GRIZZLY BEAR INFORMATION OUTREACH SUMMIT

MONTANA FISH, WILDLIFE & PARKS

JAN 28-30 2020

Summit Report

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Prepared by Danielle Oyler and Sara Sylte

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Purpose:

The summit served to gather representatives of groups that are currently participating in the creation and/or dispersal of grizzly bear-related information, education and outreach in Montana. The summit provided a platform to share and learn about the work of colleagues going on across Montana, and provided networking opportunities. A panel discussion and breakout sessions allowed for discussion and perspectives from people and organizations all across the state.
Information gained through this summit is intended to help Montana Fish, Wildlife & Parks facilitate a more coordinated grizzly bear education and outreach effort across agencies and non-profit organizations in Montana.

Objectives:

1. Build relationships and awareness among those involved in grizzly bear IE&O (information, education and outreach) work in Montana
2. Capture recommendations from attendees on how we can improve IE&O work
3. Develop action items from recommendations
4. Improve consistency of bear safety messages
5. Collect data from attendees and compile a publicly available document: “Montana Grizzly Bear Outreach Compendium”

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Participants are welcomed to the first Grizzly Bear Information and Outreach Summit, hosted by Montana Fish Wildlife & Parks. Photo: Morgan Jacobsen, FWP

Attendees

Montana Fish, Wildlife & Parks hosted its first Education, Information and Outreach Summit in Helena January 28-30. The summit was hosted with assistance from the Montana Bear Education Working Group. In response to questions derived from the Grizzly Bear Advisory Council, FWP decided to host the summit before the governor's council convened in August, and before bear conflict season began in March. While these goals necessitated a short time frame for planning the summit, just under 100 people were able to attend to the summit either in part or in full. A general list of organizations, entities, and individuals who were able to attend includes:

- Be Bear Aware Campaign
- Big Hole Watershed Committee
- Blackfoot Challenge
- Centennial Valley Association
- Cinnabar Foundation
- Confederate Salish Kootenai Tribes
- Defenders of Wildlife
- Glacier Institute
- Greater Yellowstone Coalition
- Grizzly & Wolf Discovery Center
- Idaho Fish & Game Representatives
- Inspired Classroom
- Interagency Grizzly Member Committee
- Jack Creek Preserve
- Kalispel Tribe of Indians
- Livestock Loss Board
- Madison Valley Ranchlands Group
- Montana Outdoor Legacy Foundation
- Montana Stockgrowers Association
- Natural Parks Conservation Association
- Natural Resource Defense Council
- Yellowstone to Yukon Conservation Initiative
- Nez Perce-Clearwater National Forest
- People & Carnivores
- Ruby Dell Ranch
- Save the Yellowstone Grizzly
- Senator office Representative
- Swan Valley Bear Resources
- The Montana Bear Education Working Group
- The Nature Conservancy
- US Fish & Wildlife Service
- Washington Department of Fish & Wildlife
- Western Bear Foundation
- Western Landowners Alliance
- Whitefish Legacy Partners
- Wildlife Conservation Society
- Wildlife Services
- Wind River Institute

Note: Five members of the Governor's Grizzly Bear Advisory Council were in attendance

Montana Fish, Wildlife & Parks Representative included:

- Bear Managers
- Martha Williams, FWP Director
- Ken McDonald, FWP Wildlife Bureau Chief
- Law enforcement officers
- Montana WILD Education Center
- Regional Information & Communication Program Managers
- State Parks

In addition to those who were able to attend, invitations were extended to representatives from:

- Bear Trust International
- Bitterroot Land Trust
- Blackfeet Fish & Game
- Bob Marshall Wilderness Foundation
- Bozeman City Parks and Recreation
- Bureau of Land Management
- City Convention & Visitor Centers
- Crown of the Continent Foundation
- National Forests in USFS Region 1
- Fisheries Biologists
- Friends of the Little Belts
- Glacier and Yellowstone National Parks,
- Governor's Office of Outdoor Recreation
- Great Falls Archery Club
- Headwaters Montana
- Montana Land Reliance
- Montana Trout Unlimited
- Montana Outfitter & Guide Association
- Mule Deer Foundation
- Multiple Montana County Representatives
- Museum of the Rockies
- NRCS of Great Falls
- Rocky Mountain Elk Foundation
- Ruby Valley Resource Council
- Russell Country Sportsman's Club
- Selway-Frank Church Wilderness Foundation
- Sierra Club
- Sinopah Wildlife Research Associates
- Wyoming Game & Fish
- Yaak Valley Forest Council

The initial objective was to include organizations whose work is focused in Montana. Due to time and financial constraints, many members and organizations were unable to attend. However, given the interest and success of the summit, additional organizations from Montana and surrounding states will have ample opportunity to attend similar future events.

