Outreach: Tips & Tricks

Things to consider when planning your next outreach project.
It is our mission to protect Pala’s environment, people, community, culture, and health through culturally and scientifically focused stewardship of Mother Earth.

Pala Environmental Department

- Air Quality Program
- Water Quality Program
- Natural Resources Program
- Solid Waste Program
- Cultural – Tribal Historic Preservation Office
- “Other duties as assigned...”

“Planet Pala - This is the place to learn about how you can help the Pala Environmental Department protect Mother Earth. Come to Planet Pala to learn about Pala’s plants and animals, discover how to do your own fun activities like building a DIY bee habitat or planting a pollinator garden, and get tips on healthy, green living.”

From our website: http://ped.palatribe.com/planet-pala/
MESSAGING

Always tailor your message to your specific community
Social marketing campaigns deliver messages that are strategically created & positioned to give people a compelling reason to adopt a new behavior, mindset, or lifestyle.

In order to overcome the barriers to action it is necessary to understand what the barriers are & why they exist.

Researching & understanding the audience is the lynchpin that holds together a social marketing campaign.
Figure out what behavior you want to change (aka, your ‘need’)....

- Use past reports – conclusions/findings
  - (eg) Waste Audit
  - Requests from tribal leadership

Then, what do you want to replace it with?

- Tie it in with your community’s cultural values
- ID benefit to society & specifically, your target audience

**BEHAVIOR OBJECTIVE**

- What behavior you want your audience to do

**KNOWLEDGE OBJECTIVE**

- What info / facts your audience needs so they’ll change their behavior

**BELIEF OBJECTIVE**

- Feelings & attitudes
  - (eg: climate change / religious study)

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Social Marketing – Exchange Theory = the act of giving something up & getting something in return. You must present the new behavior in a positive way.
2nd
Know Your Audience

Break your audience into smaller subsets of people with common characteristics.
The more your audience has in common with one another, the more on target your message is.
It’s impossible to be everything to everyone – target your message.

1. Capture the audience’s attention

2. Message must be meaningful to audience (from their perspective, not yours)

3. Keep the message simple

Break your audience into smaller subsets based on:
- Age
- Gender
- Habits / Hobbies
- Political Affiliation
- Social Affiliation
- Jobs
- Income Level
- Religious Affiliation
- Neighborhoods
Focus Group Guide

CBRM Recycling Program (Paia)

Introductory Portion:

Moderator Introduction

- Personal Introduction – name, how I support Paia’s recycling efforts.
- Purpose of the focus group: to identify barriers, solutions, & defensible
  – in order to design
- Participant Introduction: what will be constructed with them
- Document review

Participant Introduction:

- Ask people to recycle (e.g., recycling bin)

Focus Group Guidelines:

- Everyone gets a chance
- Only one person talks at a time
- Stay focused
- Listen actively
- Protect privacy
- Please talk...

Pala Recycling Efforts - Research Questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer/Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you recycle?</td>
<td>Often, Sometimes, Rarely, Other (please describe)</td>
</tr>
<tr>
<td>Do you participate in Paia’s curbside recycling program?</td>
<td>Yes, No</td>
</tr>
<tr>
<td>How often do you think the people around you are recycling?</td>
<td>Often, Sometimes, Rarely, Other (please describe)</td>
</tr>
<tr>
<td>Why do you recycle, or not?</td>
<td>At Home, At Tribal Facilities, Both, I find recycling to be accessible, Neither, I tend to be difficult everywhere</td>
</tr>
<tr>
<td>If so, how often?</td>
<td>Yes, No, I do not have one, I do not use it, I have one but I do not use it, I have one but I use it for trash instead</td>
</tr>
<tr>
<td>Do you use the blue curbside recycling bin at home to recycle?</td>
<td>Yes, No, I do not have one, I do not use it, I have one but I use it for trash instead</td>
</tr>
<tr>
<td>Which of the following messages about recycling make you want to recycle more often?</td>
<td>Recycling prevents waste from ending up in landfills, where they just sit in the ground and don’t decompose; Recycling reduces your impact on the environment and climate — reducing greenhouse gas emissions; A bottle takes over 500 years to decompose — protect your children and future generations by recycling; Recycling is easy — just do it; Recycling saves money for your community, by reducing landfill fees &amp; permits money for your community by getting money back from the state of CA; Paia saved $X, $Y of dollars in recycling last year — we can get that up to $X amount, but we need your help. The largest impacts are made if the whole community participates — join the rest of Paia in recycling; Other (please describe)</td>
</tr>
<tr>
<td>Do you live in Paia?</td>
<td>If not, where do you live?</td>
</tr>
<tr>
<td>Do you have any other creative ideas, thoughts, or comments to help Paia’s recycling program?</td>
<td>Please describe</td>
</tr>
</tbody>
</table>

3rd - ID Barriers

ID potential barriers AHEAD OF TIME & then remove them

eg: other more pressing needs not being met? assumptions, preconceived notions, or apathy?

