

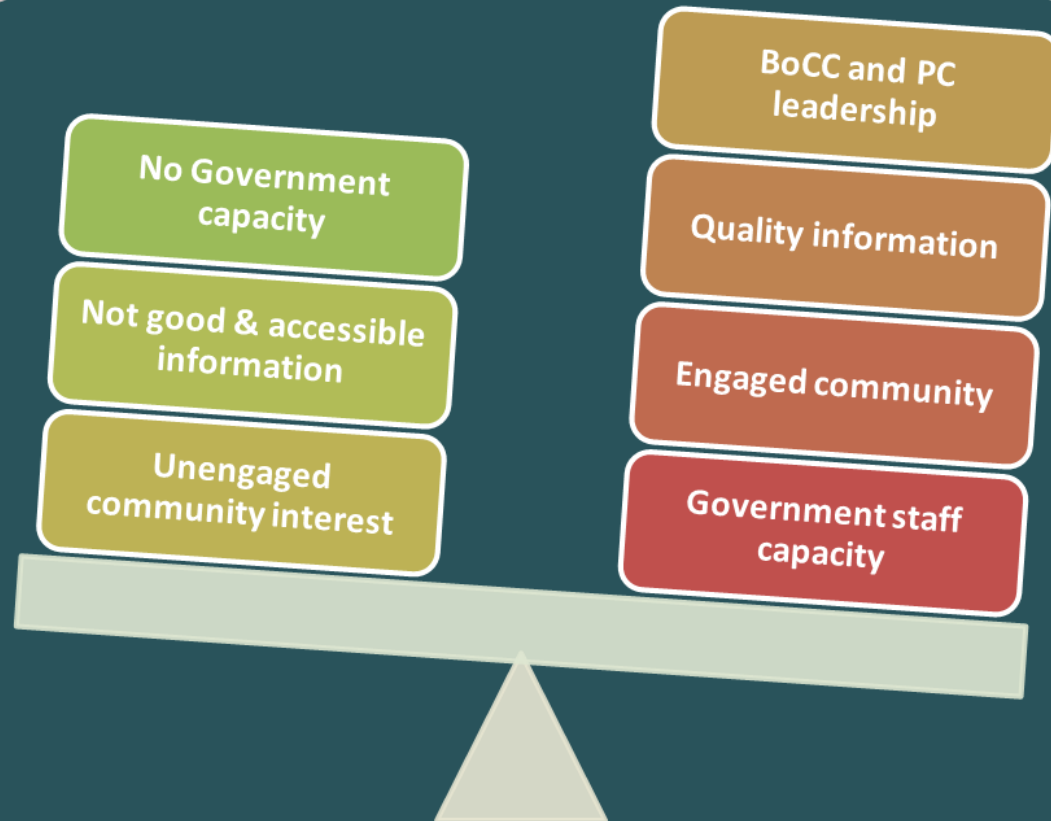
Building Public Support for Conservation