The Summit Layout

Social Night/Trade Show:

The social night and trade show were designed to allow organizations to present their work on grizzly bear related information, education and outreach to others in the field. Participants were asked to bring a display outlining their work related to grizzly bear IE&O including their purposes, goals, and more. This format helped attending participants see much of the work currently occurring throughout Montana, as well as within some parts of Idaho and Washington. The social night also allowed participants to network, see examples of others' work, and begin to generate ideas.

Panel Discussion:

Panelists were chosen to represent a wide range of people who work, live, and recreate around grizzly bears. They were chosen because of their unique positions in their communities, experiences, and ability to view the complexities of life in grizzly country from a "big picture" perspective. Their conversations

aided in laying the groundwork for breakout session discussions. See ***Appendix A*** for panelists' biographies.

Panel:
Yve Bardwell, Dropstone Outfitting, Choteau
Bill Berg, Park County Commissioner, Gardiner
Ben Holst, Lone Mountain Land Company, Big Sky
Margosia Jadkowski, Whitefish Legacy Partners, Whitefish
Adam Pankratz, Warden Captain, FWP Region 3, Bozeman
Wayne Slaght, Two Creek Monture Ranch, Ovando

The panel discussion focused on challenges each of the panelists have faced in living and working in grizzly country. They were able to provide insight on their working relationships with state and federal entities, local communities and non-government organizations. Panelists were also able to provide perspective to their various challenges based on their specific geographic and occupational areas.

Panelists at the Grizzly Bear Information and Outreach Summit discuss challenges in bear country, January 29th, 2020. Photo: Morgan Jacobsen, FWP

Theme Development:

After the panel discussion, attendees were asked to brainstorm themes they would like to see addressed in the following breakout sessions. Themes ultimately identified were:

1. Audiences
2. Consistent Messaging, Content of Message
3. Vehicles for Bear Messages
4. Tools
5. Research
6. Regulations and Enforcement
7. Partnerships (2 groups)

Breakout Session 1:

Participants were then asked to choose a table that represented a theme they had interest in, and attempt to identify the following:

Step 1: Problem statement

What is the problem(s) and why?
What is working and why and where?

What isn't working … why, where?

Step 2: Ideal Scenario

In a perfect world, what would the ideal outcome or scenario be and what would this look like?

Participants worked to generate a list of steps that could help them move from the problem statement to the ideal scenarios. Table facilitators captured the ideas at each table. A summary of the notes taken from each are included in ***Appendix B***.

Group discusses ideal scenarios in Breakout Session 1, January 29th 2020. Photo: Laurie Wolf

Breakout Session 2:

On the third day of the summit, participants were asked to begin the day by working with table facilitators to think of a group project they had worked on, were proud of, and that was successful. From there, they identified key elements of success required to complete the projects. A list of these elements of success are provided below:

- Gather partners with a common goal
- Expand outside the realm of normal partnerships
- Pooling of resources between partners
- Coordination between agencies
- Setting egos aside/respecting differences
- Local ownership and motivation
- Strong leadership/Continuity of leadership
- Fluidity across jurisdictional/international boundaries
- Good communication
- Incorporating the right people for the task
- Diversity of viewpoints
- Flexibility
- Finding positives and solutions in conflict
- Move forward, don't give up
- Patience, trust, timing
- Don't let the ideal hold you back, don't be afraid to propose ideas that don't currently seem feasible
- Push through barriers
- Following through
    - A vision for how the pieces all work together
    - Members who are accountable and held accountable
    - Making sure the structure is known and clear
    - Compromise: 80/20 – Thinking about the 80% that you agree on

and leave the 20% you don't agree
on at the door

Action Items and Take-Aways

On the final day of the summit, participants were asked to generate two sets of ideas. The first prompt challenged them to come up with things they could do within the scope of their positions. These action items could be done independently and in the near future. We didn't record the action items for each individual, but asked that they take notes on the items they could individually address.

Then we asked for action items or ideas that would require working with others to accomplish. These ideas were discussed in the groups and then presented to the whole room. We recorded the ideas below. They were grouped by topic area after the summit.

Those involved in planning and facilitating the summit will be presenting this report to Montana's Governor's Grizzly Bear Advisory Council and to the Interagency Grizzly Bear Committee for consideration. We hope it will assist and inform these committees in making recommendations and decisions in their respective areas of influence.

<u>Messages:</u>

- Need: Clearinghouse for messages. Messages should be concise and appropriately tailored for various audiences.
- Need: Signage, educational ads, marketing, IE&O to reduce human-caused grizzly bear mortality. Involve partners in messaging.
- In sharing information about attractant tools, we need to be sure to include the "why."
- Bear problems are people problems, and this way of framing conflicts could be effective in certain communities.
- Avoid fear-based messaging. We should be demystifying bear encounters (Ex: Avalanche Center training).
- Livestock producers have an important story to tell and a role to play — we need to tell that story more effectively.

