

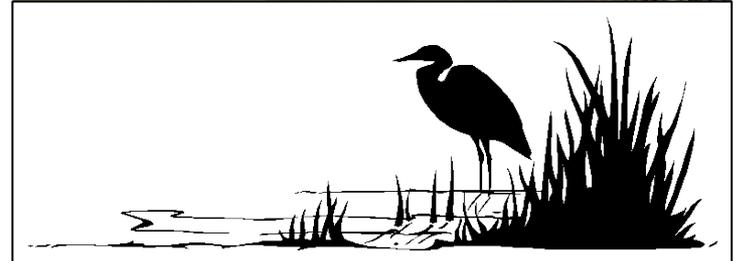


Effectively Communicating the Results of the National Wetland Condition Assessment (NWCA) at the State Level

**Presenter: Brenda Zollitsch, Policy Analyst
Association of State Wetland Managers
December 10, 2013**

What do the NWCA results tell us?

- First-ever national survey on the condition of the Nation's wetlands
- Regional and national estimates of wetland ecological integrity
- National and regional-level information about stressors most commonly associated with poor conditions
- Data on specific wetlands that were sampled in each state



Creating NWCA-related Opportunities to Share State/Tribal Wetland Conditions, Efforts and Needs

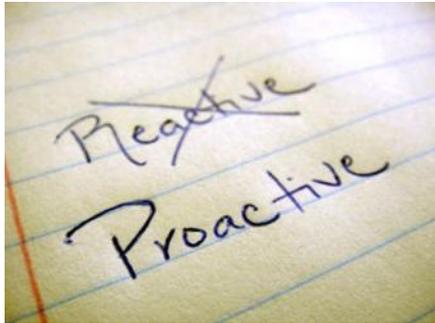
Opportunities:

- Places wetlands in the spotlight
- New reference data we have never had before
- Great opportunity to showcase work
- Helps bring attention to needs
- Reason to connect with decision makers on wetland issues
- May make advocacy timely



Considerations:

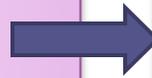
- How to roll NWCA data and findings into what the state is doing
- Help states use accessible language to convey results to non-experts and the general public
- *Knowing* that the NWCA is not representative at the state level...
 - Make NWCA results meaningful at the state level
 - Relate findings to state needs/efforts



Preparing States and Tribes to Use the NWCA Report Effectively

Let's See What Happens Approach

- Respond to information requests
- Work to counter opposing opinions
- Develop materials as-needed
- React to media contact



Proactive/Strategic Approach

- Consult with and coach staff
- Develop communication strategies to achieve wetland program objectives
- Create proactive media/PR strategies
- Develop template materials to ensure both preparedness and flexibility

OUR PLAN:

ASWM Webinar and Training Materials
will be made available to help states and tribes:

