

Drought Outreach Campaign Toolkit

Summer 2022

Prepared By



Table of Contents

Overview	3
Campaign Summary	3
Purpose	3
Key Messages	4
Artwork and Guidelines	7
Social Media Tiles.....	7
Web Graphics.....	8
Video Animations.....	8
Feedback and Reporting	9
Appendix	10
Sample Social Media Posts.....	11
Sample Tweets	11
Sample Facebook or Instagram Posts	11
Sample YouTube Posts.....	12

Oregon Department of Fish and Wildlife

Drought Outreach Toolkit Summer 2022

Overview

Oregon is facing unprecedented drought conditions. As of May 13, 2022, a [State of Drought Emergency](#) has been declared in 17 of Oregon's counties. Extreme drought conditions are likely to have a significant economic impact on agriculture, recreation, and natural resources sectors, as well on drinking water, fish and wildlife, and other natural resources. The Oregon Legislature and the Governor's office recognized the severity of the situation by creating and passing a statewide drought funding package to help address the consequences of continued drought. The Oregon Department of Fish and Wildlife (ODFW) was able to leverage some of that funding package through a special project grant from the Oregon Conservation and Recreation Fund to launch a drought outreach campaign centering on increasing public awareness this summer.

Campaign Summary

ODFW launched the drought outreach campaign in late-June 2022 with the goal of educating the public around the following key tenets:

- 1) the impacts of drought and wildfire on fish, wildlife and habitats;
- 2) the unintended impacts of recreation on fish, wildlife, and habitats during drought; and
- 3) alternative recreation opportunities to consider during the drought.

The drought outreach campaign will be statewide in scope, with additional targeted outreach. This will include geography and ecoregions hardest hit by the drought and wildfire and high population areas that constitute a large portion of the recreation community.

This outreach campaign is heavily comprised of paid advertising and will use a breadth of techniques that allow for hypertargeting of audiences, variety of messaging, frequency of advertising placement, geographic specificity, and nimbleness in deployment. The campaign is being executed over a variety of mediums including television, radio, social media, OTT ("Over-the-top") devices, email marketing, digital platforms (The digital advertising utilizes display ads in app and while browsing, geofencing, and YouTube ads.), and earned media. The campaign is currently slated to run through the duration of the Summer of 2022 with paid advertising wrapping up in September. Earned media and ODFW customer communication about the drought will continue to be a part of ODFW's on-going outreach initiatives. All efforts will aim to direct Oregonians to the campaign website devoted to drought at droughtinfo.org.

Purpose

This drought outreach campaign is directly tied to ODFW's long-term commitment to addressing climate change, however, in the nearer term, ODFW desires this outreach effort to:

- Increase public awareness around drought and its varied impacts on fish, wildlife, habitat, and wildlife
- Encourage outdoor recreationists and the public to take actions to reduce the potential impact on fish, wildlife, and habitat during a drought.
- Initiate conversation around drought related impacts among members of the public, conservation, and outdoor recreation communities.
- Provide learnings from this effort to refine messaging and tactics addressing climate change which is expected to lead to more frequent and more extreme drought conditions.

Key Messages

Why use key messages?

Establishing key messages at the beginning of an outreach effort helps everybody sharing information to speak with one voice and stay on message about the impacts of drought and actions individuals can take to reduce the impacts of drought on fish, wildlife, and habitat in Oregon. All messages should be succinct and easily understood by your target audience. Key messages should then be incorporated into as many communications channels as possible to increase exposure of the messages to Oregonians for the duration of the campaign.

What are the key messages?

The following nine messages (bolded) with talking points below focus on two main purposes: 1) the impacts of drought and wildfire on fish, wildlife, and habitat, and 2) how people can help reduce the unintended impacts of recreation on fish, wildlife, and habitat. Oregonians are encouraged to take positive actions, like shifting the hours of recreation, minimizing disruption of fish and wildlife seeking relief from warm water and high temperatures, and reducing the potential for wildfire.

What must be included?

Ideally, any message shared would encourage Oregonians to visit the droughtinfo.org website for more information about what they can do to help protect fish, wildlife, and habitat during drought.

ODFW's Drought Outreach Key Messages:

When in drought, fish and wildlife are stressed out.

- Generally, during drought – fish and wildlife have a tougher time going about their daily lives. Food and water are limited. Shelter is scarcer which is problematic for fish and wildlife seeking a safe place to rest and recover. This is important for outdoor recreationists to be aware of when outside as they are sharing the space (habitat) with fish and wildlife that call it home. Please be kind when outside and remember to leave no trace behind.