<u>Audiences:</u>

- Target various audiences (with appropriate messaging), including residents, trappers, front country and backcountry users, agriculture and visitor/tourist audiences
- Identify new ways to reconnect with old audiences
- Identify and connect with new audiences
- Hunter-misidentified bear mortality is a problem we should continue to address.
- Communicate with communities in new grizzly areas about where and why bears are around, and keep communication timely so folks feel like they know what is going on in their area.
- Ideas should come from the community instead of to it.

Efficacy, Data and Science:

We'd like to know…

- What are the best/most effective tools for getting information out there (specific to audience and messages)?
- What is the current state and effectiveness of bear outreach?
- Which human behaviors/strategies will have the highest success?

Partnerships:

- Need: Training and communication *to* the agencies about the role of agriculture in bear conservation. Relationships with waste management companies on attractant storage infrastructure.
- Engage developers ahead of new communities
- Engage indigenous communities/tribes
- How can visitors/tourism help cover the expenses of bear country? Resort tax, bear tax, (ex: Big Sky)? These ideas must be accompanied by message.
- Partner with tourism departments to help spread bear messaging

Tools/Delivery:

- Need: Ready-made materials, language resources, vacation rental brochures/materials
- Need: Develop "Train the Trainer" programs, for retailers, youth camps, conservation corps, and many other interested parties who would benefit from bear safety knowledge.
- Use technology, old and new, as a tool to share messages, and keep people aware of important and timely information.
- Newspaper ads should be used to communicate bear aware information (FWP) especially in areas new to bears. This method and other traditional methods of communication are important because they reach audiences that aren't online.
- Identify well-respected people in the community who can help develop and share messages.
- As bears expand their range, the need for on-site assistance and funding will grow.
- Designate and make accessible conflict reduction tools that have worked/are working.
- Bear Spray is an important tool, and we should continue to inform folks on how to use it and make it accessible for people.
- Involve young people in bear outreach work. Example: Having kids create bear/wildlife signage for display in a town park system.

Food Storage Regulations/Enforcement:

- Food storage/attractant management regulations should be more consistent. This will require that agencies communicate and coordinate with one another *and* place a high value on the consistency of regulations across management units and among and within agencies.

- Enforcing food storage and attractant management regulations continues to be a challenge for many reasons.
- Utilize communities to help informally enforce and create accountability

Feedback from Attendees

Feedback was collected via paper forms and an online survey immediately following the summit. Twenty-nine participants provided feedback. We received excellent comments on the summit that will help us move forward in coordinating grizzly bear IE&O work in the future.

93% of those who responded said they'd like to attend an event like this again.

Which parts of the summit were most valuable to you?

Participants said the opportunity to network and learn about others' work was one of the most valuable parts of the summit. They were also glad to learn from the panel discussion, hear a variety of perspectives, and be involved in the breakout sessions.

Which aspects of the summit could be improved?

We received very thoughtful and constructive feedback from this question. The most frequently noted comment was that we needed clearer instructions during the breakout sessions, and that we should allocate more time for the sessions and the summit. We also should more thoroughly introduce IGBC's work and what FWP has been doing ahead of the conversations regarding action items and steps forward.

What were some of your most valuable take-aways?

There were many great comments in this portion, and here are a few of the ideas they mentioned. Participants learned that there are many passionate and diverse interests working for grizzly bears with common goals in mind. Many pointed out that it was very valuable to hear the landowner and ranching perspective. Folks appreciated the chance to make new connections with those they would not have otherwise met. Many participants are interested in a clearinghouse or website for bear safety messages, resources and materials and would like to explore the idea that IGBC could serve in that role.

Montana Grizzly Bear Outreach Compendium

The 2020 Montana Grizzly Bear Education, Information & Outreach Compendium, created in conjunction with the summit, helps gather and organize the information and education work being done across the state of Montana. The information gathered via the compendium forms will be used to provide background to the Montana Grizzly Bear Advisory Council on current information, education and outreach efforts in Montana. Additionally, the document will be available publicly as a catalog of resources for anyone interested in bear education, information or conflict prevention resources. The public version of the compendium will be made available online once the final draft is completed.

Thanks & Acknowledgments

Opportunities to bring all of us together are rare and wouldn't be possible without important partners. Thank you to **Montana's Outdoor Legacy Foundation** and **Defenders of Wildlife** for making this event possible by providing us with our venue, food and refreshments. Without you, we couldn't have brought together nearly 100 people to address pressing questions about the future of grizzly bears in Montana.

We'd also like the thank our team for their work in putting the summit together in a very short amount of time. Our team included Sara Sylte, Danielle Oyler, Missy Erving, and Greg Lemon.

