

Improving Our Capacity for Engaging People in Salmon Conservation

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IBoF Salmon Forum
February 15, 2017



What is salmon conservation?

PEOPLE investing resources in actions to ensure SALMON are protected, restored, and sustained.

Conservation is a human endeavour:

Without people who care about salmon and who are willing and able to speak and work effectively on their behalf, we have little chance of achieving our conservation goals.

Where do we focus most of our effort?





Focusing on the Human Dimensions at ASF

ASF recognizes the need to address the “people side”.

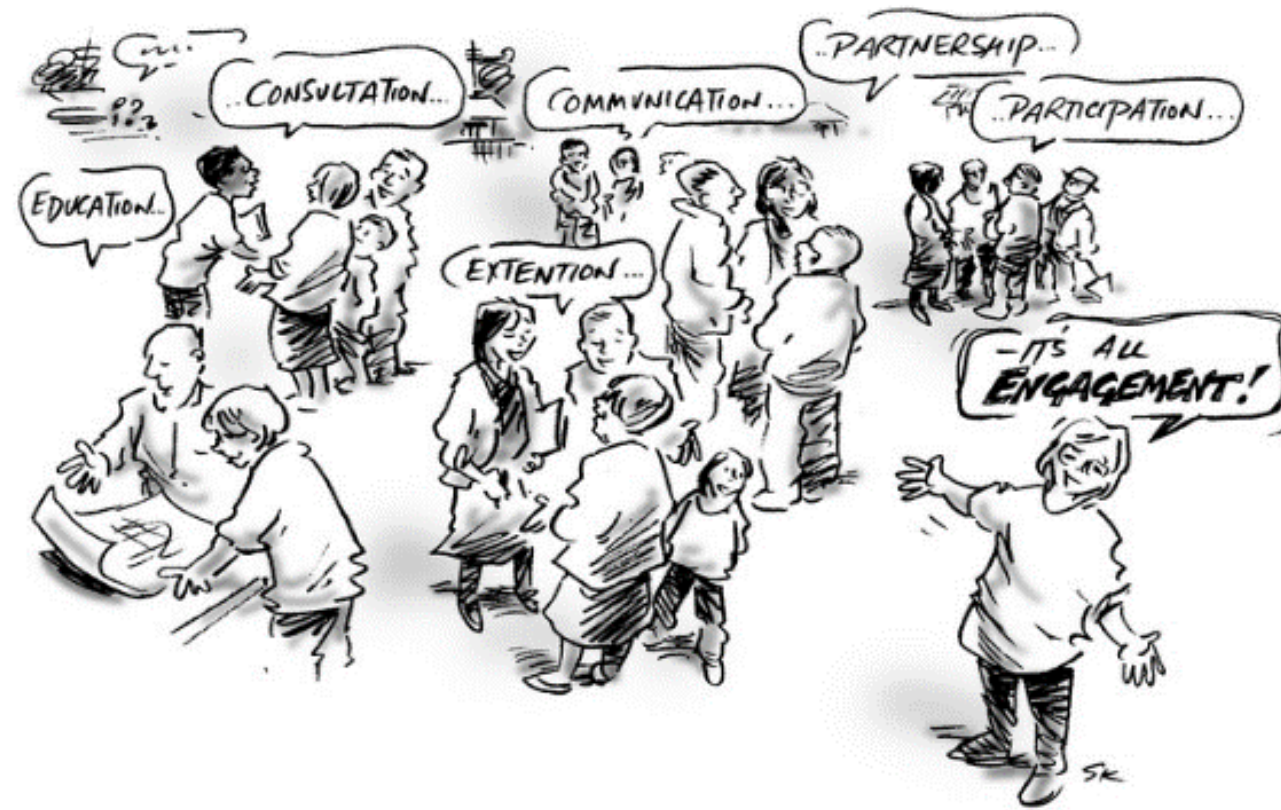
New position focused on Community Outreach and Engagement:

- more coordinated approach to communication, education, outreach, and engagement.
- assist ASF, regional councils, affiliates, watershed groups, etc.

