

Section Five: Outreach Strategy Messages and Metrics

The Outreach Strategy and Implementation Plan builds upon previous sections, and is presented in Table 2. Each of the eight priority themes that emerged from the CSO documents is assigned a target audience and a distinct message. The messages vary considerably, as do target audiences, but generally call for adoption and funding of applied research in specific areas; development and application of models and other science-based tools; strengthened mechanisms for technology transfer; improved understanding of ecosystem threats and linkages (e.g., land use and coastal health); and development and application of mechanisms to inform, educate and involve the broader stakeholder community. Other components outlined in Table 2 are (1) the “packaging” of messages to ensure they are clear, concise, action-oriented, “harmonized” to ensure consistency, and “customized” to appeal to the target audience; (2) the best outreach mechanisms for each theme; and (3) near and longer term metrics to gauge progress in achieving the project’s goal and objectives.

Table 2 – Outreach Strategy and Implementation Plan

Theme	Target Audience	Outreach Vehicle	Message	Format	Metric
1) Applied research is needed to strengthen the scientific basis of coastal management decisions.	Scientific community, federal funding agencies, foundations	Personal / small group communication	Adopt and fund applied research priorities.	Briefing papers, letters, personal visits, testimony.	Near term: increase in correspondence/visits with target audience. Longer term: adoption of priorities, funding increases, "new star" research projects.
2) Science based tools to guide coastal management decisions are needed.	Coastal managers, scientific community	Electronic/ print media, personal / small group communication, targeted large scale communication	Employ existing tools, and develop and "package" new ones to encourage application.	Websites, publications/ technical sessions to encourage use of existing tools; briefing papers, workshops and personal communication to encourage development of new tools.	Near term: development and distribution of "tool kit". Longer term: increase in application of science-based tools.
3) A more comprehensive and integrated approach to data generation, collection, analysis and application is needed.	Scientific community, federal and state coastal management agencies	Personal / small group communication	Need for generation of baseline data via long-term monitoring/ observation programs.	Briefing papers, letters, personal visits, testimony.	Near term: increase in communications with scientific community. Longer term: increase in new / enhanced monitoring/ observation programs and funding.
4) A strengthened "technology transfer" process is needed to interpret and apply scientific research results to coastal management decisions.	Coastal managers, scientific community, elected officials/ policy makers	Personal/ small group communication	Need to generate baseline data/ maps/ imagery, and need for processes to "package" and transfer to coastal managers for application.	Briefing papers, letters, workshops to establish technology transfer mechanism.	Near term: increase in communicating research / process needs. Longer term: increase in new/ enhanced technology transfer mechanisms, funding increases for baseline data/ information.
5) Predictive models and decision support tools are needed to help shape management decisions and guide approaches.	Scientific community	Personal/ small group communication	Scientific community needs to develop "application ready" models; coastal manager need to access and employ them.	Contact with science community and funding agencies/ foundations via letters and personal/ small group communication.	Near term: increase in communicating modeling needs to science community. Longer term: increase in number and use of new/ enhanced predictive models.
6) Ecosystem threats need to be identified and characterized to assist coastal managers in developing both preventive measures and adaptive management responses to emerging problems.	Scientific community and federal / state / local management agencies	Personal/ small group communication	Expand research / funding for emerging trends and threats, with an emphasis on model development/ visualization tools; establish monitoring and observation programs.	Letters, personal visits and technical conferences (to address research needs) and communications with management agencies (to address monitoring/ observation program needs).	Near term: increase in communicating research/ program needs. Longer term: increase in new/ enhanced programs with preventive/ adaptive management focus.
7) A strengthened understanding of the linkage between land use and coastal ecosystem health is needed.	Scientific community, relevant federal/ state/ local management agencies, legislators/ policy makers regional/ local watershed groups, larger stakeholder community	Electronic/ print media, personal/ small group communication, targeted, large scale communication	Highlight land use/ coastal ecosystem health linkages; call for forums to promote discussion and action by all affected parties.	Use all communication vehicles to educate/ inform targeted audiences; multi-agency workshops to establish mechanisms for information exchange and policy and program development.	Near term: increase in awareness/ knowledge within management agencies (all levels), legislators/ policymakers and stakeholder groups. Longer term: increase in legislators' program initiatives.
8) Mechanisms to inform, educate and involve all stakeholders in coastal management decisions are needed.	Coastal managers, science community legislators/ policymakers, larger stakeholder community	All communication vehicles with equal emphasis	Promote understanding of environmental, economic and quality of life significance of coastal areas; promote active involvement in coastal stewardship.	Communicate with teachers and community educators, with site-specific material; maintain extensive links, newsletters / editorials, speaker's bureaus, presence at stakeholder meetings, train others to spread message.	Near term: increase in number/ scope of information/ education programs in coastal states; increase in availability/ use of curriculum materials. Longer term: increase in level of stakeholder involvement, increase in use of speaker's bureau, stakeholder awareness/ knowledge.