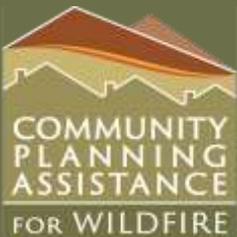


Land Use Planning & Wildfire Forum

Presentations

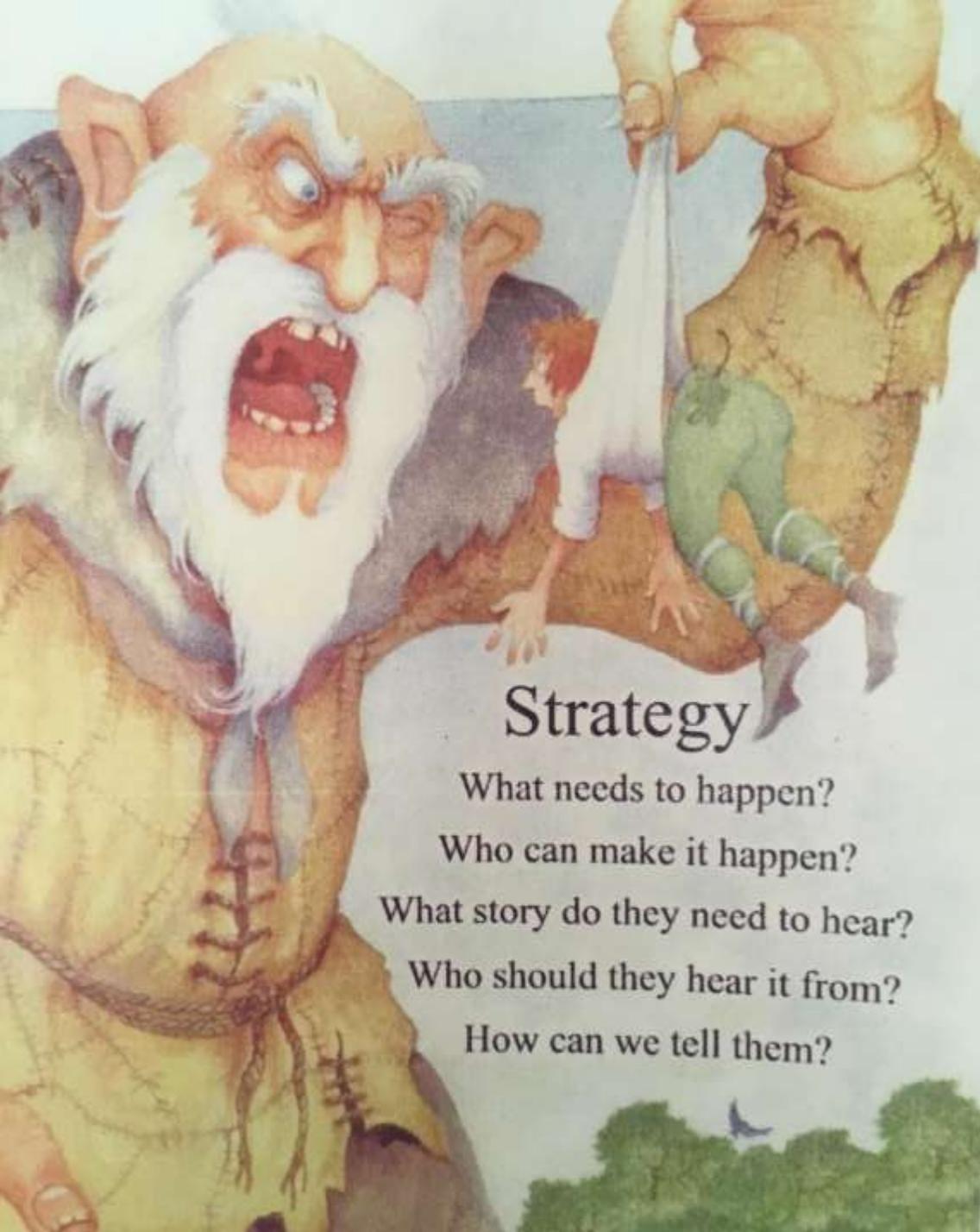
Creating fire-adapted communities through better land use planning in the
wildland-urban interface

January 24-25, 2018 | St. Julien Hotel, Boulder, CO

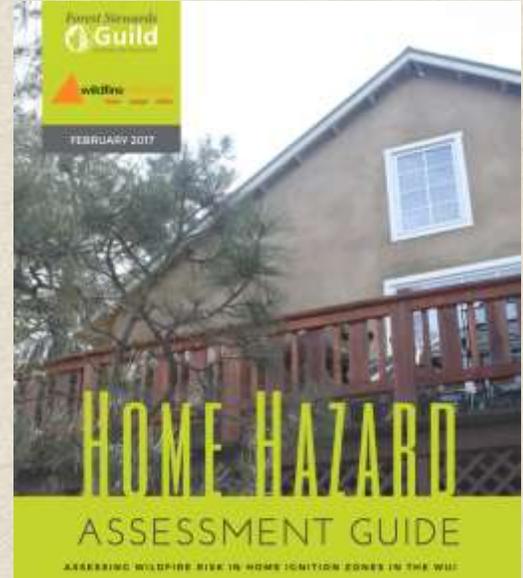


Communicating with Decision Makers

Take Home Tools







1

2

3

4

5

Strategic Communications

1. Goal
2. Decision-Maker
3. Message
4. Messenger
5. Tactics



1

2

3

4

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Strategic Communications

1. Goal
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5. Tactics



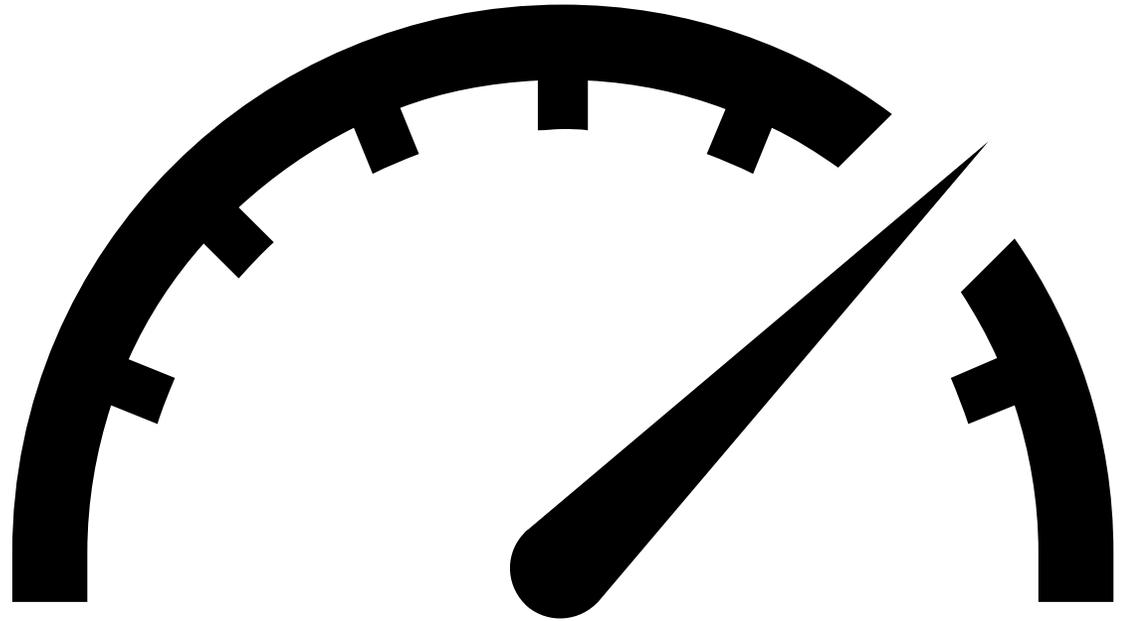
Be SMART



- | | |
|------------|--|
| Specific | Behavior change? Policy Change? |
| Measurable | How will you know you've succeeded? |
| Achievable | Do you have the knowledge, skills, capacity? |
| Realistic | Is it realistic and relevant? |
| Time-bound | What's your deadline? |

