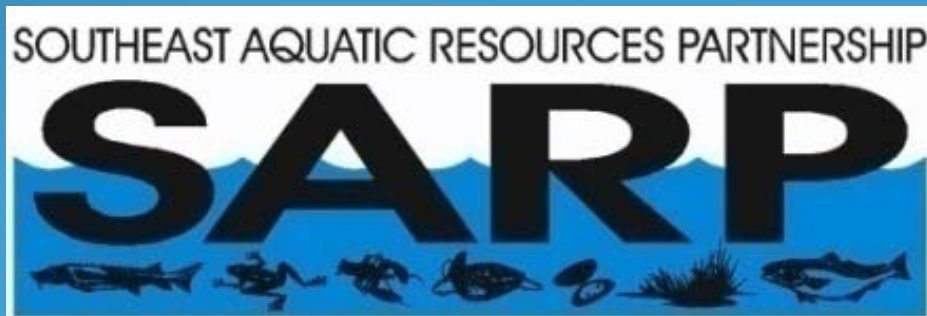


# The SIFN Instream Flow Messaging Project

SIFN Workshop, December 2010



Presenters:

Marilyn Barrett-O'Leary, SIFN  
Coordinator & Lindsay Gardner,  
SIFN Communications Coordinator

# Southern Instream Flow Network



- Purpose: To implement protective instream flow policies in 15 states by providing science-based resources and opening lines of communication.

# Opening Lines of Communication

- Summarize Accomplishments
- Report results
- Share future plans



# SIFN Communications

- The SIFN Wiki Site
- The SARP Website
  - <http://southeastaquatics.net/documents/categories/sifn-documents>
    - IF Policy Resources
    - IF Science
    - Sources of Expertise
    - Presentations
    - State Resources from the SIFN Region
    - Resources from outside the SIFN Region
    - Informational Archives 2009 and 2010

# For Example

Environmental Management  
DOI 10.1007/s10667-009-9129-1

## Climate Change and River Ecosystems: Protection and Adaptation Options

Margaret A. Palmer · Dennis P. Lettenmaier ·  
N. LeRoy Poff · Sandra L. Postel · Brian Richter ·  
Richard Warner

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**Abstract** Rivers provide a special suite of goods and services valued highly by the public that are inextricably linked to their flow dynamics and the interaction of flow with the landscape. Yet most rivers are within watersheds that are stressed to some extent by human activities including development, dams, or extractive uses. Climate change will add to and magnify risks that are already present through its potential to alter rainfall, temperature, runoff patterns, and to disrupt biological communities and sever ecological linkages. We provide an overview of the predicted impacts based on published studies to date, discuss both reactive and proactive management responses,

and outline six categories of management actions that will contribute substantially to the protection of valuable river assets. To be effective, management must be place-based focusing on local watershed scales that are most relevant to management scales. The first priority should be enhancing environmental monitoring of changes and river responses coupled with the development of local scenario-building exercises that take land use and water use into account. Protection of a greater number of rivers and riparian corridors is essential, as is conjunctive groundwater/surface water management. This will require collaborations among multiple partners in the respective river basins and wise land use planning to minimize additional development in watersheds with valued rivers. Ensuring environmental flows by purchasing or leasing water rights and/or altering reservoir release patterns will be needed for many rivers. Implementing restoration projects proactively can be used to protect existing resources so that expensive reactive restoration to repair damage associated with a changing climate is minimized. Special attention should be given to diversifying and replicating habitats of special importance and to monitoring populations at high risk or of special value so that management interventions can occur if the risks to habitats or species increase significantly over time.

**Keywords** River · Climate change · Management options · Land use change · Floods · Droughts

### Introduction

In the late summer of 1938, the greatest anadromous fish disaster in history was unfolding on the Snake River near the small town of Oxbow, Idaho in the United States. Chinook salmon and steelhead had started their fall

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# Challenges of Communicating the Value of Flow

- Difficult to visualize and empathize
- Protecting flow may conflict with other values
- Flow's value differs according to the audience's perspective and goals
- Scientists are the traditional messengers