4th - ID Motivations & Benefits

Perceived vs. Actual

ID costs of inaction or competing behaviors

What will motivate your community to make the changes you want to see?
Keep your message upbeat & humorous

• Studies show that ‘doom & gloom’ messaging turns your audience away

• Using humor catches peoples’ attention

• Give your audience – a single, simple, & doable behavior to change
  • Only do on one action at a time

Use Humor & Positivity
Always document your outreach efforts

- Track your message, how it was implemented, & how successful the attempt was
- Then make adjustments
  - If it works, REPEAT IT OFTEN
  - If it doesn’t, try it in a slightly different medium
STRATEGIES

Remember:
work smarter, not harder
STRATEGIES

- Know your baseline / needs
- 3 learning styles (auditory, visual, hands-on)
- Branding & Consistent messaging
- Partnerships & Community Buy-In
- Incentivizing your program
- Personalize to your community
- Follow up & analyze effectiveness

Additional strategies:
- Posters & Brochures
- Competitions
- Cultural Events
- Social Media Outreach
- Youth Activities & Games
- Pilot Programs
- Community Meetings
- Website & Radio Station
BRANDING....

- Deliver a clear message
- Create excitement in your community
- Helps build community buy-in for your program
- Connects your program to an environmental goal/value

CONSISTENT MESSAGING....

- Have a logo & use it EVERYWHERE
- 1 environmental message at a time
- Repeat that message in different ways/ mediums

GATHER BASELINE DATA....

- Use past reports
- Surveys & focus groups
- Your community’s needs, concerns & idiosyncrasies
- Tribal youth, elders – what group?

Personalize to your Community
TAILOR YOUR MESSAGE TO YOUR COMMUNITY....

- Use ideas/visuals that will resonate to your target group

(eg) this flyer shows the potential impact of recycling
IF EVERYONE IN PALA RECYCLED 2 BOTTLES/DAY
KIDS WIN A PRIZE!

The Pala Tribe needs YOU to give your input. Help your child win a classroom prize.

All you have to do is fill out this short survey and return it by September 30th! Each classroom that gets all of their surveys back will be entered into a drawing to win a prize. We hope you will do your part and support our Tribal Youth Garden.

La Tribu Pala necesita que USTED den sus opiniones. Ayúdelo a su hijo a ganar un premio de la clase.

Todas lo que tiene que hacer es llenar este breve cuestionario y devolverlo antes del 30 de septiembre! Cada aula que recibe todas sus respuestas será puesto en una rifa para un premio. Esperamos que usted se una a nosotros y apoye nuestro Jardín de Jóvenes Tribales.

Get Community Buy-In

RECYCLING CHALLENGE

THIS SPRING, RECYCLE FOR PALA YOUTH!

APRIL 15 - JUNE 15
RECYCLE EVERYTHING YOU CAN!

CANS  GLASS  PAPER  CARDBOARD  STYROFOAM  PLASTIC

HELP OUT THE KIDS AND COMMUNITY.

MONEY THE TRIBE RECEIVES FROM RECYCLABLES WILL BE PUT TOWARD THE PALA YOUTH GARDEN.

For more information on how your daily habits can help our community and environment, visit pala tribe.com

Tribal Youth Garden
Partnerships

Incentivizing your Program
- Punch & Pie – always have food!
- Giveaways & swag & prizes
- Non-monetary incentives
- Get commitments & pledges
- Recognition & appreciation
- Hold ‘votes’ or ask questions
- Involving local youth programs
- Rolling in other local initiatives/groups

BENEFITS OF PARTNERSHIPS....
- Don’t have to reinvent the wheel
- Partners can have swag to share
  - Sharing resources/staff
  - Using similar messages – increases your reach
  - Tag onto a partner’s existing initiative
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EVERYONE LEARNS DIFFERENTLY....

- Everyone learns differently...
  - So teach your message in couple of different ways
- Ask questions to measure audience comprehension
- Use videos, games, & hands-on activities to break it up

3 Learning Styles
(auditory, visual, & hands-on)

VISUAL (60%)
- Pictures, illustrations, & diagrams
- Videos & story maps
- Power points, articles, & graphs

AUDITORY (10%)
- Videos, podcasts, & lectures
- One-on-one conversations & group discussions
- Presentations

HANDS-ON (40%)
- Role-playing & games
- Note-taking & observations
- Activities, experiences, & experiments
PALA PILOT PROGRAMS

Recycling Pilot Program – to increase community recycling

HHW Curbside Pilot – to begin collecting HHW
OUTREACH TOOLS

Don’t reinvent the wheel – steal, beg, & borrow from others
Facebook

Pala Environmental Department

PED’s Facebook page is geared towards our tribal community; we try to educate about local issues & get families to value the natural resources on the reservation.

Social Media

- Regular posts: Facebook, Instagram
- Videos: vimeo, youtube
- Website – post articles, local events, program updates, etc.
- Other ideas?

Website

http://ped.palatribe.com/

Our website is where we can post articles on our various natural resources, update our community on air quality issues or local events that are happening, and a ton of other tips.

Instagram

PLANET_PALA

Our new Instagram has been a fun, visual way to outreach to groups who we normally might not interact with.
Social Media – Tracking Your #'s
What is CBSM?

