

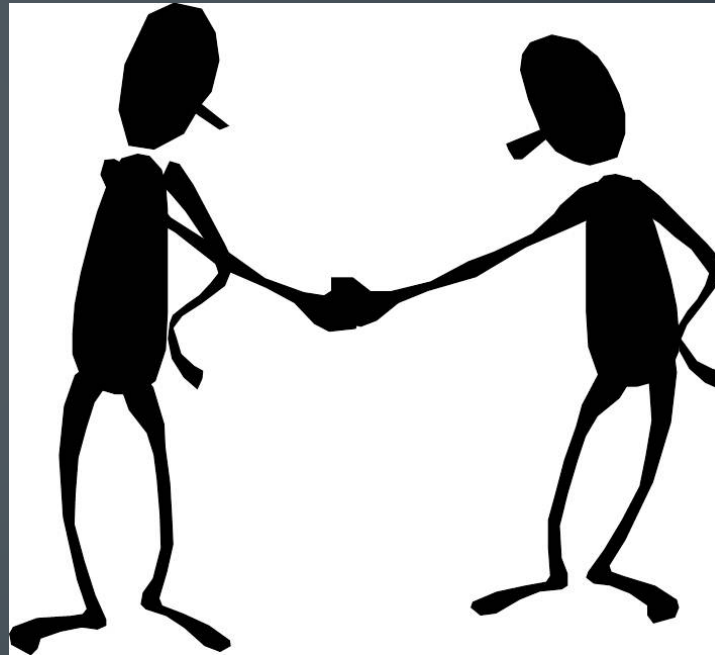
# Employing Social Marketing to Improve Shoreland Health

Wisconsin Lakes Convention – April 1, 2016

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UW-Stevens Point

# Neighbor to Neighbor Conversations Campaign



## GOAL:

Combine knowledge about shoreland conditions with tailored messages delivered to the door by volunteers

1. How will people respond to conversations with their neighbors about shoreland health?
2. Can we help county staff identify property owners that would like to improve their shorelands?
3. Will volunteers be willing to participate in a short-term project?

# Project Design



## Data Summary

- Graphs
- Maps

## Follow up strategies

- Short term
- Long term

## Campaign Strategy (Adaptive)

## Campaign and Volunteer Support

## Material Development

- (1 month ahead)  
Tailored Messaging
- County Brochures
- Pledge Form

## County Staff

- (1 year ahead)  
Help design program  
Fit to their needs

## Build Team

## Hire Campaign Coordinator

- (3-4 months ahead)  
Recruitment  
Training  
Strategies  
Volunteer support and appreciation