Your Turn: Goal

- Specific
- Measurable
- Achievable
- Realistic
- Time-Bound



1

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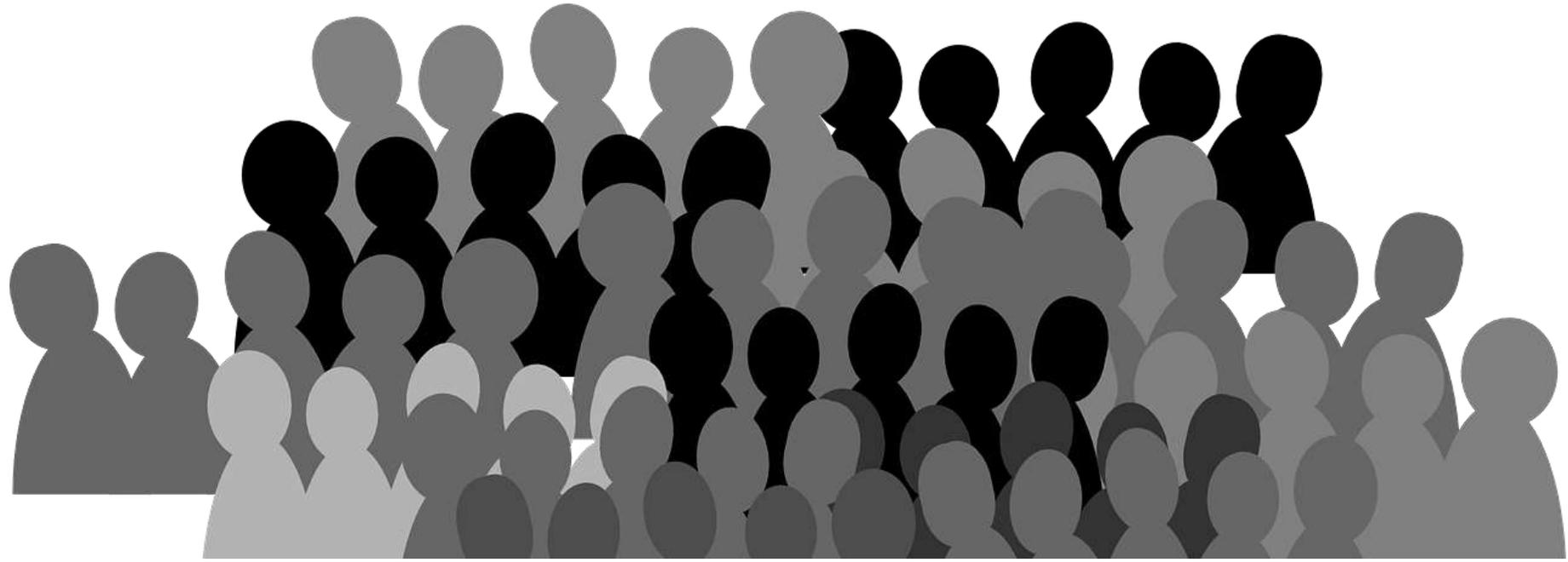
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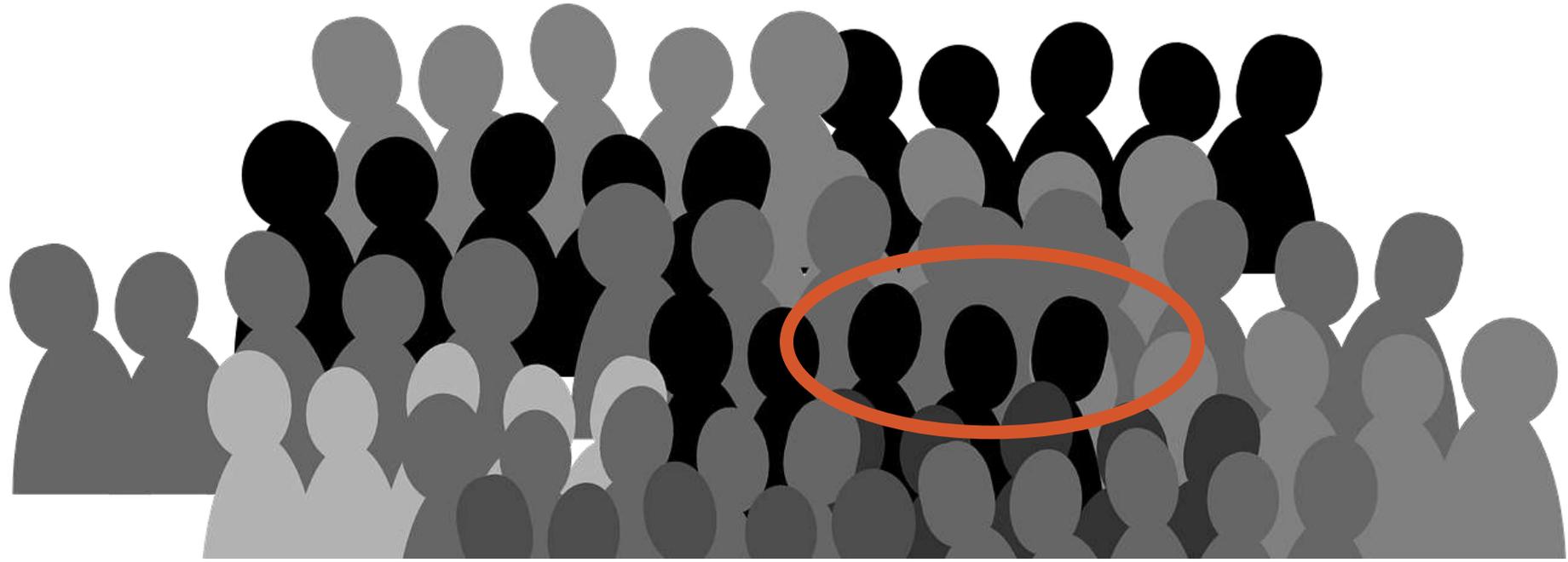
Strategic Communications

