

Messaging across MPA programs



Key messages and opportunities for collaboration

June 13, 2012

International MPA Campaign



- 3-day workshop to conduct:
 - a situational analysis
 - MPA values
 - specific messages to highlight in campaign
 - campaign implementation
- Campaign goal:
 - Expansion in the number of marine parks
- Campaign vision:
 - To mobilize international support for marine parks around a unifying effort titled *Wake Up: Support Marine Parks!*

Where to Start?



- Values associated with the ocean:
 - food security
 - economic security
 - legacy
- Public's current understanding of marine parks:
 - generally unaware of the gravity of problems facing the ocean
 - less than 2% of the global ocean is protected
 - marine parks are not commonly known to the greater populace
 - the term "MPA" typically has negative connotations, especially within the United States.
 - marine parks have not cultivated champions and spokespeople to reach the masses.



Our Summary



Priority Message: Our Ocean, Our Future: Choose to Protect Special Marine Places

Key Messages:

- Protecting ocean areas:
 - provides food security.
 - sustains local, regional, and national economies.
 - serves as insurance for natural hazards and future uncertainties.
 - invests in future medicines, ecosystem services, genetic material, etc.
- Marine parks protect our natural legacies (biodiversity, ecosystems, species, habitats) for the future.
- Marine parks preserve our cultural and community legacies (shipwrecks, history, ways of life, and memories) for the future.
- The ocean is in trouble and urgent action is needed now. Marine parks are part of the solution.



Audiences



- **Ocean Decision makers:** agency heads and elected officials at all levels (local, state, tribal, territorial, and national) who have the authority to make decisions affecting the ocean
- **Influencers:** media, aid agencies (national and international, as well as private foundations), non-governmental organizations (local, national and international), and a cadre of key people from the art and culture community (including socially aware artists, known and influential celebrities, emerging and innovative leaders)
- **Corporate Sector:** businesses who rely directly or indirectly on the ocean and its resources
- **General Public:** general population, including aquarium visitors, seafood consumers, marine recreaters, youth (ages 14-24), and marine park communities, among others.

Example Strategy



Outcome: Increase in the number and frequency of calls or initiatives to create, support, and enhance marine parks; increase in the money spent on marine park related projects by various organizations (e.g., use the Wildlife Conservation Society's international conservation budget document)

Key Messages for influencers:

- Protecting ocean areas:
 - provides food security.
 - sustains local, regional, and national economies.
 - serves as insurance for natural hazards and future uncertainties.
 - invests in future medicines, ecosystem services, genetic material, etc.
- Marine parks protect our natural legacies (biodiversity, ecosystems, species, habitats) for the future.
- The ocean is in trouble and urgent action is needed now. Marine parks are part of the solution.



Ocean Protected Areas: Tomorrow's Global Answers are Local Today!

Your ocean,
our future!
Choose to protect
special ocean areas.

