

# Sixth Annual BC Interior Stewardship Workshop

February 24<sup>th</sup> & 25<sup>th</sup> 2010  
Lillooet, BC



*“Stewards Conserve, Restore, and Protect”*

Hosted by the Fraser Basin Council  
in partnership with  
Fisheries & Oceans Canada and Environment Canada

## INTRODUCTION

2010 was the sixth consecutive year that the Fraser Basin Council Thompson Region has partnered with Fisheries and Oceans Canada to deliver the BC Interior Stewardship Workshop. Additionally, the partnership was pleased to welcome Environment Canada as a contributor and partner this year.

The Stewardship Workshop has two purposes: (1) to formally recognize and celebrate the work that stewards in the Interior of BC do, and to honour the successes a particular group and/or individual by presenting them with the *BC Interior Stewardship Award for Ecosystem Excellence*, and (2) provide a venue which offers opportunities for learning, value-added training, collaboration and networking with fellow stewards and resource support staff. This report will highlight the presentations and tour that took place over the two-day workshop.

The sixth annual workshop was very successful. It was attended by over 40 stewards from across the Interior, with strong representation from the Lillooet area. The event focussed on providing opportunities for shared learning via presentations from fellow stewards, small group work and brainstorming sessions, and networking. It also featured educational sessions on subjects such as Communications Tools and the Air Quality Health Index. And, as has been the tradition for several years, the workshop also included a tour to visit a local stewardship project. For a detailed agenda of the workshop, please see Appendix I.

Representatives from various stewardship organizations were in attendance, as well as those from all levels of government (federal, provincial, First Nations, and local governments), and non-government organizations. For a list of workshop participants, please see Appendix II.

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## OVERVIEW OF WORKSHOP DAY ONE: FEBRUARY 24<sup>TH</sup>

The day began with an opportunity for stewards to meet each other over a light breakfast and refreshments. The workshop opened with welcoming remarks by Fraser Basin Council Senior Regional Manager Mike Simpson and Director Mickey Macri of the Squamish-Lillooet Regional District. Following the salutations, there were five stewardship feature presentations, which gave stewards and stewardship organizations an opportunity to speak to the audience about their work, their challenges and successes, and share lessons learned. Next, workshop participants broke into small groups and engaged in conversations about the challenges and successful strategies of fundraising for stewardship. The last presentation of the morning was made by Fin Donnelly of the Rivershed Society of BC, who took the opportunity to speak to the stewards about his passion for raising awareness of watershed sustainability issues and the steps he has taken to pursue new public policy development. Workshop participants enjoyed plenty of networking over lunch, and afterward embarked on a tour to visit the Lillooet Naturalists' Society Powerhouse Foreshore Restoration Project, their native plant nursery, and the Seton Spawning Channels.

## SUMMARY OF STEWARDSHIP FEATURE PRESENTATIONS

### ☞ Wayne Salewski, Vanderhoof Fish & Game Club, Murray Creek Rehabilitation

Wayne introduced himself as part of the ‘grey to green’ generation: recently retired from a career in forestry and fire management, Wayne is keeping busier than ever in his community with various stewardship projects. Wayne is the president of the Vanderhoof Fish and Game Club and the leader on the Murray Creek Rehabilitation project. His vision for the project came to him 25 years ago when his children couldn’t catch a rainbow trout in the creek; at that time, Wayne knew something was wrong and committed to do something about it. The project is focussed on improving land and agriculture management practices and undertaking stream restoration in the Murray Creek watershed, a small watershed that is a tributary to the Nechako River. While the project is relatively new, a few key pointers have helped the project make great progress and gain some momentum:

- The project’s Board of Directors is diverse with many industries and sectors represented
- Partnerships have contributed skills, knowledge, cash, and labour
- The project started out fairly small and will serve as a ‘demonstration stream’ for future projects
- The use of ‘carrots’ to get land-owners on side has been invaluable



*Wayne Salewski stands beside the Murray Creek Rehabilitation Project poster display (display by M.R. Concepts and Streamline Signs)*

☞ Kim North, Lillooet Naturalists' Society

Kim spoke about the Sat'atqwa7, or Powerhouse Foreshore Restoration project that is being done by a partnership of the Lillooet Naturalists' Society and Cayoose Creek St'at'imc. The project commenced in 2006 with the goals of enhancing wildlife and fisheries habitat along the shore of the Fraser River, and providing public education and stewardship opportunities. The last couple of years in particular have seen much work done on the ground, including site restoration, wildlife studies, and monitoring. Throughout the project, the partnership has engaged in extensive public consultation, which has created a sense of community ownership over the project and contributed greatly to its success and momentum. The project has involved many conventional restoration techniques, such as site complexing, plantings, road deactivation, installation of standing snags, and weed control. Additionally, the project has also embarked on local/native plant propagation for using at the restoration site; these plants are grown and cared for at the native plant nursery run by the Naturalists and Cayoose Creek Band. Community events and volunteer days have proven to be great opportunities for public education and outreach, and also for getting lots of work done on the ground.

☞ Jacquie Rasmussen, Lillooet Naturalists' Society

Jacquie spoke about the Three Rivers Join One watershed outreach program that promotes watershed education and sustainable living. A number of community events have been held, involving First Nations, science and art components that speak to a number of different stewardship and cultural themes. The variety of activities has been instrumental to getting the entire community involved (and to date they've had over 750 participants). A particular focus has been placed on educating youth, and the coordinators have used many fun and creative activities to get the kids engaged in stewardship.

☞ Michelle Edwards, Cayoose Creek St'at'imc

Michelle spoke about future stewardship and outreach activities for the Cayoose Creek St'at'imc and Lillooet Naturalists' Society. The partnership is currently in the midst of assessing the feasibility of developing a Fraser River Nature Centre. The nature centre would be designed like a traditional Shiskan (pit house) and will ultimately be located on the Sat'atqwa7 restoration site. A trail system with educational signage, displays, and an open-air pavilion would lead from the nature centre to the lower Seton spawning channels.

Also planned for the future is a mapping, research and restoration project for the Seton River wildlife corridor. The project is also currently in a feasibility assessment stage. There is great potential for this project to serve as a training ground for stewardship activities.

☞ Gerald Michel, Xwisten St'at'imc

Gerald is the Lands and Resources Coordinator for the Xwisten community and has been involved in many fisheries stewardship projects. Notably, the Band has been involved in mitigating impacts that the construction of dams and reservoirs has had on salmon populations in the Bridge River. They have followed a process of identifying severely impacted sites as a first step, undergoing a feasibility study, and then following through with doing recommended restoration work. Gerald is currently working on the Apple Springs restoration project on the Bridge River, which primarily focuses on restoring Coho habitat.