## Recruit Volunteers

- (1-2 months ahead)  
Emails  
Facebook  
Fliers at events



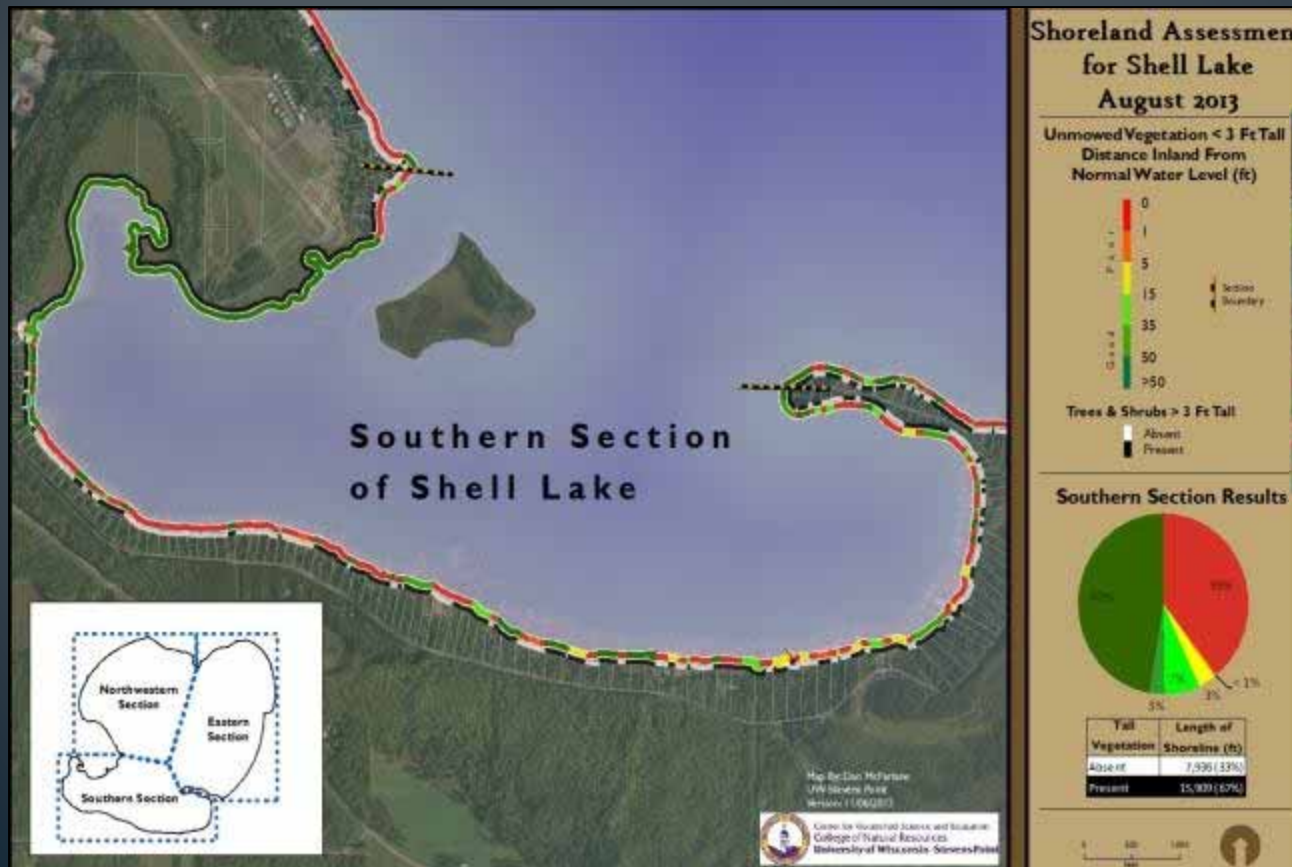
# Tailored Strategies, Messages, and Materials



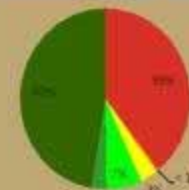
# Adaptive Campaign Strategies

1. Meet your volunteers where they are at!
  - a. Provide an overview
  - b. Adapt to their comfort/needs
2. Soft sell
3. Use shoreland surveys to prioritize visits and develop strategies for conversations
4. Track and obtain feedback for follow up
  - a. Walk sheet (collect responses) and map (identify homes)
  - b. Pledge card
  - c. Survey for lake group
5. Leave materials/note if not home or visit later

# Prioritize and provide insight about the health of the shoreland (at a given location) using the shoreland vegetation survey



### Southern Section Results



Vegetation	Length of Shoreline (ft)
Absent	7,930 (33%)
Present	15,901 (67%)



**Would you rather  
look at this...**



**...or this?**

**Join your neighbors, use healthy shoreland practices**



# Healthy Lakes ~ Share a little shoreland with your neighbors

- Songbirds, ducks, loons, turtles, frogs, fish, dragonflies, and many others use shoreland vegetation for travel, shelter, and food!
- Fallen trees above the water are used by turtles to warm themselves. Fallen trees below the water are used by young fish and their food sources, including dragonfly nymphs.
- Butterflies, hummingbirds, and other pollinators are attracted to shoreland flowers, while geese tend to avoid shorelands with tall vegetation.