Thank you to our table hosts and other folks who lent a hand, listened and recorded our participants' ideas: Bob Gibson, Marla Prell, Laurie Wolf, Marc Kloker, Morgan Jacobsen, Kqyn Kuka, Dillon Tabish, Vivaca Crowser, Peggy O'Neill.

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Appendix A – Panel Biographies

Yve Bardwell
Yve lives in Choteau where she co-owns an outfitting business that operates in the Bob Marshall Wilderness. Dropstone Outfitting specializes in stock supported hiking trips throughout the wilderness area and has a base camp in the Birch Creek addition to the Bob Complex.
Bardwell grew up in Great Falls and has worked a variety of field jobs for various agencies, non-profits, and private holdings. She earned a degree in water resources from the environmental studies program at the University of Montana and spent several years as a hydrology tech for the Helena – Lewis and Clark National Forest before becoming an outfitter.

Bill Berg
Bill is a Park County Commissioner living in Gardiner. He migrated to Montana from Minnesota in the early 70s for a summer job in Yellowstone Park. His previous work includes building a successful business on the internet at www.CoolWorks.com; working as the director of business operations for Yellowstone Park service stations; and numerous seasonal jobs in Montana, Wyoming, Washington, and Alaska. These included work as a Yellowstone winterkeeper, backcountry ranger in Yellowstone and Yukon Charley Rivers, and as an instructor for the National Outdoor Leadership School. Bill has also served on numerous volunteer boards at the local, regional, and national levels.

Ben Holst
Thank you to Ben, who agreed to serve on the panel in Kevin Germain's place at the last minute. Ben is the executive director of Community Associations at Lone Mountain Land Company, and is a founding member of Bear Smart Big Sky. Bear Smart Big Sky a locally-led bear stewardship committee that has worked diligently to improve attractant management and increase bear-awareness among the residents in the Big Sky area.

Margosia Jadkowski
Margosia is the program director for Whitefish Legacy Partners, a non-profit organization whose community-minded vision ensures conservation, education, and recreation on the lands around Whitefish for future generations. As program director, Margosia oversees construction and management of the 42-mile Whitefish Trail, works on conservation planning, and provides free education programs for more than 2,100 residents and visitors each year, including bear aware education. Originally from Maine, Margosia studied geology at Colby College, has a master's degree in sustainability and environmental management from Harvard University, and has worked on sustainable resource management projects throughout the U.S., Spain, and Thailand. After working as an environmental planner for the City of Savannah, Georgia, for several years, Margosia came west for the mountains, and enjoys running and biking with her dog, backpacking, skiing, and fly fishing. Prior to joining Whitefish Legacy Partners, Margosia was the outreach coordinator for the Bob Marshall Wilderness Foundation.

Adam Pankratz
Adam has been in public service for nearly 20 years, with experience working for city, county, federal, and state agencies. This includes municipal police, a drug task force, and wetland and upland game bird restoration work. Currently, he is the warden captain for the enforcement division in Region 3 of Montana Fish, Wildlife & Parks. Region 3 is located in southwest Montana and encompasses a portion of the Greater Yellowstone Ecosystem. It serves numerous communities including West Yellowstone,

Gardiner, Big Sky, and Ennis. FWP wardens respond to a variety of issues related to grizzly bears in these communities such as livestock depredation, wildlife-human attacks, and property damage. Wardens work closely with wildlife professionals within FWP, the USFWS, and other land managers to educate the public on conflict issues, respond to public safety concerns, investigate grizzly bear deaths, and conserve grizzly bears in Montana.

Wayne Slaght

Wayne is from Ovando, where he manages the Two Creek Monture Ranch. This ranch is a cow-calf operation housing approximately 900 head of mother cows, and about 10,000 acres of deeded land, and 10,000 acres of leased ground, sitting in the heart of the Blackfoot Valley. Slaght has called Ovando home for 61 years and raised two sons and a daughter there. A proud accomplishment of Wayne's, the ranch was a recent past winner of the State Environmental Stewardship Award. Wayne's work shows just how much agriculture can do for the environment. Wayne served as director of the Montana Stockgrowers Association, and in that position, he sat as chairman of the endangered species committee. He's also served on many local and county boards. Wayne has been experiencing the impact of grizzly bears for a little more than 20 years, which was when the ranch had its first depredation. Wayne looks forward to sharing what he has learned about the challenges of living with grizzly bears and their approach to best meet those challenges.

Appendix B –Notes from Breakout Sessions

These notes were taken by facilitators at each table and generated by participants. These rough draft versions were utilized in day 2 of the break-out sessions. Group topics were chosen by the participants. Groups were tasked with writing a problem statement. Then, participants moved to a second table to contribute to another discussion, envisioning an ideal scenario, and then coming up with tools and techniques to get us from the current situations (problem statements) to the solutions (ideal scenario).

