

NLRS Communications Subgroup Meeting

Wednesday, March 29, 2023

Starts at 2:00 PM



ILLINOIS
NUTRIENT LOSS
REDUCTION STRATEGY

Roles:

Moderator: *Joan Cox, Illinois Extension*

Chat Monitor: *Layne Knoche and Joan Cox, Illinois Extension*

Technology Assistance: *Layne Knoche, Illinois Extension*

Meeting Minutes: *Amanda Christenson, Illinois Extension*

Communications support: *Emily Steele, Illinois Extension*



Attendance

Please type your name and affiliation in the chat box.



Agenda

2:00 (5 minutes)	Welcome Joan Cox, Illinois Extension Introducing Emily Steele, Media Communications Manager and Amanda Christenson, Extension NLRs Outreach Associate
2:05 (10 min.)	Old Business Communications subgroup meeting (2021)
2:15 (10 min.)	Biennial Report Survey Results (2022) Joan Cox, Illinois Extension
2:25 (30 min.)	Communications Plan Discussion <i>Feedback requested from the group.</i> <ul style="list-style-type: none">• Subgroup charge• Example of one framework used by Extension• Examples of other partners' frameworks/resources
2:55 (5 min.)	Communications-related Partner Updates



Emily Steele

Media Communications Manager

University of Illinois Extension
Nutrient Loss Reduction Strategy Team
Agriculture & Agri-Business Team
Natural Resources, Environment, & Energy Team
University of Illinois at Urbana-Champaign
548A Bevier Hall MC 184
905 S. Goodwin Ave, Urbana, IL 61801
(217) 265-9231 | easteel@illinois.edu



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Amanda Christenson

NLRS Outreach Associate

Nutrient Loss Reduction Strategy Team
Natural Resources, Environment, and Energy Team
University of Illinois Extension
University of Illinois at Urbana-Champaign
276 National Soybean Research Center
1101 W. Peabody Dr. Urbana, IL 61801
(217) 244-7298 | achriste@illinois.edu



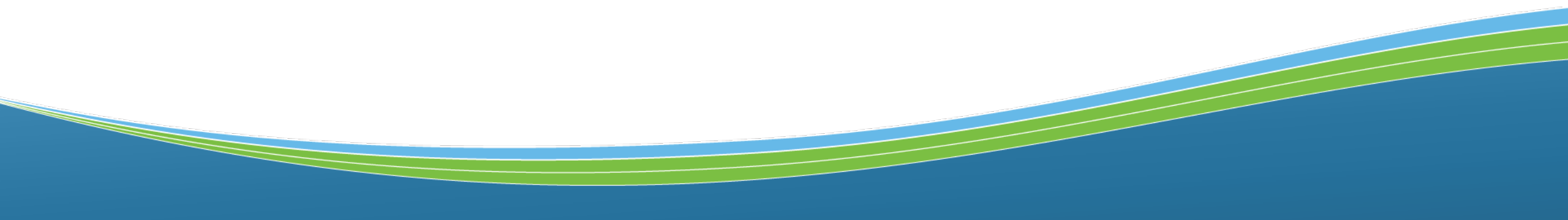
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Past Communications Meeting topics (2021)

- Legislative letter and talking points to showcase the Biennial Report
- Common Message PowerPoint
- Discussion point 1: media coverage of the Biennial Report
- Discussion point 2: youth education and outreach of the NLRS (Land to Water: Nutrient Explorer)



Feedback?



Past Communications Meeting topics (2021)

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Partner Follow-up from 2021 Comm. Mtg.

Illinois NLRs Biennial media hits provided by Illinois Farm Bureau.

Meltwater tracked:

- *From Sept. 16-Oct. 13*
 - **Number of Media Hits:** 37
 - **Potential Reach:** 145,487,649
 - **Advertising Value Equivalency:** \$1,345,760.74
-
- A few outlets that most impacted and furthered this topic's reach include Yahoo! News, Corn & Soybean Digest, and The Farmer. Other local news outlets make up the bulk of the hits.



Partner Follow-up from 2021 Comm. Mtg.

