

# Fraser Salmon & Watersheds Program



Fraser Basin Council



## Communications Update

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*Inspiring changes in human behaviour for the benefit of salmonids and the watersheds on which we all depend*

# Think Salmon



- Banner for regional and basin wide messages
- 2008 effort to enable regional behaviour change strategies

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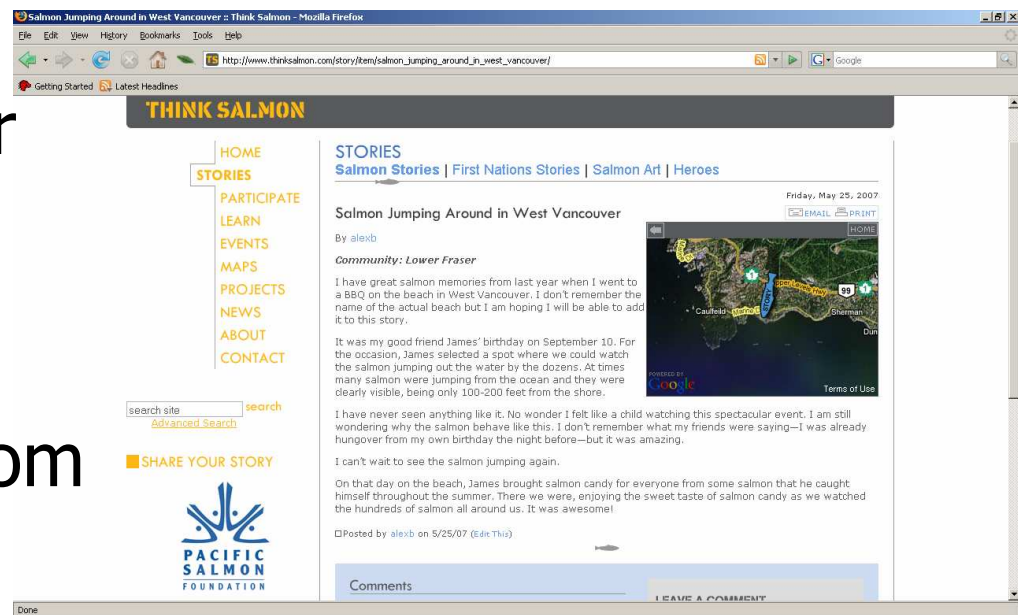
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# ThinkSalmon.com

- “Think Learn Act” supports behaviour change efforts
- Accepts content from many contributors



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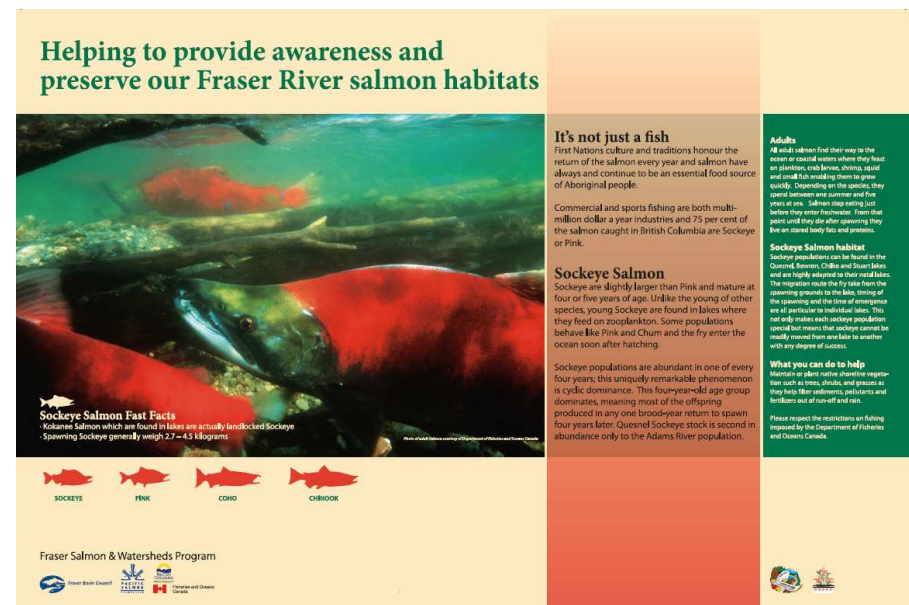
# Event sponsorships



- One \$500 sponsorship per month
- Randomly selected from events on ThinkSalmon calendar

# Signs and acknowledgement

- Sign budget for each project @\$500
- Additional content encouraged
- Acknowledgement on websites, at events, etc. is welcome



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# Media outreach



- Public announcement of 2008 projects forthcoming
- Encourage proponents to contact local media



# FSWP annual report

- Mission is inspiring behaviour change
- Process for forming strategy
- Role is to enable partners



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# fswp.ca

## Fraser Salmon & Watersheds Program



Inspiring changes in human behaviour for the benefit of salmonids and the watersheds on which we all depend.