1. Goal
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Who can make it happen?



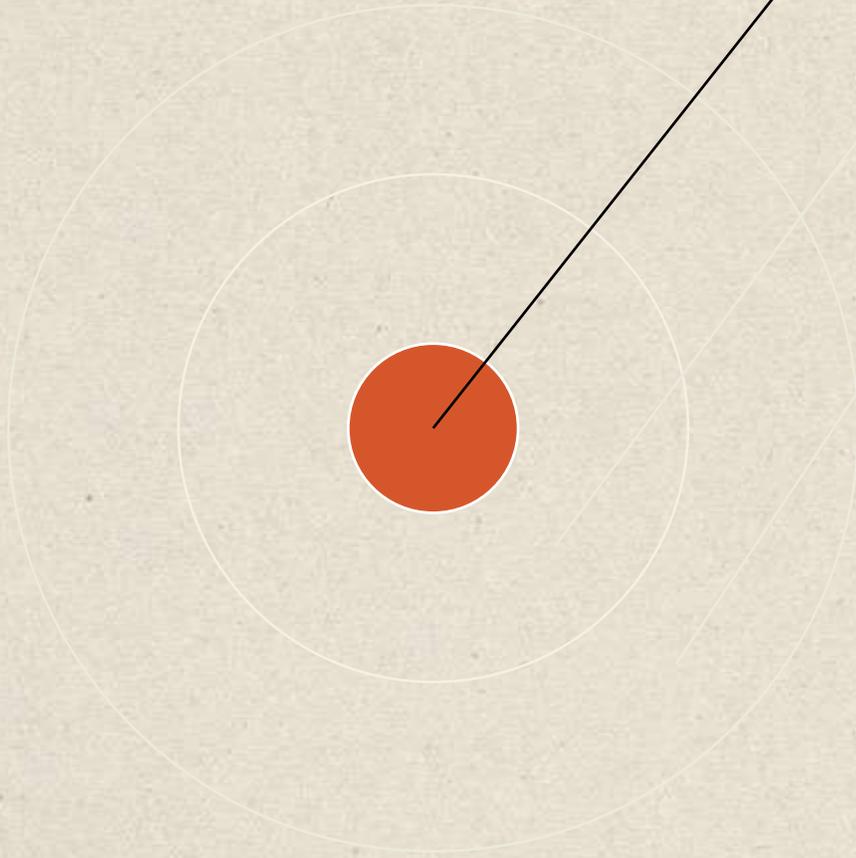
Who can make it happen?

