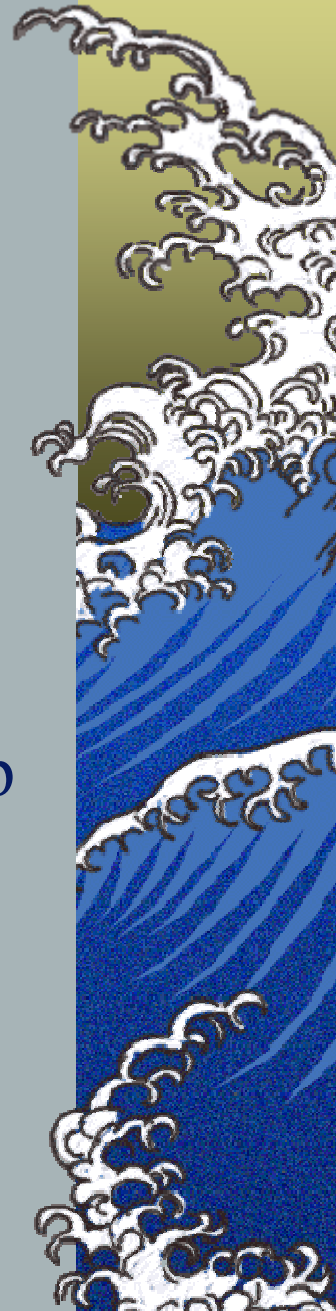


# Regional Coral Reef Outreach and Education Workshops

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USCRTF Education & Outreach Working Group

U.S. Coral Reef Task Force Meeting  
Koror, Palau  
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# Workshop Overview



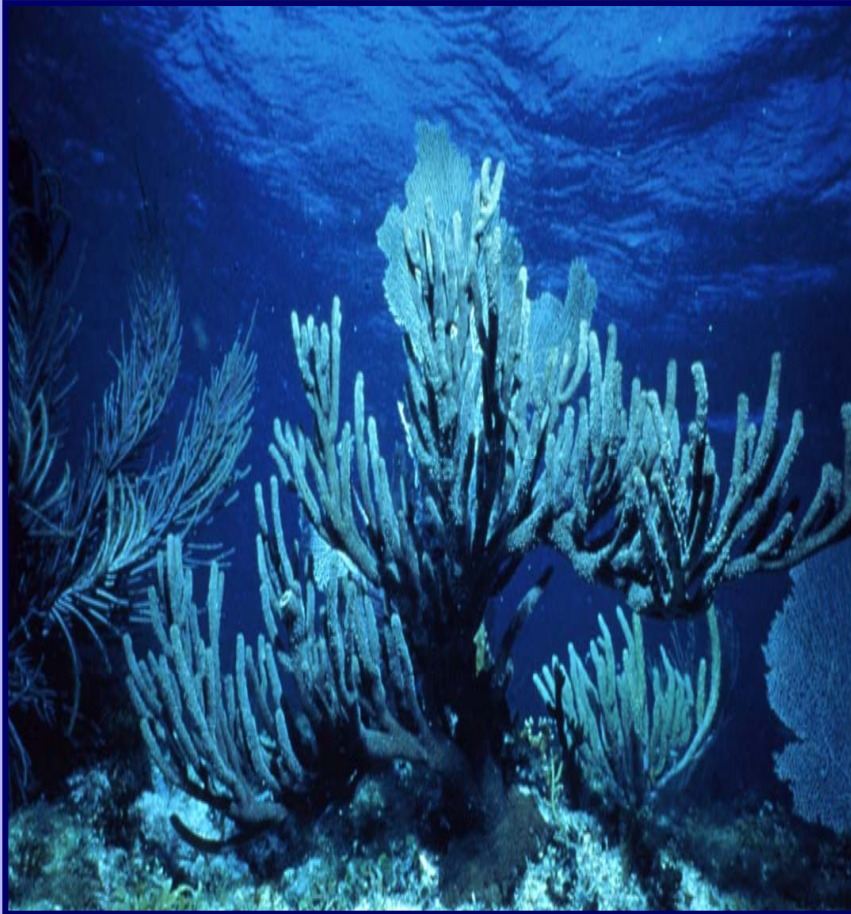
- **What/When:** Two-day workshops:
  - **Pacific Islands Region** (Aug 05): American Samoa, Guam, CNMI, Hawai'i
  - **Caribbean/Atlantic Region** (Sept 05): Florida, Puerto Rico, USVI, Bahamas, Gray's Reef
- **Who:** Open to staff in the seven USCRTF jurisdictions and NOAA regional offices
- **Why:** First opportunity for capacity building, regional networking, information sharing and collaborative training for agency communications, outreach and education staff

# Collaborative Planning

- **Planning process designed to increase communication** within and between jurisdictions leading up to workshop
- Collaborative **assessment of capacity and training gaps**
- Topics selected by teams **based on collective needs** across the region



# Training Approach



- Combination of training modules, small group practice, and panel discussions
- Showcase **successes and lessons learned** in each jurisdiction
- Involve outside **presenters with “best practices”**

# Key Topics Covered



- “E model” approach to **strategic outreach and education**
  - Qualitative and quantitative assessments
  - Target audience identification and analysis
  - Message development, pre-testing and revision
  - Monitoring and evaluation
  - Communications planning
- Tools and approach for eliciting **environmental behavior change** (examining barriers and benefits)
- **Regional hot topics:** enforcement and outreach, effective design and use of websites, translating science for non-technical audiences, social marketing

# Results: The Numbers

- Over 100 involved in collaborative planning



- 48 participating agencies, agency divisions and organizations
- 9 jurisdictions
- 68 individual participants
- 16 'expert' presenters
- 100% felt workshop met overarching goal

# State of the “Industry”: Our (Resounding) Collective Assessment

- Continued (increased) technical assistance and financial commitment
- More support requested from managers
- Significant integration needed throughout resource management process
- Support from funders and agencies for strategic and evaluative approach
- Shift focus from providing information to **behavior change** as central driver of outreach/education



# Old Educator's Model

## INFORMATION MODEL

**Why?**

**So...**

**So that ...**

They Don't  
Do



Because  
They Don't  
Understand



We Teach  
Them



They Will  
Act



# Behavioral Model

So...

Then...

So That...

They  
don't  
do

We must  
learn why and  
identify:

- Perceptions
- Barriers
- Benefits
- Persuasions

Together we  
develop  
a program  
that features:

- Products  
people want
- Easy access  
to what they  
need
- Information  
they  
understand
- Channels  
they trust

We all act to  
sustain our  
environment

# Next Steps:

## Building on a new foundation

- Ongoing technical and financial assistance to build staff capacity to carry out strategic outreach and education, including monitoring and evaluation
- Increase **professional development** opportunities

### Response:

- FY06 NOAA funding for each jurisdiction to address capacity gaps identified through workshop process
- FY07 regional workshops



# Next Steps:

## Building on a new foundation

- **Maintaining regional networking** and information-sharing

### Response:

- FY07 regional workshops
- CRTF Education and Outreach Working Group
- CRTF website

- **Documenting and sharing workshop progress**

### Response:

- Replicable workshop model and trainings
- Workshop CDs and report
- Detailed pre- and post- evaluations by region and jurisdiction

