. Each step includes three tabs, providing an Overview, Tips and Ideas, and Examples and Instruction to help guide users. The national Call Before You Cut campaign is used as an case study through each step. The plan can be saved in progress, shared with others on your planning team, and printed as a finalized plan in PDF format.

→ <http://www.engaginglandowners.org/make-a-new-plan/add/new>

### ***Speak to Inspire—Designing Effective Outreach Strategies***

Institute for Sustainable Communities website provides a nine-question framework to help focus your outreach strategy. The website includes helpful worksheet to help with identifying your target audiences, and discussion to help frame the outreach message by building on existing messages.

→ [http://tools.iscvt.org/advocacy/speak\\_to\\_inspire/start#designing\\_effective\\_outreach\\_strategies](http://tools.iscvt.org/advocacy/speak_to_inspire/start#designing_effective_outreach_strategies)

### ***“Getting In Step: Developing Your Message and Publicizing it Effectively”***

2005 Webcast Seminar, Charlie MacPherson, Public Outreach Specialist, Tetra Tech, Inc., Fairfax, VA “Is your message being heard? Is it being heard by the people who need to hear it? What makes people respond to or ignore environmental messages? The key to successful outreach campaigns is targeting your message to specific audiences and getting those audiences to respond to your message.” This Webcast reviews the basic building blocks for developing effective outreach campaigns with a special focus on the tools needed to identify and research target audiences,

develop effective messages that will help achieve your objectives, and identify the most appropriate formats to display your message. The Webcast also features strategies and approaches for working with the media to inform and educate the public on various environmental issues.

→ [http://www.clu-in.org/conf/tio/gettinginstep\\_072005/](http://www.clu-in.org/conf/tio/gettinginstep_072005/)

### ***The How-to of Communications Planning—Ten essential steps***

Social Change Media, an Australian communications consulting firm, offers an online guide to help create a communications plan for your organization or education campaign through a 10-step process. In order to be most effective and tap into greater creativity, this planning process would be especially helpful to conduct with an advisory board comprised of a mixture of professionals and involved forest landowners.

→ [http://www.media.socialchange.net.au/planning\\_comms/10steps.html](http://www.media.socialchange.net.au/planning_comms/10steps.html)

## **Other Tools and Templates**

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### ***Tools of Change—Proven Methods for Promoting Health, Safety and Environmental Citizenship***

This website—sponsored by a multidisciplinary partnership of Canadian agencies, businesses and NGOs—offers tools for a focused strategy to help make your programs more successful, utilizing social marketing principles of motivating people to take the action you wish them to take. Tools for helping increase motivation that are discussed on the site include Financial Incentives and Disincentives, Norm Appeals, Vivid, Personalized Communication, Feedback, Obtaining a Commitment and Building Motivation Over. These tools can also help overcome barriers and disincentives, such as inertia, information clutter, and feelings of isolation, which would otherwise discourage people from participating in your program. Methods for overcoming people's forgetfulness are offered in the Tool Prompts. Other particular barriers are addressed in the Tool Overcoming Specific Barriers. This site also discusses different strategies for distributing your program's message (e.g. mass media, community leaders, word-of-mouth).

→ <http://www.toolsofchange.com/en/tools-of-change/>

### ***Tools to Bring People Together***

The International Association for Public Participation offers a detailed and highly useful resource to help organizations, decision makers, policy makers and practitioners evaluate the which, among numerous tools will be the most effective at engaging the public in dialogue and action. For each of many types of outreach and engagement tools—including print educational materials, press releases, surveys, web-based and public meetings, open houses, and study circles—the toolbox helps the user step back to think through what kinds of results can be expected with the use of each tool. The document includes thoughts on what can go right and what can go wrong with the use of each listed tool, and groups the tools by their main function—tools to share information, tools to compile and gather feedback, and tools to bring people together.