**Take small steps!**  
Consider setting aside some of your  
shoreland for wildlife habitat.  
**Every little bit counts!**



Eddie Heath

*None of nature's landscapes are ugly so long as they are wild.*  
— John Muir

# Healthy Shorelands = More Time Fishing!

## On the Shore...

- Shoreline trees and shrubs provide shade and cool water needed by fish on hot sunny days.
- Overhanging and fallen shrubs and trees provide excellent shelter for young fish and the food they eat. Leave them or add them!
- Managing runoff from your property can benefit the fishery. Sediment in runoff can alter fish spawning beds and cloudy water makes it difficult for predatory fish to feed.



**Create a cool zone for fish by planting or protecting shrubs and trees near the shore.**



## In the Water...

- Aquatic plants soften the impacts of waves. Bass and other fish hide among plants and wood, and spawn in areas protected from waves and predators.
- Healthy shoreland vegetation can improve the quality of runoff entering the lake, which will reduce sediment and algae blooms.

**Improve fish habitat near the shore by adding or retaining woody habitat.**



# Healthy Lakes Have More Fun!

- **Natural shorelands provide opportunities for kids to explore and discover frogs, fish, and dragonflies.**
- **Healthy shorelands offer opportunities for photographing wildlife and plants.**
- **Native shoreland vegetation reduces runoff. Runoff carries pollutants which increase aquatic plant growth, making swimming and boating less enjoyable.**
- **Herbicides applied on lawns and gardens end up in the lake, harming or killing fish, frogs and many of their food sources.**

**The choice is yours!**

**Join your neighbors in adopting healthy shoreland practices that promote good fun and preserve the lake for future generations!**