Research Table

First Group: Problem Statement

We (all parties/agencies/NGOs) have not evaluated our current state of effectiveness of Information, Education, and Outreach to our constituents. We would like to identify human behaviors and which behaviors have the most success rate at avoiding or preventing bear/human conflict. We have no real/scientific data statewide that gives us information on what is working or what is not working. In addition, we would like an evaluation of this.

Ideal Scenario:

In an Ideal scenario, our group would like to reevaluate our information, education, and outreach programs. We would like to get research on what is working. We would also like to add a social science study to better results. Within these results we hope to find out what human component is working.

Then we would like to develop some form a communication channel to relay the information and results.

Second Group: Tools, Strategies, and Solutions

Ideally, we would like to set up a social scientific research on what communication, information, and outreach programs are working. If we could hire a (or do inhouse) a study. First determine the base line and measure our current successes and failures. Then develop and implement a consistent curriculum or message statewide. Finally, reevaluate years later to determine what is work and get results.

In addition, we felt that it is extremely important to develop some form or channel of communication for all involved in this line of work. We don't want to reinvent the wheel if someone is currently doing anything similar. Also, to build a channel of communication with existing material to be consistent statewide.

Enforcement & Regulation Table

Problem statement: Public compliance is not at an acceptable level, in part, due to inconsistent rules and regulations, such as food storage, across land ownerships. Interagency coordination on standardizing regulations is challenging because these regulations are created based on the need for local control.

Ideal scenario: A series of simple, consistent standards, regulations and enforcement responses for food storage, wildlife feeding and other issues across all land ownerships, while still allowing for local flexibility for landowners and land/wildlife managers.

Tools & techniques:

- Education should come before regulation; public safety should come before wildlife conservation

- Improved and consistent signage

- Deploy more and improved campsite and residential infrastructure (carcass storage, bear-resistant garbage cans, food storage, etc.)

- Start with standardizing regulations within a forest/ranger district, then expand the standardization across different forests (like what has been done for firearm discharge rules for campgrounds)

- Continue to produce and distribute guidelines for landowners dealing with grizzly bears

- One-on-one interpersonal outreach between management agencies and the public

- Produce a single guide or app where interested persons can find food storage regulations for any place (USFS, BLM, FWP, etc.) within a state, region, etc.

Tools Table

<u>What is the problem and why?</u>

- Lack of understanding of the problem/unaware of what tools are available and how they can help.
- Those that understand but don't want to use the tools.
- No enough resources (funding, capacity, etc.) for the tools.

What is working and why and where?

- Good working relationships with all partners make using the tools possible and effective; without these relationships, things do not work.

What isn't working and why and where?

- We don't have enough people on the ground—those to actually be there personally.
- Lack of clarity for what tools to use when and where.
- No clear strategy/approach for reaching some audiences to share what tools are available.
- Misunderstanding and unmet expectations related to what tools are available, their effectiveness and purpose of the tools.
- We need some new tools.
- Difficulty of applying tools across public and private grounds.
- We need more funding for the tools.
- Wrong messages and approaches can destroy relationships and jeopardize the end goal.

<u>In a perfect world, what would this look like?</u>

- More resources/funding for on-site assistance, quick conflict response.
- Greater enforcement/accountability for extreme and proactive bear attractants.
- Public is more aware that:
    - Bears live in Montana and that we share a responsibility in reducing attractants/minimizing conflicts.
    - There are tools available to help with the above.
- Communities/watersheds take the lead and have the resources and support to do so.
    - Tools are easy to access/find in a centralized database and therefore individuals can "self-help." Cost of tools are covered or subsidized.
    - Incentives for these groups to continue doing the work/using the tools.
- More incentives for using the tools.
- More resources for compensation. Use the "multiplier" tool to help livestock producers get more fair compensation.

How?

- Clear, consistent message to partners on how they can help and what the most pressing needs are.
- Reduce individual group agendas; there should be more emphasis on working together—pool resources.
- Increase funding sources:
    - Create ways to contribute to grizzly bears that are required—tourism fee, resort tax, general fund earmark, etc.
    - Advertise voluntary funding avenues (Conservation License, Wildlife Stamp, for example).
    - Required fee (or some sort of contribution) for businesses that produce bear resistant products. Or increase cost of testing fee for certification. Fee is then earmarked for grizzly bear funding.
    - Create new "bear friendly" certification and use some of those fees for funding.

    - Make it easier for private funding to transfer for projects.

- Initiate more research and ask for first-hand experience on what tools work and then communicate the results.

- Identify new ideas for tools that could be used.

- Create priority areas for where tools are used.

- More training on how to use tools.

- Identify places for cost savings (for example, less printed materials or use of certain tools?) that could instead go toward other needs.

- Mechanism (working database) that is updated and easy to access that lists available tools/resources. The database would capture what everyone is doing; i.e., what tools are available in what places and what gaps exist.

    - Interactive, user-driven, place to post needs and resources.