# SIFN Messaging Committee

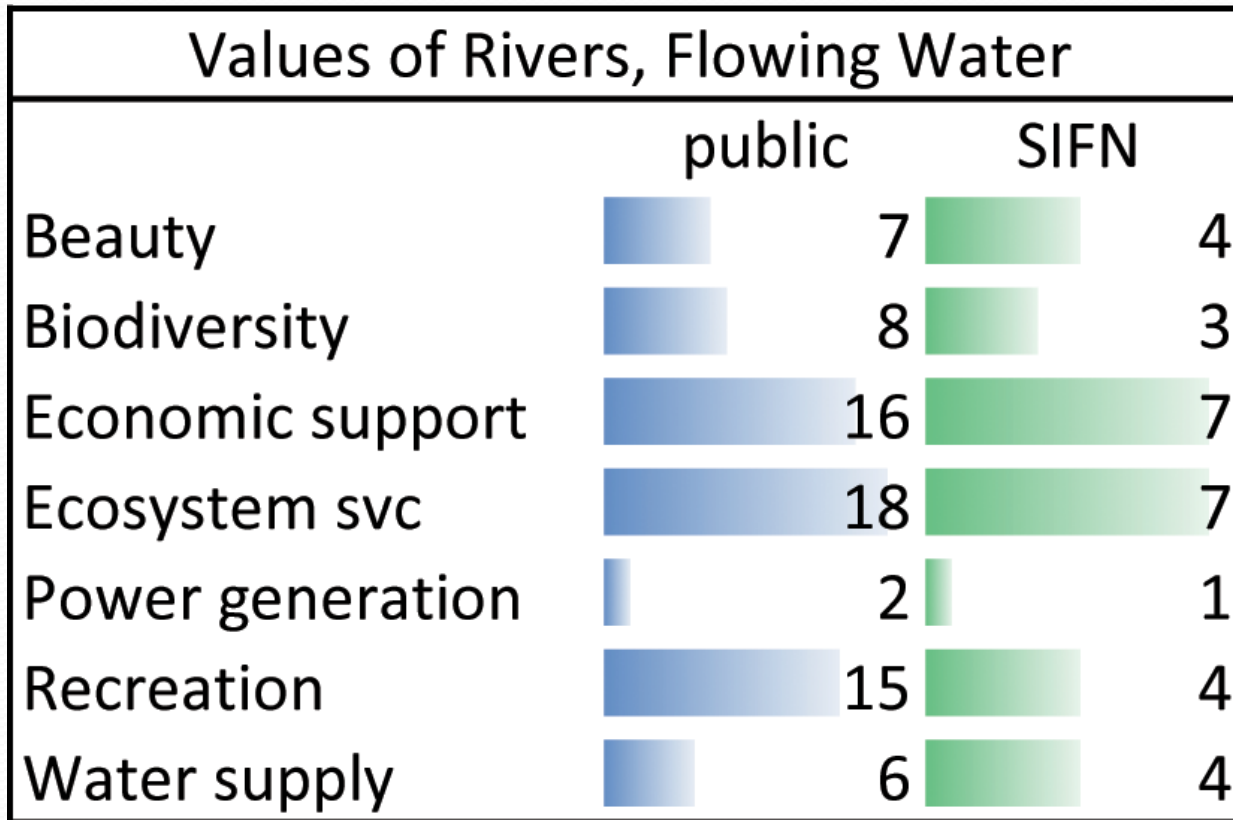
Consistent involvement of several individuals from the following:

- Southeast Aquatic Resources Partnership (SARP)
- The Nature Conservancy (TNC)
- Laura Raun Public Relations
- Cumberland River Compact (CRC)

# SIFN Messaging Committee's Approach

- Understand how people relate to rivers and flow, and how these values can affect behavior
- Create an informational brand about flow protection as a universal outreach design
- Develop a toolbox of communications products associated with the informational brand

# Understanding Existing Values

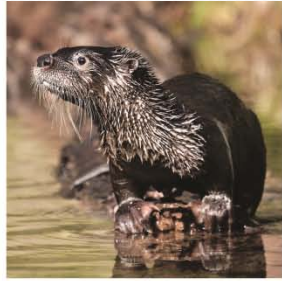


# Understanding Mental Model for Change

- People's understanding of direct and indirect effects of ecological processes on human and natural needs are full of gaps.
- Social marketing is a continuous process.
- Selecting the highest priority issue is not always the most desirable entry point.
- The benefits of changed behavior must outweigh the cost of change.

Source: Moving Toward Sustainable Water Resource Management : A Framework and Guidelines for Implementation by K. W. Thorton, Christina Laurin, Donald Cantanzaro (FTN Associates, Ltd.), James Shortle, Ann Fisher (Pennsylvania State University), Jose Sobrinho, Kristyn Stevens (Perot Systems Government Services)

# Create an Informational Design



**Share Water.  
Save Us.**

**SOUTHERN INSTREAM FLOW NETWORK**

# Develop a Toolbox of Products

- Messaging Committee linked to SARP's Communications Committee
- Existing resources
  - SIFN Library on the SARP Web Site
  - AFS warm water streams video
  - TNC Crystal Light videos
  - About 8 pages of factoids about flow
  - Project reports on SARP website
- Photo archive begun at this Workshop
- Social networking outlets for placing messages

# SARP Communications & Outreach Committee:

- Goal is to collaborate with our partners/members to brand and highlight our collective efforts to strengthen conservation of aquatic species and their habitats in the Southeast.
- Held two successful meetings to date involving participation from seven agencies.