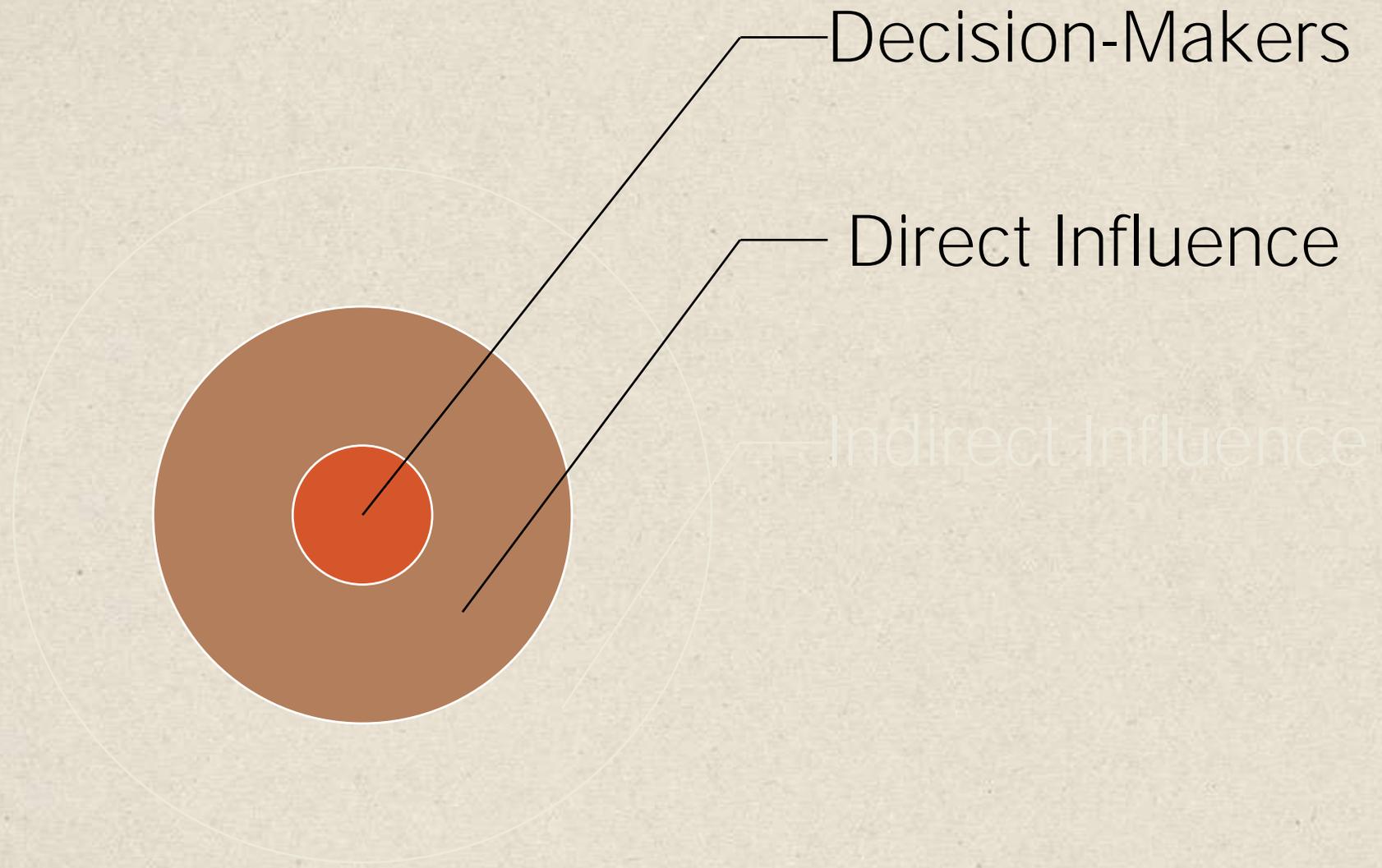


Decision-Makers

Direct Influence

Indirect Influence

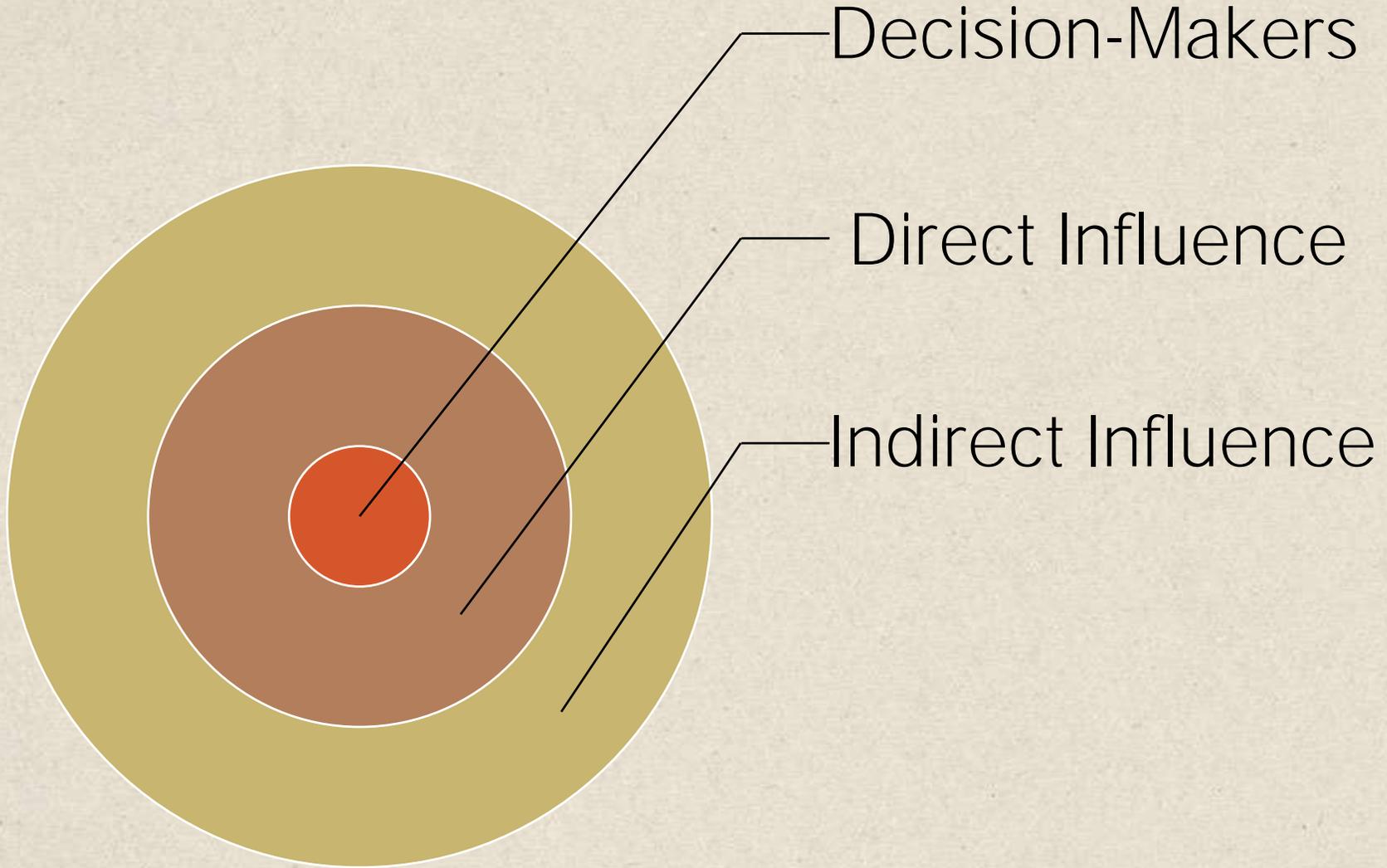




Decision-Makers

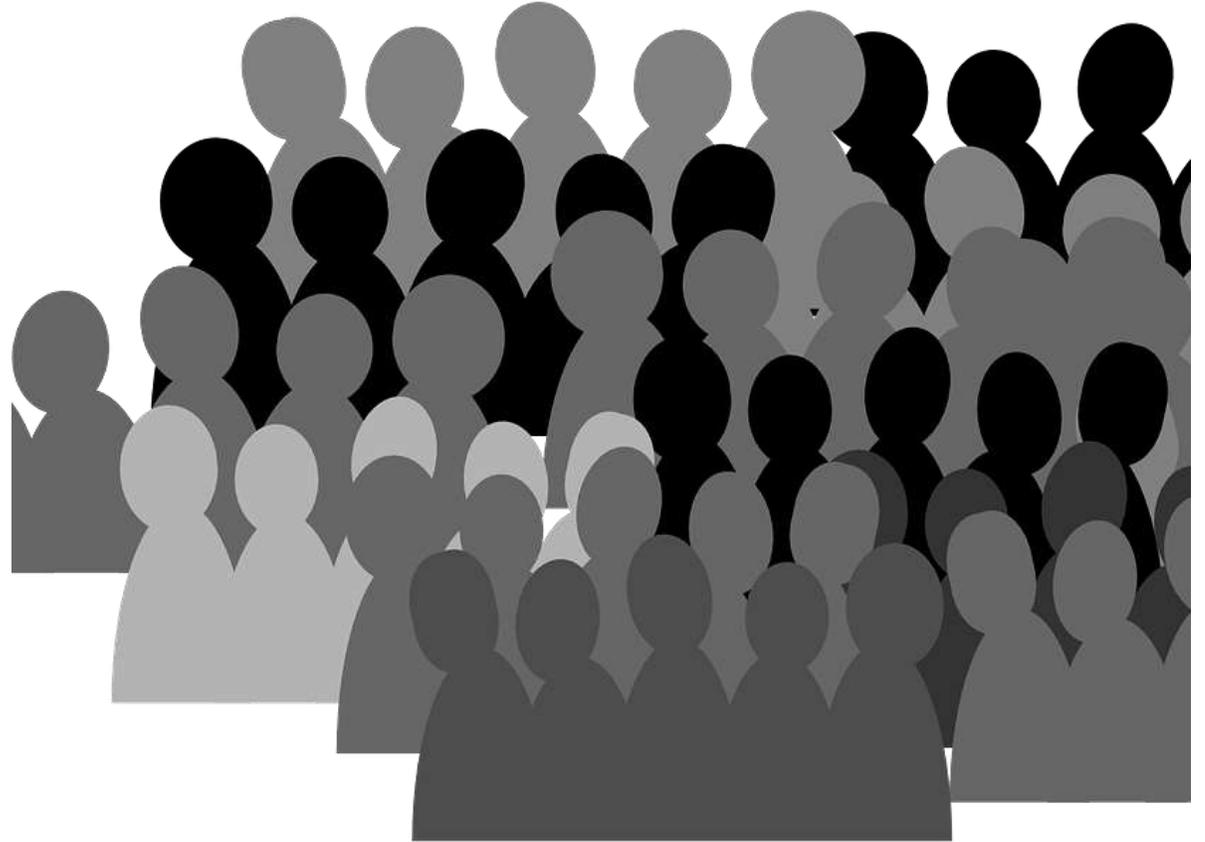
Direct Influence

Indirect Influence



Your Turn: Decision- Maker

- Think of individuals
- May need to consider layers



1

2

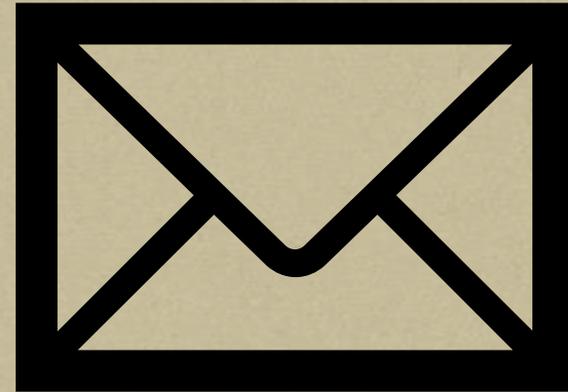
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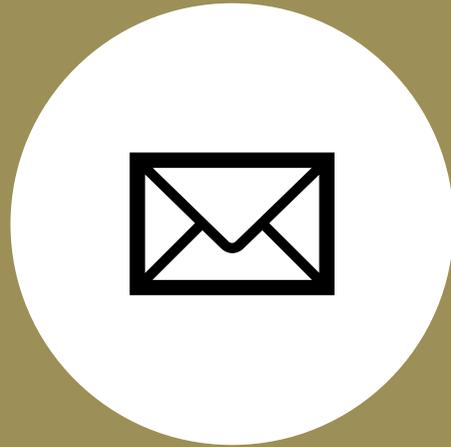
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Strategic Communications