Land to Water: Nutrient Explorer

- This is a searchable inventory of the Illinois NLRs education and outreach products. Focuses on k-12 and public audiences.
- PWG members were solicited in Fall 2020.
- The database holds **138** records.
- Use statistics:
 - 2022: 240 unique views; avg. 6 minutes on the page (67% bounce rate)
 - 2023: 52 unique views; avg. 8 minutes on the page (60% bounce rate)
- All broken links (14) were fixed as of Feb. 2023.
- NLRs Partners in Illinois can continue to send new education and outreach products that are available online to illinoisnlrs@gmail.com and they will be added into this database.





Land to Water: Nutrient Explorer


CLEAR

FILTER BY:

AUDIENCE

 Pre-K to Elementary School


 Middle School

 High School

 Public

KNOWLEDGE LEVEL


 Basic


 Intermediate


 Advanced


TOPIC


 Hypoxia

 Mississippi River & Tributaries


 Gulf of Mexico


 Watershed & Water Cycle

 Nutrient Inputs


 Nutrient Losses

 Agriculture

 Point Sources

 Stormwater

 Monitoring


 Best Management Practices


 Careers

LEARNING MODE

 Activities


 Factsheets


 Reading Materials

 Standardized Lessons


 Multimedia


 Maps


 Datasets & Visualizations

 Connect with an Expert


TIME TO COMPLETE

 30 min or less

 One hour or less

 1-3 hours

 3-5 hours

 5+ hours

<https://iiseagrant.org/education/land-to-water-nutrient-explorer/>

Feedback?



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NLRS Biennial Report Survey 2022 Results

Joan Cox, University of Illinois Extension



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NLRS BIENNIAL REPORT SURVEY gathered Policy Working Group partner perspectives on:

- A. USES
- B. CONTENT
- C. STYLE & STRUCTURE
- D. TIMING



A1: Please describe ways in which you *personally* use the report. 10 responses

- to cite when communicating with others (speaking, writing) **(4)**
- to understand practice implementation progress **(3)**
- to understand additional work and research needs **(2)**
- to understand nutrient *loads* **(2)**
- to understand nutrient *reduction progress* **(2)**
- to understand nutrient *sources* **(1)**
- to develop policy recommendations **(1)**



A2: Please indicate all ways in which the organization you represent uses the report. 10 responses

- to support future research **(5)**
- to inform new grant proposals **(5)**
- to guide funding allocations **(4)**
- to guide development of products or programming **(5)**

Note: 8 organizations indicated they use the report in more than one of these ways. And 3 organizations indicated they use the report in ALL these ways.



A3: In your opinion, who is the audience for the report. 10 responses

- Hypoxia Task Force
- Stakeholder groups
- Stakeholder group leaders
- Public
- Illinois residents
- Anyone trying to decide what to do about nutrient pollution in Illinois
- State agencies
- Partner Organizations
- Government officials
- Legislators
- Farmers
- Landowners
- Utilities
- Regulatory Agencies
- US EPA Region 5
- Media
- Environmental groups
- Agricultural industry
- Comment:

Suggested priority audiences:
policy makers, program
managers, and
decision makers



Audience segmentation

- Stakeholder groups
 - Stakeholder group leaders
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B1: What are your favorite features of the report? 10 responses

- Pictures
- Conservation practice numbers/acres
- Executive summary
- Stakeholder reports [partner narratives and updates]
- Summary of the state of the science
- Graphics showing scenario progress
- Nutrient load data
- Charts showing practice adoption rate
- Illustrations of data tracking over time
- Details on nutrient monitoring results and source areas



“Communication” themed feedback at the 9/1/23 PWG meeting

- NLRs Communication product that is smaller [more concise] and more accessible for use at a public meeting or city council meeting
- Punchy, actionable steps shared in factsheet format to help the public
- Three talking points for the executive summary and for each chapter
- Improve NLRs communication plan



Feedback?



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Communications Plan Discussion



Communications Subgroup Charge

The Communications Subgroup provides input on efforts to educate *[target audiences]* with a clear, coherent message on the Illinois NLRS and the opportunities to participate *[in the NLRS]*.