    - Who would house this? Maybe a university.

    - Database would need to be updated/maintained so would require full-time work.

- Communicate more clearly the "why" behind using and investing in the tools.

- Create more enforceable wildlife feeding laws and attractant ordinances.

- Use an appropriate, trust-building approach. For example, "I have resources/tools, how can I help?" instead of, "Do this now with the resources I have."

Partnerships Table (1)

Who are the partners?

NGOs, ag community, agencies, tribes, public, hunters, outfitters, landowners

Step 1: Problem statement: Partnerships are a key element in grizzly bear education but are not utilized because of lack of communication, lack of trust and lack of empathy. In order for collaborative efforts to succeed, stakeholders need to work together to focus on shared goals on a macro level.

Step 2: Ideal Scenario

In a perfect world, we would know who is doing what and where, recognize resources, pool a portion of resources, follow through. A consistent message would be created that includes

ideas/contributions/input from all partners. A place to share and exchange messaging would exist. Everyone would put their pride in their pocket.

Strategies/tools/techniques

Look for partners outside of the grizzly bear conversation: Identify resources managers in your community that you can engage regularly. Look for ways to provide assistance to those managers and listen to their needs.

Identify children as partners, they are the future and long-term politics and ideologies can shift with education.

Build relationships from the ground up – Defenders of Wildlife/FWP electric fencing program

Open communication by agencies to inquiries from potential partners and the public…. don't be scared!

NGOs recognizing the influence politics has with Agency priorities and abilities. As well, look for ways to assist Agencies with their priorities not matter how small.

Build relationships, put a face to the Agency, NGO, Tribal Member, and Livestock producer.

Partnerships Table (2)

Step 1 – Problem Statement: Increasing capacity for work (funding/personnel) to occur across wide geographic areas while maintaining local trust through partnerships… to address the issues surrounding ongoing grizzly bear recovery and expansion.

What is the problem and why?

- Identifying potential partners

- Capacity issues & meeting the demand for IE&O (Information, Education and Outreach)

- Small partnerships vs. big partnerships – which one? How do we leverage capacity? Is there more power in large or small partnerships?

- Geographical limitations for some groups.

- Communicating what work has been done and working together to coordinate and complement each other's efforts.

- How to bridge the gap between unlikely partners and identifying them?

- Lack of communication from state agencies to certain constituents.

- Getting past the token “Partnerships to and Authentic Partnerships”

- Being able to see a problem from all different sides.

- Moving past our differences and backgrounds

- Overall distrust of agencies

What is working and why and where?

- Blackfoot Challenge

- National Fish & Wildlife Foundation – pointed effort to share information through AG NGOs

- IGBC subcommittees

- There are partnerships working that offer a set of examples to learn from and draw upon.

- Wolverine research shows that we cannot look at the world through jurisdiction boundaries. We need to be thinking beyond our borders. Must be a multi-state effort.

- Value in place-based efforts.

What isn’t working?

- Lack of funding: Hard to get funding exchanged between NGOs and state/Fed Agencies. Lots of red tape

- Lack of personnel & capacity

- Larger the group the harder it becomes to manage. Becomes unwieldly. To many people can result in lack of communication.

- How big the scope of the problem is — it is hard to tackle it through just one or two partnerships.

- Tools vary from location to location.

Step 2: Ideal Scenario: Funding and capacity is not a limitation or obstacle for resolving the issues surrounding ongoing grizzly bear recovery and expansion. With ideal funding and capacity, there would be less challenges in maintaining local trust. Stakeholders will be willing to take more risk in reaching out to potential partners that share opposing viewpoints and seeking out common ground.

In a perfect world, what would this look like?

- Making some progress that is durable

- We have measurable benchmarks

- Not wasting people's time bringing them together to address the same topics/issues again and again.

Group 2: Getting the legislature to approve creating a sustainable entity/umbrella group that is funded similar to Bear Smart to serve as a place for collaboration, funding, to identify already existing partnerships and projects, tell the story of those partnerships/projects and an opportunity to strengthen collaboration and create additional partnerships where necessary.

- If we could just get past where bears should or shouldn't be.

- Bearcentric vs. Grizcentric

- Identifying already existing partnerships and what are they doing. Then individuals/organizations can insert themselves into it.

- Increase patience.

- State (FWP) having a comprehensive bear education and outreach program and someone overseeing it.

- Replicate other programs like Bear Smart instead of reinventing the wheel.

- Western Landowners Alliance

- Heart of the Rockies – High Divide Collaborative

- Getting the word out of the work that is being done – more PR and telling the story of people on the ground doing the work.

- Tell the story in a brief and concise way.

Vehicles for Messages Table

Problem Statement

It is a challenge to use the right vehicles to deliver the right messages to the relevant audiences because there are so many unique and varying vehicles and audiences and messages.