Development of a formal community engagement strategy.



What is Community Engagement?



Community engagement is the process of building a community that is: 1) coalesced around salmon conservation; and 2) actively supporting the mission of ASF, councils, affiliates, watershed groups.

The **ultimate goal** is to build a community whose members engage in actions to achieve positive outcomes for the conservation of wild Atlantic salmon.



The Salmon Conservation Community

Who is in the community? Anybody who wants to be!

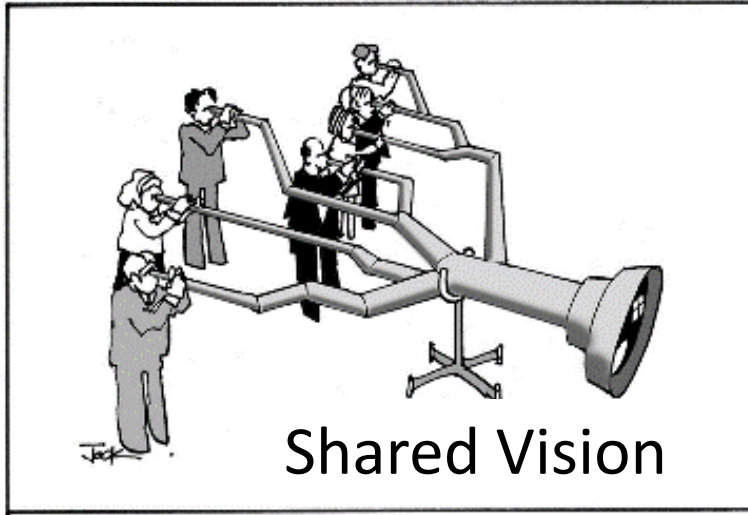
- But depends on your perspective.

What characteristics should the community have?

- A shared vision for Atlantic salmon conservation and the future of the resource;
- Strong, healthy, and productive relationships among stakeholders;
- The capacity, resources, motivation, and abilities to take action towards achieving that vision.



Four Dimensions of Community Engagement





Shared Vision

Establishes common goals.

Ties members of the community together.

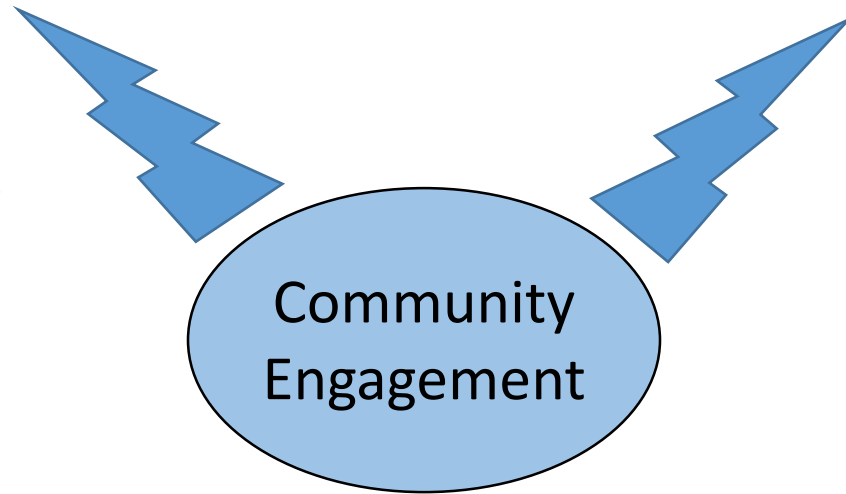
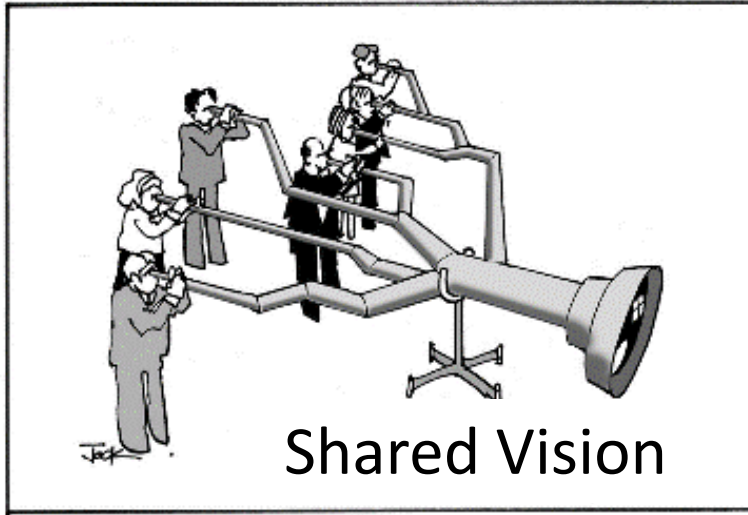
Provides direction and sense of purpose to the community.