CBSM is just a tool to help you reach an audience & ultimately encourage behavior change in your community.
This is done using psychology & social marketing to leverage your community’s actions into real behavior change.

- **STEP 1 – Select behaviour (goals)**
  Get our community to recycle more at curbside

- **STEP 2 – ID behaviours & BARRIERS**
  survey, focus groups, observe, research

- **STEP 3 – ID behaviours & BENEFITS FOR COMMUNITY**
  ID incentives, prompts, outreach, commitments, social norms, social diffusions, convenience

- **STEP 4 – Start your pilot**
  Outreach; track our progress; analyse results

- **STEP 5 – Scale up & implement any lessons learned**
  ID lessons learned & figure out what worked (scale up)

- Helped ID the goals (behavior change) we wanted
- How to ID our audience’s barriers/incentives
- Helped design our pilot
- Developed outreach material for us
- How & what to track to measure success
We did a survey to **ID behaviours & barriers to recycling at Pala**

We found...

- **Confusion over what is allowed in recycling bins**
- **Lack of blue recycling bins**
- **Reality vs. Perception**

  80% said recycling is important; 96% said they recycled often

  However, our observations show only 35% of people are actually recycling

- **Most non-tribal residents recycled at home, BUT...**

  Did bring CRV to transfer station to get $$

  Did NOT participate in curbside recycling (even though they pay for it)
Get Community Buy-In

Partner w/Other Departments

Find Tribal Partners

- Get community buy-in (early)
- Find a community leader to help you sell your program
- Partner w/another department
- Host workshops w/multiple objectives
- Always tie in w/cultural values

Getting community buy-in through the youth

Outreach to seniors
Youth Programs

- Summer programs
- Potential partners:
  - youth centers / afterschool programs
  - schools on reservation
  - boys/girls club
Types of Events to Consider...

- Booth at Local Events
- Community Workshops
- Senior Meetings / Presentations
- Outreach Table Before General Council Meetings
- Competitions in the Community
- Giveaway Workshops (eg: attend & you get a composter)
- Pilot Programs
Things to remember….

• Use consistent formatting & colors
• Make it FUN & CONCISE
• Use infographics & symbols

• When should you use print vs. other mediums?
  • Short videos = more effective for youth outreach
  • Seniors prefer print
  • Younger audience prefers social media
Use Templates from Word, Publisher, & PPT

Smart Art
• Say it visually instead of text-heavy

Websites to check out
• Canva
• Blurb – create a pdf/book
• Typeform

Apps to check out
• Canva (can create a consistent color palette)
• Over
• Phoster
• Paper
• Photo Apps – helps you layer over words, etc.
VISUALS & DESIGN

Make it fun.
Make it pretty.
Make it AWESOME!
COLOR PSYCHOLOGY

MEANINGFUL SYMBOLS

MAKE IT FUN & FUNNY

MORE PICTURES, LESS WORDS

CONSISTENT THEMES & BRANDING

INFOGRAPHICS, STORY MAPS

VISUALS & DESIGN

Use the color wheel to ID complimentary colors
Monitor colors vs. printing colors
Color plays a big role in how we subconsciously perceive messaging & brand. Color evokes feeling. It incites emotion. And it’s no different when it comes to selecting colors for your messaging.

**Things to Consider...**

- Choose a color that will make your message/logo stand out & represent your values
- Viewability – make it easy to read
- Think about the color meaning
  - Google ‘color psychology‘ to get ideas
  - Use meaningful colors for your tribe
- Use a consistent color palette on your materials

Different people perceive colors differently - how you perceive a certain color has a lot to do with personal preference, experiences in the past, cultural differences, gender differences, and so on.
When developing a new brand/logo...

- Combine environmental & cultural themes
  - Keep it simple, attractive, & meaningful

- Use symbols that mean something to your community
  - Clan name (eg: coyote & wildcat)

- Use the language (if appropriate)
  - Tukve’esh (sky); pal (water); temal (land); ‘etax’em (people)

A **symbol** is an easily recognizable representation of a deeper meaning. **You can use symbols** to represent your brand, to make advertising materials easier to read and understand, and to convey deeper meanings through writing.
Quick Tips...

- More Pictures, Fewer Words
- Write to a 3rd grade level
- Limit your fonts & color palette
- Use humor
- Use fewer, but MEANINGFUL words
- EDIT! & have a 3rd party proofread (non env)
- Use graphics & smart art
- Ask a question

Make it FUN!
Infographics

• Breaks down large volumes of complex info into easy graphics
• Easy to share (especially on social media)
• Studies show people prefer content w/awesome graphics, NOT reading through lots of boring text.
  • https://roojet.com/successful-infographic-outreach-guide/

ESRI Story Maps (website-based)

• Combines map, text, images, & multimedia content
• Helps you tell your story
  • https://storymaps.arcgis.com/
Lessons Learned

These are the common themes that have worked for us.

What has worked for you?

Tie everything to a cultural value
Get kids involved
Incentivize participation

Find a leader in your community who can help push you

DO FOLLOW-UP!!!

Make it VISUAL! Make it FUN! Make it a GAME!
Thank You

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