Additional Impacts:

- Food and water are scarce for birds and land animals, making them weak
- Reptiles and amphibians have limited habitat in ultra-dry conditions
- Fish seek refuge in deeper, cooler water which holds oxygen they need to thrive

When in drought, help fish out.

- Summer is a peak time for outdoor recreation in Oregon and spending time on and around water is a common pastime. Be considerate when swimming, boating, paddling and fishing as human presence is more stressful for fish during drought. Consider fishing in the mornings and evenings when the weather is cooler. Try to reel in and release fish quickly to avoid exhausting them before letting them go. Consider swimming in larger water bodies where fish and other critters aren't congregating for refuge.

When in drought, help wildlife out.

- Remember that you are sharing the outdoors with the wildlife that call it home. Wildlife is more sensitive to visitors in their 'home' when in drought conditions. Consider camping away from waterholes, rivers and streams as your presence may scare wildlife away from a needed drinking source. Try limiting your noise levels to avoid scaring wildlife away from important habitat they need during drought.

Additional impacts:

- Avoid recreation in shady areas near streams if animals are present

When in drought, tread carefully about.

- Habitat can be negatively impacted by careless use off trail. Bikers and hikers are encouraged to stay on trail and limit leaving trails to only when necessary. ATV/UTV users should be mindful to avoid driving on or through streambeds (wet or dry) as it permanently damages the habitat. Remember to keep your dogs on leash and on trail to limit disturbance to wildlife sheltering nearby.

Additional Impacts:

- Stay on trails to avoid disturbing terrestrial wildlife
- Streambeds are not pathways through brush, fish need access to whatever water is left
- Consider your overall noise level and move through habitat with minimal disturbance to animals that may shelter there
- ATV/UTV and vehicles traversing the landscape should carry fire extinguishers onboard in case of fire. Please also limit driving through dry brush as it is damaging to the habitat and is easier to ignite into a fire by accident.

When in drought, reroute.

- Summer in Oregon is a great time of year to spend outside but consider recreating in alternative places that are less impactful to fish, wildlife, and habitat during drought. Consider fishing for warmwater species that are less sensitive to the heat of summer or fishing for trout in the high mountain lakes where water temperatures remain cooler. Consider swimming in larger, deeper lakes or reservoirs instead of rivers, creeks where fish and wildlife struggle to find a place to recover from the heat and drought. Look for camping away from watering holes or low water so as not to scare fish and wildlife away from critical resources.

Additional Impacts:

- Avoid upper reaches of streams where fish have limited access to cool water
- Try camping where you know animals are not seeking water or refuge from heat

When in drought, use binoculars to scout.

- Binoculars are great way to enjoy wildlife viewing from afar, and to scout for upcoming hunting seasons as it limits the amount of disturbance to the habitat during drought.

Additional Impacts:

- Scouting for big game is a summer activity that should be done with optics instead of tromping through habitat
- Setting game cams in prime habitat (such as water holes) and repeated checking disturbs wildlife
- Wildlife viewing such as birding should be done at a distance, using optics to avoid stressing wildlife in drought

When in drought, campfires out.

- One of the most destructive impacts to fish, wildlife, and habitat during drought is wildfire. Reduce the likelihood of wildfire by completely extinguishing your campfire (embers and ashes too). Be prepared with a fire extinguisher should a fire accidentally occur from your campfire.

Additional Impacts:

- Wildfire can destroy millions of acres of prime habitat for many types of wildlife (from frogs to bears)
- Fish are affected by wildfire too when streamside shade is removed and ash and soil wash into streams

When in drought, fish lakes for trout.

- Summer is a great time for fishing and swimming in deep lakes and reservoirs. Larger water bodies are much better recreational options to choose during drought.

Additional Impacts:

- Deep water stays cool and generally holds more oxygen than shallow streams—fish need oxygen
- Fish in lakes tend to have an easier summer than their cousins in shallow streams and pools in creeks

When in drought, check the website out. (droughtinfo.org)

- Visit droughtinfo.org to learn more about what you can do to protect fish, wildlife, and habitat during drought. Fish, wildlife, and habitat benefit by Oregonians and outdoor recreationists educating themselves about the impacts of drought.
- Check [ODFW's Recreation Report](#) weekly for the latest water conditions for several popular fisheries.
- Discover webpages for Forest Service, Bureau of Land Management, and other land owners for on-going drought information at droughtinfo.org.
- Boaters can check [Oregon Marine Board's Opportunity and Access Report](#) for updates on boat launches and dock access and usability during drought.

