



## Border 2012: Communications Task Force Fact Sheet

**S**trategic communication is critical to a successful Border 2012 Program and ensuring effective and timely communications with the public, program partners, and other stakeholders is a priority. To that end, the Borderwide Communications Task Force (BCTF) was created at the first National Coordinators Meeting in Matamoros, Tamaulipas, in December 2003, with participants from state, regional, and U.S. and Mexican federal offices. Since then, the Task Force has expanded to include additional stakeholders from the border region.

The goal of the BCTF is to promote the Border 2012 Program by maintaining a strategy for timely and efficient internal and external communications. In addition, the Task Force develops communication tools and offers assistance with communications for events and outreach activities as resources allow.

The BCTF's main goal for 2006-07 is to successfully implement the Border 2012 Communications Strategies in combination with other activities intended to enhance program communications at all levels.

For additional information on the BCTF, please visit the website at

<http://www.epa.gov/border2012/communications.htm/>

or contact the taskforce leaders:

**United States: Albes Gaona**

EPA's Office of International Affairs

Phone: 202 564-6253

E-mail: [gaona.albes@epa.gov](mailto:gaona.albes@epa.gov)

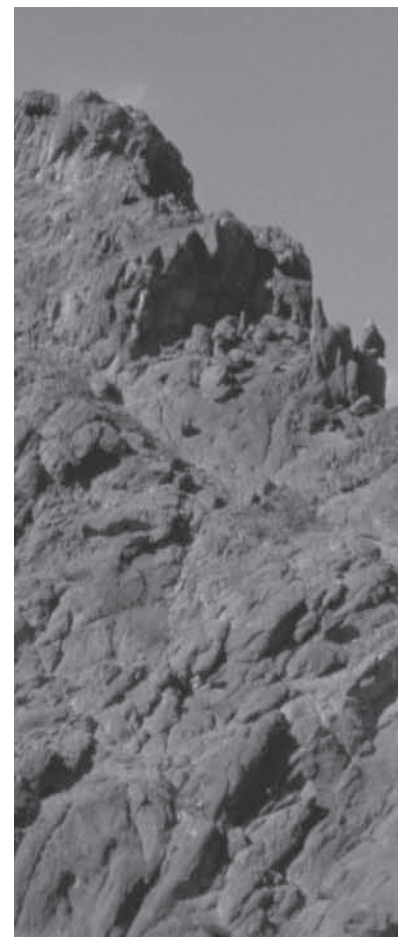
**Mexico: Iris Jiménez**

SEMARNAT's Office of Statistics and Environmental Information

Phone: (5255) 5628-0854

E-mail: [iris.jimenez@semarnat.gob.mx](mailto:iris.jimenez@semarnat.gob.mx)

“Strategic communication is critical to a successful Border 2012 Program.”



# Border 2012 Internal Communications Strategy

The Borderwide Communications Taskforce (BCTF) promotes the Border 2012 Program by coordinating communications activities essential to the success of the program and to keep the public well informed.

**Goal:** The goal for internal Border 2012 Program communication (which includes Task Force members external to US Environmental Protection Agency (EPA) and Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT) as well as State Agency and Tribal counterparts) will be to involve all interested parties in discussions on shaping the program, keeping everyone updated on development, and enabling the Border 2012 Program to operate as efficiently and effectively as possible.

The strategy that follows provides a template, which identifies internal audiences and mechanisms of communication for effective “**internal**” communication among Border 2012 Program officials.

## Coordinating Groups

## Opportunities for Communication

National Coordinators  
&  
Co-Chairs and Other  
Senior Federal Agency  
Program Officials

Federal Team Leaders  
&  
Program Partners from  
EPA, SEMARNAT, States,  
and Tribes

Regional Workgroups  
&  
Border-Wide Workgroups  
&  
Border-Wide Task Forces  
&  
Regional/Local Task Forces  
&  
Policy Forums

- Co-Chairs Meeting
- Distribution of Meeting Minutes
- Briefing Packages

- Monthly Program Conference Calls
- Regional Visits
- Attendance at Annual Workgroup/Forum/Task Force Meetings

- Annual Meetings
- Conference Calls
- Distribution of Minutes from All Conference Calls/Meetings

- National Coordinators Meeting
- Teleconference Calls
- Annual Communiqué
- Annual Workplans/Reports
- Biannual Implementation Reports (2005, 2007, 2009, 2011)
- Midterm Progress Report (2007) and Final Report (2012)
- Media Products (Press Releases, Other)
- Distribution of Minutes from All Conference Calls/Meetings
- Regional Newsletters
- Border 2012 Program Information Kit
- Border 2012 Websites

# Border 2012 External Communications Strategy

**Goal:** Ensure that Border 2012 Program “external” communications are well coordinated, effectively managed, and responsive to the diverse information needs of the border community and other external stakeholders.

**Objectives:**

- Provide border communities timely and accurate information about the Border 2012 Program.
- Announce public meetings and events at least 30 days in advance.
- Communicate in English and in Spanish.
- Identify and address communication needs.
- Consult with border communities and other external stakeholders when establishing priorities, developing policies, and planning programs and activities.
- Respond to information requests promptly.
- Ensure all Border 2012 Program partners work collaboratively to achieve effective communications with the border community and other external stakeholders.
- Convey results to the public and media on a timely basis.
- Provide briefings for congressional delegations and/or staff.

**Potential Tools/Opportunities for Communication:**

- Information Kit — newsletters, fact sheets and other EPA Border 2012 materials.
- Program Directory — Contact listings for staff.
- Website: Highlight Program results and high-profile events/activities (<http://www.epa.gov/border2012/>), materials available on the Border 2012 website: [www.epa.gov/border2012/](http://www.epa.gov/border2012/).
- Video-presentation for public outreach efforts.
- Media outreach to radio, TV, and press.
- Press releases on Border 2012 related events, announcements, grants, etc.
- Border 2012 Biannual Implementation Reports in 2005, 2007, 2009, and 2011.
- Border 2012 Midterm Progress Report in 2007 and Final Report in 2012.
- Border 2012 National Coordinator Meeting (NCM) communiqués.
- Federal Register Notices on Border 2012 related actions.
- Border 2012 related meetings that include: Taskforce, Workgroup, and Policy Forum meetings.
- Other regional, national, and international meetings of partner organizations such as: Good Neighbor Environmental Board (GNEB), Ten-States, Bi-national Commission Meetings (BNC), Commission for Environmental Cooperation (CEC), Border Institutes, and Border Environment Cooperation Commission/ North American Development (BankBECC/NADBank).



# Border 2012: U.S. — Mexico Environmental Program

## MISSION STATEMENT

As a result of the partnership among federal, state and local, governments in the United States and Mexico, and with U.S. border tribes, the mission of the Border 2012 program is:

*“To protect the environment and public health in the U.S.-Mexico border region, consistent with the principles of sustainable development.”*

US Environmental Protection Agency  
Office of International Affairs  
1200 Pennsylvania Ave NW  
Mail code 2650R  
Washington, DC 20464