- elected officials
- Government or professional staff/contractors
- business community members
- residents throughout Illinois

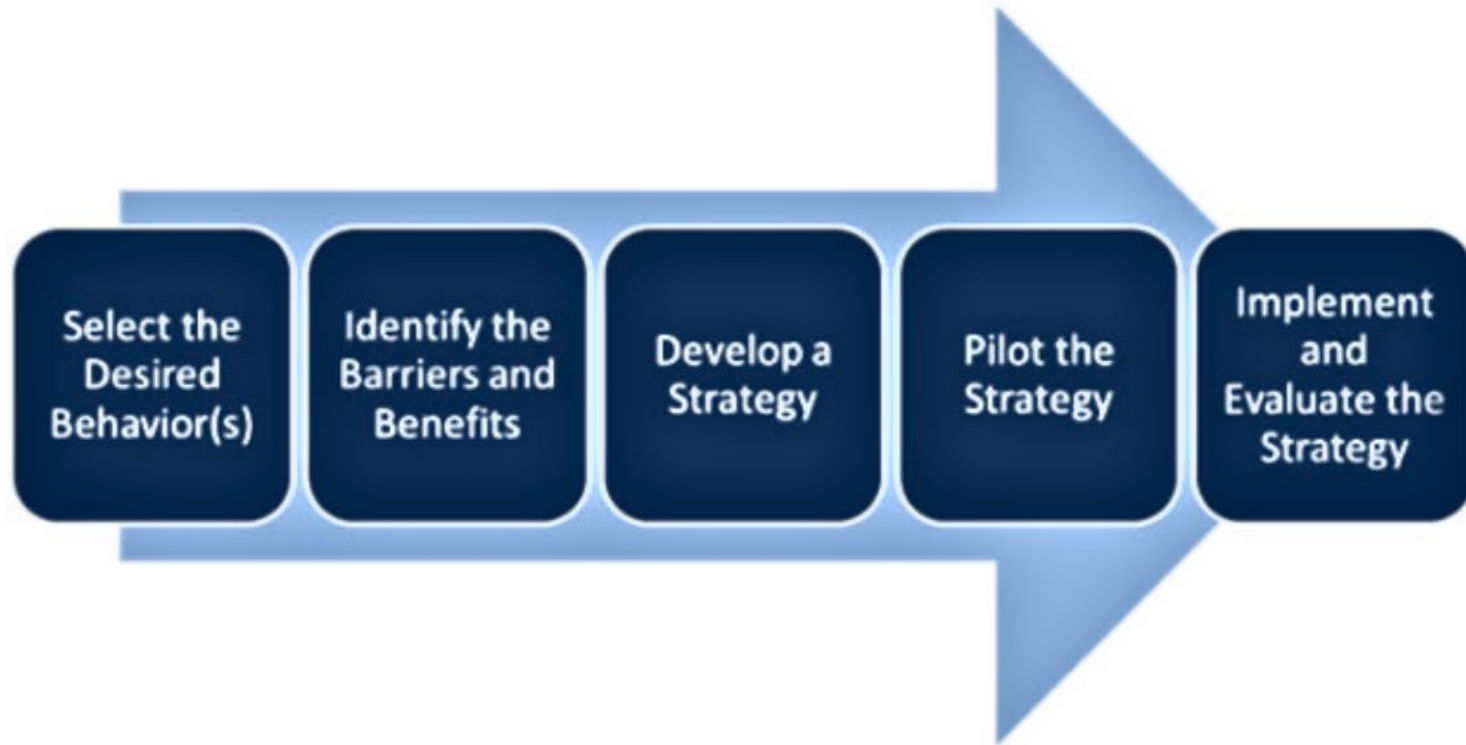


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The Community-Based Social Marketing Method

