



National Fish Habitat Partnership Communications Update

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National Fish Habitat Board Meeting
October 23-24, 2019





Waters to Watch Campaign

- **History**
- **Purpose of the campaign**
- **Current structure**



Waters to Watch Survey

- **Survey sent to FHPs in August**
- **17 out of 20 FHPs responded**
- **Campaign recommendations based on feedback**



We asked FHPs to weigh in on:

- **Campaign effectiveness (raising FHP/project, NFHP visibility, or strengthening partnerships)**
- **Benefits of having a Water to Watch**
- **Why FHPs have not submitted projects**
- **Including retrospective projects (feasibility & criteria)**
- **Watershed approach**
- **Local media outreach approaches**
- **Groundbreaking or press events at W2W sites**



Some of what we heard...:

- Campaign effectiveness most rated a 5 out of 10.
- Campaign **benefits** include: local recognition, media coverage, and partner relationships. Some respondents indicated little to no benefit.
- FHPs have not submitted W2W due to: lack of campaign benefit, capacity limitations, no good nomination.
- Most were supportive of featuring **retrospective projects** in the campaign.



Some of what we heard...:

- Need for project **monitoring** and follow-up to feature retrospectives.
- Mixed responses for adding **monitoring criteria** for W2W nominations. Some support and some note the heavy lift on FHPs and partners of existing reporting requirements.
- Mixed responses with a **watershed approach** for the campaign. Many challenges noted including scale, scope, & could limit FHP participation.



Some of what we heard...:

- Need for **outreach** tools for FHPs, capacity & funding for site visits and tours, & communications plan.
- Most support FHP project **events** (e.g. ground breaking, press event, or celebration) with Board member attendance, but note very limited capacity for planning, funding, & coordination.
- Most noted a need to clarify the **goals and objectives** of the campaign



Recommendations


- **Highlight retrospective Waters to Watch projects annually**
- **Develop a national project information template (fact sheet)**
- **Announce the Waters to Watch list in the spring to avoid field season**



NFHP Facebook Campaign

Ads on National Fish Habitat Partnership

+ Create Ad




Video Views ...

Completed

Check out these Salmon swimming upstream at Upper Green Valley Creek in California. This Waters to Watch project for 2019 is being implemented through our California Fish Passage Forum Partnership! California Department of Fish and Wildlife, USFWS Fisheries, NOAA Fisheries Service, Association of Fish and Wildlife Agencies

ThruPlays	People Reached
2.2K	9.8K




Post Engagements ...

Completed

Today, we are proud to highlight some of the great work being done by our 20 partnerships across the U.S. through our "Waters to Watch" campaign. These voluntary, locally-driven projects represent some of the top conservation activities implemented through the National Fish Habitat Partnership. This annual list represents a collection of strategic conservation efforts implemented on rivers, streams, estuaries, and lakes to protect, restore, or enhance their current condition. Please visit, <http://www.fishhabitat.org/waters-to-watch/archive/2019> to check out this year's projects! USFWS Fisheries NOAA Fisheries Service

Post Engagement	People Reached
480	4K



Post Engagements ...

Completed

Today, the National Fish Habitat Partnership has unveiled its list of "Waters to Watch" for 2018, a collection of rivers, streams, estuaries, lakes and watershed systems that will benefit from strategic conservation efforts to protect, restore or enhance their current condition. These voluntary, locally-driven projects represent some of the top conservation activities in progress implemented by 20 regional Fish Habitat Partnerships throughout the country. The work of our partnerships is vital for the future of the National Fish Habitat Partnership and for the conservation of fish habitat across the country. USFWS Fisheries NOAA Fisheries Service U.S. Forest Service #Fishhabitat <http://www.fishhabitat.org/waters-to-watch/>

Link Clicks	People Reached
29	2.3K



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