# SARP's Outreach & Communications Plan 2011

- Comprehensive
- Include SIFN and the Messaging Committee goals and activities as a component



# Developing the Message

- What do we want to say? **Content**
- Who do we want to say it to? **Audience**
- What are we asking them to do? **Action**
- What are the most effective formats? **Medium**
- How are we going to get the message out? **Vehicles**

# Target Audiences

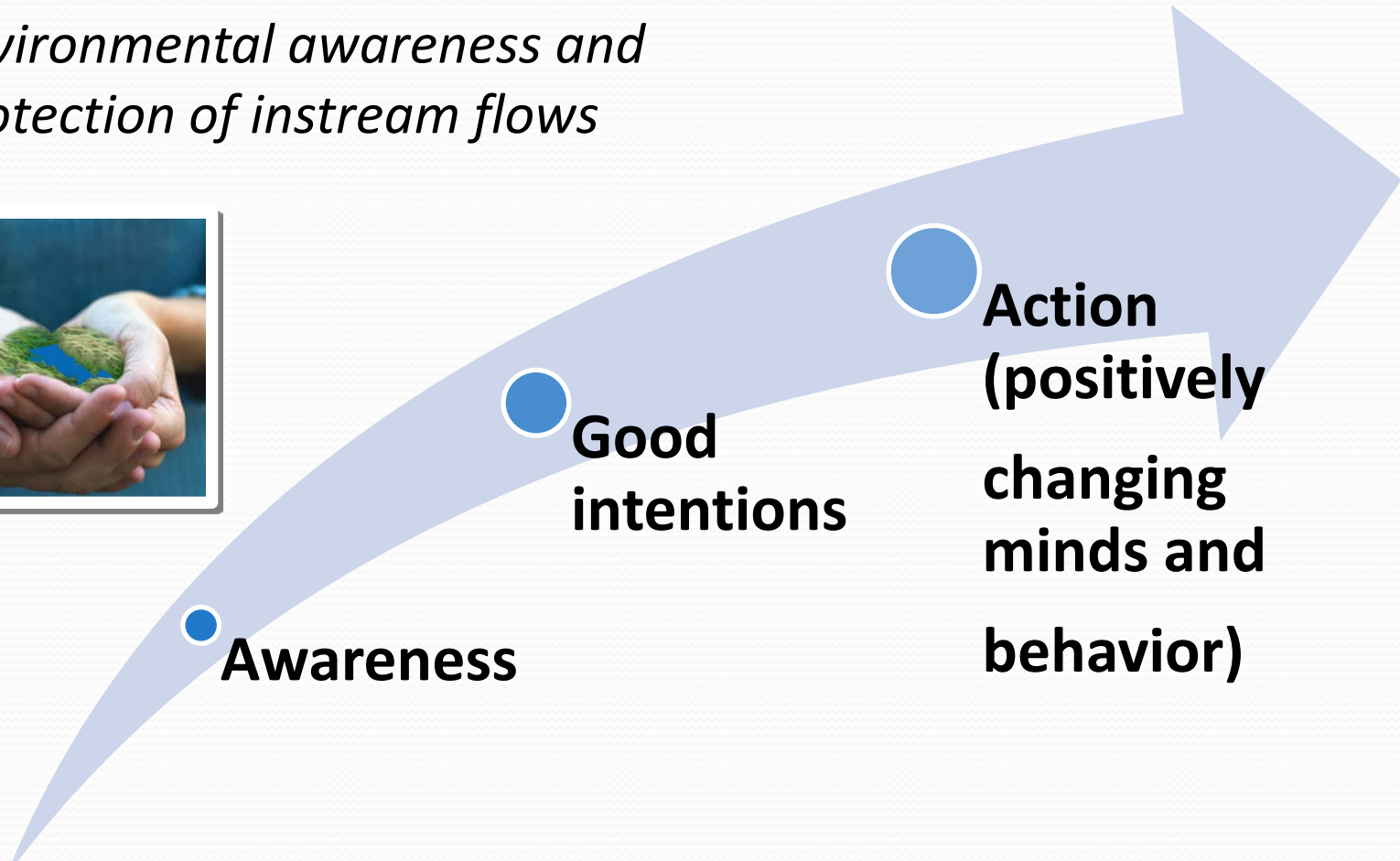
- Professional water managers
- Policy makers/decision makers/legislators
- The public (ALL of us are water managers)

# IF Message Content Goals

- “How you make people aware and how you make them care”.
- Communicate the value of natural flow regimes in Southern rivers.
- Communicate the importance of maintaining instream flows.
- Should focus on bridging the gap in understanding between human needs and ecological needs.
- Call them to action!!!