☞ Maxine Bruce, Lil'wat Nation

Maxine is the Fisheries Program Manager for Lil'wat Nation Mount Currie Band. She has recently been keeping busy as a member of one of the four Host Nations of the 2010 Olympic and Paralympic Games. Normally, however, Maxine is focussed on providing stewardship for the fishery resources within Lil'wat traditional territory. Her activities include salmon stock assessment, redd residency surveys, escapement surveys, and the collection of habitat information with a particular focus on Chinook, Sockeye, and Coho salmon.

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### **SUMMARY OF GROUP DISCUSSION: A NEW ERA OF FUNDING**

This session of the workshop was designed to get the participants thinking, talking, and interacting with each other. Four specific questions about the challenges and successful strategies of fundraising for stewardship were provided; the stewards were asked to discuss them in small groups, make notes, and report back to the entire group. What follows are highlights from the conversations:

1. As a steward or stewardship organization, what are your specific, key challenges relating to funding?
  - Identifying sources of funds
  - Not having sufficient capacity for fundraising
  - Securing multi-year funds for projects
  - The need to have a 'bankroll' to do projects because funding is often delivered upon completion of a project
  - Getting 'seed' money
  - Developing relationships with funders
  - Administration of tracking and reporting on funds
  - Limited ability to make direct appeals in small communities
2. What are the solutions to overcoming the challenges identified in (1)? In other words, what have you done to be successful in fundraising for your stewardship activities?
  - Developing relationships with funders, partners, and government agencies
  - Community involvement in projects; capacity-building and collaboration
  - Pursuing and providing opportunities for mentorship



- Seeking the experience and expertise of retirees for strategic direction as well as technical project work
- Having a solid volunteer base for the organization or project
- Seeking in-kind contributions as well as cash – take whatever people will give you
- Using clear language in applications to funders – include goals, objectives, and visual aids such as maps
- Align the project proposal with current needs and issues – i.e. the ‘flavour of the month’

3. What other creative strategies could you employ to fundraise?

- Seek out corporate sponsorships (e.g. churches, Chamber of Commerce and local businesses, Katimavik)
- Get letters of support from politicians
- Develop a multitude of partnerships to raise the profile of the respective organizations
- Pursue as many opportunities to build a solid network and foster relationships as possible
- Consider and assess feasibility of carbon sequestration and offsets as a way to fundraise

4. What advice on fundraising would you give to newly formed stewardship groups, or to groups with minimal experience fundraising?

- Can’t underestimate the importance of networking: get to know each other and the funders
- Start with a small project that is do-able to avoid burnout
- Have a clear goal, mission, and plan for your organization and/or project
- Pursue opportunities to build basic skills such as fundraising, bookkeeping and reporting
- Recruit volunteers to help – prevent burnout
- Keep in regular contact with funders and partners; provide project updates – this will help elevate your profile with them
- Say thank you to funders and partners

In addition to the many lessons shared by the stewards, a few more “Stewardship Survival Skills” are provided:

- Equip yourself with fundraising and management skills – be prepared for this to take a significant amount of time and resources<sup>1</sup>
- Get to know your local politicians and keep them updated on your organization and your work<sup>1</sup>
- Speak out, raise awareness of your work and the profile of your organization<sup>1</sup>
- Ensure compatibility of your work with your potential funder: make sure you are a suitable candidate for funds, find out the requirements for funds, and provide the necessary information to the funder
- Establish partnerships – many of them! You may be surprised at how partnerships will be able to support you.

- Take the time to develop well-crafted proposals: remember that it can take up to 25% of your time. Identify project outcomes that are SMART: Specific, Measurable, Attainable, Relevant, and Timely.
- Diversify your funding applications: ‘traditional’ proposal writing to funders; make direct appeals to individuals and organizations; participate/host community events (auctions, dinners, raffles, fish races, etc.); seek in-kind donations

<sup>1</sup> Adapted from *Reality Stewardship: Report to the Vancouver Foundation and Pacific Fisheries Resource Conservation Council*. 2004. World Fisheries Trust. Available online: [http://fish.bc.ca/files/RealityStewardship\\_2004\\_0\\_Complete.pdf](http://fish.bc.ca/files/RealityStewardship_2004_0_Complete.pdf).

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### **A REMARKABLE STEWARDSHIP JOURNEY: FIN DONNELLY, FOUNDER OF RIVERSHED SOCIETY OF BC**

Fin Donnelly has been an advocate of sustainable living for over 20 years. He has a passion for the environment that stems from his philosophy studies at the University of Victoria and his volunteer work. He recognized that humans have an inherent relationship to the land, but that it is not well understood or appreciated. Fin became motivated to raise awareness for salmon, salmon habitat and the environment in general with a particular focus on people living in the Lower Mainland, which is where he has lived for most of his life.

Beginning in the 1990’s, Fin capitalized on his swimming abilities as a way to raise awareness for salmon and watersheds in BC. He made 14 environmental swim marathons in rivers, lakes and the ocean, including the Georgia Strait, the Juan de Fuca Strait, the Fraser River, Quesnel Lake, and others. The marathons proved to be a successful way for him to raise awareness for and the profile of aquatic and marine habitats. In 1996, Fin founded the Rivershed Society of BC and, as a component of it, the Sustainable Living Leadership Program (SLLP). The SLLP is a program that identifies and trains young leaders in sustainability, and takes youth on a 3-week educational trip on the Fraser River.

In 2000, Fin switched his focus from raising awareness for salmon and watersheds to a focus on public policy development. He sought election on Coquitlam City Council with a “green” platform in 2002 and was elected. He was elected for two more terms afterward and also served as a director on the Metro Vancouver Board. In 2009, Fin was elected as a Member of Parliament for the New Westminster – Coquitlam – Port Moody riding. For the last decade, he has been able to pursue opportunities to make policy changes for the benefit of the environment, including issues such as streamside setbacks, waste diversion, and fisheries while simultaneously educating and influencing a political target audience.

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**STEWARDSHIP TOUR: SAT’ATQWA7 (POWERHOUSE FORESHORE RESTORATION PROJECT), NATIVE PLANT GREENHOUSE, AND SETON SPAWNING CHANNEL**

In the afternoon, workshop participants enjoyed an opportunity to go outside, stretch their legs and get some fresh air, and see first-hand the stewardship work that Lillooet Naturalists’ Society and Cayoose Creek St’at’imc have done with their community. The tour included a guided interpretive tour of the foreshore restoration project, provided by Kim North. Restoration techniques such as plantings, road deactivation, trail building, snag implantation, wildlife study sites, and pine protection were explained and observed. Participants also visited the Native Plant Nursery where native plants are propagated for use in restoration work. Kim invited everyone to visit the restoration site and nursery again in spring or summer when the plants are green and growing. And finally, participants viewed the Seton Spawning Channel located adjacent to the nursery. The spawning channels were built over 40 years ago and are primarily used by Pink salmon but are also used by other species as well.



