

## **CAFÉ CONVERSATION: CREATING MORE EFFECTIVE EDUCATION AND OUTREACH PROGRAMS**

*Scott Stafford, The Baldwin Group, Inc.  
Christine Brittle, The Baldwin Group, Inc.*

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Coastal managers not only need to respond to changing environmental conditions and a constant flow of information, but also to effectively engage and inform various stakeholders. This café conversation will bring together coastal managers and others engaged in educational and outreach activities to discuss current audiences, techniques, successes, and challenges. The café attendees will collectively develop a catalog of outreach tools in use, and discuss innovative and noteworthy approaches to engage particular audiences. The discussion will aim to uncover new ways that coastal managers can support one another as they develop and implement outreach and education efforts. We will discuss what is working particularly well, how to overcome frequent challenges, and identify unmet needs or gaps in outcomes relative to expectations. We will then exchange ideas on the application of social marketing techniques (e.g., defining target audiences, pretesting materials, focusing on behavior change) that can improve outreach and education efforts. All participants will collectively brainstorm and learn from one another with the assistance of two co-facilitators.

Scott Stafford, *Senior Resultant<sup>SM</sup>*  
The Baldwin Group, Inc.  
611 Pennsylvania Ave, SE #352  
Washington, DC 20003  
[scott@tbgrouppconsultants.com](mailto:scott@tbgrouppconsultants.com)  
(202) 321-2742