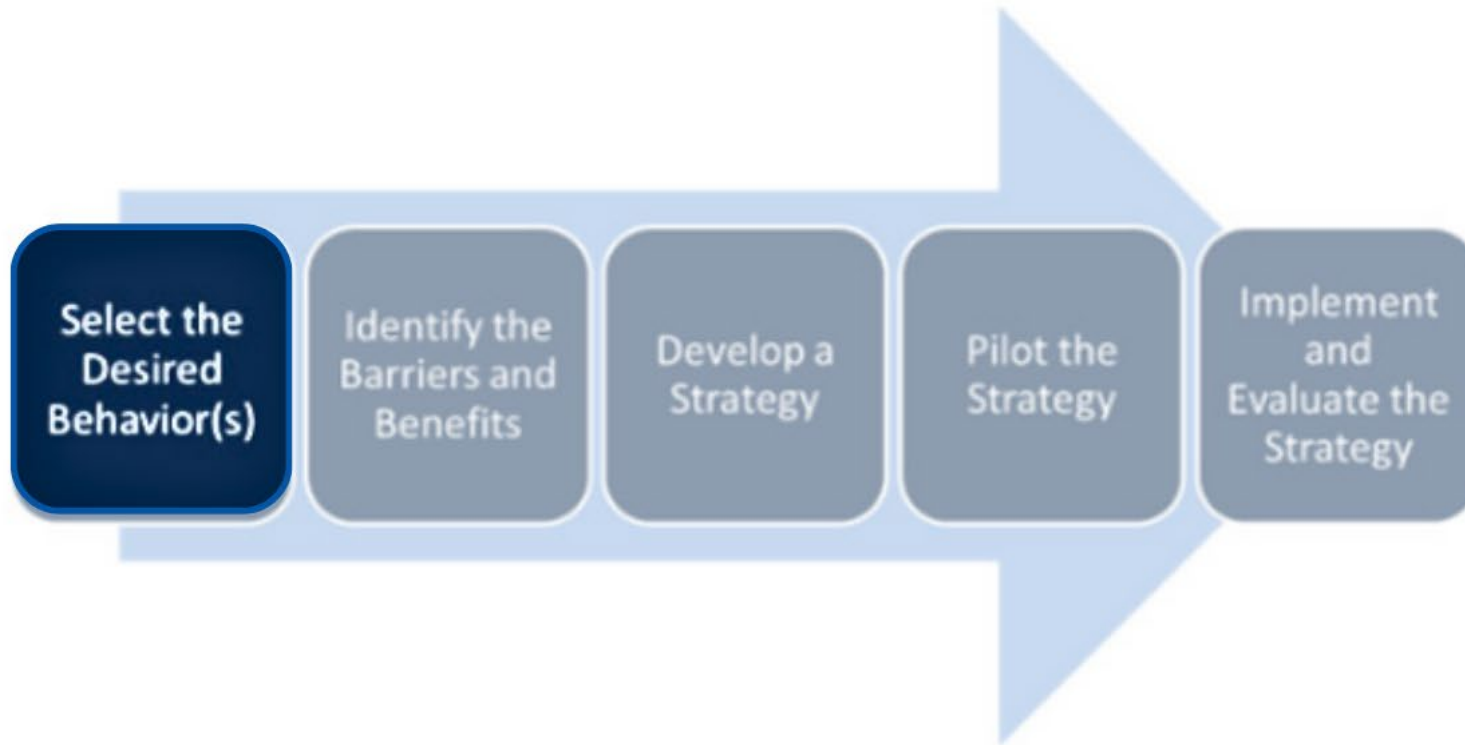


Method modified from *Fostering Sustainable Behavior, 1999, McKenzie-Mohr and Smith*