*Clockwise from upper left: workshop participants tour the Powerhouse Foreshore Restoration Site with guide Kim North; Fin Donnelly and Kim North stand beside the Lillooet Naturalists’ Society portable watershed trailer; containers of native plants at the Nursery, ready for planting out (photo courtesy of Kim North); Lower Seton Spawning Channel*



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## STEWARDSHIP CELEBRATION AND PRESENTATION OF ECOSYSTEMS EXCELLENCE AWARD

Following a full day of interesting and informative presentations and the tour, workshop participants gathered for a celebratory dinner and enjoyed more time visiting and networking (and cheering for the Canadian Men's hockey team in their Olympic game against Russia). After dinner, the *BC Interior Stewardship Award for Ecosystems Excellence* was presented. The purpose of the award is to meaningfully recognize the successful stewardship efforts of an individual and/or organization that have provided significant stewardship activities for interior ecosystems over an extended time period. To be eligible for the award, an individual or organization must have been instrumental in:

- Devising an innovative approach or leadership to BC Interior ecosystem stewardship; or
- Demonstrating consistently responsible and efficient use, protection, and/or restoration of BC Interior stream resources; or
- Actively promoting public awareness, understanding and concern for efficient use and management of BC Interior ecosystems; or
- Other initiatives that work toward the stewardship of BC Interior ecosystems

This year, the workshop organizing committee had the pleasure of honouring the stewardship community with two awards, one in an organization category, and the other in an individual category:

### ☞ Organization Award: Cayoose Creek St'at'imc

Cayoose Creek St'at'imc have been proactive in working on restoration projects on their traditional lands for the benefit of fish, wildlife, and ecosystems. They were instrumental in the Sat'atqwa7 (Powerhouse Foreshore Restoration) project and the complexing of the Seton Spawning Channels. Other achievements include educational and culturally appropriate ecotourism opportunities, assisting with the Three Rivers Join One project with Lillooet Naturalists' Society, developing plans to protect species at risk in the Seton River corridor, cultural use of fire to maintain ecosystems, and assisting in developing a plan for a nature centre in Lillooet, among others.

Cayoose Creek band has taken their cultural values of respect for the natural world and combined it with scientific training and work experience opportunities, ensuring a brighter future for the land and for the generations to come.

Their willingness to forge partnerships and develop relationships with a diverse range of people and organizations to ensure the success of stewardship efforts is very important. Building bridges between different communities is vital to creating strong working relationships. These relationships have provided opportunities to work together, learn from each other, and achieve amazing results.

Congratulations to the Cayoose Creek St'at'imc for their successes, achievements, and stewardship ethic!

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Nominated by: Kim North

☞ Individual Award: Mike Wallis

Mike is described by his friends and colleagues as a river steward and “fixer upper guy”. Mike has been working in the stewardship and restoration field for 33 years, and during that time has shown leadership and dedication to countless groups and individuals in river stewardship. Notably, he has worked with the Salmon River Watershed Roundtable, the Bonaparte Watershed Restoration Society, the Farmland Riparian Interface Stewardship Program, and the Vanderhoof Fish & Game Club Murray Creek Rehabilitation Program.

His wisdom, generosity, patience and perseverance along with a great sense of humour have ultimately made an immeasurable difference to watersheds throughout the Province in his numerous roles. He is an individual who is really making a difference on the ground, day in and day out, while providing a voice for stewardship when called upon by government or organizations seeking knowledge.

Some of Mike’s many achievements in stewardship as a professional biologist include the development and implementation of the Salmon River watershed plan, countless restoration, monitoring and assessment projects, an active role in community engagement and the forging of multi-agency partnerships, and most recently assisting other stewardship organizations throughout the province as they seek to develop watershed sustainability plans and foster a greater stewardship ethic in their own communities.

Congratulations Mike on your successes, achievements, and stewardship ethic!

Nominated by: Lee Hesketh



*Mike Simpson, Senior Regional Manager for Fraser Basin Council, and Sean Bennett of Fisheries and Oceans Canada, present the Ecosystems Excellence Award to Avaleen Adolph of Cayoose Creek St’at’imc (pictured left) and Mike Wallis (pictured right).*

## OVERVIEW OF WORKSHOP DAY TWO: FEBRUARY 25<sup>TH</sup>

Once again, the day began with the opportunity for stewards to meet with each other over a light breakfast and refreshments and enjoy casual networking time. Bob Harding of Fisheries and Oceans Canada provided some welcoming remarks, and acknowledged Cayoose Creek St'at'imc and Mike Wallis as the recipients of the 2010 *Ecosystems Excellence Award*. Next, Lee Hesketh provided an update on the Salmon Enhancement and Habitat Advisory Board (SEHAB) and then gave an overview of the Farmland Riparian Interface Stewardship Program (FRISP). The next session of the day was an Open Space Technology networking session in which workshop participants facilitated small-group conversations on relevant stewardship topics of their choice. Following that, an informative presentation on the Air Quality Health Index was given with plenty of opportunity for feedback and questions from the audience. And finally, the last session of the day was a brief training course on Communications Tools for Stewards.

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### UPDATE FROM THE SALMON ENHANCEMENT & HABITAT ADVISORY BOARD

Lee Hesketh provided an update on the role and activities of the Salmon Enhancement and Habitat Advisory Board (SEHAB). The SEHAB is essentially a “watchdog” for the Salmon Enhancement Program of Fisheries and Oceans Canada, and it provides a forum for volunteers to give advice to the Federal and Provincial governments on matters such as salmon stock management strategies, habitat and restoration policies, public education on the importance of salmon resources, and resource allocation to habitat management. Lee is the SEHAB representative for the Southern Interior of the BC and encouraged all workshop participants to approach him with their comments, concerns, ideas, and feedback. Lee, together with other representatives of the SEHAB, will have the opportunity to meet with DFO staff in June to relay the comments and concerns of the volunteer community back to the government and work collaboratively to address the needs.

For more information on the SEHAB or to engage in online dialogue, visit [www.sehab.org](http://www.sehab.org).

### UPDATE FROM THE FARMLAND RIPARIAN INTERFACE STEWARDSHIP PROGRAM

Lee Hesketh also took the time to introduce and provide an update on the Farmland Riparian Interface Stewardship Program (FRISP). FRISP is a program of the BC Cattlemen's Association that works to enhance stewardship on farms throughout the Province. Its approach to stewardship is to work with Mother Nature – not against it – and commonly uses bioengineering as a tool to achieve this. As a result of the FRISP program, farmers and ranchers in BC have been empowered to become better stewards of their land, particularly riparian corridors. As the coordinator of the FRISP program, Lee has learned that stewardship does not need to be expensive, and can in fact be very affordable if you work with a team of people that share common thinking and are driven to spend dollars wisely. Lee ended on a philosophical note and encouraged all present to think of the current economic times as a sunrise, not a sunset.