# The Economics of Healthy Shorelands



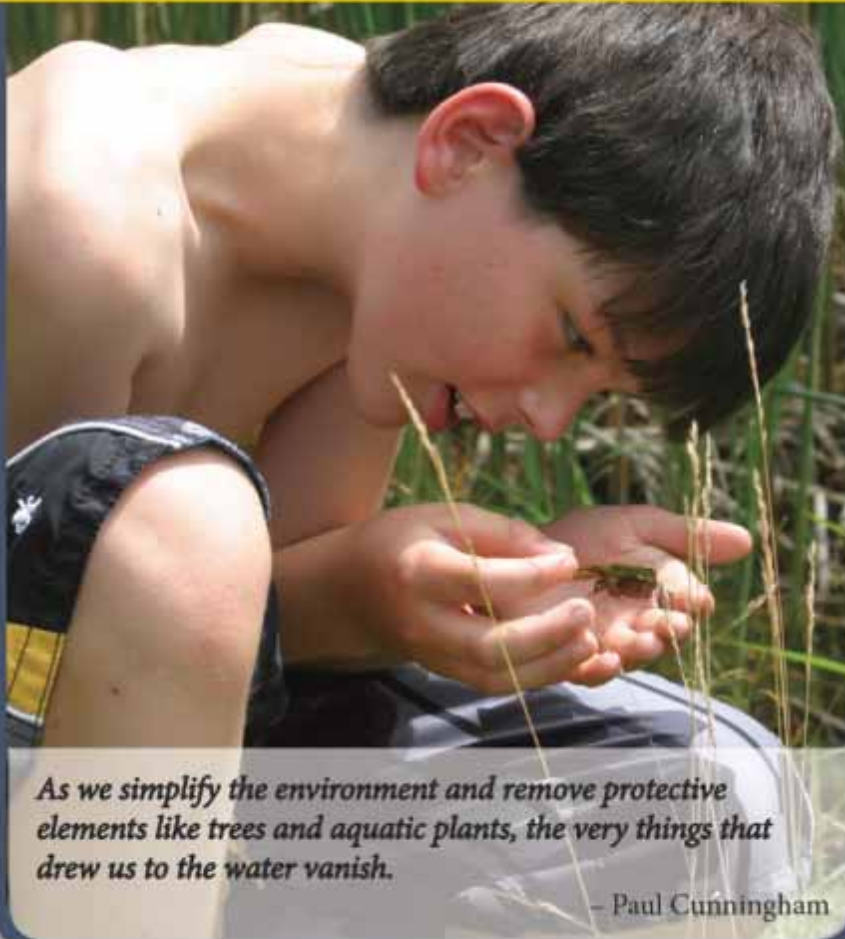
James Hughes

- **Protect Your Investment** - Studies show that property values can be lower on lakes with poorer water clarity. A healthy shoreland helps to improve water clarity by removing nutrients and sediment carried in runoff.
- **Reduce Your Maintenance** - Native plants require little to no maintenance, leading to reduced mowing time and expense.
- **Lower Management Costs** - Healthy shorelands can help reduce nuisance algae blooms and excessive aquatic plant growth, reducing lake management costs.
- **Keep it Cool** - Trees and shrubs in the shoreland area provide shade which can reduce building cooling costs.

**Invest in your property by using healthy shoreland practices!**



# Healthy Shorelands = More Enjoyment!



*As we simplify the environment and remove protective elements like trees and aquatic plants, the very things that drew us to the water vanish.*

– Paul Cunningham

- Native plants require little to no maintenance, which means more leisure time to relax and enjoy life at your lake.
- Trees and shrubs in the shoreland area increase privacy by screening homes from public view, and can help to muffle noise from watercraft.
- Natural shorelands provide great opportunities for watching wildlife or photographing plants, as well as a place for kids to explore and discover frogs, fish, and butterflies.

**Enjoy your lake more  
by using healthy  
shoreland practices!**



## Improving our Lakes – Healthy Lakes, Healthy Shorelands – 2015

What are your priorities? Please rank #1, #2, and #3

- Improve shoreland habitat for wildlife
- Improve habitat for fish in our lake
- Improve the water quality of our lake

We would like to have a Healthy Shoreland! We are willing to...

(check all that apply)

- Talk with my neighbors about healthy shorelands
- Add woody habitat to our shore/lake
- Add a rain garden
- Fix erosion problems
- Stop applying fertilizers and/or pesticides on the shore
- Learn more about reducing impacts to our lake
- Learn more about native shoreland vegetation

Our goal for healthy shoreland vegetation (buffer) at the lake's edge:

- Platinum (More than 35 feet inland from the lake)
- Gold (25-35 feet inland from the lake)
- Silver (6-15 feet inland from the lake)
- Bronze (2-5 feet inland from the lake)
- Other (specify) \_\_\_\_\_

Name (optional): \_\_\_\_\_

Lake and County: \_\_\_\_\_

Please return this form to a local Healthy Lakes, Healthy Shorelands volunteer,

OR mail a completed form to: Healthy Lakes  
800 Reserve St.  
Stevens Point, WI 54481

OR complete the form online: <http://goo.gl/forms/qKXQnEIXGo>

You can also identify your projects on an online map and see what others are doing!

Thank you!

## Other Strategies

- Delivered packets of materials to paper boxes
- Only conversed with people they knew
- Incorporated questions for the lake association
- Returned with additional information (for second conversation)
- Held healthy shoreland “tours” prior to the neighborly conversations





# Understanding and Using Results

# Project Summary

COUNTY	LAKES	CONTACTS	VOLUNTEERS		
			Residents	Non-residents	Total Vol.
Marathon	3	178	3		3
Portage	7	145	12	6	18
Waupaca	3	UNK	4		4
Waushara	3	69	2	1	3
TOTAL	16	>392	21	7	28



