

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number* FSWP 09 LR EE 105

* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Salmon Points Rewards Program (salmon chums)

1.2. Proponent's Legal Name

Langley Environmental Partners Society

1.3. Project Location

Langley BC

1.4. Contact for this report

Name: Nichole Marples

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1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$15,000.00	\$15,000.00	\$3,000.00	\$55,480.00

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

The Salmon Points Rewards Program was developed using a *community based social marketing* approach. This approach recognizes the need to identify barriers to behaviour change and to provide tools to overcome these barriers. The Salmon Points Rewards Program encourages simple, sustainable behaviour change by providing incentives to encourage the actions to move from a one time occurrence to habitual behaviour.

The general concept for the *Salmon Points Rewards Program* is to deliver a program whereby citizens register to become salmon champions (or *salmon chums*) and earn points for sustainability actions i.e. attending stewardship events, dedication to greener cleaners, low flow fixtures, removing invasive plants in yard, etc. These points are redeemed to obtain services and incentives that facilitate behaviour change and citizen engagement in stewardship actions. Each behaviour earns points for participants. Once a certain number of points have accumulated, salmon chums choose to redeem or continue accumulating *salmon points*.

This program offers participants the ability to enhance salmon and watersheds through knowledge and action. This program has been successful in engaging participants in a greater context, building a sense of community

around salmon conservation. Members are proud of their salmon friendly practices, share their stories, and further engage and mentor their friends, contacts, and other community members.

OPTIONAL Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project.

In the first six months of the *Salmon Points Rewards Program*, over 300 individuals have registered as salmon chums, surpassing our original year one targets. To date, close to 100 *salmon chums* have reported actions they have completed, such as switching to non-toxic garden and household products, composting, planting native species, and mentoring their children, friends and family. This project provides an effective mechanism for engaging all age groups and sectors of the community in salmon stewardship in their homes and in the community and offers direct-experience opportunities, showcasing collaborative community-based stewardship as a vital element in watershed sustainability.

3. Final Project Results and Effectiveness

3.1 Copy EXPECTED OUTCOMES from your detailed proposal and insert into this section. Add additional rows as needed. Then please list the FINAL OUTCOMES (the tangible end products resulting from this work) associated with expected outcome.

If FINAL OUTCOMES differ from the original EXPECTED OUTCOMES please describe why, and the implications for the project.

EXPECTED OUTCOMES	FINAL OUTCOMES
<p>1. 250 <i>Salmon Chums</i> will register with the program, joining a community of people invested in reducing environmental impact for the benefit of salmon and watersheds.</p>	<p>Target audience started with members of the community who are already invested in LEPS as volunteers or regular attendees to events, and stewardship group members</p> <p>301 people receive the monthly newsletter via email, 31 people receive monthly newsletter by post</p> <p>Salmon Chums recruited at the following festivals: Canada Day (Langley), Aldergrove Days, Langley International Festival, RCMP Musical Ride, Sustainable Food Fair, Pink Salmon Festival, Feast of Fields, Campbell Valley Country Celebration, BC Rivers Day Festival, Green Living Symposium, Mission Celebration of Community, the Salmon Friendly Gardens Seminar, Fraser Valley Bald Eagle Festival, Fraser Valley Watersheds Coalition AGM, and at the Fraser River Discovery Centre</p> <p>Salmon Chums also recruited through a web banner link posted on websites of organizations, eg. David Suzuki Foundation</p> <p>To date, 332 people enrolled in the program, 70 fans on Facebook page</p>
<p>2. 25 specific behaviours will be promoted to salmon chums ie. attending stewardship events; adopting sustainable lifestyle changes (dedication to greener</p>	<p>Actions booklet offers 50 specific behaviours, plus 8 specific Actions of the Month. Monthly newsletters and other resources were created to promote the specific</p>