Ideal Scenario

There should be no role confusion. Best practices would be well coordinated, accessible and shared.

Tools to move from problem to ideal:

IGBC stamp of approval for as much messaging as we can agree on. An agency or NGO would have credibility if it could carry the IGBC stamp of approval – same as bearproof coolers, etc. IGBC would be clearinghouse for messaging and best practices for delivering to a diverse set of audiences.

Separate audiences are two distinct groups – (1) ag and livestock and (2) everyone else.

Create an ambassador program so like people are talking to like people – ag, realtors, retailers, outfitters, etc.

Create a train-the-trainer program to spread and grow the number of people disseminating the IGBC messaging.

Tools could include (but not limited to) one-on-one conversations, interpersonal relationships, classroom presentations, interpretive signage, signage where it matters (trailheads, etc.) brochures branded for each group but containing like messages, social media, ads, airport billboards.

Audience Table

We think we mostly know our audiences, so the problem is how to reach them.

Problem statement: "We have many diverse audiences and need specific messaging for each, but we can't reach everyone because of limited resources."

"We need to prioritize what audiences need messaging most or more urgently – for example, hunters and public safety."

Ideal world: "That all people understand that bears are part of the landscape, that everyone is aware and taking proactive roles."

Also, "ideal" would be if people automatically associated Montana with bears and wildlife and acted accordingly, much like branding. The example was Patagonia and quality outdoor clothing. Bears should be part of our daily lives, like seatbelts.

We spoke a bit about whether it's important if people accept or care about bears, as much as they accept the importance of being aware and avoiding conflict. Do we change feelings or behavior?

Strategies

What can help to reach audiences? What matters to them and what will make them show up?

1. Use formal examples of teaching people to be proactive – use model of adapting to wolves and apply it to grizzlies.

2. Make bear education part of core curriculum in schools somehow.

3. Reach youth, and through them get adults engaged. 4th grade best age.

4. Start engaging people from different audiences on broader, shared issue first, like maintaining wild nature, then incorporate bears.

5. Hold events that go beyond education, like Swan Valley's Bear Wake-up Social.

6. Backcountry Hunters and Anglers draws a lot of folks in with social events at breweries, etc.

7. Combine meetings with educational draws, like a short program.

8. Find a respected leader in the community to carry your message, network with neighbors. Or find someone outside the community who has used a process or tool and can speak to it. Community-based solutions are often better – Wayne Slaght and carcass pickup.

9. Personal contacts, like between park visitors and staff, stick much better than brochures, etc.

10. Train the trainer – educate workers at sporting goods stores on bear spray message.

11. Pull people in with educational events like bear fairs, outdoor fests.

12. Tell people the why behind the messaging so they see the importance.

13. Making It Last marketing campaign has great breakdown of different audiences, what motivates them and how they like to get their information.

Content of Message (consistent messaging) Table

What are the best/most effective ways for getting information out there (and also why)?

<u>Step 1-Problem Statement</u>

Grizzly bear content messaging is a complex, emotional subject that involves a variety of stakeholders. For much of the public, bears are not a problem unless they're in their backyard. We need accurate content that considers different audiences (those that live and work in bear country, those that are only in bear country for short periods, and those that are in areas where bears are new). This content needs

to be correct, concise, and consistent. Finally, we need a good place/source to find and disseminate the information.

-What is working?

A lot of information that is out there, and a lot of people (agencies/NGOs) are involved

Why- There is a lot of investment with different groups, bears are widespread, and a lot of passion surrounding the species

Where- across all levels of media and educational opportunities

-What isn't working?

messages/content that aren't often concise and/or consistent.

Why- too many groups trying to do their own thing

Where-different audiences, ages, consistency

Step 2-Ideal Scenario

-In a perfect world, what would this look like?

-Ideally, we would have a main source to be able find and disseminate information that is composed of consistent and accurate content that reaches all interested parties. This content would need to be engaging, readable, and researched-based, while covering broad age-ranges and audiences, and resonates with the audience to make them become more proactive of being bear aware.

-This would ideally include a "gradient range map" that needs to be constantly updated, while getting the message out that bears CAN be anywhere.

Strategies, Tools and Techniques, and how to get there

-What do we need:

Develop a better strategy for communicating between interested groups for bear awareness outreach and education

-We want:

-Content consistency, trust in the content, and supported data

-So, we will:

-Create a “one-stop shop” that would be for agencies/NGOs (and the public, if interested)

-use current research/anecdotal knowledge on the efficacy of the content, and be fluid in how those things change with time

-It would need to be adaptive for all groups (ages and interests)

-could get different groups doing different things/focuses that is their specialty

-links to where content currently exists (on another website)

-Would need to create a community/future scheduled meeting to continually reinvigorate the “one-stop shop” so it doesn’t become stagnant and outdated

-Potentially develop a brand? Consistent through all outreach levels?