- FSWP NOTICES
- WHAT WE DO
- WHO WE ARE
- HISTORY OF THE PROGRAM
- PROGRAM AREAS
  - Engagement
  - Governance
  - Habitat
  - Fisheries
- Media Information
- Stakeholder group **Fraser Assembly**
- Want quarterly updates on FSWP news?
- Sign up for the **eNEWS**
- Want to Think, Learn, Act, for Fraser salmon and watershed?
- THINKSALMON.COM**
- Already working with FSWP and want to use web-based tools for collaboration?
- WORKINGSALMON**



- Public information centre for FSWP
- FSWP notices

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# eNews, FSWP notices

- Access the same information on FSWP notices board or eNews

4-News for stakeholders of the  
**Fraser Salmon & Watersheds Program**  
To inspire changes in human behaviour for the benefit of salmonids and the watersheds they depend on:

Fraser Basin Council  
PACIFIC SALMON FOUNDATION  
**THINK SALMON**

### In This Issue...

[How can we help you help others Think Salmon?](#)  
[Principles for engagement with First Nations, plus education questions posted](#)  
[Proceedures from workshop about Mountain Pine Beetle threats released](#)  
[Thompson watershed critical temperature thresholds reported](#)  
[Detailed proposals invited for 114 projects](#)

FSWP founding partners

- Pacific Salmon Foundation (PSF)
- Fraser Basin Council (FBC)

### How can we help you help others Think Salmon?

You've probably seen the Think Salmon yellow fish before. FSWP created it as a flexible public engagement banner to help promote events, encourage volunteers, prompt new discussion and raise awareness of both existing and needed activity. With salmon prominent as an ecosystem indicator and cultural icon, Think Salmon can be a theme in addressing a range of topics and audiences from individuals to policy makers.

Anyone encouraging others to think, learn and act on behalf of salmon and watersheds is welcome to use the logo, to give away FSWP provided promotional items, to put content on ThinkSalmon.com, to propose their own Think Salmon campaign, big or small. Langley, for example, has a [Think Salmon program](#) that includes a survey, bus shelters and Salmon Saturdays.

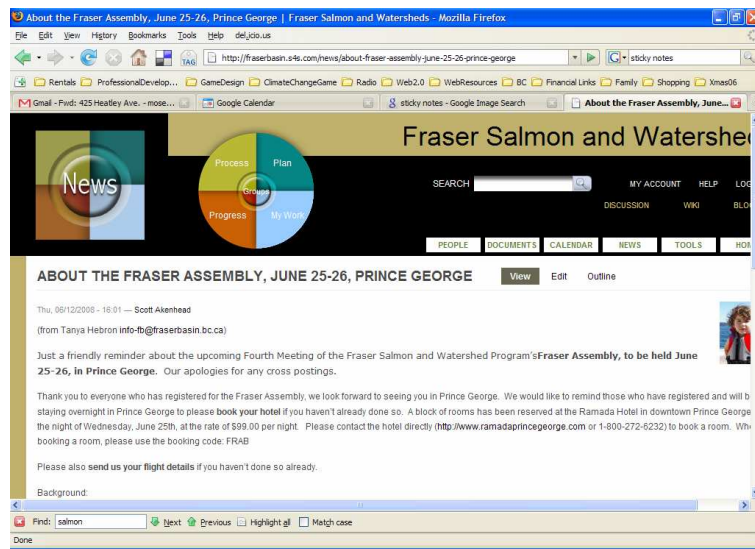
As we look for more partners in this public engagement campaign, please tell us your thoughts about what people need to know and do:

[Four questions about public engagement](#)

### Principles for engagement with First Nations, plus education questions posted

Engagement of First Nations is a FSWP objective integrated throughout all four program areas. To assist proponents, guiding principles are posted on ThinkSalmon.com. These principles will receive ongoing review and refinement from First Nations throughout the Fraser Basin. For assistance in contacting local bands, contact FSWP staff.

# Working Salmon (web2.0 tools)



- Collaborative project management
- Access to content is restricted to a group
- Documents, tasks, discussion, surveys
- Structured around goals
- (Still in development)

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# Inventory of Behaviour Change Recommendations

- On a GREEN sticky: **regional threat**
- On a YELLOW sticky: **recommend a behaviour change (who, how)**
- On a BLUE sticky: **barrier**
- On a PINK sticky: **comment**

*Green stickies are prenumbered.*

*Label each yellow, blue and pink sticky with the number on a green sticky, so we will keep related information together.*