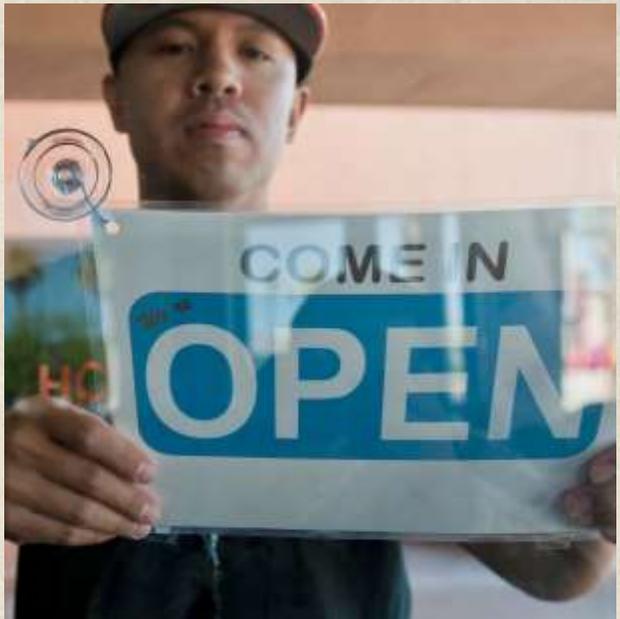
1. Goal
2. Decision-Maker
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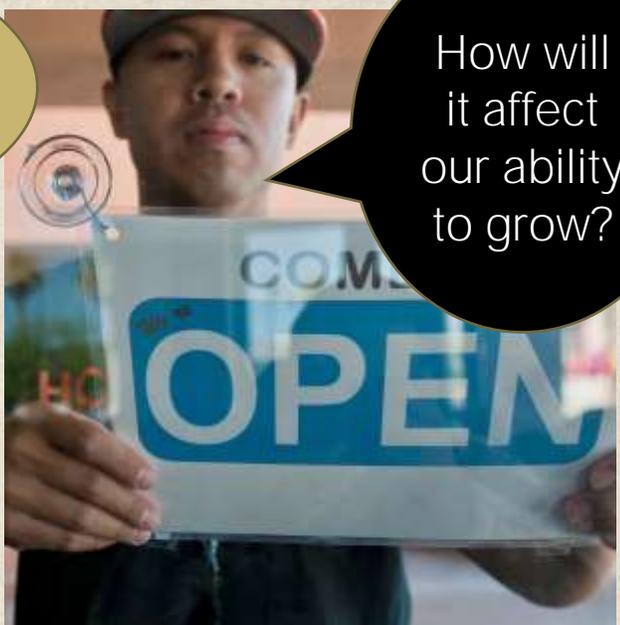


What do they need to hear?

What barriers need to be overcome?









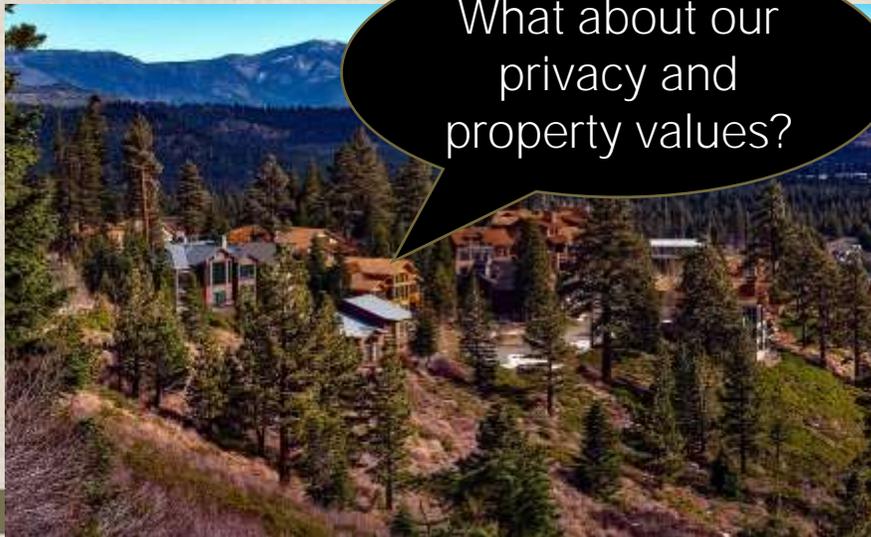
Do we have the capacity to manage this?



What are the costs?
Will it be predictable?



How will it affect our ability to grow?



What about our privacy and property values?





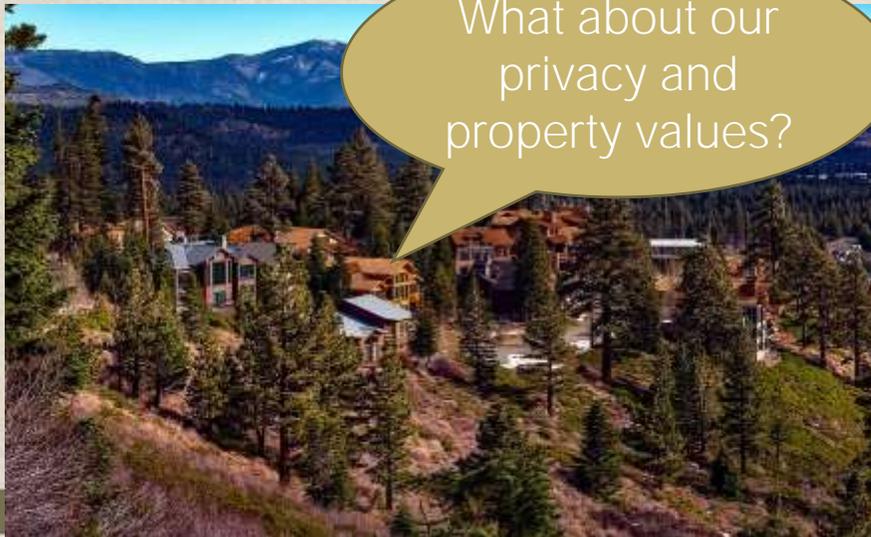
Do we have the capacity to manage this?



What are the costs?
Will it be predictable?



How will it affect our ability to grow?



What about our privacy and property values?



Will this change our forest management strategy?

Message Box

VALUES





VALUES

Wildfire is a part of our
landscape. We want our
growing community to be
safe.

