



POLLINATOR PARTNERSHIP

Pollinator
Communication and
Outreach



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Talk Outline:

1. Importance and where to start
2. Communication tricks
3. Examples of community outreach
4. Barriers
5. Resources

Questions





Goal: Build your capacity to communicate
pollinator conservation topics

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The Importance of Community Outreach

- Allows others to learn about your pollinator conservation efforts
- Inspires others to take action and learn from your experience
- Raises awareness about important issues
- Helps bring the community together



The Elevator Pitch

- Who are the pollinators?
- Why are pollinators important?
- What problems are they facing?
- How can we help!



Pollinators are a diverse group of animals including bees, birds, and butterflies that pollinate many of our food crops and keep the landscape colorful and healthy with blooming flowers. They are unfortunately facing many factors that impact them including climate change and habitat loss. One of the best ways we can help them is by providing them with native habitat so they have an abundance of pollen and nectar to feed on.

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Gateway Bugs



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Climate Change is in Our Hands

Little Things Matter



Climate change is in our hands, and the little things you do each day can make a difference in the health of pollinators, people, and the planet.

www.pollinator.org

Illustration and design by Carol Schwartz

El cambio climático está en nuestras manos, las pequeñas cosas que hacemos todos los días pueden hacer la diferencia para los polinizadores, las personas y el planeta.

Le changement climatique est entre nos mains, et les petites choses que vous faites au quotidien peuvent faire la différence pour la santé des pollinisateurs, des personnes et de la Planète

Communication Tricks



1. Avoid Doom and Gloom Messaging

- Invoke enthusiasm and optimism rather than guilt
- Celebrate success and make it known that action benefits both pollinators and humans.
- Not every pollinator is affected by threats in the same way.

2. Use a Call to Action!

- A call to action takes the negative scenario and motivates someone to do something about it in a positive way!
- Conclude with asking your audience to participate in something
- Examples
 - Making a donation
 - Volunteering with a specific organization
 - Contributing to community science
 - Browsing a resource

3. Messaging Based in Science

- Stay specific and avoid over-generalization when possible
- Visit an organization's website for information and facts about pollinators that is accessible, easy to read, and share with others
- Read the latest research articles to stay up to date on pollinator science and trends
- Attend webinars or workshops held by organizations to learn more about the conservation issues you are interested in

4. Small Action, Big Difference

Recommend realistic actions that anyone can participate in to help pollinators!

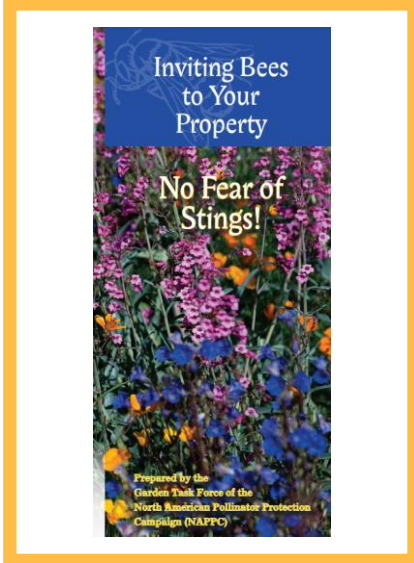
These actions can include:

- Planting a pollinator garden using native plants
- Leaving the leaves in the fall for nesting bumble bees and wildlife
- Participating in community science such as uploading pollinator and plant pictures to iNaturalist
- Sharing educational posts about pollinators on social media
- Donating to conservation organizations
- Buying local produce
- Reducing your carbon footprint by reducing consumption and using recyclable materials



Challenges to Successful Outreach

- Not everyone is going to agree with conservation efforts you are promoting
- People are passionate about pollinators and have strong opinions
- People don't want to get stung
- Consider your role as a government employee
- Patience and Persistence!



No Fear of Stings!

- Less than half of the world's bees are capable of stinging.
- Foraging bees collect pollen and nectar to feed their young and themselves. They are not flying around looking for someone to sting!