cleaners, low flow fixtures, removing invasive plants in yard, etc). Each behaviour earns points for salmon chums.	behaviours - 500 catalogues, 500 postcards printed, 250 newsletters printed - Webpage and web banner created - Facebook page has 70 members
3. Minimum 150 <i>Salmon Chums</i> will redeem points for incentives and adopt new sustainable lifestyle practices.	One in three participants has adopted new lifestyle practices and report monthly actions 100 chums have reported actions and shared stories/photos 50 people have redeemed points for rewards
4. 250 <i>Salmon Friendly Home</i> stickers delivered and placed on household recycling bins or vehicles etc, which indicate a public commitment to the program.	50 people have received Salmon Friendly Homes stickers. This is lower than anticipated as we made the decision to provide the decals once points were redeemed rather than upon enrollment, to maintain quality of the program
5. 500 individuals will be canvassed at events, when registering as a <i>Salmon Chum</i> ; through informal focus groups, polling and surveys; to identify the barriers to engagement and behaviour change; barriers to becoming salmon chums, and gaps in public knowledge regarding salmon and watersheds.	500 individuals were informally canvassed at events regarding barriers to engagement and behavior change. 75 individuals were formally surveyed Strategic priority sector expanded to include community members not ordinarily involved in salmon stewardship. - 125 people signed up

3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Please identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.

Objective #1. To develop a social network for salmon conservation that allows members to be publicly proud of their conservation actions.

The Salmon Points Rewards Program has been very effective at achieving this objective. Twenty participants have sent in photos of the new environmentally friendly actions they have chosen to adopt and one third of the participants regularly send in short stories and tips to be shared with other participants. The photos that are sent in are posted on the website www.leps.bc.ca/salmonchums and some of the stories and tips are shared through the monthly email and newsletter.

Objective #2. To engage community in the wider context of community based social marketing, using CBSM as a tool to further encourage behaviour change, leading to greater understanding of salmon and watersheds.

Community Based Social Marketing focuses on removing barriers to behavior change and promoting public recognition of the changes. The Salmon Points Rewards Program has effectively removed barriers to behavior change- one in every three participants report actions that have been adopted every month. The program has also successfully promoted these behavior changes through posting photos of participants on the website and by sharing stories and tips passed on by other 'salmon chums'. Each month every participant in the program has also received a newsletter featuring an article about salmon and watersheds.

Objective #3. To engage a greater segment of community in salmon conservation, including those not already involved. Involve this segment for reasons other than salmon- focusing on the 'social norm' aspect

The Salmon Points Rewards Program has engaged a greater segment of the community than LEPS has previously reached, such as the home schooling community, and residents throughout Metro Vancouver and Fraser Valley, across BC and from Alberta, Quebec, and the United States are also participating in this program and are learning about BC's salmon and watersheds. We have successfully achieved our objective of engaging those who have no prior involvement with 'green' initiatives, to date signing up 125 participants who had no direct past experience with LEPS or participation in intentional environmental stewardship actions. Through public recognition people who were not previously engaged in salmon conservation are able to see first hand that it is becoming a social norm to consider the environment during everyday activities.

It is notable to mention that FSWP assisted LEPS in hosting a formal media launch of this program at the Langley

Canada Day event, which was attended by FSWP and Fraser Basin Council staff, Langley Member of Parliament, Township of Langley Councilor, LEPS staff and members of the public.

3.3 REQUIRED: attach all DOCUMENTATION of Final Outcomes, and LIST attachments here. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.

- Rewards Catalogue
- Monthly newsletters
- Salmon Chums Facebook page
- Salmon Chums page on LEPS website
- Salmon Chums web link banner
- Promotional Postcard
- DRAFT How-To guide
- Surveys
- Photos

3.4 Please describe how the benefits of this project will be sustained and/or be built upon into the future. What are the planned next steps, or recommendations for further work, if applicable?

Good community interest and support has been shown for this program, and momentum is building. Much interest has been expressed in developing a children's component of the Salmon Points Rewards Program, to incorporate into classroom projects. LEPS is actively seeking out new funders to allow continuation To date applications have been submitted to Environment Canada EcoAction, Vancity Community Fund, RBC Blue Water project and the Real Estate Foundation of BC.

3.5 What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1. This program requires a lot of hands on management and staff hours, begin the project with a well organized database for tracking all measurables
2. This concept is effective in engaging citizens and promoting desired behaviours
3. The most effective way to promote the program through community events