VALUE BASED COMMUNICATION

Decision Making = Action

Lack of
Political Will

Political Will



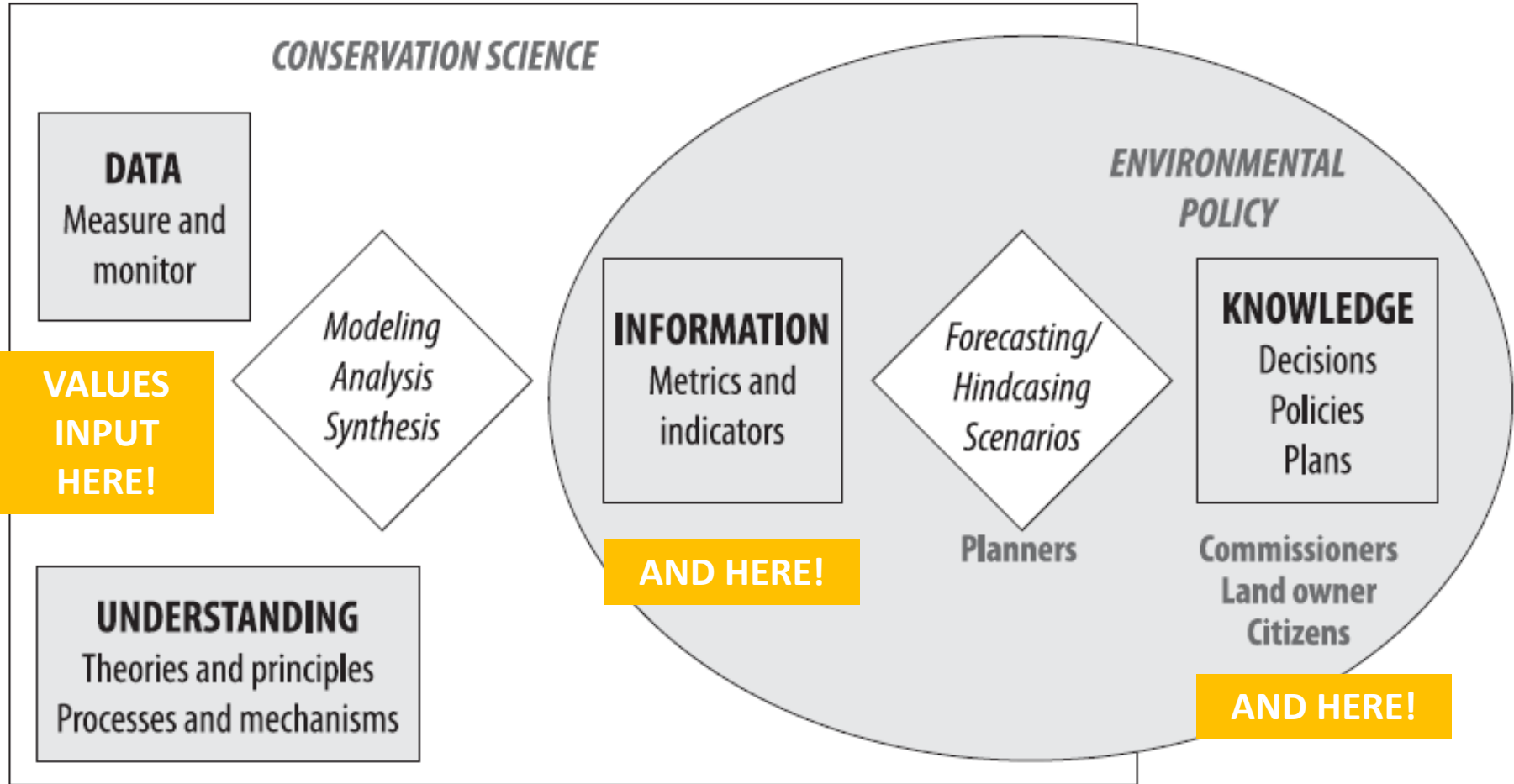
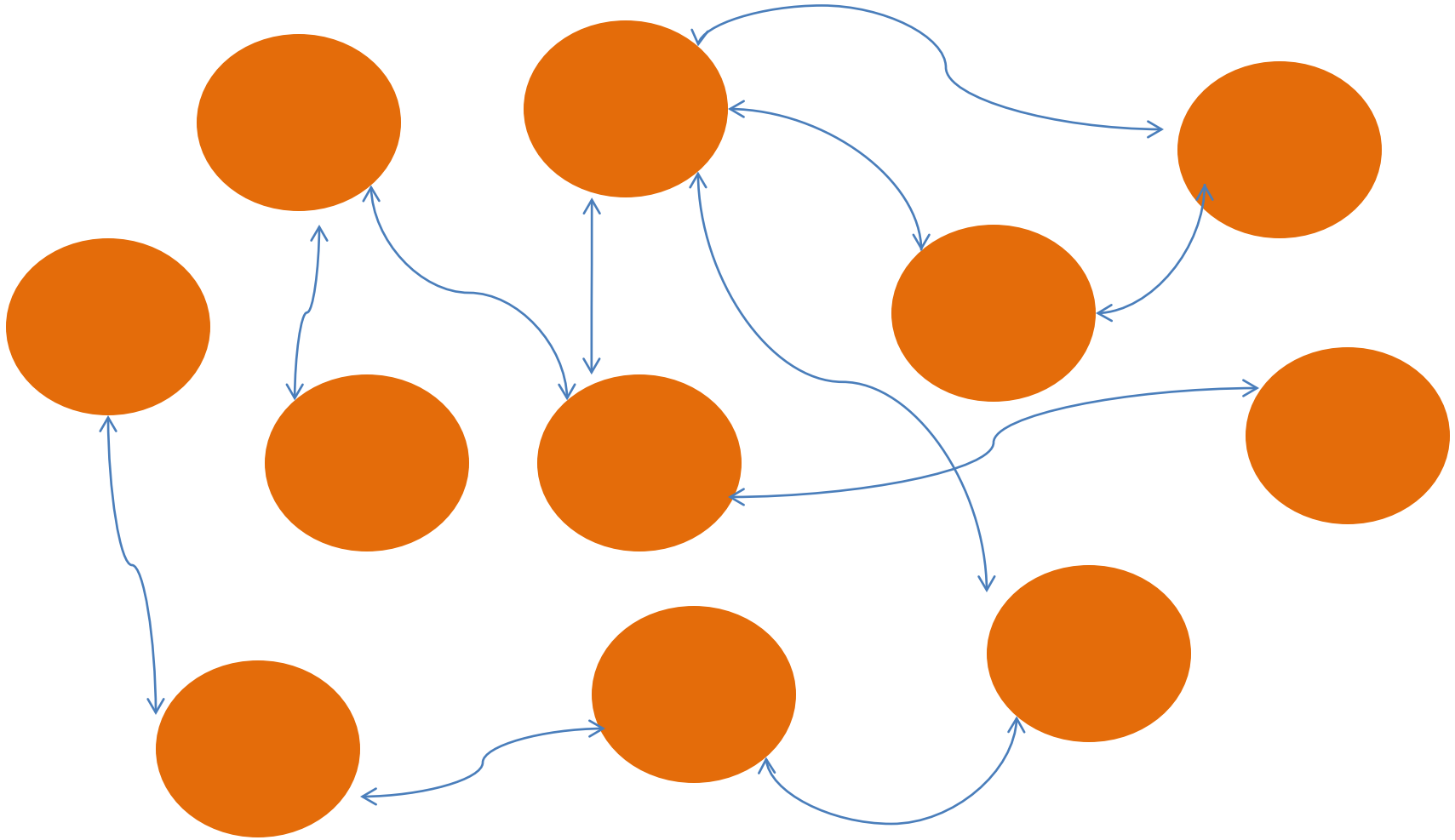