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## SUMMARY OF OPEN SPACE TECHNOLOGY NETWORKING SESSIONS

For the first time, Open Space Technology was incorporated into the Stewardship Workshop. The concept was founded by Harrison Owen and is intended to give workshop participants the opportunity to set a portion of the agenda according to their needs and interests. Open Space Technology works like so: from the entire audience, any number of people write an issue of their choice on a piece of paper; those people then take responsibility to convene a session on their topic. There may be any number of sessions occurring simultaneously; the remainder of workshop participants join a session of their choice and engage in dialogue. The leader who created the topic reports out to the entire audience at the end of the session.

A summary of the four participant-led sessions are presented here:

☞ What is the value of the annual Stewardship Workshop?

- Networking and sharing knowledge
- Celebratory and low-key format
- Inspirational

How can the event be sustained?

- Collect information to demonstrate its value
- Report and describe the event to funders; identify the take-home messages
- Link it to other events; and to the community and local First Nations

☞ How do I create effective signage for my stewardship project?

Issues include:

- ‘Visual pollution’: signs are too busy
- Effective placement of signs
- Maintenance and preventing graffiti
- Ownership of files and data on signs

How to overcome these issues:

- Use resources such as books and the internet to improve signage
- Keep signs simple! More pictures, less text.
- Get input from community members and youth
- Use interchangeable signs that can be easily changed and updated

☞ Issue: decision-makers that don’t have an in-depth understanding of local issues and are unable to make a decision reflective of a community’s interests

Solution: stewards have a role to play in educating decision-makers, as well as the general public, on the holistic concept of stewardship and the importance of having healthy lands and waterways.

☞ Water Storage

- Methodologies include reservoirs, dams, and irrigation practices
- Issue: how to get stakeholders on side and reach agreement?
- Solution: identify the specific problem or obstacle before embarking on planning

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## SUMMARY OF AIR QUALITY HEALTH INDEX PRESENTATION

Presented by Jennifer Muir and Wendy Heshka, Communications Solutions Inc.

### Why an Air Quality Health Index?

Historically in Canada and in BC, there has been no standard for measuring and reporting air quality. Different jurisdictions have measured and reported different air pollutants at different scales and have used a variety of methods to report the information to the general public. In response to this, Canada has created a standard for measuring and reporting air quality while simultaneously raising awareness of the impacts of poor air quality on human health: the Air Quality Health Index (AQHI).

The AQHI is a relatively new public information tool that has been designed to help Canadians be informed about air quality conditions and make decisions to protect their health by limiting their exposure during periods of poor air quality.

### How does the AQHI work?

The AQHI measures three pollutants known to have harmful effects on human health: fine particulate matter (specifically, PM 2.5 microns and PM 10 microns), ground level ozone, and nitrogen dioxide. The measurements of pollutants are re-calculated into a reading on a scale of 1 – 10, with 1 representing very good air quality and low health risk, and 10 representing very poor air quality and high health risk. Each reading on the scale has a corresponding health message for the general population and populations considered to be at risk. At risk populations include children, seniors, and people who work and play outside frequently (i.e. stewards).

The AQHI is measured and reported hourly. Health messages are updated accordingly. The AQHI also includes a forecast for the next 24-hour period.

The AQHI is in a phase of national piloting, and currently the AQHI is monitored and reported in 17 BC communities. The AQHI will be launched in other areas of Canada, including in additional communities in BC, over the next two years.

### How has the AQHI been communicated?

Communications Solutions Inc. (CSI) has worked with Environment Canada, Health Canada, BC Ministry of Healthy Living and Sport, and various other agencies and organizations to raise awareness for and promote the AQHI in BC. CSI began by raising awareness of air quality and the impacts on health, promoting a greater level of understanding, and finally providing opportunities for engagement and action. Ultimately, this layered approach has led to greater use of the AQHI.

Some of the tools that were developed to raise awareness and promote understanding include a website, poster campaigns, radio ads, promotional giveaways, and community outreach. Partnerships have been extremely helpful in the campaign by re-directing web

traffic (via the CBC website, for example) or by helping to spread the message at community events (e.g. BC Lung Association Fairs) and online (e.g. The Weather Network and Weather Office). The use of social media (e.g. Twitter) has helped the campaign reach a broader audience. Special events, such as forest fires and the Olympic and Paralympic Games, have also provided special opportunities to promote air quality, health, and the AQHI.

#### How can I check the AQHI in my community?

You can check the AQHI online by visiting [www.airhealth.ca](http://www.airhealth.ca). Follow the appropriate links to check your local conditions. You can also check the AQHI in your community on partner websites, such as Environment Canada's Weather Office website.

#### Plenary Session: Feedback on the AQHI

Following the presentation, workshop participants were invited to give their feedback on the relevance, availability, and enforcement of the AQHI:

- The Index seems most relevant for urban areas and less so for rural areas
- Participants acknowledged that rural areas do experience air quality problems in relation to health; these problems usually stem from activities such as wood smoke and slash-burning
- Currently the government is providing information that is not relevant to rural areas and small communities (i.e. ground level ozone and nitrogen dioxide are not significant pollutants in rural areas)
- Participants acknowledged the special value of the Index to target audiences such as schools and daycares
- Concern was expressed regarding the currency and relevancy of the separate Air Quality Index (AQI) and the confusion of having two indices reporting on air quality; merging the two indices was suggested
- It was suggested that the index be linked to industrial activity to provide some contextual information for poor air quality days
- It was suggested that air quality can, to some degree, be managed at a local level by the implementation of burning policies and clean-burning education campaigns

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## SUMMARY OF COMMUNICATION TOOLS FOR STEWARDS PRESENTATION

Presented by Jennifer Muir and Wendy Heshka, Communications Solutions Inc.