Artwork and Guidelines

Alterations to Artwork:

The materials below are available for public use, and you can download and customize them to meet your needs. ODFW requests that you do not change the original artwork, however, the inclusion of your organization's logo onto any of the artwork assets is acceptable.

Slogans Need Context:

The social media tiles and web graphics are comprised of catchy slogans to help capture someone's attention. They are not, however, particularly useful without additional context. ODFW recommends including additional information in the social media post and on your website whenever possible. There are several examples of this approach in the Toolkit's Appendix.

Social Media Tiles

Tiles for social media posts (shown below) have been developed for nine key messages that ODFW identified to increase public awareness of drought in Oregon.



These easy to remember phrases and quick tips make sharing about drought impacts a breeze. Download these images from the [toolkit webpage](#) and share them on social media, print them for home or business use, or use them as outreach materials. High resolution versions for larger sized printing are available upon request.

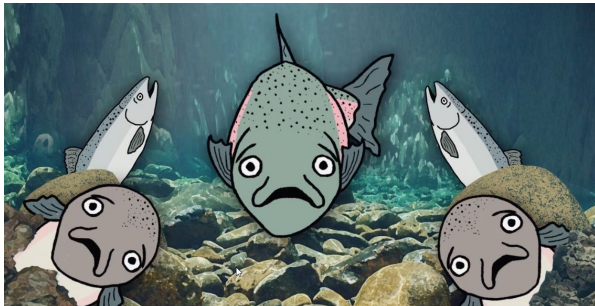
Web Graphics

Spread the word and make your website part of the outreach campaign. Help increase awareness and educate Oregonians on the impacts of drought on fish, wildlife, and habitat. Post web graphics on your website and link to ODFW's Drought in Oregon webpage: droughtinfo.org. Web graphics exist for each of the nine key messages and can be found at the [toolkit webpage](#) for download.

Web graphics exist in four specific sizes based on the most popular sizes used in online advertising. The following sizes are available: 160 w x 600 h, 728 w x 90 h, 320 w x 200 h, and 300 w x 250 h. High resolution versions can be made available for other uses upon request.

Video Animations

Two unique video animations, each 30 seconds in length, have been crafted to help provide some storytelling context to the key call-to-action of visiting the drought webpage at droughtinfo.org. One video is a brief storytelling of the experience of fish during the drought to the tune of a popular sea shanty. The other video provides some facts about drought through a trivia show parody played by contestants representing different species found within Oregon. Both videos are meant to be playful, catchy and educational. They can be shared freely on social media, websites, and embedded within emails, PowerPoint presentations, etc.



Stressed out shanty video still



Trivia show parody video still

Stressed out shanty's lyrics:

*There once were trout that met at sea
They swam upstream to start a family
But up ahead the path was blocked
They couldn't make it through*

*Oooh no the drought came on
Streams dried up and they couldn't move on
Low water and rocky dams
Have kept them from their home*

*Spawning fish want cool blue streams
Heat and drought will crush their dreams
Learn how you can help
Protect them from the drought*

Feedback and Reporting

ODFW is grateful to partners, agencies, organizations, and members of the public that are interested in helping us share the drought outreach campaign with Oregonians. It would be a tremendous benefit if you would be kind enough to share back with ODFW what you posted, what worked, lessons learned, and any other successes that you achieve with the campaign materials and content. Bonus points if there are specific analytics as to the performance of your efforts that can be shared, too. This insight will help ODFW to inform and improve its outreach efforts moving forward on drought and other climate-related initiatives.

Please feel free to email your feedback to:

Amanda.M.SOLLA@odfw.oregon.gov

Amanda Solla, drought outreach campaign coordinator for ODFW

We appreciate your time and effort spreading the word about the impacts of drought on fish, wildlife, and habitat in Oregon throughout this campaign.

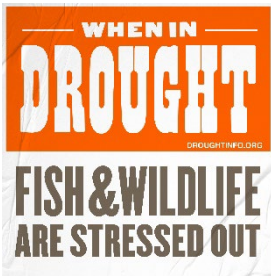
Appendix

Sample Social Media Posts

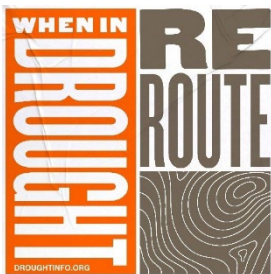
Sample Tweets

- Recreation can have unintended impacts of fish, wildlife, and habitat during drought. Good news is that there are things Oregonians can do to reduce those impacts & still enjoy outdoor summer adventures! Want to help? Learn how at droughtinfo.org
- Oregon's fish, wildlife and habitat depend on you to protect them during drought. Not sure what to do or how to help? Learn what you can to protect them this summer during drought at droughtinfo.org
- When in drought, fish & wildlife are stressed out! Most of Oregon is currently in severe drought. Now's the time to learn what you can do to protect fish & wildlife during drought. Visit droughtinfo.org to learn more #whenindrought #oregon #drought