Protecting ocean areas sustains
food supply

Protecting ocean areas sustains
economies

Protecting ocean areas is our legacy

Protecting ocean areas is our planet's
insurance policy

Special ocean places are important to **people**

Conservation builds good business

Protecting ocean areas preserves biodiversity and our health

Protecting ocean areas is a tool to ensure the resilience of the ocean

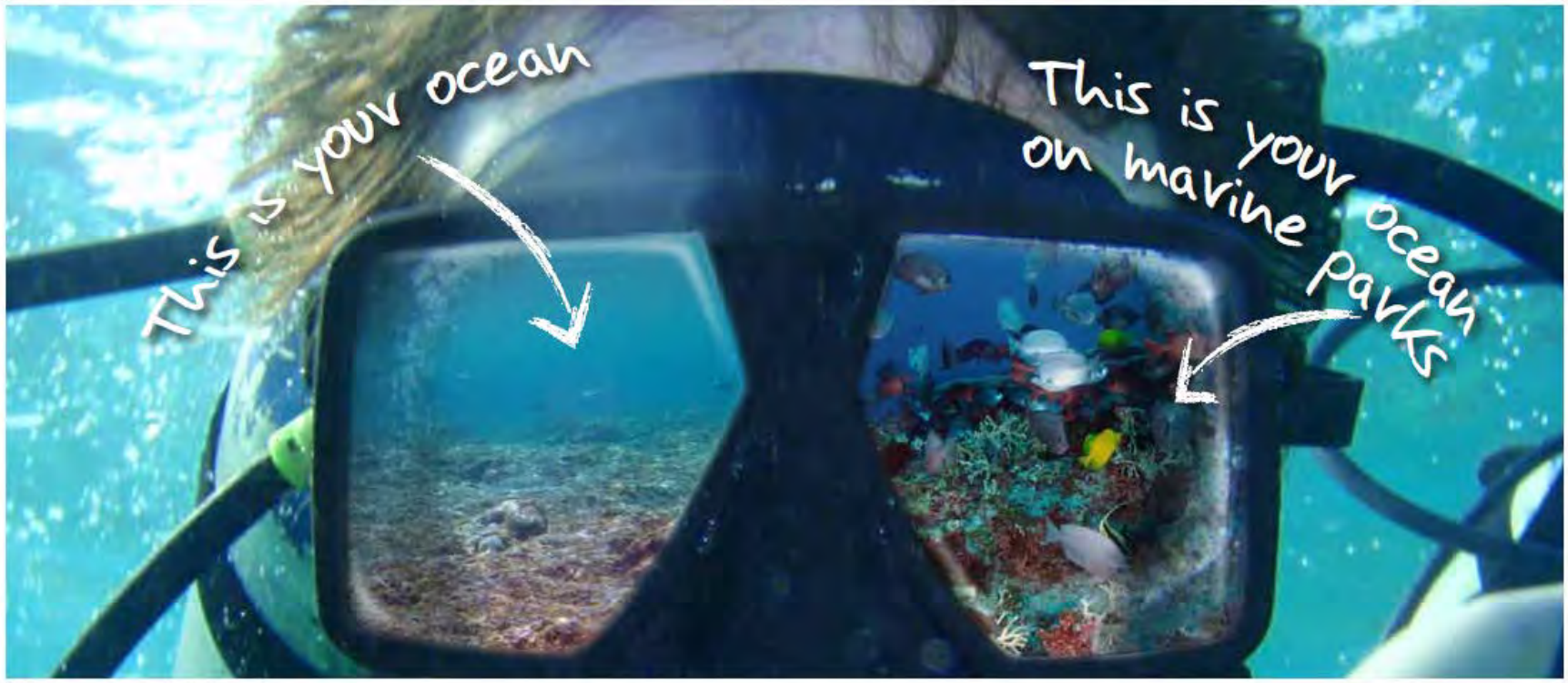
Only a healthy ocean can support economic growth.

Our children and grandchildren deserve to enjoy our ocean treasures

The ocean is the foundation of local, regional and national economies

The ocean is in trouble, we are losing our own life support system

Your Ocean, Your Future: Choose to Protect Special Ocean Places



The Wake Up and Support Marine Parks Campaign

Ocean Day 2012 to Ocean Day 2015

Ocean Communicators Alliance Workshop



- **Messages**
- **Legacy:** Marine protected areas ensure our kids and grandkids can enjoy a healthy, productive ocean.
- **Fat Old Female Fish:** Marine protected areas provide a place where ocean wildlife can feed, breed and thrive, and a home for the big old fat females that replenish our ocean.
- **Underwater Parks:** Marine protected areas are like underwater parks. They protect the Yosemite of the sea—special places like (insert local example)
- **What about me?** You can swim, dive, surf, tidepool, kayak or watch birds and mammals.....

Audiences



- Messaging strategies were geared toward the following particular **audiences**:
 - Non-consumptive users (surfers, tidepoolers, divers)
 - Consumptive users (fishers, kelp harvesting, pharmaceuticals)
 - Ocean-related businesses (tour operators, surf shops, restaurants)
 - Lawmakers (local, state, federal)
 - Animal/Nature Enthusiasts (Supporters of seabirds, marine mammals, beach and ocean environment)



Tools



- Delivery and opportunities for collaboration:
 - Traditional & Online Media (Print news, TV, radio, blogs, online news)
 - Social Networking/Web sites (Facebook, Twitter, web sites, mobile, apps)
 - Informal Education (aquariums, museums, field contact, docents, researchers)
 - Film/Video (PSAs, YouTube, Commercial Film)
 - Formal Education (K-12, University, Adult Education)





Next Steps:

- Full report on OCA MPA workshop
- Explore the potential of future MPA workshops in other regions
- Explore potential of shared data base of materials/information about MPAs
- Reach out to OCA members to develop regional subgroups and/or subgroups based upon MPAs and other topics
- <http://www.thankyouocean.org/oca/toolkit/>

Our charge



- Examples of MPA outreach that have shown success?
 - Florida Keys – local, sustained communications
 - Thunder Bay - local, sustained communications
- How would you define success for a shared communications strategy?
 - Have the core elements of a plan
 - Start swinging