A session on Communication Tools for Stewards was incorporated into the agenda for the 2010 Stewardship Workshop as a direct response to a need expressed by the stewardship community at last year's event. The table presented here outlines eleven tools that can be useful to stewards in a variety of applications:

<b>Tool</b>	<b>Description</b>	<b>Pros and Cons</b>
1. Matt Copy	A short, promotional piece of written material to keep on hand for immediate use with partners and media. It should include branding and a call to action.	+ Economical investment of time + Easy to re-use and adapt for different applications
2. Group E-mail Updates	E-mail sent to a specific group of people, members, or audience. Use the 'group function' in your email provider to create a group. When sending e-mail to a group, use the subject line, be brief, hide recipients' addresses, and include a call to action.	+ Cost effective + Convenient + Easily spread + Can use html to add graphics - limits audience to those with e-mail and internet access
3. Partner Newsletters	Publish an article or advertisement in the newsletter of a partner organization to enhance the spread of your message. It is advisable to have a human interest story pre-prepared (e.g. matt copy).	+ Enhances the reach of your message - Bound by publication/distribution dates
4. Media Relations	The use of journalists, newspapers and/or television to communicate a message about your organization. Coverage includes the story, images, and quotes. Provide tools so that your story can be covered accurately (e.g. FAQs and Press Releases; see below)	+ Can reach a broad audience and have strong impact - Pick-up by local media can be hit-and-miss - May not a suitable method for those with "stage fright"
5. FAQs	"Frequently Asked Questions": pre-prepared information sheets to educate your audience by providing meaningful bites of information on your organization	+ Economical investment of time + Can be updated regularly
6. Press Release	Written text for submission to a newspaper. Write clearly, use concise paragraphs, and be brief. End your story with a call to action and include additional material if appropriate.	+ Can reach a broad audience and have strong impact - Can require a significant investment of time - Pick-up by media can be hit-and-miss; press release may be shortened by media

7. Informational/ Print Tools	In addition to FAQs and Press Release, these materials include brochures, pamphlets, rack cards, magnets, and others.	+ For some audiences, print material is a most effective means of communication + Highlights key messages - Associated cost of printing
8. Promotional Giveaways	Materials include bags, t-shirts, hats, water bottles, and others.	+ Items have utility and longevity + Highlights key messages - Associated costs of production
9. Web Buttons	Graphic advertisements for your organization on a webpage.	+ Allows for visual branding + Makes use of partner websites and therefore reaches a broader audience - Requires some technical know-how to develop
10. Social Media	Represents a new way of interacting online. Social media include “blogs”, networking sites (e.g. Facebook), photo and video sharing (e.g. Flickr and YouTube), and collaboration (“wikis”).	+ May reach an ever-growing audience + Message is easily spread - Limits audience to those who use social media and have access to internet
11. Wordpress Website	Software that enables the creation and management of websites and “blogs”.	+ Free software is available - Can become a significant investment of time

### Strategic Considerations for Choosing Communications Tools

- Use a variety of communications tools to communicate your message and reach a broad audience
- Focus your message on what matters to your target audience
- Use clear, authentic language and engaging visuals
- Focus on including achievable calls to action in your communications
- Ask for feedback and measure success. Adjust your communications strategy as you go: if something isn’t working, change it!

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### **MEASURING SUCCESS: PARTICIPANT RESULTS**

At the end of the workshop, participants were encouraged to fill out an Evaluation Form. This information is very useful to the workshop organizing committee, as it helps to measure the success of the event and plan for subsequent years. Please see Appendix III for evaluation results.



## APPENDIX I

**SIXTH ANNUAL  
BC INTERIOR STEWARDSHIP WORKSHOP****AGENDA – Wednesday February 24<sup>th</sup>, 2010**

- 7:30 Light Breakfast and Refreshments  
*Served in the Mezzanine Room*
- 8:30 Welcome & Introductions  
*Mike Simpson, Senior Regional Manager, Fraser Basin Council*  
*Kevin Whitney, Councillor, T'it'qet First Nation*  
*Mickey Macri, Squamish – Lillooet Regional District*
- 9:00 Stewardship Feature Presentations  
*Gerald Michel, Xwisten St'at'imc*  
*Kim North and Jacquie Rasmussen, Lillooet Naturalists Society*  
*& Michelle Edwards, Cayoose Creek St'at'imc*  
*Maxine Bruce, Mount Currie Indian Band*  
*Wayne Salewski, Murray Creek Rehabilitation Program*
- 10:15 Refreshment Break
- 10:45 A New Era of Funding  
*Facilitated group discussion: what are the challenges, and potential solutions, faced by stewards as funding becomes less available?*
- 11:45 A Remarkable Stewardship Journey  
*Fin Donnelly, Founder of Rivershed Society of BC*
- 12:15 Lunch
- 1:30 Depart on Tour  
*Powerhouse Foreshore Restoration Project*  
*Lillooet Naturalists Society Greenhouse*  
*Seton Spawning Channel*
- 5:00 Return to Mezzanine Room
- 6:00 Banquet Dinner and Presentation of *Ecosystems Excellence Award*

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**APPENDIX I CONTINUED****AGENDA – Thursday February 25<sup>th</sup>, 2010**

- 7:30 Light Breakfast and Refreshments  
*Served in the Mezzanine Room*
- 8:30 Welcome & Introductions  
*Bob Harding and Sean Bennett, Fisheries & Oceans Canada*
- 8:40 Farmland Riparian Interface Stewardship Program  
& update from SEHAB Coordinator  
*Lee Hesketh*
- 9:00 “Open Space” Networking Activity  
*Casual networking conversations – you choose the topic!*
- 9:30 Air Quality Health Index  
*Jennifer Muir and Wendy Heshka, Communications Solutions Inc.*
- *What is the AQHI?*
  - *Where did it come from and how is it used?*
- Break-out Group Discussions*
- *How and when would you use the AQHI?*
  - *How is the AQHI especially useful to stewards?*
- 10:45 Refreshment Break
- 11:15 Communications Tools for Stewards  
*Jennifer Muir and Wendy Heshka, Communications Solutions Inc.*  
*Effectively communicating about your organization and your work*
- *Communications 101: definitions, tips and resources*
  - *Interactive Learning*
- 12:15 Lunch  
Farewells & Departure