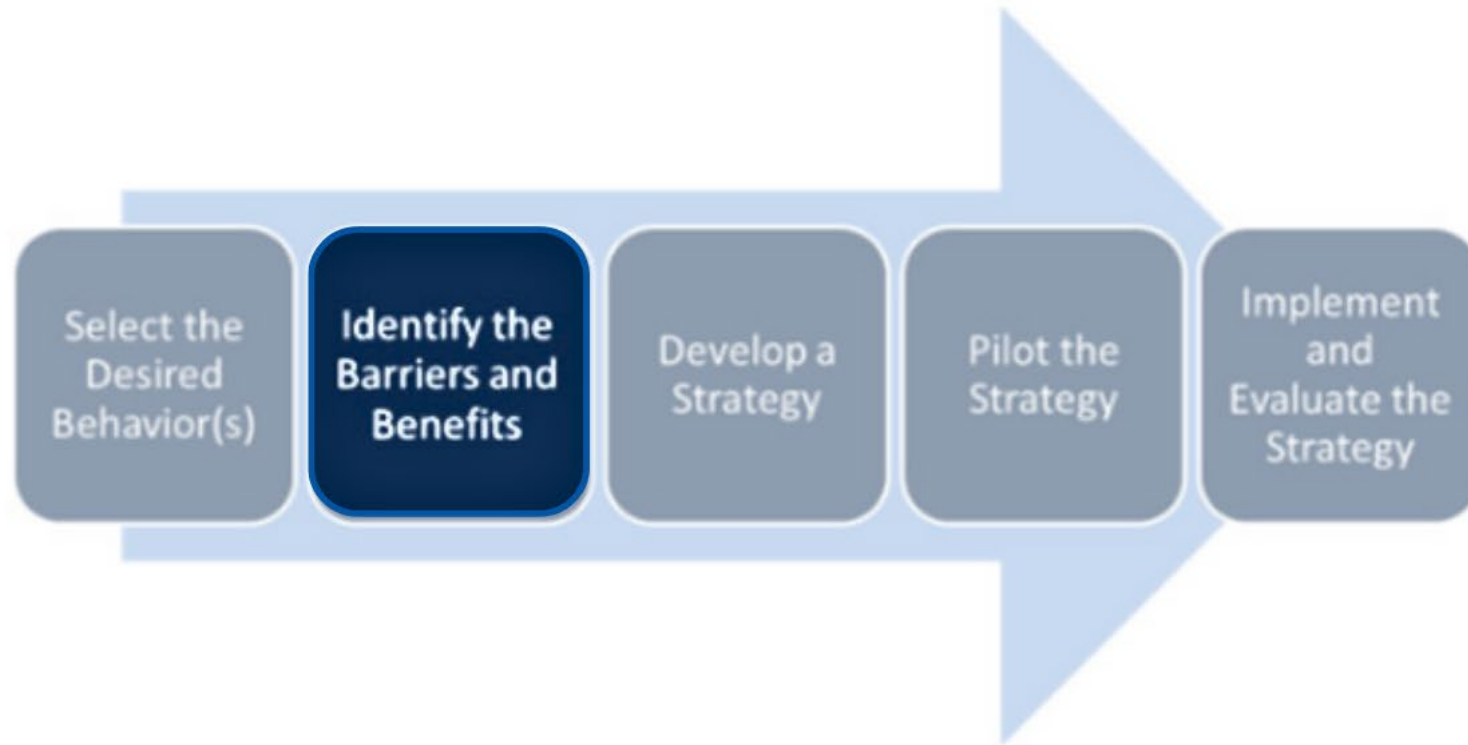
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NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