Conduct proactive assessment and
comparative analysis

Develop a solid communications
strategy

Prepare statements and materials

Learn how to share the message(s)
the state wants to share

Use built-in flexibility



HELP

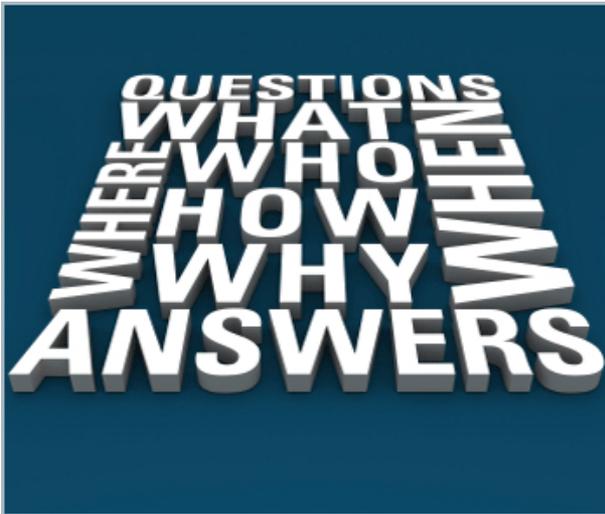


Resourcing States and Tribes

- Providing guiding questions to help states and tribes review NWCA findings and compare NWCA results to state findings
- How to use findings from that comparative analysis to emphasize state program needs (either as supporting evidence or showing how results differ and what state/tribal-level needs are)
- Encouraging proactive thinking about possible concerns and potential responses (e.g. Farm Bureau, development community)
- Emphasizing the importance of developing a communications plan and process
- Reminding states and tribes that the media is “looking for a story” – make sure they have a valuable story that the state wants to share and that it’s a compelling one
- Providing access to resources to help states and tribes identify target audiences, develop targeted messaging, select communication vehicles and determine communications timing



Customizable Materials



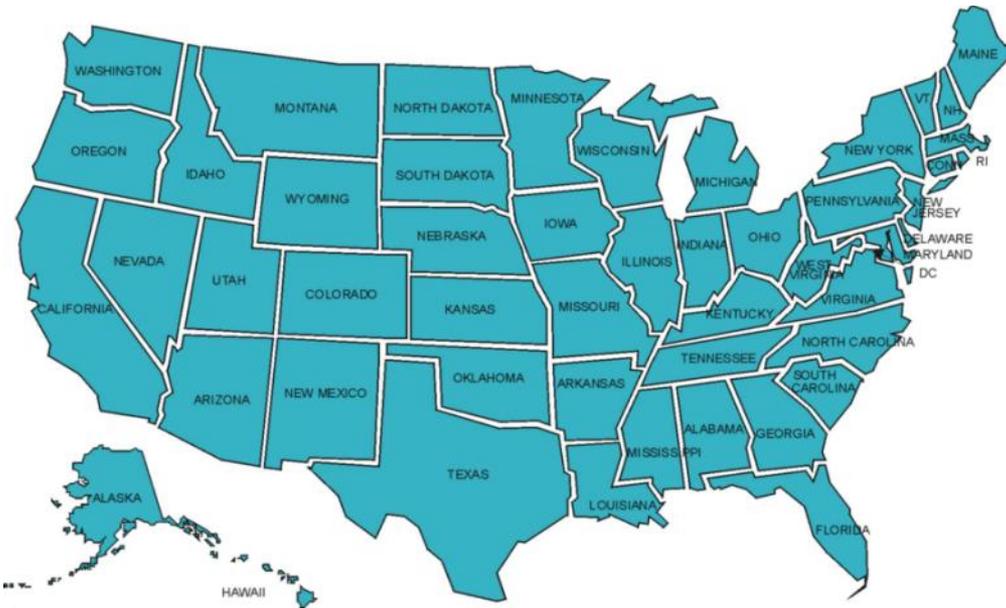
Template documents:

- Press kits, including sample press releases
- Frequently Asked Questions (FAQs)
- Fact Sheet
- 'Plug and Play' Website Content
- Briefing Documents
 - Congressional
 - State administration (internal)

Also available:

- Communication plan template

How NWMAWG (States/Tribes/EPA) Can Help



- Provide feedback
- Support states and tribes in their development of communication strategies
- Participate in January ASWM training webinar (Q&A)
- Encourage participation in your state/tribe/EPA region webinars
- Review of materials and suggestions
- Help identify opportunities related to NWCA for state and tribal staff interpretation
- Support states/tribes and EPA staff with questions

Helping ASWM Identify Useful NWCA Resources

Web-based Information

Examples:

- NWCA Website
- NWCA Factsheet
- NWCA Report PDF
- YouTube Video on NWCA
- National Aquatic Resource Survey Links

Other Resources

- Contact names and information
- Any other useful support resources



Next Steps



- Does January 7th or 8th webinar date work?
- Encourage participation when invite goes out
- Review FAQ document
- Participate in January 8th ASWM Webinar
- ASWM will distribute additional draft “shell” materials (Feb/Mar 2014?)
- Begin working on state/tribal communication plans

We welcome your insights and ideas



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