## APPENDIX II

**Sixth Annual BC Interior Stewardship Workshop  
PARTICIPANTS**

Adolph, Avaleen	Cayoose Creek St'at'imc
Anderson, Bev	Williams Lake Environmental Society
Bennett, Sean	Fisheries and Oceans Canada
Bruce, Maxine	Lil'wat Nation
Clark, Jean	Lower Shuswap Stewardship Society
Coast, Kerry	St'at'imc Runner Newspaper
Donnelly, Fin	Rivershed Society of BC
Eccles, Louise	Bonaparte Watershed Stewardship Society
Edwards, Michelle	Cayoose Creek St'at'imc
Everatt, Susan	Lower Shuswap Stewardship Society
Galliazzo, Christine	BC Ministry of Forests and Range
Harding, Bob	Fisheries and Oceans Canada
Heshka, Wendy	Communications Solutions, Inc.
Hesketh, Lee	BC Cattlemen's Association, and Salmon Enhancement & Habitat Advisory Board
Hewitt, Bob	Skeetchestn Indian Band
Hillaby, Judy	Fisheries and Oceans Canada
Ignace, Don	Skeetchestn Indian Band
Isnardy, Avon	Skeetchestn Indian Band
Jones, Lucy	BC Ministry of Forests and Range
Lockwood, Fred	Fisheries and Oceans Canada
Macri, Mickey	Squamish-Lillooet Regional District
Michel, Gerald	Xwisten St'at'imc (Bridge River Indian Band)
Michell, Bonnie Rae	Xwisten St'at'imc (Bridge River Indian Band)
Midgley, Allen	Bonaparte Watershed Stewardship Society
Muir, Jennifer	Communications Solutions, Inc.
North, Kim	Lillooet Naturalists Society
Pither, Tiffany	Pacific Salmon Foundation – Fraser Salmon & Watersheds Program
Pitt, Tom	Bonaparte Watershed Stewardship Society
Rasmussen, Jacquie	Lillooet Naturalists Society
Ridgway, Harold	Bonaparte Watershed Stewardship Society
Salewski, Wayne	Vanderhoof Fish and Game Club – Murray Creek Rehabilitation Program
Serack, Marjorie	Consultant
Shelley, Hank	Salmon Arm Fish and Game Club
Simpson, Mike	Fraser Basin Council
Stubbs, Tascha	Pacific Salmon Foundation – Fraser Salmon & Watersheds Program
Tung, Michelle	Pacific Salmon Foundation – Fraser Salmon & Watersheds Program

**APPENDIX II CONTINUED**

Van Tine – Janzen, Valerie	Salmon Arm Golf Club
Vieira, Erin	Fraser Basin Council
Wallis, Mike	Salmon River Watershed Roundtable
Washtock, Jessica	Lower Shuswap Stewardship Society
Whitney, Kevin	T'it'qet First Nation



**APPENDIX III**
**Sixth Annual BC Interior Stewardship Workshop  
EVALUATION RESULTS**

1. In general, do you feel that the workshop was worthwhile? (please circle)

Not at all					Very much
1	2	3	4	5	
		1	5		20

2. Will the tools and information presented at this workshop be helpful in your stewardship efforts in the future?

Not at all					Very much
1	2	3	4	5	
	1	3	11		11

3. To what degree were the presentations and small group discussions at this workshop relevant to your stewardship activities?

Not at all					Very much
1	2	3	4	5	
		3	9		13

4. To what degree has this workshop improved your awareness of stewardship initiatives currently underway in BC?

Not at all					Very much
1	2	3	4	5	
		4	9		13

5. To what degree has this workshop assisted you in making connections with other stewards?

Not at all					Very much
1	2	3	4	5	
		1	6		19

6. The Stewardship Workshop committee is considering changing the format of this workshop to become biennial (once every two years), instead of annual. Would you prefer to attend an annual workshop or biennial workshop?

Annual workshop	Doesn't matter to me	Biennial workshop
21	5	0

- 
7. In your opinion, what were the most useful aspects or topics of this workshop? How will you apply them in the future?
- Easily, the most useful aspect are the connections that I was honoured to make. We are working on building networks; the most helpful force in repairing environmental damage is knowledge and networks.
  - Networking and dialogue (x12)
  - As an educator of air quality and watersheds, it was all relevant and very helpful
  - Brainstorming sessions were very helpful. I will use this format at upcoming community meetings (x2)
  - I will apply the ideas, challenges and successes of others to my own stewardship situation and/or for new projects (x2)
  - This was my first time at a Stewardship Workshop. Everything that was discussed was very useful to me.
  - I enjoyed Wayne Salewski's talk because his stewardship and stakeholder situation is in many ways similar to ours
  - Enjoyed the site tour and hearing about Kim's trial-and-error methodology of rehabilitating the Powerhouse Foreshore site
  - The flow of the workshop was very well planned. It had a good mix of issues, problem solving, and successes (x2)
  - The communications tools segment; appreciate the take-home materials (x4)
  - The funding challenges discussion was very helpful. I will use ideas that were put forward when seeking funding (x4)
  - Really appreciate that the sessions were timed and kept to a reasonable limit; yet still flexible enough to allow us to get our questions answered
  - All the topics at the workshop were relevant and useful; I will use and information and tools presented to communicate and assist other stewards
  - The 'Open Space' technology was a good tool to use again (x3)
  - The understanding that these problems are not just local or in my own community
  - Striking partnerships between local governments, First Nations, federal and provincial governments
  - First Nations initiatives
  - The tour – it has spurred our group on to do more in that area
8. In your opinion, how can the committee improve the Stewardship Workshop for future events?
- More speakers with a different perspective (e.g. ranchers and farmers)
  - Get First Nations elders' views incorporated into the workshop presented by First Nations in the area
  - A group discussion on ideas and connecting to others is important
  - Funding is very different and if we could somehow show funders what they need to hear, it might help stewards' situations
  - I am happy with what you are doing (x4)
  - Do a "needs and assets" activity: pair people up based on what their needs are, and what resources others have to share (x2)
-

- Need to work harder at getting the word out about the workshop; more advertisement is needed to improve attendance
  - It would be helpful to have MOE water stewardship reps attend or other provincial reps, such as forestry. Their presence is important and we would all benefit from the networking.
  - Time seemed to be a challenge; for the next workshop, allow more time for presentations and group discussions (x2)
  - It would be great to see more youth involved – it will help to spread the message of stewardship to the general public
  - It would have been valuable to have somebody from MOE participate in the AQHI presentation
  - Continue to move the workshop around within the Interior year-to-year
  - Would like to see a hands-on component built in to the workshop; either to help with a local community project for an hour or two, or learn a new skill (x2)
  - More wall space is needed for participants' displays
  - Invite guest speakers from the Forest Practices Board that are from the Forest and Range Evaluation Program (FREP) that could provide a presentation (in the field or indoors) on monitoring water quality, riparian, and biodiversity values as they relate to forestry and range activities
  - A presentation on climate change in the future would be valuable
  - I suggest you try a format of 2 or 3 talks followed by open networking periods with reporting out; this makes it more grass-roots and stimulates discussion and revitalization for participants
  - You may want to theme talks towards a menu of skills required by stewards
  - Small workgroup format is great, incorporate more of these into future sessions. Could identify topics beforehand by surveying the needs and interests of participants.
  - A session on the 'nuts and bolts' of running a stewardship group would be helpful (especially management, structure, community involvement, continuity/recruitment, and compensation)
  - Include short biographies of presenters in the pre-registration material
  - Advertise the workshop more
9. Do you have any other comments?
- This time of year for the workshop (late winter) is perfect since many of us work seasonally and could not attend in spring or summer
  - An annual workshop is the best format as it keeps everything fresh and current, keeps us inspired, and helps foster relationships (x3)
  - This workshop, which I've been fortunate to attend twice, gives me energy and direction for the upcoming work season. The contacts that I've been able to make have been invaluable in allowing me to conduct environmental stewardship projects in my place of employment.
  - Highlight groups in regional or provincial magazines or publications, such as BC Cattlemen's, Dairy organizations, or Regional Districts. This would help in many ways, including funding opportunities and raising public awareness and acceptance.
  - Thank you to the organizing committee for your efforts, time and knowledge
-

