

LOCAL STRATEGIC OUTREACH

Using Outreach as part of your
overall noxious weed management

February 19, 2014



NOXIOUS WEED OUTREACH

■ A UDAF-Local Partnership

■ Effective weed outreach needs to be:

- Locally-led
- ...with State support and some statewide materials

■ Sample UDAF Contribution

■ Statewide Branding

- “Weeds are Everybody’s Problem”
- Support for local, regional and statewide branding
- Technical (communications) support for local noxious weed awareness and behavior change outreach campaigns.

WHAT ARE YOUR OUTREACH GOALS?

- Gain implementation partners
- Awareness for funding/support
- Get land owners to spot and help map weeds
- Get all land users to clean off clothes, vehicles, equipment before leaving an infested area
- Recruit volunteers

OUTREACH COMPONENTS

- Specific Topic (weed)
- Audience
- Messages
- Mediums (distribution)

AUDIENCES:

- In your own backyard
 - Local elected officials
- Landowners
 - Public land managers
 - Federal
 - State
 - Local
 - Utilities
 - Transportation
 - Roads
 - Rail
 - Private Land owners
 - Land Users
 - Hunting
 - Fishing
 - Hiking
 - Off road vehicle use
 - Boating
 - Horseback riding

MESSAGES

- Message Vary
 - By weed species
 - By audience
 - By project objectives
- Sample messages
 - Rush Skeletonweed: “We need your help spotting and mapping this weed.”
 - Squarrose Knapweed: Don’t let weeds hitch hike home with you.”

MESSAGES

- Statewide Message:
 - “Weeds are Everybody’s Problem.”
- Develop a series of graphics for use locally
 - Each file will have the same message line: e.g. “Weeds are Everybody’s Problem.”
 - Each graphic file will have a different iconic image tailored to one specific audience.



MEDIUMS:

- Best ways to get out your message(s)
 - It may vary from message to message and audience to audience
 - Face to face
 - Meetings
 - Videos
 - News releases/news conferences
 - Printed materials, displays, etc.
 - Radio
 - Social media

SAMPLE CAMPAIGN

- Weed: Squarrose Knapweed
- Audience: ATV riders at Little Sahara; other recreationists
- Outreach Goal: “Clean off burrs, weed seeds, etc. before leaving one area and going to another recreation area or returning home.”
- Message: “Weeds are Everybody’s Problem: Don’t Let Weeds Hitchhike Home with You.”
- Medium(s):
 - Posters (Take state slogan, photo, and add your specific text)
 - Entrance, other locations at Little Sahara
 - ATV Trails
 - Horse Trails
 - Hiking Trails
 - ATV Dealers
 - Radio
 - Public service Announcement
 - Interview
 - News Release (Memorial Day, etc.)



SAMPLE CAMPAIGN

- Weed: Rush Skeletonweed
- Audience: Ranchers, farmers
- Outreach Goal: “Look for, spot, describe and geo-locate patches of the weed on rangeland.”
- Message: “Weeds are Everybody’s Problem: Be a Weed Spotter.”
- Medium(s):
 - Face to face visits to farms/ranches
 - Meetings
 - Radio
 - Public service Announcement
 - Interview
 - News Release
 - Social media



CONCLUSION

- Outreach goals should relate to project goals
- Planning is important
- Audiences, messages and mediums
 - They should relate to each other
 - They will vary
- Most noxious weed outreach should be locally led
- UDAF will assist as needed
 - Contact: Rich Riding
 - 801-538-7186 (office)
 - 801-602-1961 (cell)
 - Contact: Jack Wilbur
 - 801-538-7098
 - 801-243-2801