The Community-Based Social Marketing Method



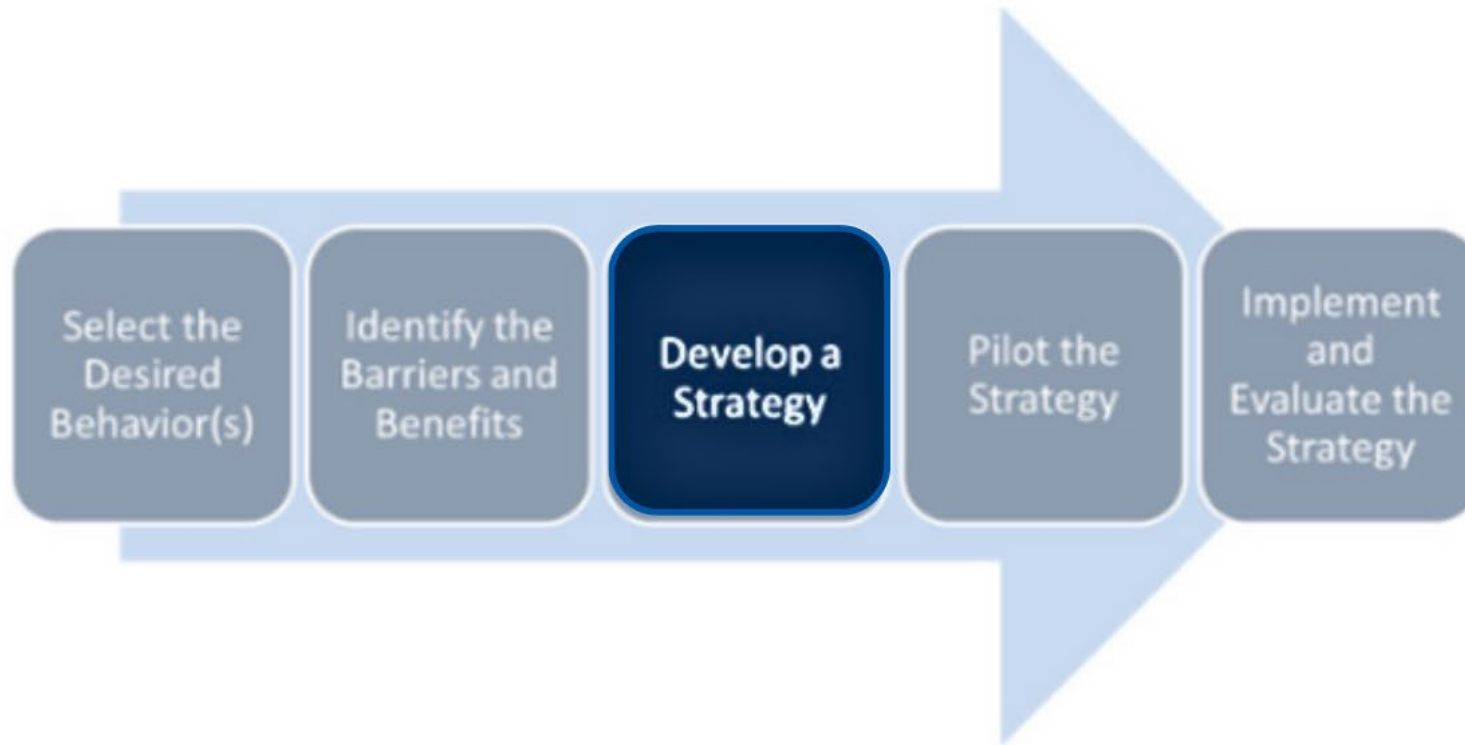
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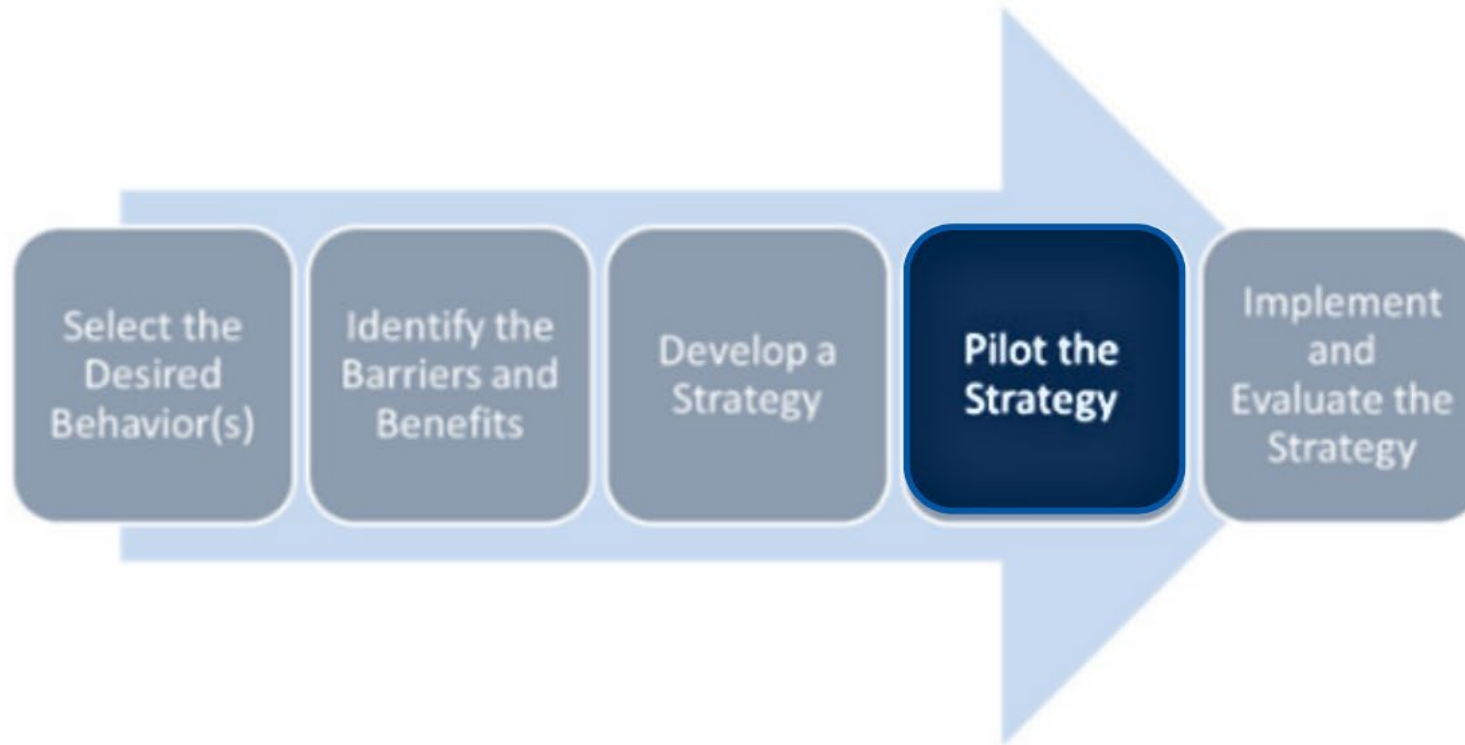
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The Community-Based Social Marketing Method