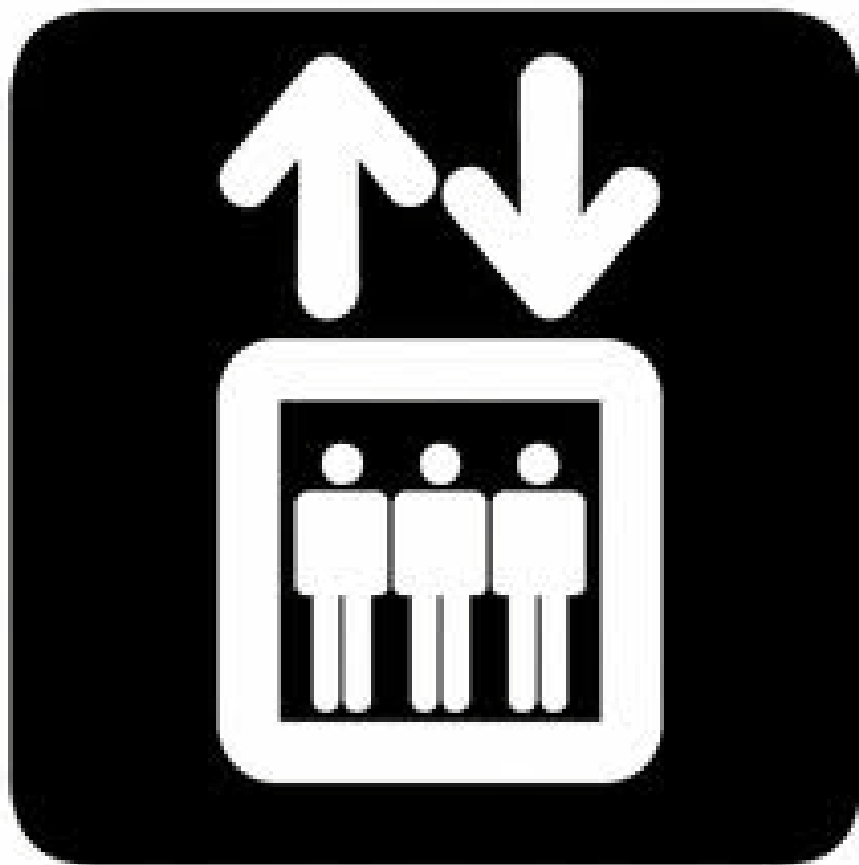
FIGURE 1. A conceptual framework of how conservation science data are transformed by analysis into information that informs the land use planning process. The rectangle represents the area where conservation scientists are active, while the circle represents the environmental policy arena. Modified from Theobald et al. (2005).

Scientist, planners, landowners, community members, organizations all need to be involved throughout!

To get to values requires participation of stakeholders in entire process

Social Capital





Read the Words

YELLOW

BLACK

PURPLE

ORANGE

BLUE

GREEN

BLUE

RED

YELLOW

GREEN

RED

BLUE

ORANGE

GREEN

RED

BLACK

PURPLE

ORANGE

Read the Color, Not the Word

YELLOW

BLACK

PURPLE

ORANGE

BLUE

GREEN

BLUE

RED

YELLOW

GREEN

RED

BLUE

ORANGE

GREEN

RED

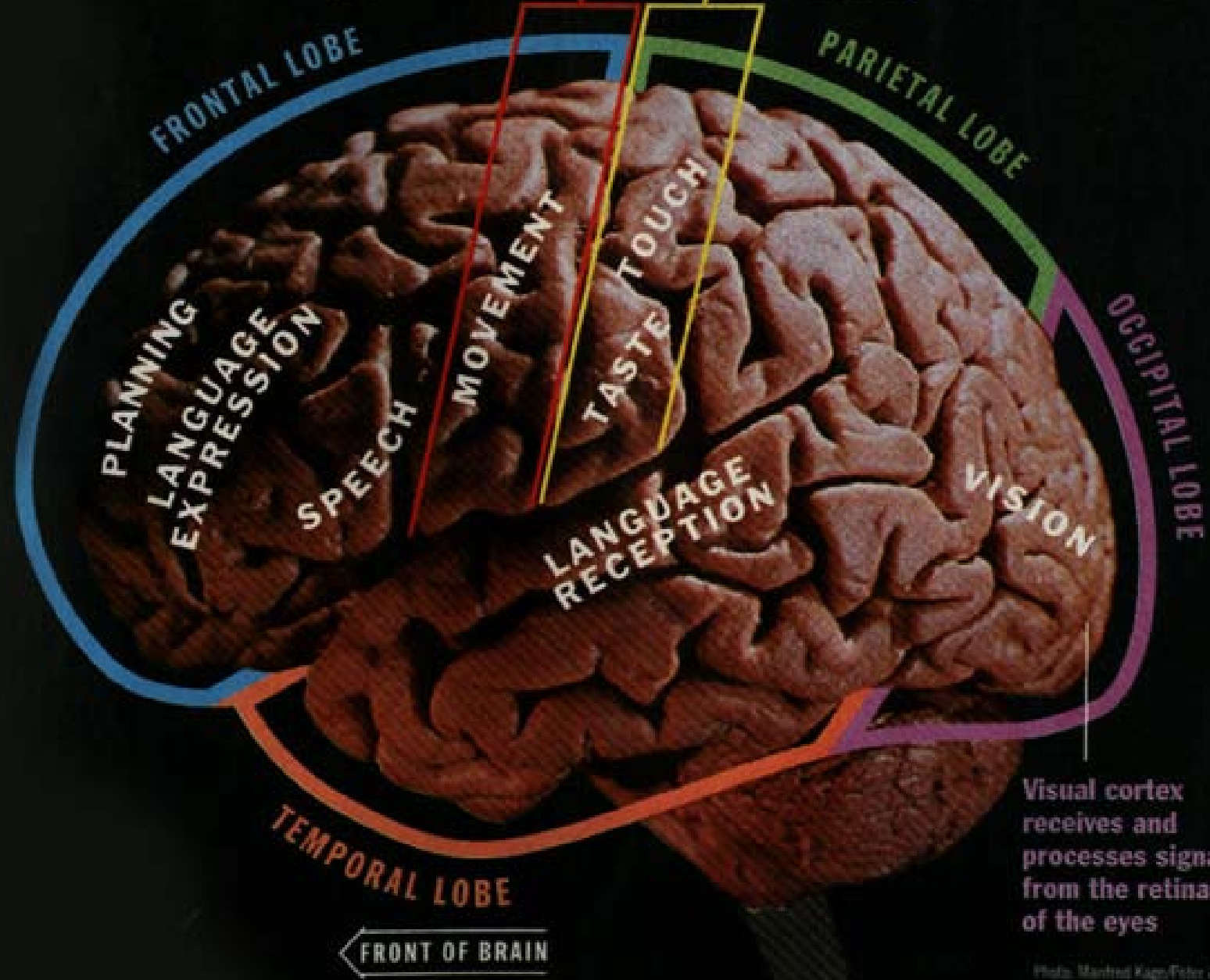
BLACK

PURPLE

ORANGE

Motor cortex is involved in conscious thought and controls the voluntary movement of body parts