- Need to get legislators and bureaucrats to sit in and buy in to our programs
- Could have used more time for the 'Open Space' activity
- Did not find the AQHI session to be relevant or useful; particularly as it was hosted in the community of Lillooet where the AQHI is not available (x2)
- I enjoyed the two days in Lillooet. It was very informative and the groups were excellent to be with.
- Hosting the workshop in an area that is close to a stewardship project is very effective: it provides a good break from presentations and the site tour helps to keep everyone awake and alert.
- The group size and venue was just right!
- You did a great job – keep it up! (x2)
- There was a good cross-section of grass-roots stewards
- Enjoyed the workshop very much and appreciate the work of the organizing committee
- Offering travel subsidy is really appreciated. Continue this if possible!
- This was very informative and the atmosphere was proactive
- Thank you! (x4)
- It was a successful and interesting workshop
- Would have been helpful to have a scientist from MOE available for the AQHI presentation
- This is my second time attending and it has been great!
- I don't think that the communications component of the workshop was relevant for many of the attending stewards
- There are companies that produce coco matting and other materials required for stream restoration; they could do a free presentation at future events on subjects such as erosion stabilization, water balance/retention applications. These companies should be asked to support the workshop.
- Keeping the workshop annual is a must!
- The workshop is an excellent venue for learning and relationship building – thanks!
- I have been able to have two months worth of great conversations with important stewardship individuals in only two days because of this event
- Continue with the same general format of the workshop – no gold-plating

APPENDIX IV

☞ Communications Tools: Example of Matt Copy

**Air Quality** airhealth.ca

Air Quality Health Index  
British Columbia

*Isn't it time you got to know it?*

February 25, 2010

**Quality of the air affects your quality of life!**

The average person takes 20,000 breaths a day. That's 10,000 litres of air passing through your lungs every single day. Amazing, isn't it?

Unfortunately, air pollution is all around us and it can have a negative effect on your respiratory system and cardiovascular system by making it harder to breathe, irritating your respiratory system, triggering episodes of asthma and/or heart conditions. Individuals react differently to air pollution but children, the elderly and those with pre-existing cardiac or respiratory diseases are especially sensitive to it.

Now there's a way to know how the quality of the air can affect our quality of life and help us to plan when to get active. The Air Quality Health Index (AQHI) is a new public health tool in Canada, created to measure local air quality conditions in relation to health.

The Index is easy to understand – as easy as the UV Index. It's a scale from 1 to 10 that reports local air quality conditions and provides people health messaging related to the number. The Index measures the combined affects of three common air pollutants – Ozone, Particulate Matter (PM 2.5) and Nitrogen Dioxide.

When the AQHI is low – in the 1 to 3 range – everyone is encouraged to enjoy their daily outdoor activities. However, if the scale moves into the moderate range – between 4 and 6 – people with respiratory or heart conditions may want to consider modifying or holding off on their planned outdoor activity until the air quality improves.

**CUT AT 250 WORDS**

The World Health Organization recently estimated that 800,000 deaths per year worldwide—or 1.4% of all deaths—could be attributed to urban outdoor air pollution. In Canada, scientific evidence based on data from eight Canadian cities shows that 5,900 deaths can be linked to air pollution every year. Research also shows that poor air quality sends thousands more Canadians to hospital each year.

MORE...

For more information contact  
Jennifer Muir, communication manager for the BC Air Quality – Get to Know It! Campaign  
250-372-5900 or email [jennifer@solutiongroup.ca](mailto:jennifer@solutiongroup.ca)  
[www.airhealthbc.ca](http://www.airhealthbc.ca)