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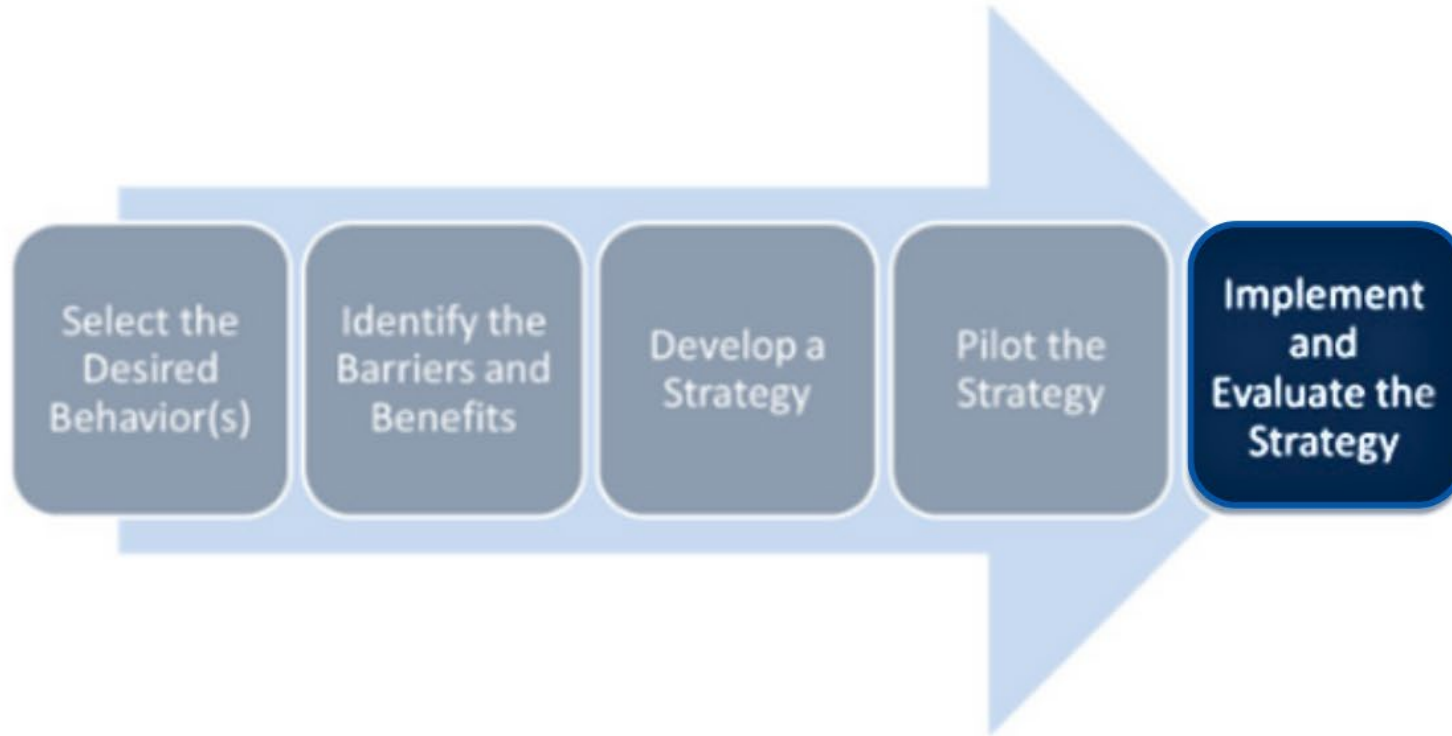