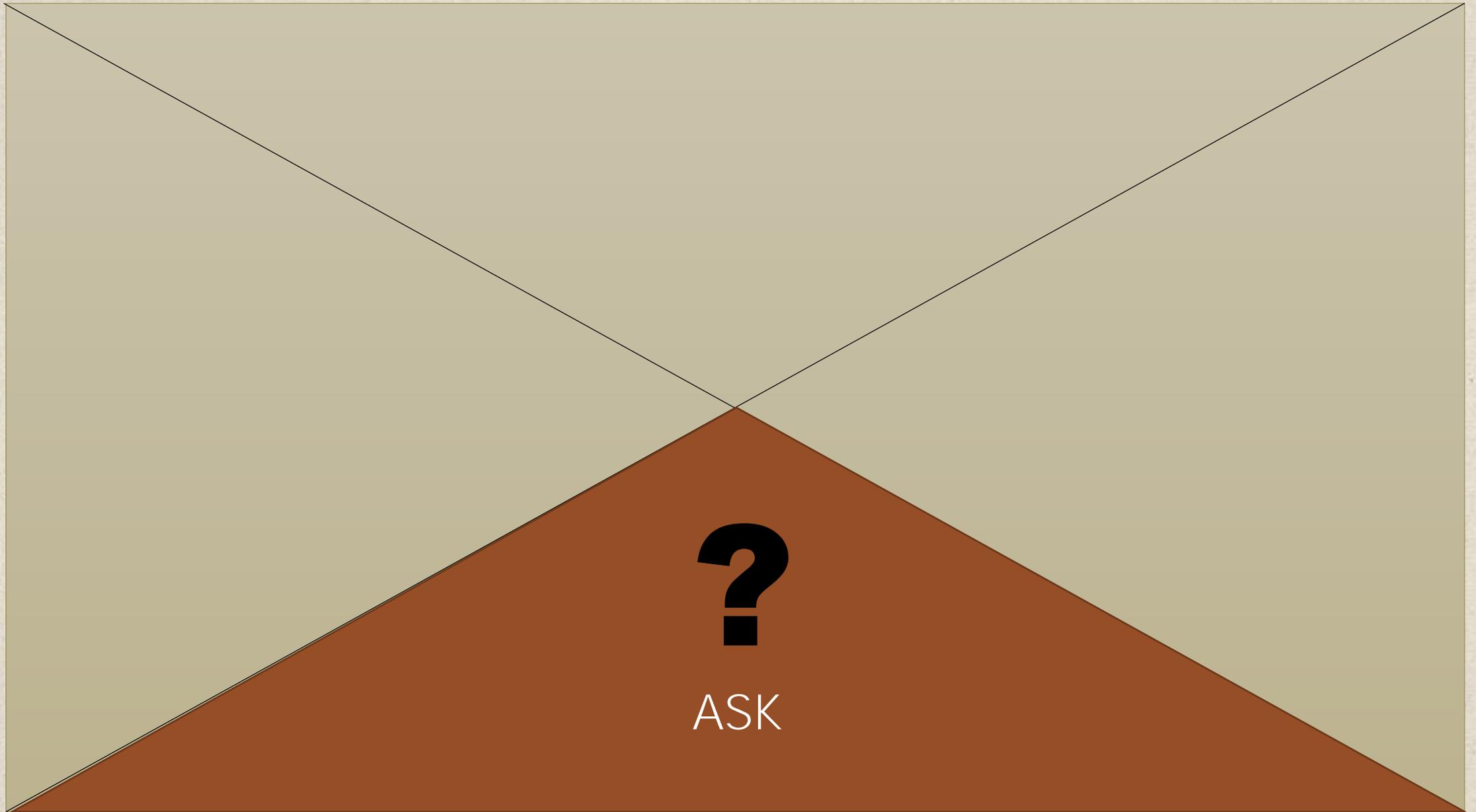
OVERCOME THE BARRIER





OVERCOME THE BARRIER

Over the long-term, we
can save lives, property,
and money by creating
wildfire-safe regulations.



?

ASK

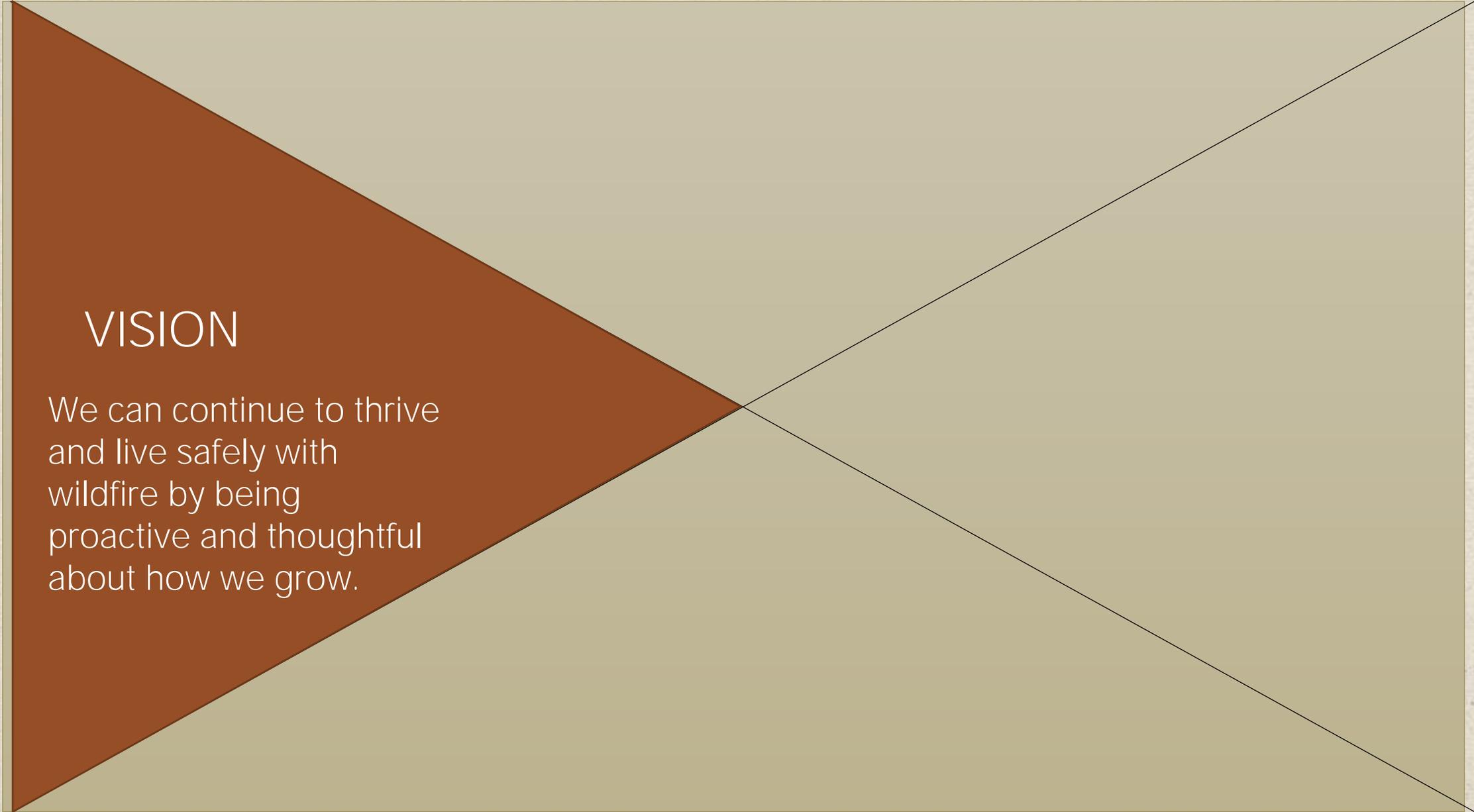


Community leaders should adopt this regulation to mitigate our risk.