Sample Facebook or Instagram Posts



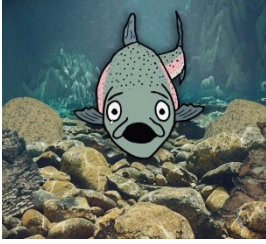
Drought in Oregon is having an impact on many species of fish and wildlife. Whether you are out for a hike, camping, a trail ride, swimming on a hot day, or wildlife viewing please remember that fish and wildlife are under pressure with the drought. Visit droughtinfo.org to learn what you can do to protect Oregon's fish and wildlife during drought conditions.



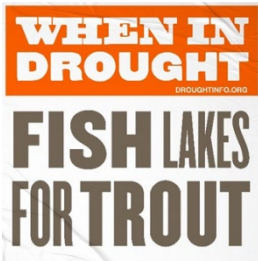
Drought in Oregon is having an impact on many species of fish and wildlife. Consider alternative locations for your adventure that are less stressful for fish and wildlife, and on habitat during drought. Stick to trails, be careful where you tread, and avoid recreating in low water areas. Visit DroughtInfo.org to learn what else you can do to protect Oregon's fish and wildlife during drought conditions.



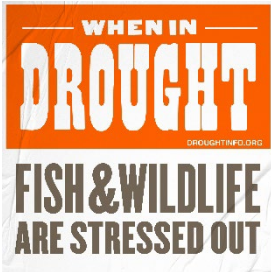
Drought in Oregon is having an impact on many species of fish and wildlife. Fish look to rest and recover in deep, cooler water because it has more oxygen for them to breathe. Consider swimming, boating and paddling away from these places of refuge and try out lakes and reservoirs where water is more plentiful. Visit DroughtInfo.org to learn what you can do to protect Oregon's fish and wildlife during drought conditions.



Fish and wildlife are stressed out right now in Oregon as severe drought is impacting most of the state. Learn what you can do to protect them from the drought at droughtinfo.org



Many areas in Oregon are in severe drought despite heavy rain this spring. Before you head out to the fishing hole, make sure there is plenty of water there for fish to survive. Look to deep lakes especially those at higher elevations for the best opportunity to catch fish. By fishing in a lake instead of shallow streams you can avoid stressing out fish and yourself. Learn more at droughtinfo.org



Drought in Oregon is having an impact on many species of fish and wildlife. Whether you are out to scout big game or birding at a wildlife area, remember to give animals the space they need to survive. Watering holes are a great place to see wildlife but during drought these places are oases for survival. Visit droughtinfo.org to learn what you can do to protect Oregon's fish and wildlife during drought conditions.

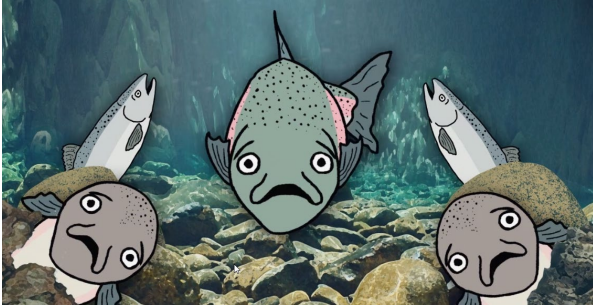
Sample YouTube Posts

Wildlife and Fish in Trouble Video



Wildlife and fish in Oregon don't consider survival a fun game. During drought wildlife and fish are stressed out and are depending on you to help them out. Learn what you can do to protect them from the drought at droughtinfo.org

Stressed Out Sea Shanty Video



Fish and wildlife are stressed out right now in Oregon as severe drought is impacting most of the state. Learn what you can do to protect them from the drought at droughtinfo.org

- The stressed out shanty's lyrics (below) can be added to closed captioning:

*There once were trout that met at sea
They swam upstream to start a family
But up ahead the path was blocked
They couldn't make it through*

*Oooh no the drought came on
Streams dried up and they couldn't move on
Low water and rocky dams
Have kept them from their home*

*Spawning fish want cool blue streams
Heat and drought will crush their dreams
Learn how you can help
Protect them from the drought*