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<https://coast.noaa.gov/digitalcoast/>

The Community-Based Social Marketing Method



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Commitment
(pledges, bumper stickers, buttons, signs)



STOP AQUATIC HITCHHIKERS!
 Invasive species like silver carp, zebra mussels, and the fish disease VHS harm our lakes and rivers.
 You can help prevent their spread...

Before leaving launch:	After leaving launch:
Remove plants, animals and mud from equipment. Drain all water from equipment including live wells.	Dispose of unwanted bait and fish parts in trash - never in the water. Dry equipment for at least 5 days, OR Rinse all equipment with high pressure or hot water.



Report unfamiliar species and large numbers of dead or sickly fish by calling IL DNR (217) 785-8772.



Communication
(clear concise requests, local images, smiling people, trusted messengers, vivid graphics)

Incentives
(user fees, deposits, tax incentives, preferential treatment)

Incentives – Rain Garden

- Reimbursement of up to \$250
- 100 sq-ft minimum size
- Minimum of 500 sq-ft of drainage area
- Must drain in 24 hours
- Prorated incentive amount for



Social norms
(statements or visual demos of people engaging in the behavior)

Removing external barriers
(free supply or support, removing obstacles or inconvenience)



SEE YOU LATER, BARE SOILS!
 Welcome to the ICCI Program

The Illinois Cover Crop Initiative provides payments to farmers for incorporating cover crops, no-tillage, and/or emissions scoring into their operations. This flexible program allows farmers to enroll acres where practices have previously been used and to choose from 1, 2, 3, or 4-year contracts. Applications are accepted on a rolling basis- first come, first served.

DON'T "P" ON YOUR LAWN!

Prompts
(signs, billboards, flyers, reminders)

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Partner Announcement

Grow More with ISAP

Join us for this 2-part training to learn communication and outreach strategies for conservation professionals. Registration is \$40 & space is limited. Register today!

Virtual Session for All | Wednesday, April 12 | 1:00 - 3:00PM

In Person Session (choose one):

Soil Health and In-Field Practices | Tuesday, April 18 | 10AM - 3:30PM | Bloomington, IL

Water Quality and Edge-of-Field Practices | Wednesday, April 19 | 10AM - 3:30PM | Bloomington, IL



Thank you to our partners!



Thank you



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