

# Noxious Weed Outreach Plan Outline Work Sheet

**Weed:** \_\_\_\_\_

**Audience:** \_\_\_\_\_

**Outreach Goals** (What do you want your audience to do or understand?):

\_\_\_\_\_  
\_\_\_\_\_

**Message(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Medium(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Budget:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Implementation:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Step 1: Weed

Identify one important weed within your area on which you want to focus. You want to write a separate plan for each weed. For each weed, you will write a separate plan for each audience.

What is it about that weed that you want people to know? What can people do to help control or stop the spread of that weed?

## Step 2: Audience(s)

In step we ask what you want people to know and, or do related to the specific weed. Who are those people? Ranchers? Various recreational users? Local elected officials? Truck drivers? Other groups?

There may be some overlap. For instance, if you want people to stop the spread of weeds by cleaning off their equipment and themselves before moving from one location to another, that action may have

multiple audiences. So the message you develop in the next step might apply to multiple audiences. Visual images connect to the message and the mediums may be specifically tailored to each individual audience, however. For each audience, list the things you want them to know or do.

### **Step 3: Message(s)**

The messages you create build on the work you have done in the previous two steps. Effective messages are focused on a narrow topic (your one weed you chose in step 1) and designed to reach a specific audience. The action you ask people to take or the information you ask them to learn and assimilate, needs to be tailored to your audience, but it also needs to be realistic. A message to help spot and map a weed may be an appropriate message for farmers and ranchers, who have a more direct stake in controlling weeds. It might seem like recreation land users may also be in a position to help. But is it worth their while? Can they realize what's in it for them? It may or may not be a practical, realistic message for every group. Just because we can see the value in them taking action, that doesn't mean they can. You have to determine if they have enough of a vested interest. If not, you may have to start with an educational message that builds the "what's in it for me" factor.

### **Step 4: Mediums**

This is where you get the messages out to each of your audiences. Once again, you are building on the previous steps. It does you no good to create a weed-specific, audience-specific message that will resonate with people, if the targeted people never see or hear it.

If it is a recreational audience, a poster at a trail head, fee station or some other on site location may be effective. Putting those signs at boat or RV dealers may also be an option. Ranchers may respond best to information presented at meetings or one-on-one, face-to-face.

### **Step 5: Budget**

Many local outreach campaigns and products are relatively low cost. By the time you identify potential mediums, or distribution outlets, you should be able to price out your promotional products and make sure it fits into your budget. Outreach is rarely 100% free, but it doesn't have to cost an outrageous amount either.

### **Step 6: Implement**

Just do it!