# Achieving the Ultimate Goal

*Environmental awareness and protection of instream flows*



# A Template for IF Messaging

- Instream Flow Messages: A template for communicating the value of natural flow regimes in Southern Rivers initiated by TNC and SARP and funded by SEAFWA and Crystal Light (July 2010).
- Sample message:

“Fresh water is a finite resource in high demand.”

# Identifying the Messengers/Vehicles

- States
- Regional entities and non-profits (SARP)
- Local governments
- MS4s
- Drinking water and wastewater utilities
- Watershed and other grassroots groups
- Others

# Conveying the Message

- Identify and use existing examples that demonstrate species dependence on instream flows from SARP restoration partners (project profiles) and others – VALUE TO WILDLIFE & HABITAT
- Add case-specific messaging that integrates the human needs component and the ecosystem services values (cultural, social, economic) with the ecosystem needs component – VALUE TO PEOPLE
- Attach the SIFN informational brand design as an identifier and to emphasize the value of water and instream flows to all.

# Demonstration

- Sample Words from Messaging Template
- Photos from ppt in SIFN library
- Science data from report in the literature and library
- The informational brand

# Use IF Messaging Words

*“Fresh water is a finite resource in high demand.”*

# Photos from SIFN Library



Normal Flow

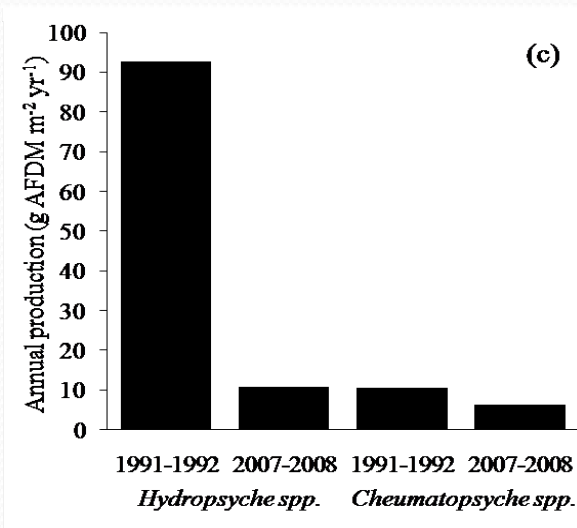


Low Flow

# Creativity



# From Existing Reports



# Add the Informational Brand



## Share Water. Save Us.

SOUTHERN INSTREAM FLOW NETWORK

- SIFN Messaging Presentation
- SIFN Messaging Poster
- SIFN Messaging Exhibit



## Save the Date! FLOW 2011: Instream Flow Valuation in Public Decision-Making

Nashville, Tennessee • May 2-4, 2011  
Millennium Maxwell House Hotel

Find inspiration, tools, resources, and personal contacts to help you more effectively participate in water allocation decisions. Help advance state-of-the-art integration of instream/ environmental flow science, policy, and public dialogue.

- Learn about and discuss socio-economic and other tools to help convey the value of needed instream/environmental flows and lake levels
- Explore six case studies in flow quantification and valuation from across the US and Canada
- Share your knowledge and experiences with professionals from a variety of disciplines
- Build your knowledge through conference workshops on hot topics in instream/environmental flow science, policy, and public dialogue
- Submit a poster featuring progress in instream flow science, policy, or public dialogue
- And more... a Tennessee Fish Fry, IFC awards, exhibitions, regional strategizing sessions, and "Music City" - Nashville!

### For More Information:

Send an e-mail to [FLOW2011@instreamflowvaluation.org](mailto:FLOW2011@instreamflowvaluation.org) with "List" in the subject line.

### Brought to you by:



### Who should attend?

Scientists, agency staff, educators, legal experts, administrators, policy-makers, economists, citizens, and researchers currently or potentially involved in water allocation or development decisions. We urge instream flow practitioners to bring their respective science, legal, and education/industry colleagues for integrated benefits to all.

# SIFN Communications Survey

## Objectives:

- To determine to what extent and benefit SIFN's existing communications tools being used.
- To identify other communications needs.

## Discussion of Results

# Questions/Comments



# Thank You!!!