Somatosensory cortex receives and processes sensory signals from the body



Visual cortex receives and processes signals from the retinas of the eyes




People are Irrational



20,679[†] Physicians
say **“LUCKIES**
are less irritating”

“It’s toasted”

Your Throat Protection against irritation against cough

- 
- major cause of stroke
 - very addictive
 - raises blood pressure
 - suppresses immune function
 - dulls senses of smell and taste
 - reduces stamina
 - wrinkles your skin
 - leads to depression and fatigue
 - may cause fatal heart attacks
 - may cause emphysema
 - may cause gum disease
 - may cause cancer

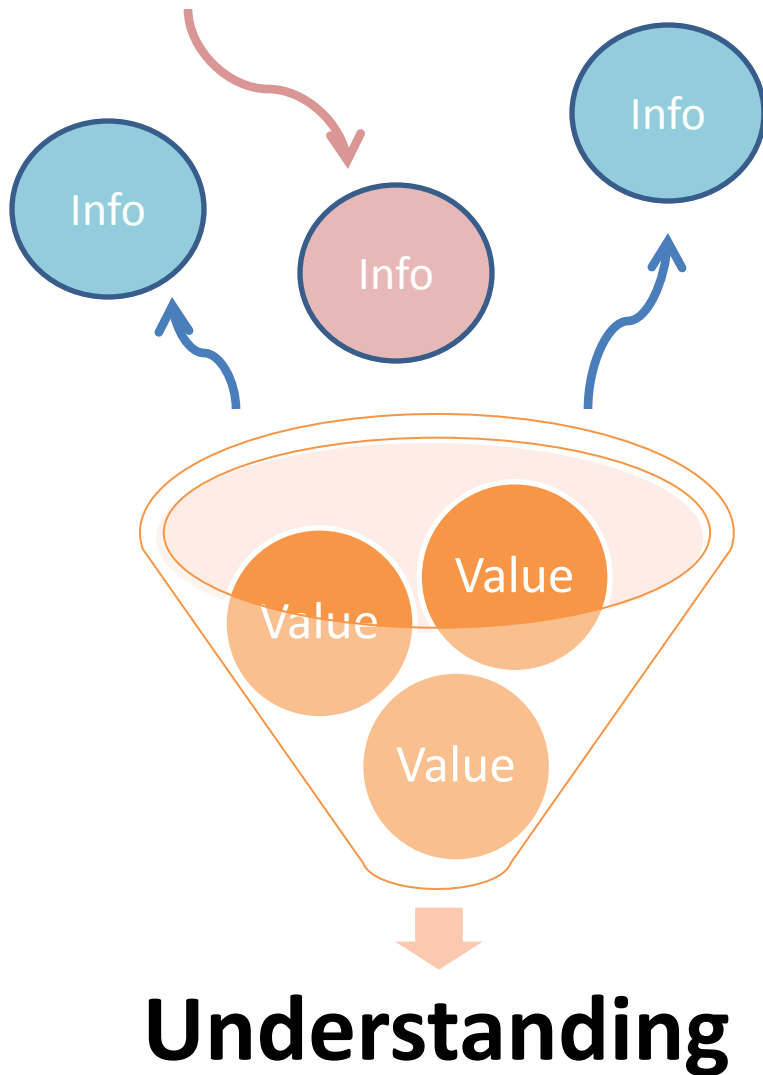
Smoking Kills

...so why bother starting?