Develops commitment to the cause, and inspires people to act.

Should be based on shared values, but also recognize diversity of values among stakeholders.



Four Dimensions of Community Engagement





Building Relationships

Strong and effective relationships are important for maintaining a cohesive community.

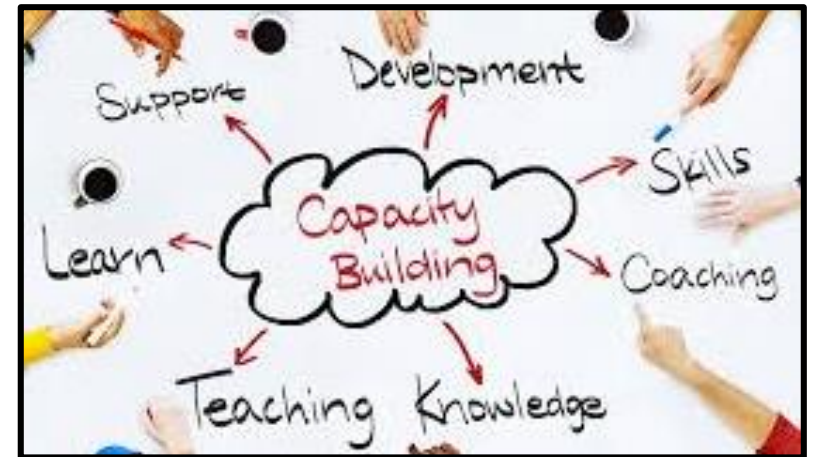
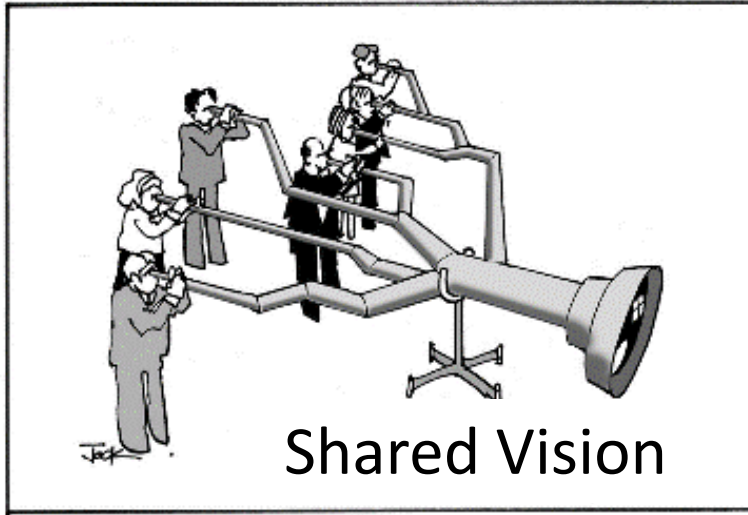
Facilitate two-way communication and information sharing.

