THERE IS MORE THAN ONE WAY TO SKIN THE OUTREACH CAT-

Twenty Years of Variety in Reaching Out to the Public

October 21, 2012

Restore America’s Estuaries Conference
Coastal Wetlands Planning, Protection and Restoration Act or CWPPRA

Providing Louisiana Coastal Restoration Solutions

Since 1990
From UsingEnglish.com

There is more than one way to skin a cat:

This is an expression meaning there are many different ways of doing the same thing.
Additional Partners

- Local Governments/Coastal Zone Managers (CZM)
- Land Owners
- Contractors
- Business and Industry
  - Oil and Gas
  - Navigation
  - Fishermen/women
- Legislators
- Non Governmental Environmental Agencies
- Sportsman/women
- Media
- Educators
- Public Spokesmen/women
- Volunteers
The Needs are Great.

On average, Louisiana loses a football field of wetlands every hour.
The Ideas for Restoration Are Greater.
Uses a Multi-Tiered Approach
- Providing Coastal Restoration Since 1990
CWPPRA at Work

- Total CWPPRA Projects: 151
- Completed CWPPRA Projects: 95
- CWPPRA Projects Under Construction: 10
- CWPPRA Projects in Engineering and Design: 46 (with 4 of the 46 scheduled for construction in FY2012)
- Since 1990, the net Louisiana wetland area that has been protected, created, or restored is 110,000 acres \(\text{(greater than 550,000 acres have also been enhanced)}\)

**As of June 2012**
Outreach Efforts Have to Explain Why and How?
WHO IS INTERESTED?
AND WHY?
Bridge the Gap

Scientists/Engineers/Project Manager - Legislators/Teachers/Tax Payers
Audiences

Identify exactly who you are targeting

Design a plan to share your information

Create opportunities and products for the public
HOW?

IT’S NOT AS EASY AS IT LOOKS – DIFFERENT PEOPLE NEED DIFFERENT THINGS
Tools You Can Use to Help Share The Message

- Website
  - LaCoast.gov
- WaterMarks Magazine
- YouTube Short Movies
- “Partners In Restoration”
- CWPPRA One Page Summary
- CWPPRA Fact Sheets
- Facebook Page
- Share Your Knowledge
Engage the Public

CWPPRA Task Force and Technical Committee Meetings

- Organized, Scheduled, Publicized
- Time for the Public to Comment
- Respect for Public
- Public Input is Used in Decision Making
- Record of Attendees
The Louisiana Unified Coastal Community (LUCC or Lucy) calendar includes upcoming events from a variety of sources.
Includes current Louisiana wetlands topics and upcoming meetings
Hard Copy Products
Create an exhibit you like and can use with relative ease!
Digital Products www.LaCoast.gov
Additional Digital Products
Note Agency, Phase I Approval, Phase II Approval, Construction Start Date

On LACoast.gov site under projects
Formal Teacher Education Counts

- Careful use of products and time
  - Target Educators
  - Target Students
  - Target Media
Media Matters
Find a time and place to engage the media
Communication in the 21st Century

facebook.com/CWPPRA

YouTube.com/CWPPRAclips

Public Television LPB  WYES

Outreach is Visual; Show Activity!
CWPPRA Funding Issues

MONEY MATTERS
Finding Ways to Get the Most Bang for Your Buck

With less than 1% of the annual budget, the CWPPRA Public Outreach Committee has been creative in its outreach efforts.

EXAMPLES:

- Poster Contest
- Sponsor for the Louisiana Outdoor Writers Awards
- Partner with other groups to create educational curriculum
Providing the public with appropriate access to information and logical, timely ways to become involved are key to promoting ecosystem restoration activities.
Additional Information

Outreach Staff:
Dr. Scott Wilson, CWPPRA Public Outreach Chairman
Susan Testroet-Bergeron, CWPPRA Outreach Coordinator
Cole Ruckstuhl, CWPPRA Media Specialist

General Information about CWPPRA [www.LACoast.gov](http://www.LACoast.gov)

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