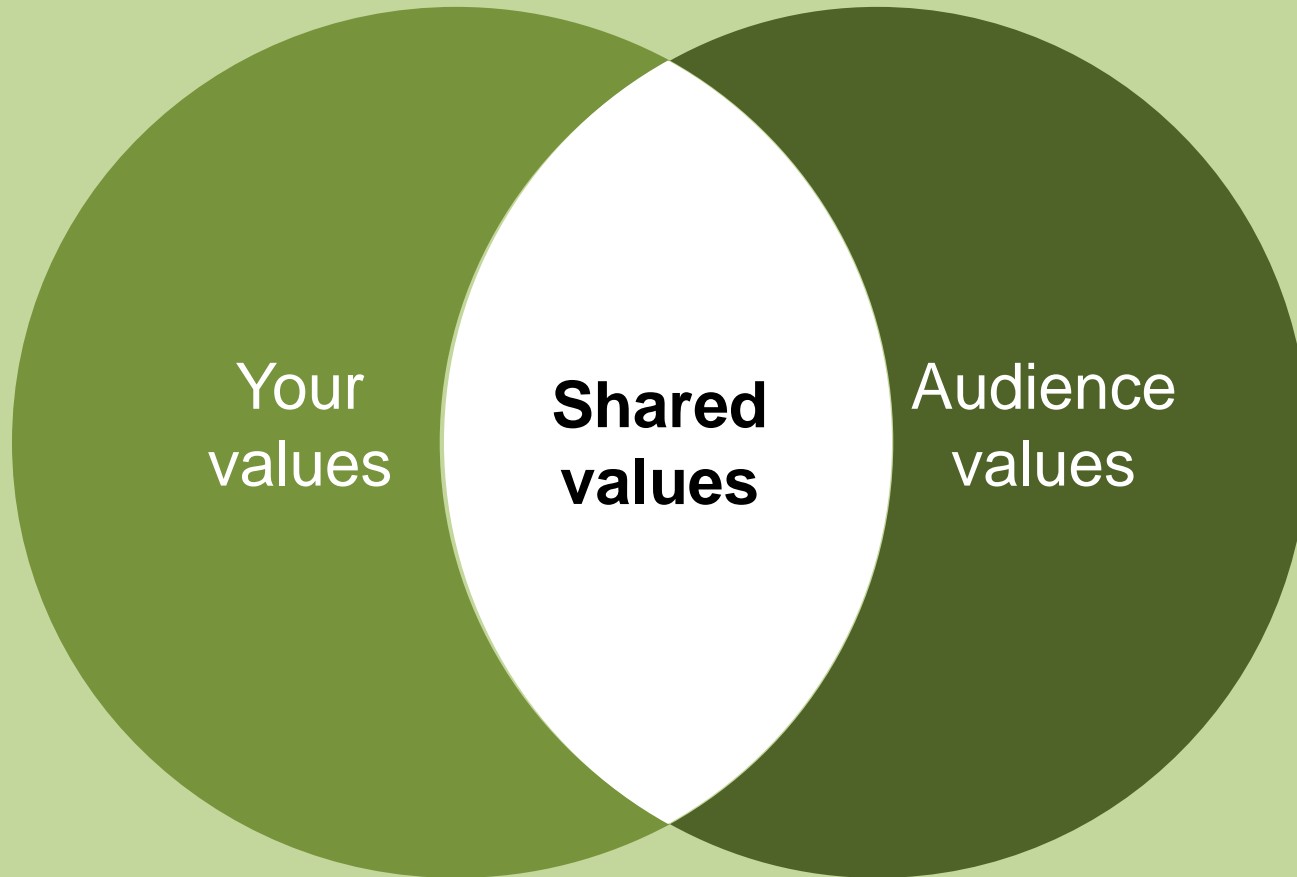
We Only Believe What We Already Know



Cognitive Dissonance



Words Matter. Facts Don't.



Frame Alignment: The Key To Hearts And Minds

Share American Values

PRIMARY VALUES

Family/personal security

Personal responsibility

Personal liberty

Honesty/integrity

Fairness/equality

SECONDARY VALUES

Care for others

Stewardship

Personal fulfillment

Respect for authority

Love of country or culture

Frame Alignment: The Key To Hearts And Minds



Fairness
Convenience
Affordability

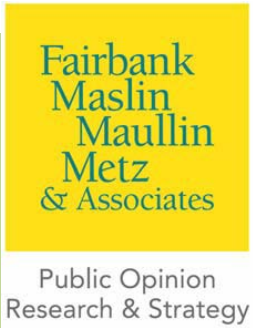


Access
Preservation
Open Space



Choice
Reuse
Community Space

The Language of Conservation



Polling Result

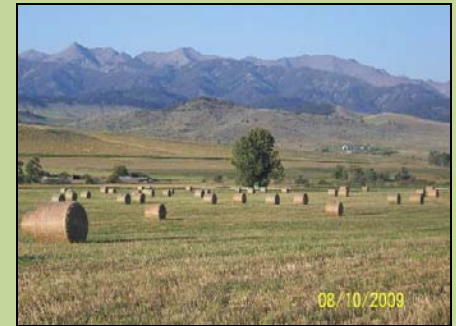
Talk About The Three W's



Water



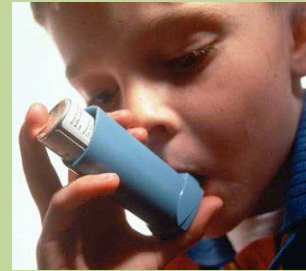
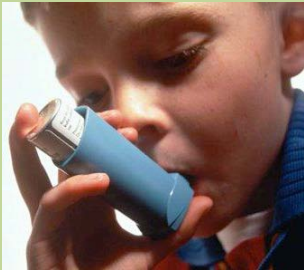
Wildlife



Working farms
and ranches

The Language of Conservation

Other Do's

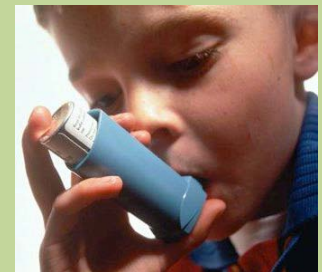


Quality of Life

Sense of Place

Fiscal
Responsibility

Economic
Compatibility



Future
Generations
Legacy

Recreational
Value

Shared
Responsibility

Access

Public
Health

<i>Bad Words to Avoid</i>	<i>Good Words to Use</i>
<i>Environment</i>	<i>Land, air and water</i>
<i>Ecosystems</i>	<i>Natural areas</i>
<i>Biodiversity / endangered species</i>	<i>Fish and wildlife</i>
<i>Regulations</i>	<i>Safeguards/protections</i>
<i>Riparian</i>	<i>Land along lakes, rivers and streams</i>
<i>Aquifer</i>	<i>Groundwater</i>
<i>Watershed</i>	<i>Land around rivers, lakes and streams</i>
<i>Environmental groups</i>	<i>Conservation groups / organizations protecting land, air, and water</i>
<i>Agricultural land</i>	<i>Working farms and ranches</i>
<i>Urban sprawl</i>	<i>Poorly planned growth/ development</i>
<i>Green jobs</i>	<i>Clean energy jobs/jobs protecting water quality/etc.</i>
<i>Ecosystem services</i>	<i>Nature's benefits</i>
<i>Landscape scale conservation</i>	<i>Large, connected natural areas</i>

EVOKE VALUES

What are the shared values and assumptions of the community?

ESTABLISH CONTEXT

What is the context in which the story is happening?

DEFINE ISSUE

How does the issue fit within the context and values?

Smart Growth Frame

Sprawl is gobbling up our land, emptying city cores, creating congestion, pollution, blight, economic shifts, and contributing to social inequity, obesity, asthma, and loss of community.

Smart Growth will create stronger neighborhoods and regions, reduce pollution and congestion, improve community health.



**SIERRA
CLUB**
FOUNDED 1892



stopping
Sprawl

Poorly planned development threatens our environment, our health, and our quality of life in numerous ways.