Facilitate understanding of and respect for the knowledge, aspirations, and values of various community members,

Help build trust and credibility within the community.



Four Dimensions of Community Engagement





Capacity Building

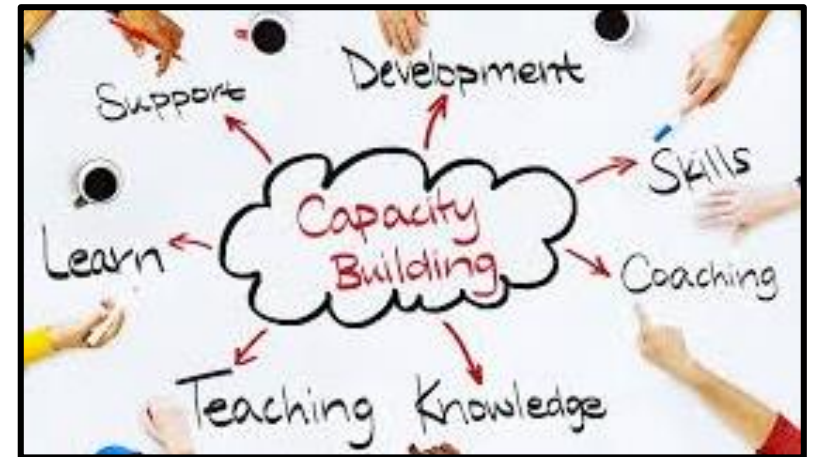
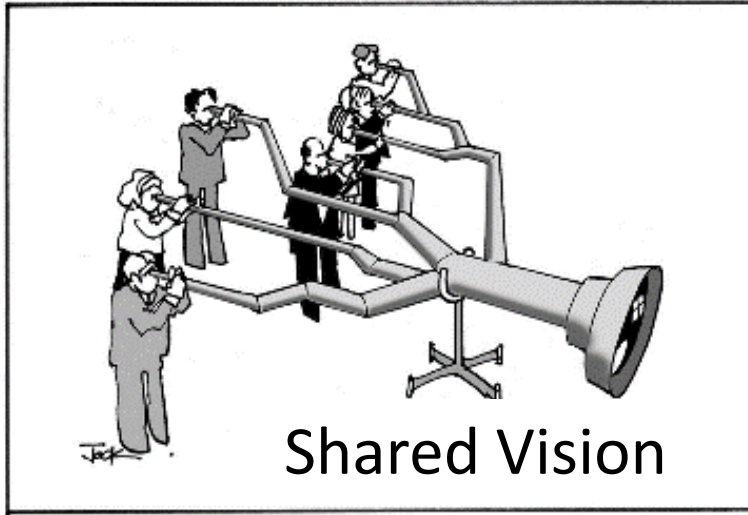
Capacity for conservation includes:

- knowledge
- tools and resources
- skills and expertise
- networks
- leadership

Engagement in conservation can be facilitated by increasing the capacity of people/communities to take appropriate actions.



Four Dimensions of Community Engagement





Motivating Action

What do we want people to **DO**? How do we motivate them to do it?

Don't assume general education/outreach approach will automatically lead to desired actions!

Process for motivating conservation behaviour:

- Identify and define the action you want and who you want to do it.
- Understand motivations and constraints for that action.
- Design, test, implement communication intervention
 - intervention should address motivations/constraints
 - use an established intervention framework or marketing techniques
- Measure efficacy (and learn from the process).



Looking Ahead

- Still lots of work to do in designing and implementing our Community Engagement Strategy
- This workshop is part of our efforts to build capacity for freshwater restoration actions.
- Feedback and suggestions for improvement are welcomed.

Community engagement is the process of building a community that is: 1) coalesced around salmon conservation; and 2) actively supporting the mission of ASF, councils, and affiliates.



Feedback, suggestions, and questions are always welcomed!

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