Social Media

- Creating and posting on social media accounts including Facebook, Instagram, and Twitter is a great way to increase your reach to new individuals and audiences
- Tip: Use high-res images from places like iNaturalist, Wikimedia Commons, and Canva
- Makes it easy to collaborate with other individuals also interested in pollinator conservation
- Allows you to easily share your pollinator knowledge with others as well as ways to get involved



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Importance of Storytelling

Storytelling on social media is a really easy way to share your experiences. Our brains are hardwired to follow a narrative. The audience wants to know the outcome because they have a gap in their knowledge.

Stories have an emotional element: we care about the protagonist and want to know what will happen to them.

Example: Donny Hicks Proves That Cover Crops Bring Benefits, 2023



Neighboring orchard post rain



Donny's orchard post rain



Outreach Events

- Opportunity to meet new people in person or virtually
- Creates a connection with the members of the community
- Engaging way for folks to learn about the conservation work taking place, and how to get involved
- Creates friendly discussion about pollinators



UC Davis Arboretum and Public Garden



Hamilton Pollinator Paradise Project



Interpretive Signage

- Easy to install
- Educates the reader of the purpose of your landscape-signifies intent
- Base information around themes
 - Myth-busting
 - Climate-smart, xeriscaping
 - Flood mitigation

Community Science

Pollinator Partnership

About Members 4

Use this iNaturalist project to contribute your observations of our vital pollinators, and the habitats they rely on! We are looking for:

1. Observations of blooming plants
2. Observations of pollinators and other wildlife visiting those plants

[Read More >](#)

PROJECT MEMBERS ONLY Project Journal

Overview **563** OBSERVATIONS **60** SPECIES **56** IDENTIFIERS **3** OBSERVERS Stats

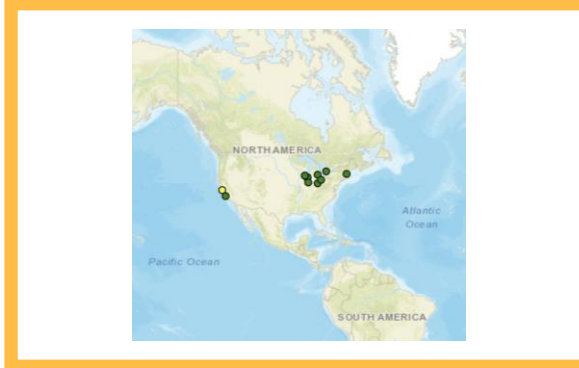
Recent Observations View All

- RG** Pacific Aster *Symphyotrichum chilense* 2 2 months ago
- RG** Lorquin's Admiral *Limenitis lorquini* 3 3 months ago
- RG** Yellow-faced Bumble Bee *Bombus vosnesenskii* 1 3 months ago
- RG** Western Honey Bee *Apis mellifera* 3 4 months ago



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Participate in National Pollinator Week June 17-23, 2024





June 17-23, 2024
POLLINATOR WEEK
 pollinator.org

POLLINATOR WEEK 2024- POLLINATOR BIOBLITZ TOOLKIT



Photo of Hoverfly (Genus *Sphaerophoria*) by @jacksonkusack on iNaturalist



 **Pollinator Week 2024- Pollinator Bioblitz**
 JUN 17, 2024 - JUN 23, 2024

	
Small Carpenter Bees Genus <i>Ceratina</i> 1 4 hours ago	Patches and Allies Genus <i>Chlosyne</i> 1 a day ago
	
Common Ringlet <i>Coenonympha californica</i> 2 a day ago	Red Net-winged Beetle <i>Dictyoptera simplicipes</i> 1 25 days ago

Over 3,000 observations
 in one week!



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Key Takeaways

1. Certified Pollinator Stewards play a crucial role in disseminating pollinator knowledge.
2. Effective communication includes avoiding doom and gloom messaging, making a clear call to action, and providing realistic examples of actions.
3. Consider perspectives different from their own and aim to inspire action without imposing “right” or “wrong” judgements.
4. Attending (or hosting!) tabling events, installing interpretive signage, and participating in community science initiatives are all ways to begin your conservation communication and engagement journey.



Thank You!

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