

North Central Washington Forest Health Collaborative

Communications Plan Version 2.1

March 2014

Background/Elevator Speech

The North Central Washington Forest Health Collaborative (NCWFHC) is a diverse group of timber industry representatives, conservationists, tribal government, elected officials, and local, state and federal land managers working together to restore the Okanogan-Wenatchee National Forest (OWNF) in Chelan and Okanogan Counties.

There's an urgent need to restore the resiliency of the OWNF. Numerous scientific studies have shown current conditions on the 4-million-acre OWNF have resulted in uncharacteristically severe fires, insect infestations, disease epidemics, habitat loss and hydrologic events that cause massive erosion.

The collaborative is using a consensus-based approach to build momentum to restore the OWNF, while providing jobs, forest products and recreational opportunities.

Collaborative Vision

The NCWFHC strives to advance forest health through transparent actions that improve forest resiliency, preserve terrestrial and aquatic wildlife habitat, protect natural resources, provide recreational opportunities, promote utilization of natural resources, and support local economies in Chelan and Okanogan Counties.

Communications Objective

The NCWFHC has formed an Outreach and Education Workgroup to communicate to all stakeholders and the public information about the collaborative, its efforts and accomplishments. It will also conduct targeted outreach and education to assist the collaborative in achieving its goals.

Key Message Themes

- Current conditions on the OWNF have led to uncharacteristically severe fires, insect infestations, disease epidemics, habitat loss and hydrologic events that cause massive erosion and water quality impairment.
- The collaborative is using a consensus-based approach to increase the pace and footprint of restoration on the OWNF.
- The Collaborative, in conjunction with the OWNF, will use the best-available science to develop restoration projects that meet the ecological, economic and social interests of stakeholders to increase the pace of restoration.
- Building consensus will result in greater implementation of projects, helping the OWNF reach their goal of doubling the footprint of restoration in ten years.

Overarching Communication Goals

- Increased awareness of North Central Washington forest health issues.
- Better understanding of project planning and implementation.
- Highlight the collaborative's accomplishments to internal and external audiences.

Measures of Outreach Success

- Outreach and education funding secured.
- Forest health webpage regularly updated with fresh content.
- Branding of collaborative's projects clearly defined.
- Communication products that highlight accomplishments routinely sent out.

Key Audiences

- Members of collaborative
- OWNF employees, USFS Forest Service Pacific Northwest Regional Office and national headquarters
- Washington federal congressional delegation
- Local, state, federal and tribal officials
- Timber industry representatives
- Conservation group representatives
- Recreation interest groups
- Community leaders (business, chambers of commerce, economic development districts)

Action Plan

What	When	Who	How	Notes
Develop communications plan, including key messages	March 5, 2014	Outreach Workgroup; Leads: Melody, Roland & Emily	Workgroup to draft and revise, NCWFHC to approve	Develop outline and have it ready by Jan. call
Complete NCWFHC branding	Summer 2014	Outreach Workgroup, NCWFHC	Work with Steering Committee	Name and logo selected
Populate UCSRB forest health page	Initiated late 2013	Outreach Workgroup, Melody	Work with Upper Columbia Salmon Recovery Board	Ongoing
Draft Key Messages Handout	March 5, 2014	Outreach Workgroup, Melody, Roland, Emily	Workgroup to draft and revise, NCWFHC to approve	Text only, brochure may be developed late 2014 if funding secured
Draft Project-Related Communication Products	As needed	Outreach Workgroup in conjunction with Projects Workgroup	Work with Projects Workgroup to identify topics/needs	Ongoing, with 2-3 week lead time
Draft NCWFHC Communication Products	As needed	Outreach Workgroup	Work with NCWFHC and its other Workgroups to identify needs	Based on NCWFHC actions, need 2-3 week lead time

Materials Needed

- Collaborative name finalized
- Collaborative logo finalized
- Key messages handout on collaborative
- News release template

Outreach and Communications Committee

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