→ [http://www.iap2.org/associations/4748/files/06Dec\\_Toolbox.pdf](http://www.iap2.org/associations/4748/files/06Dec_Toolbox.pdf)

## Examples of Peer-to-Peer Learning through Networks

Educational programming relating to natural resource management on private lands has often been conducted within the traditional model of technology transfer, with an expert communicating pertinent research findings and methods for managing woodlands and farms to landowners. Among natural resource professionals, there is a growing awareness that traditional models of expert-driven technology transfer are not always as effective or as appropriate as that which occurs through peers. This is particularly true in areas where there is a historical distrust of “outsiders”. While expert-driven educational programming can be highly effective, there is increasing focus on the needs and opportunities in working more closely with landowners and in the values of utilizing existing social networks to help meet educational and outreach objectives.

This recognition has led to a shift in outreach and education strategies to those that are peer-based, empowering local landowner leaders to share their knowledge, supplemented by advice and expertise of natural resource professionals. Peer-to-peer learning is especially of interest in the national context of forestry, as more states are seeing reductions in budgets and personnel—including service foresters. By facilitating discussion between neighbors, friends, family, and other networks in a community, there is a great potential to increase the effectiveness of educational programming, as well as increase the sharing of new ideas, and adoption of new practices.

The following list highlights some successful forest landowner groups that are grounded in strategies that balance expert technical advice with landowner networks that can facilitate peer-learning.

### ***Wisconsin Woodland Advocate program***

The Wisconsin Woodland Advocate program, started in 2006, uses an outreach approach that relies on landowners who have gone through the Woodland Advocate training program to assist other forest landowners with helping to clarify management goals and directs landowners to trusted forestry professionals to receive further technical assistance. The goal of the Woodland Advocate Program, according to the website, is “to promote sustainable forestry on private lands in Wisconsin through trusted relationships. By creating personal and trusted relationships with landowners, the Woodland Advocates hope to assist owners of woodlands and find the resources and professionals they need to care for their woods.”

→ <http://www.wisconsinfamilyforests.org/pages/woodlandhealth.html>

In March 2009, NNFP hosted a webinar about the Wisconsin Woodland Advocate program, which is accessible at:

→ <http://nnfp.acrobat.com/p84725584/>

For more information about the Woodland Advocate Program, contact Gerry Mich at 715-213-1618 or e-mail him at [gerry@wisconsinfamilyforests.org](mailto:gerry@wisconsinfamilyforests.org)

### ***Pennsylvania Forest Stewards Volunteer Program***

The Pennsylvania Forest Stewards program, previously known as *VIP-Coverts*, uses an approach similar to the Master Gardener program conducted through many county extension offices. Participants receive about 40 hours of training in a variety of stewardship topics, including environmental resource management, wildlife science, forest ecology, and silviculture. In exchange for the classroom and field training received, Forest Stewards agree to dedicate a certain number of hours to conduct outreach to fellow forest landowners to encourage active forest stewardship. Forest Stewards also commit to completing a stewardship plan for their own woodland, agree to have up-to-date resources available to help keep other landowners informed, work with a forestry professional who acts as a mentor to the Forest Steward, and often host field days in order to help fellow forest landowners learn about forest stewardship.

Learn more about the PA Forest Steward program and see sample training agendas at:

→ <http://paforeststewards.cas.psu.edu/Programs.html>

For more information about this peer learning application, contact Allyson Muth at 814-863-0401 or by e-mail at [abm173@psu.edu](mailto:abm173@psu.edu)

### **Woodland Owner Networks and My Minnesota Woods**

The Woodland Owner Networks site, hosted by Eli Sagor of University of Minnesota Extension, is a social networking site whose members make up a “community of learners interested in natural resources learning networks.” The site provides a centralized forum to discuss learning networks related to natural resource management, to share resources, and gain insights from others’ experiences with fostering landowner networks. Woodland Owner Networks is open to anyone working on landowner education, and most members come from extension, non-profit, or academic backgrounds—from both within the U.S. and from other countries.