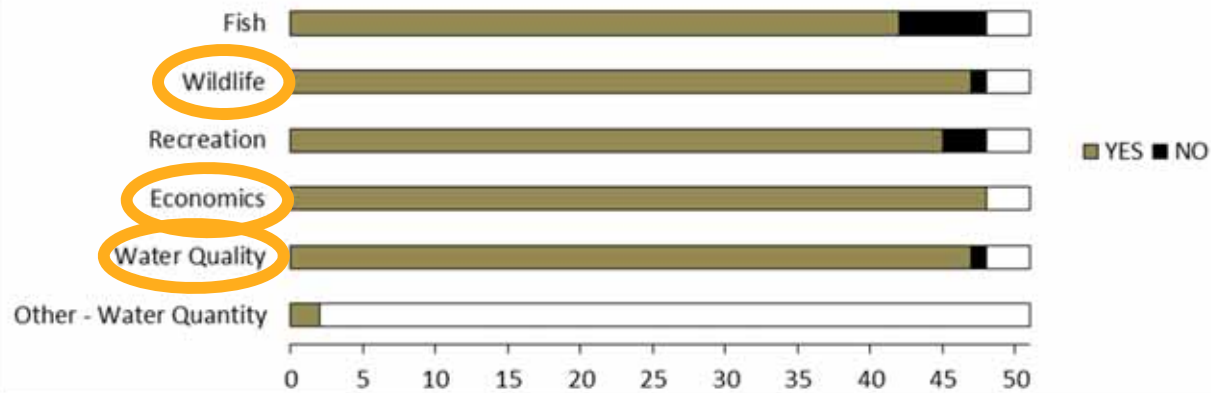
# Summarizing collected data – Interest in shorelands up close



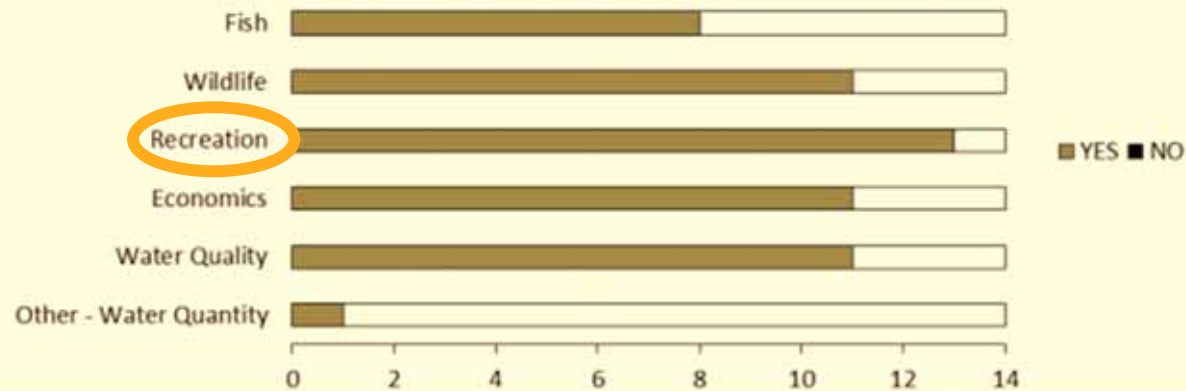


# Framing future conversations

Shoreland Property Owner Interests (Total Surveyed = 51)



Shoreland Property Owner Interests (Total = 14)



## Follow up – a critical step!

- Volunteers deliver requested additional information
- County staff follow-up with requests for assistance
- Letter from Portage County soliciting Healthy Lake grant participation resulted in interest from 32 people – 25 were included in the Healthy Lake grant request
- On line map (in process)
  - Display practices with public access
  - Interactive for citizens to populate
- Shoreland walks and info sessions by lake groups (next year)

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THANK YOU!

Nancy Turyk  
715-346-4155  
nturyk@uwsp.edu



# Designing a Healthy Shorelands Campaign for Your Lake

1. Consider the interests of your lake neighbors and any problems that may exist in your lake that are connected to land use practices.

Choose or create 3-4 tailored messaging cards that reflect these interests.

2. When will your campaign occur? How long will it last?

3. How will you recruit volunteers? Who will serve as campaign coordinator and how will that person be trained?

4. Will the volunteers visit all properties? If not, how will you prioritize?

5. How will you get additional informational materials to property owners (e.g. bring along to the door, follow up visit, mail, etc.)

6. What are your follow up plans? (Consider how to estimate success)

Short term

Long term

7. What do you view as impediments to carrying out a successful healthy shoreland campaign?