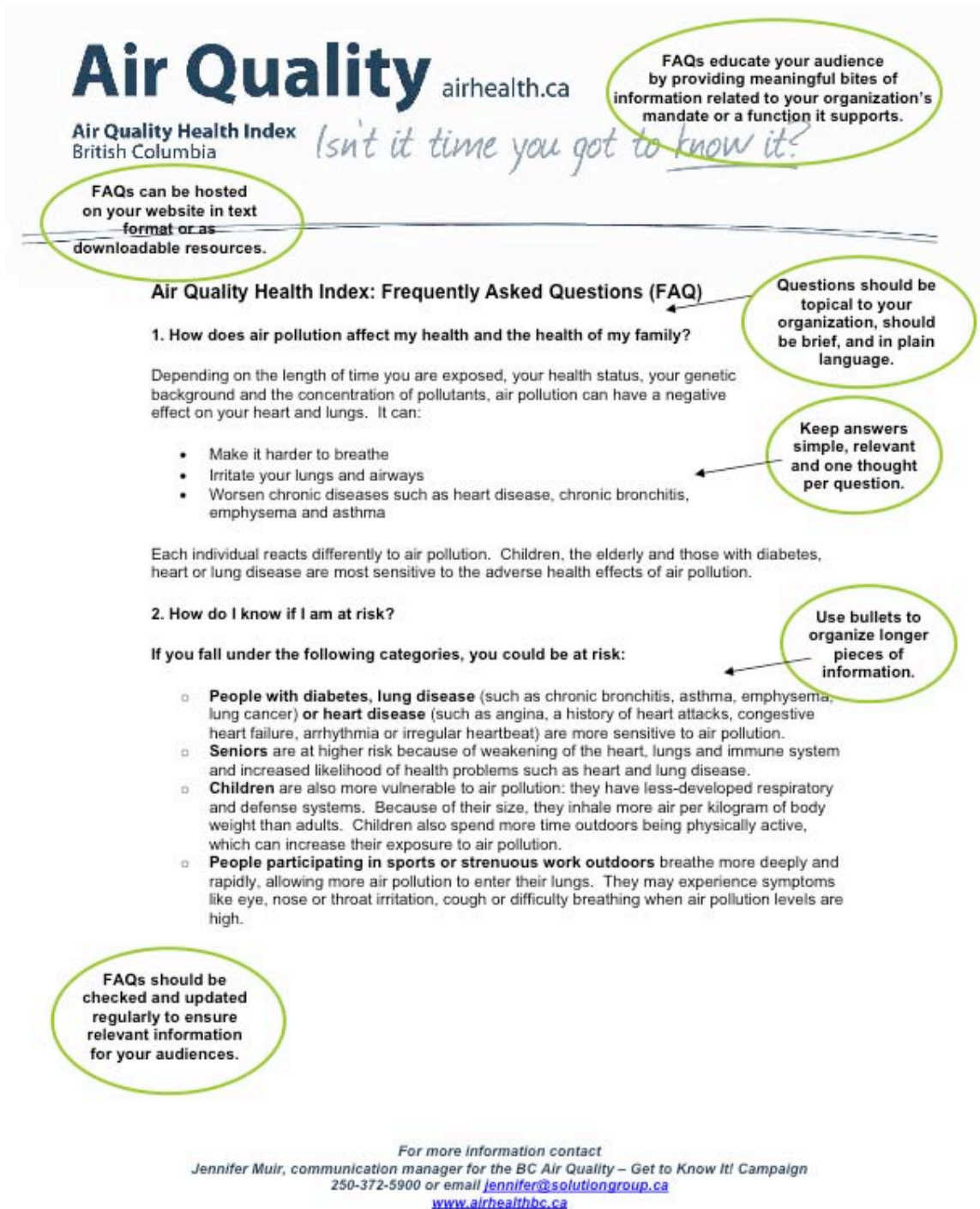
**Callouts:**

- Send all print tools on organization's letterhead.
- Matt copy should be distributed for publication anytime. It should be written in an active, timely voice.
- Always include a suggested headline.
- When preparing copy, write in short, clear paragraphs, so if it is cut – story still makes sense.
- Show publishers where they can cut the story to fit an allotted space.
- Ensure the organization's contact information is visible.
- Lets publisher know there is additional content on next page.



APPENDIX IV CONTINUED

☞ Communications Tools: Example of FAQ Sheet



**Air Quality** airhealth.ca  
Air Quality Health Index  
British Columbia

*Isn't it time you got to know it?*

FAQs educate your audience by providing meaningful bites of information related to your organization's mandate or a function it supports.

FAQs can be hosted on your website in text format or as downloadable resources.

**Air Quality Health Index: Frequently Asked Questions (FAQ)**

**1. How does air pollution affect my health and the health of my family?**

Depending on the length of time you are exposed, your health status, your genetic background and the concentration of pollutants, air pollution can have a negative effect on your heart and lungs. It can:

- Make it harder to breathe
- Irritate your lungs and airways
- Worsen chronic diseases such as heart disease, chronic bronchitis, emphysema and asthma

Each individual reacts differently to air pollution. Children, the elderly and those with diabetes, heart or lung disease are most sensitive to the adverse health effects of air pollution.

**2. How do I know if I am at risk?**

If you fall under the following categories, you could be at risk:

- **People with diabetes, lung disease** (such as chronic bronchitis, asthma, emphysema, lung cancer) **or heart disease** (such as angina, a history of heart attacks, congestive heart failure, arrhythmia or irregular heartbeat) are more sensitive to air pollution.
- **Seniors** are at higher risk because of weakening of the heart, lungs and immune system and increased likelihood of health problems such as heart and lung disease.
- **Children** are also more vulnerable to air pollution: they have less-developed respiratory and defense systems. Because of their size, they inhale more air per kilogram of body weight than adults. Children also spend more time outdoors being physically active, which can increase their exposure to air pollution.
- **People participating in sports or strenuous work outdoors** breathe more deeply and rapidly, allowing more air pollution to enter their lungs. They may experience symptoms like eye, nose or throat irritation, cough or difficulty breathing when air pollution levels are high.

Questions should be topical to your organization, should be brief, and in plain language.

Keep answers simple, relevant and one thought per question.

Use bullets to organize longer pieces of information.

FAQs should be checked and updated regularly to ensure relevant information for your audiences.

For more information contact  
Jennifer Muir, communication manager for the BC Air Quality – Get to Know It! Campaign  
250-372-5900 or email [jennifer@solutiongroup.ca](mailto:jennifer@solutiongroup.ca)  
[www.airhealthbc.ca](http://www.airhealthbc.ca)



APPENDIX IV CONTINUED

☞ Communications Tools: Example of a Media Release

**Air Quality** airhealth.ca

Air Quality Health Index  
British Columbia

*Isn't it time you got to know it?*

February 25, 2010

**FOR IMMEDIATE RELEASE**  
or  
**EMBARGOED** – release February 28, 2010

**Quality of the air affects your quality of life!**

LILLOOET, BC – The average person takes 20,000 breaths a day. That's 10,000 litres of air passing through your lungs every single day. Amazing, isn't it?

Unfortunately, air pollution is all around us and it can have a negative effect on your respiratory system and cardiovascular system by making it harder to breathe, irritating your respiratory system, triggering episodes of asthma and/or heart conditions. Individuals react differently to air pollution but children, the elderly and those with pre-existing cardiac or respiratory diseases are especially sensitive to it.

Now there's a way to know how the quality of the air can affect our quality of life and help us to plan when to get active. The Air Quality Health Index (AQHI) is a new public health tool in Canada, created to measure local air quality conditions in relation to health.

The Index is easy to understand – as easy as the UV Index. It's a scale from 1 to 10 that reports local air quality conditions and provides people health messaging related to the number. The Index measures the combined affects of three common air pollutants – Ozone, Particulate Matter (PM 2.5) and Nitrogen Dioxide.

When the AQHI is low – in the 1 to 3 range – everyone is encouraged to enjoy their daily outdoor activities. However, if the scale moves into the moderate range – between 4 and 6 – people with respiratory or heart conditions may want to consider modifying or holding off on their planned outdoor activity until the air quality improves. Even if you are not in the "at risk" category, you could still experience the symptoms of air pollution. By checking the AQHI daily, you can better prepare for a day that will have the most benefits to you and your health. Understanding is your first step, so if you understand how the AQHI works you will be able to better protect yourself and those you care about.

Learn more about the Index by visiting [www.airhealthbc.ca](http://www.airhealthbc.ca) today.

\* Backgrounder and FAQ follow.

For more information contact  
Jennifer Muir, communication manager for the BC Air Quality – Get to Know It! Campaign  
250-372-5900 or email [jennifer@solutiongroup.ca](mailto:jennifer@solutiongroup.ca)  
[www.airhealthbc.ca](http://www.airhealthbc.ca)

**APPENDIX IV CONTINUED****∅ Communications Tools: Other Resources**

Consult with partners, fellow stewardship organizations, and your project funders for additional resources and tips on communicating and promoting your organization. The Fraser Salmon & Watersheds Program, for example, has developed a Communications Toolkit for use by its proponents and others. It will be available online at [www.thinksalmon.com](http://www.thinksalmon.com) in April 2010.