View the site and become a member of the Network at:

→ <http://woodlandownernetworks.ning.com/>

Another useful site hosted by University of Minnesota Extension is My Minnesota Woods, a site targeted to forest landowners in Minnesota. Landowners can visit the site to get information on a range of topics including non-timber forest products, woodland care, agroforestry, legal and financial considerations of forest ownership, and more. The site, which also provides easy access to Extension Forestry staff, also includes a calendar of upcoming stewardship events and a discussion board with numerous topics. Through the discussion board, landowners can ask questions of each other, of Extension staff, and exchange ideas and resources.

→ <http://www.myminnesotawoods.umn.edu/>

Learn more about the background of the Minnesota work and about peer-learning approach by watching the 2009 NNFP webinar “Woodland Owner Networks and Peer-to-Peer Learning: A research review” at:

→ <http://nnfp.acrobat.com/p73834210/>

For more information about either of these sites, contact Eli Sagor at [esagor@gmail.com](mailto:esagor@gmail.com) or at (612) 624-6948.

### ***Oregon Women Owning Woodlands Network***

With the recognition that women are a growing demographic in forest landowners and recognizing that there are differences in learning and communication between men and women, some outreach programs are being tailored specifically to women landowners. The Women Owning Woodlands Network is a social networking site established to complement the personal networking being fostered by Oregon State University Extension personnel. The site includes a discussion board, calendar of events, and resources list.

→ <http://womenowningwoodlands.blogspot.com/>

For more information about peer learning and networking among women forest landowners contact Nicole Strong at [nicole.strong@oregonstate.edu](mailto:nicole.strong@oregonstate.edu)

### ***Other peer learning examples***

The Woodland Owner Networks site has a comprehensive and up-to-date list of a variety of organizations that practice or have an interest in peer-based learning as a tool for forest stewardship outreach. Visit the list at:

→ <http://woodlandownernetworks.ning.com/page/programs-1>

## Evaluating the Effectiveness of Your Strategy

### ***W.K. Kellogg Foundation Evaluation Handbook***

The W.K. Kellogg Foundation has developed a handbook for grantees to use in evaluating projects, and it is available to the general public through the Foundation's Publications and Resources page. The handbook includes a logic model and framework for helping to build evaluation into a program as it is developed.

→ <http://www.wkkf.org/knowledge-center/Resources-Page.aspx>

### ***TELE: Tools for Engaging Landowners Effectively***

The online tool for creating an outreach strategy provided on the TELE website also includes guidance for evaluation of your program. While not directly accessible, the evaluation materials are included in the outreach plan that can be printed or downloaded after the plan is customized.

→ <http://engaginglandowners.org/make-a-new-plan/add/new>

### ***University of Wisconsin Extension Program Development and Evaluation***

The Program Development and Evaluation Unit of the University of Wisconsin Cooperative Extension has developed numerous resources to assist in planning and conducting evaluation of extension and community-based education programs.

→ <http://www.uwex.edu/ces/pdande/evaluation/evaldocs.html>

### ***The Corporation for National and Community Service Resource Center***

The Corporation for National and Community Service, which administers the Americorps, Americorps\*VISTA and other service programs, has an online resource center which contains various evaluation materials. These documents may serve as good templates to adapt for your own program use, in addition to helping understand the elements key to include in designing evaluations.

→ <http://www.nationalserviceresources.org/star/ac-evaluation>

### ***United Way's Outcome Measurement Resource Center***

The Resource Network offers information, downloadable documents, and links to resources related to the identification and measurement of program- and community-level outcomes. The site contains materials to help define outcome measurements, as well as a resource library with links to full-text publications relating to evaluating community-based initiatives.

→ <http://www.liveunited.org/outcomes/>

## Digging Deeper— A reading list for outreach, adult education, and landowner engagement

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