ASK

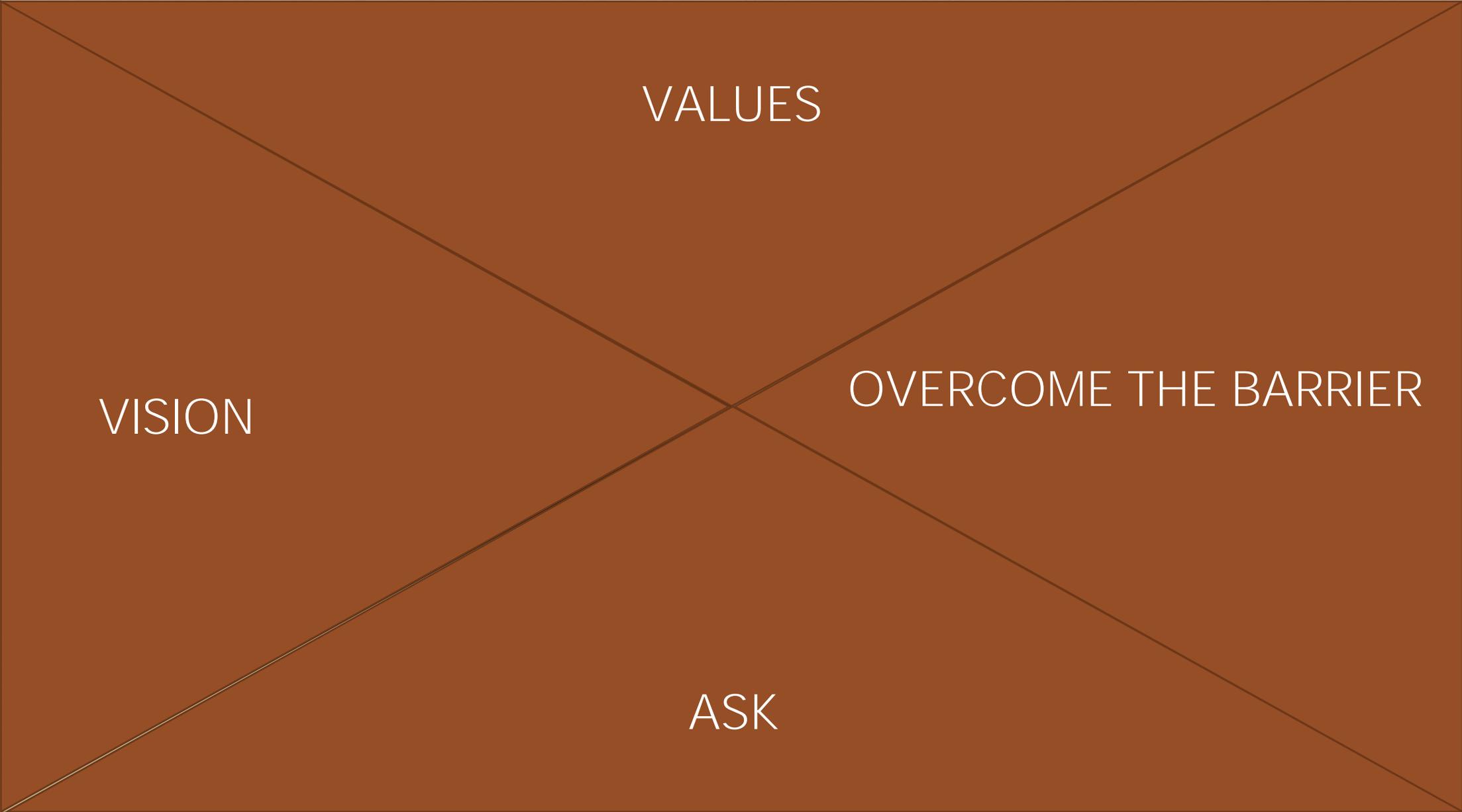
VISION





VISION

We can continue to thrive
and live safely with
wildfire by being
proactive and thoughtful
about how we grow.