The Good News

Runaway growth is not inevitable -- we can have cleaner air and water, more choices in transportation modes and places to live, and better-protected parks, farms and open spaces. Hundreds of urban, suburban and rural neighborhoods are using smart-growth solutions to address the problems caused by sprawl.

Sprawl spreads development out over large amounts of land. Sprawl pollutes our air and water. As reliance on cars and pavement of more and more roads increases, so does smog and pollution from water runoff. Today, more than half all Americans live in areas where the air is unsafe to breathe. Sprawl destroys more than two million acres of parks, farms and open space each year. Sprawl increases traffic on our neighborhood streets and highways. Sprawl lengthens trips and forces us to drive everywhere. The average American driver currently spends the equivalent of 55 eight-hour workdays behind the wheel every year.

EVOKE VALUES

ESTABLISH CONTEXT

Current trends lead to (list of bad things)

DEFINE ISSUE

Sprawl

Pro Property Rights Growth Frame

Individual liberty, property rights, the functioning of the free market and consumer choice are threatened by over-reaching land use regulation.

The Smart Growth movement wants to tell you where to live, how to live, and what and when to drive.

EVOKE VALUES

Individual liberty, freedom, choice

ESTABLISH CONTEXT

Overreaching land use regulations.

DEFINE ISSUE

Smart Growth Movement.

EVOKE VALUES

Fairness, big picture, community benefits, choice, security, convenience, conservation, stewardship, community, quality of life

ESTABLISH CONTEXT

Promote quality development that helps us to grow and prosper.

DEFINE ISSUE

What, where, and how we build next.



VOTE YES on Proposition 1, the Land, Water and Wildlife Levy

It is Up to Us to Vote • Every Vote Counts
November 4, 2008 • www.bccww.org

Vote YES on Proposition 1 to:

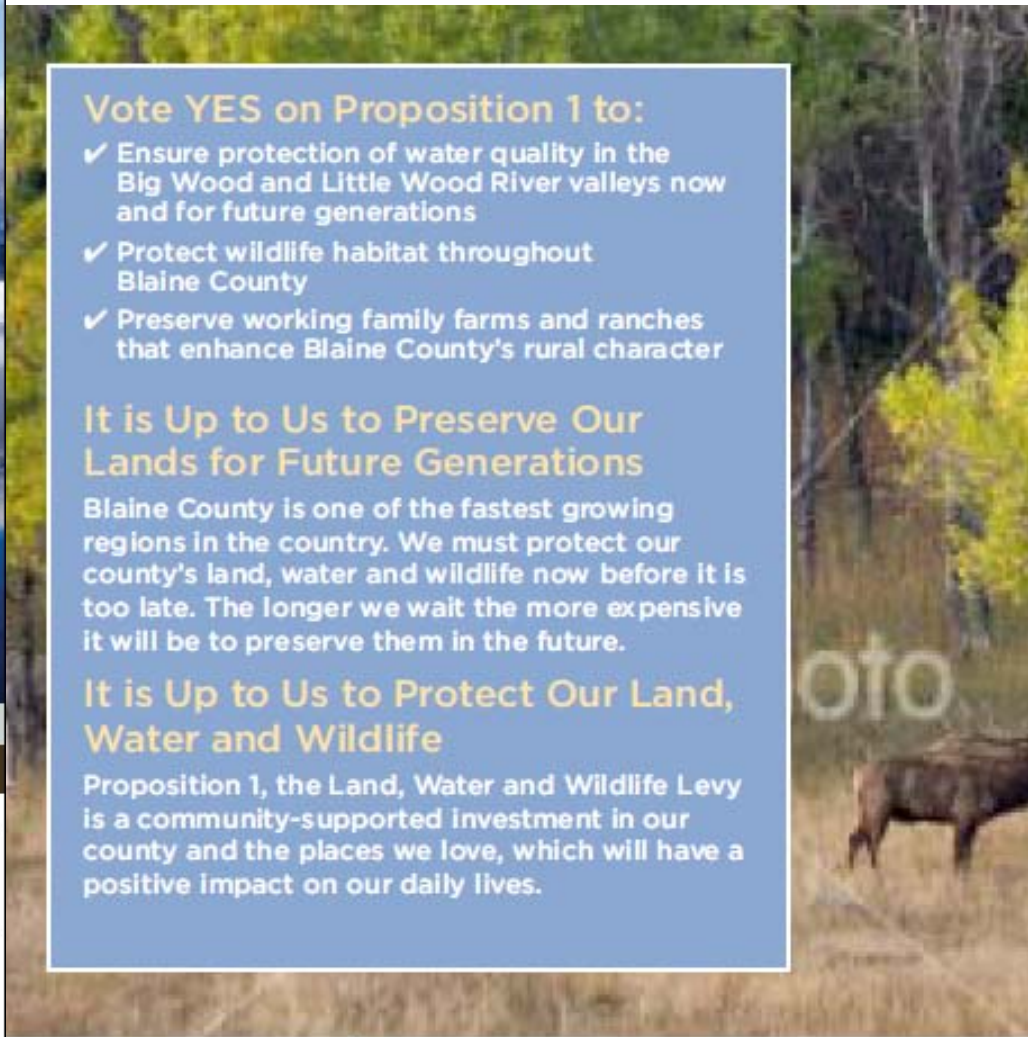
- ✓ Ensure protection of water quality in the Big Wood and Little Wood River valleys now and for future generations
- ✓ Protect wildlife habitat throughout Blaine County
- ✓ Preserve working family farms and ranches that enhance Blaine County's rural character

It is Up to Us to Preserve Our Lands for Future Generations

Blaine County is one of the fastest growing regions in the country. We must protect our county's land, water and wildlife now before it is too late. The longer we wait the more expensive it will be to preserve them in the future.

It is Up to Us to Protect Our Land, Water and Wildlife

Proposition 1, the Land, Water and Wildlife Levy is a community-supported investment in our county and the places we love, which will have a positive impact on our daily lives.



County government will be held accountable.