-Other thoughts

-Ask our public where they want to get their information? Be adaptive. Would it be part of the same “one-stop shop”?

Appendix C: Example of Compendium Form

2020 Montana Grizzly Bear Education, Information & Outreach Compendium Form

Insert Logo Picture Here

Organization/Affiliation Name

_____

Please provide a general synopsis of your work below:

Contact Information

Email_____Phone_____

Website_____

Social Media Sites_____

Organization Location

International _____ National _____ State(s)_____

Work Locations in MT State

Whole State _____ Specific Geographic Locations:

_____

Do you provide education or conflict prevention for more than one species?

No (Grizzly Bears only) _____ Yes (please list)_____

Does your work incorporate property or site assistance?

No _____ Yes_____

Electric Fence Building _____ Bear Resistant Container Installation or Rental_____ Site Conflict Consultation_____

Livestock Conflict Prevention _____ Livestock Guard Dog Support _____ Site Clean-up _____ Range-Riders _____

Other_____

Do you provide funding assistance for private land owners?

No _____ Yes_____ If so, is it Directly_____ or through referrals to other programs_____

1

What types of materials do you use or provide for outreach & education?

Brochures ____ Magnets ____ Handouts ____ Bookmarks ____ Books ____ Blogs ____ Social Media ____ Websites ____ Lectures ____ Trainings ____

How may other agencies or the public obtain access to your outreach materials?

Contact the organization/agency directly ____ Print the items from the compendium ____

Print products from the following website _____

What format is your education and outreach displayed in?

Powerpoint Presentations ____ Fairs & Festivals ____ School Programs ____ Children Programs ____

Staff Trainings ____ Table Events ____ Booth Displays ____ Campgrounds ____

Other _____

Are their certain demographics you focus your work on? (Check all that apply)

Tourists ____ Children ____ Land-Owners ____ Agricultural Producers ____ Sportsman Groups ____

Hikers ____ Bicyclists ____ Horse-Back Riders ____ Hunters ____ No Limitations ____

Other _____

What other groups or organizations do you primarily interact with

Organization goals or mission statements

What are the primary goals and objectives your agency hopes to achieve with education and outreach?

AGENDA

Grizzly Bear Information Outreach Summit

Tuesday, January 28th- Thursday, January 30th, 2020

Hosted by Montana Fish Wildlife and Parks

Sponsored by Montana's Outdoor Legacy Foundation and Defenders of Wildlife

Delta Hotels by Marriott Helena Colonial, Helena, MT

2301 Colonial Dr, Helena, MT 59601

Purpose:

The summit serves to gather representatives of groups that are participating in the creation and/or dispersal of grizzly bear-related information, education and outreach in Montana. The summit will provide a platform to share and learn about the work of colleagues going on across the state, and provide networking opportunities as well a panel discussion and breakout sessions. Information gained through this summit will help Montana Fish, Wildlife & Parks will facilitate a more coordinated grizzly bear education and outreach effort across agencies and non-profit organizations in Montana.

Desired Outcomes:

1. **Build relationships** and awareness among those involved in grizzly bear IE&O (information education and outreach) work in Montana
2. **Capture recommendations** from attendees on how we can improve IE&O work
3. **Develop action items** from recommendations
4. **Improve consistency of bear safety messages**
5. Collect data from attendees and **compile a publicly available document: "Montana Grizzly Bear Outreach Compendium"**

Agenda:	All summit activities will take place in the hotel's ballroom	
Tuesday	**2 pm - 5 pm**	**Poster setup, Summit check-in:** Bring information about your grizzly-related work in the form of a poster.
	4 pm – 8 pm	**Outreach Trade Show** Be ready to socialize. Leaving your table and wandering is encouraged. • **Meet and Greet happy hour with appetizers, hosted by Montana's Outdoor Legacy Foundation and Defenders of Wildlife** Mingle, check out posters, and learn about the work of your colleagues

Wednesday	**7:30 am -- 8 am**	**Check-in**
	8:15 am	**Welcome** Introductions, overview of agenda, Intro to IGBC **Panel discussion** on history, future, challenges and successes of living in bear country and the role of education, information and outreach. **Work Sessions-Round 1** Facilitated by organizers. Broken into groups by topic, address issues raised through panel comments
	12:30 pm-1:30 pm	**Lunch** Provided by Montana Fish, Wildlife and Parks, Montana's Outdoor Legacy Foundation, and Defenders of Wildlife
	1:30 pm – 3:15 pm	**Breakout sessions-Round 2** Keep rolling on work from the morning
	4 pm	**Close for the day** Recap what we did and look toward Thursday morning.
Thursday	**8 am – 11 am**	**Work Session to review action items, recommendations** **Summit Evaluation**
	11:30 am	**Wrap up** Look at next steps and discuss Grizzly Montana Outreach Compendium