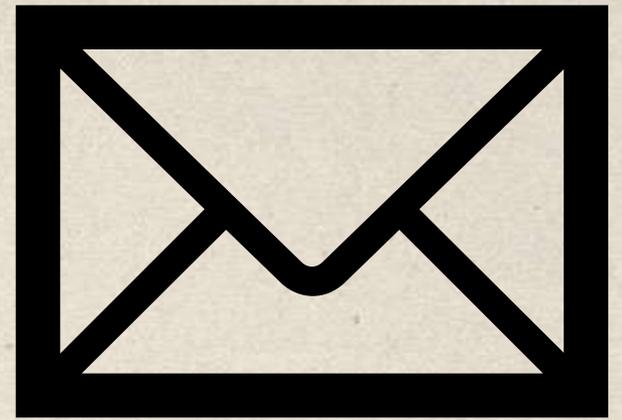
Message Tips

NO

- Jargon
- Statistical overload
- MEGO

YES

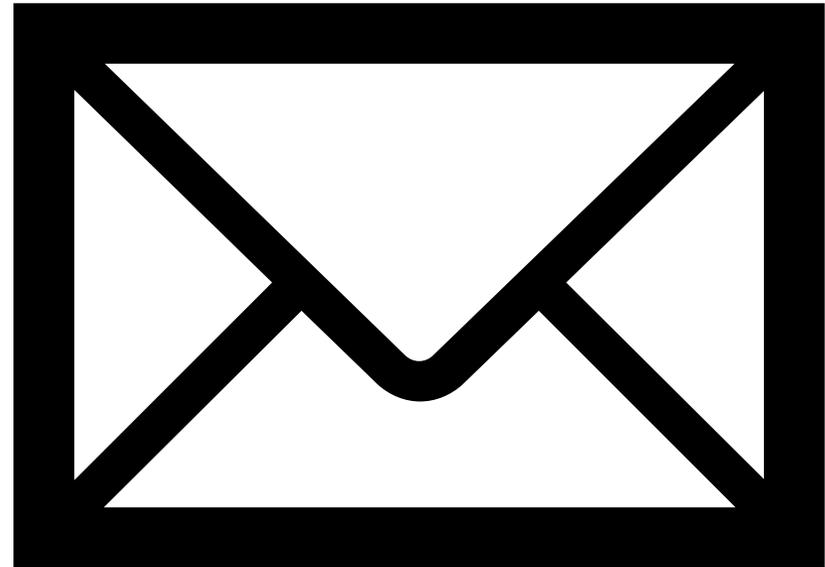
- Repetition
- Repetition
- Repetition





Your Turn: Message

- Overcome their barrier
- Align with values
- Limit jargon and statistics



1

2

3

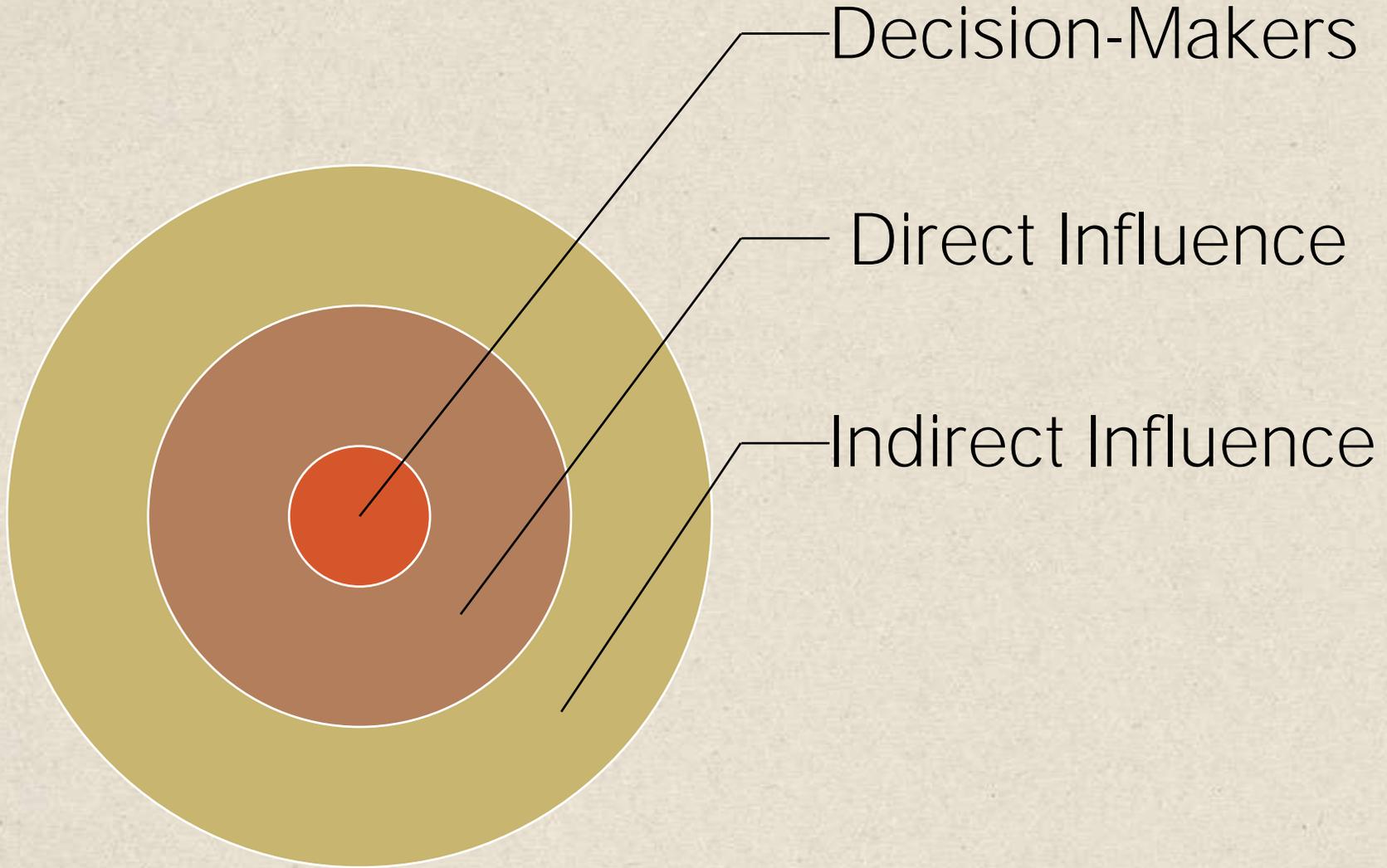
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Your Turn: Messenger

- Individuals
- Spheres of influence



1

2

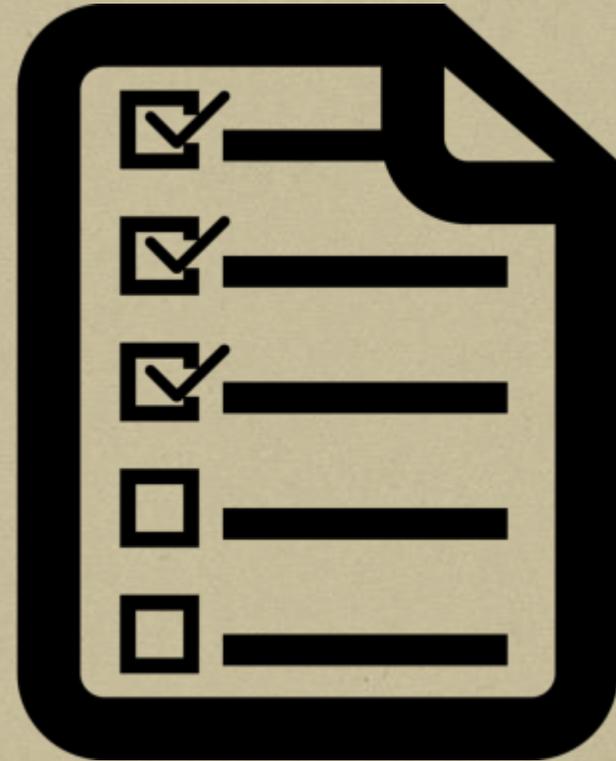
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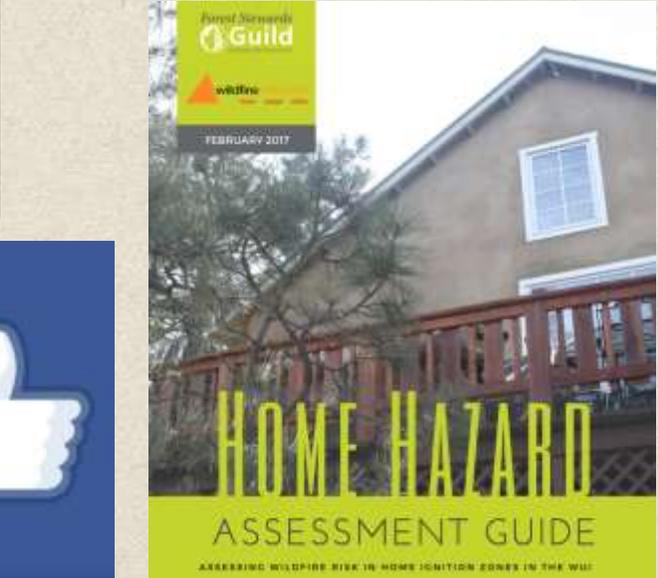
4

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Your Turn: Tactics

- Use existing channels
- Build new channels



Strategic Communications



Three
Communication
Budgets

Time

Complexity

Hope

Take Aim!



Kelly Pohl

kelly@headwaterseconomics.org

406-599-7841

Thank You!

Travel safely