An independent citizen's advisory board will review and advise county commissioners on how the money raised is spent and public audits will be conducted to make sure the money is spent as promised.

At less than \$5 a month, it's a small price to pay to preserve our lands, water and wildlife.

Vote YES on Proposition 1, the Land, Water and Wildlife Levy



Blaine County Citizens
for Water & Wildlife,
a project of
The Conservation Campaign
P.O. Box 613
Halley, ID 83333

NON-PROFIT ORG.
U.S. POSTAGE
PAID
D.M.S.

BL-3

EVOKE VALUES

Water quality, future generations, wildlife, working families and farms, sense of place

ESTABLISH CONTEXT

Blaine County is one of the fastest growing regions in the country.

DEFINE ISSUE

We must protect our county's land, water and wildlife before it is too late.

FLATHEAD RIVER VALLEY

[flathead facts](#) | [take action](#) | [the solution](#) | [contact](#)



Highest Density of Grizzlies... more info

Photo: Joe Riis, ILCP



THE MISSING PIECE OF WATERTON-GLACIER WORLD HERITAGE SITE

Help permanently protect B.C.'s spectacular Flathead River Valley. We need a National Park in the south eastern one-third of the Flathead and a Wildlife Management Area in the rest of the valley and adjoining habitat—to complete Waterton-Glacier International Peace Park and preserve one of North America's richest wildlife corridors.

Your Lands, Your Wildlife

Common Sense Conservation for Our Wildlife Heritage

Countless opportunities for adventure.

Federal lands provide unparalleled opportunities for your adventures – camping, hiking, kayaking, hunting, angling and wildlife viewing. These activities provide social and economic benefits to communities. According to the Outdoor Industry Foundation, recreation contributes \$730 billion annually to the US economy.

The Need for Permanent Protections

Since taking office, the Bush administration aggressively worked to eliminate the Reagan wildlife standard, disregarding bipartisan cooperation and sound scientific underpinnings over the objections of conservation groups, sportsmen, and outdoor businesses.

Restoring Balance to the Management of Our Public Lands

Federal land managers will face many challenges in the coming years.

Now, more than ever, we need science-based reforms to federal policies, ensuring that wildlife is around for generations to come.

Your Lands, Your Wildlife

The Your Lands, Your Wildlife campaign supports balanced, science-based wildlife conservation measures on public lands. Healthy mule deer and other fish and wildlife populations on public lands indicate overall land health, leading to unparalleled recreation opportunities, outstanding water quality, clean air and countless other natural, social and economic benefits for all Americans.

VOTE YES ON 110.COM

PROTECT
OUR MILITARY BASES
CONSERVE
ARIZONA LANDS



[Home](#)

[About Proposition 110](#)

[Our Supporters](#)

[How You Can Help](#)



Do something now...



Follow Us on
Twitter or Facebook

Join Our Supporters

Arizona League of Cities & Towns

Arizona Chamber of Commerce & Industry

AZ State Land Commissioner Maria Bauer

Click here to
watch our latest
supporter videos
now!

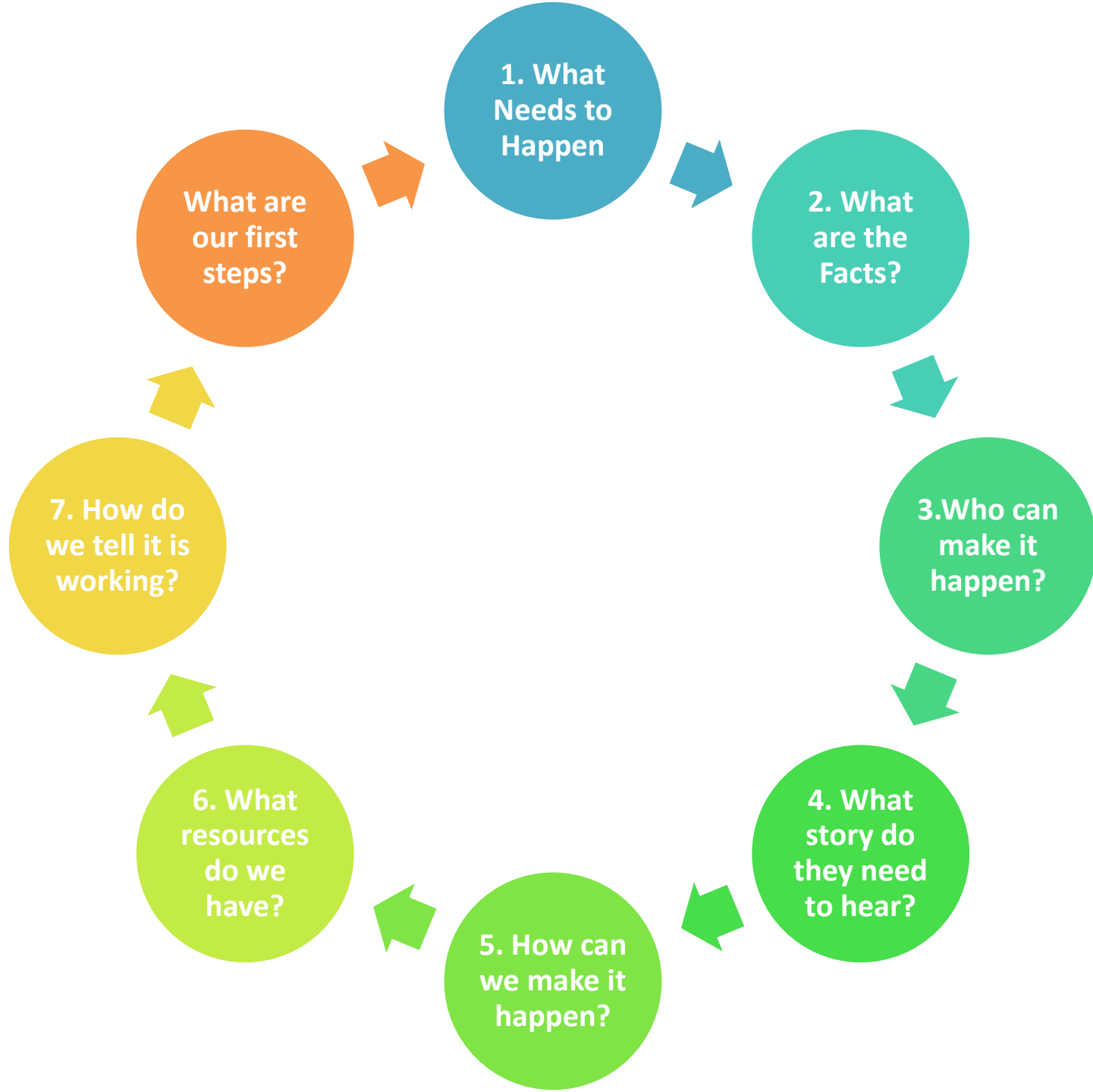
Proposition 110 provides for accountable and transparent state trust land exchanges by requiring that each exchange be approved by the Arizona voters.

Environmental advocates, Chambers of Commerce, economic development groups and military supporters all agree that this



Building Public Support for Conservation

ADVOCACY FRAMEWORK



Step 1: What Needs to Happen?

ISSUE FOCUS

- What problem are we seeking to address?

CAMPAIGN GOALS

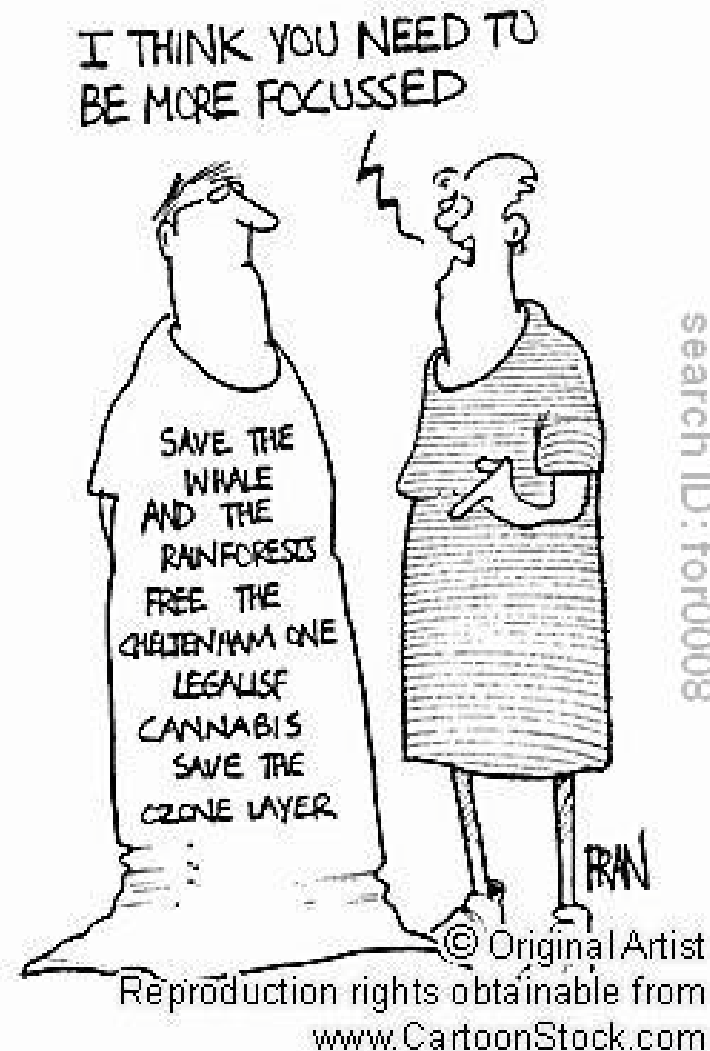
- What are our long and short term goals?
- What do we want someone to do?
- How will we measure success?

Step 1: What Needs to Happen?

CHANGE ATTITUDES?

CHANGE BEHAVIOR?

CHANGE POLICY?



Step 2: What are the facts?

THE LAY OF THE LAND

GROUP
STRENGTH &
WEAKNESSES

ALLIES &
OPPONENTS

PUBLIC POLICY
ENVIRONMENT

RESEARCH AND
POLLING

SENSE OF PLACE

Step 3: WHO CAN MAKE IT HAPPEN & WHO DO THEY NEED TO HEAR IT FROM?

PRIMARY TARGETS

- Who has the power to make it happen?

MESSENGERS

- Who should they hear the story from?

Example Targets

Stormwater

Behavior Change

- Large landowners
- Development community
 - Green builders
- Water intensive commercial businesses
 - Car washes
 - Hotels

Policy Adoption

- 2 of the 3 Commissioners
- Homebuilders Association majority

Who are they?

What do they do?

What do they think?

Why not taken action in the past?

Step 4: WHAT STORY DO THEY NEED TO HEAR?

MESSAGE FRAME

- What frame communicates our issues and goals?

OUR STORY

- How do we make the frame locally relevant?

MEDIA

- What media outlets will successfully tell our story?

Step 5: HOW CAN WE MAKE IT HAPPEN?

TACTICS

- What specific actions or activities should we use to accomplish our goals?

Step 6: WHAT RESOURCES DO WE HAVE?

CAMPAIGN BUDGET

- How much will it cost to do effective outreach?

RESOURCES

- Who has time, money, expertise?
- How can we access it?

PEOPLE

- How can we use and manage volunteers?

Step 7: WHAT ARE OUR FIRST STEPS?

ACTION PLAN

- What, when, how, do we do things?
- What are easy wins?
- What is our timeframe?

Step 8: HOW DO WE KNOW IF WE HAVE BEEN SUCCESSFUL?

MONITOR

- Did we accomplish our goals?

EVALUATE

- What went wrong? What worked?
- What else can we be doing?