



# USING SOCIAL SCIENCE INSIGHTS TO IMPROVE CONSERVATION OUTCOMES

*Ashley Gramza, Social Science Lead*



# SOCIAL SCIENCE ADDS VALUE

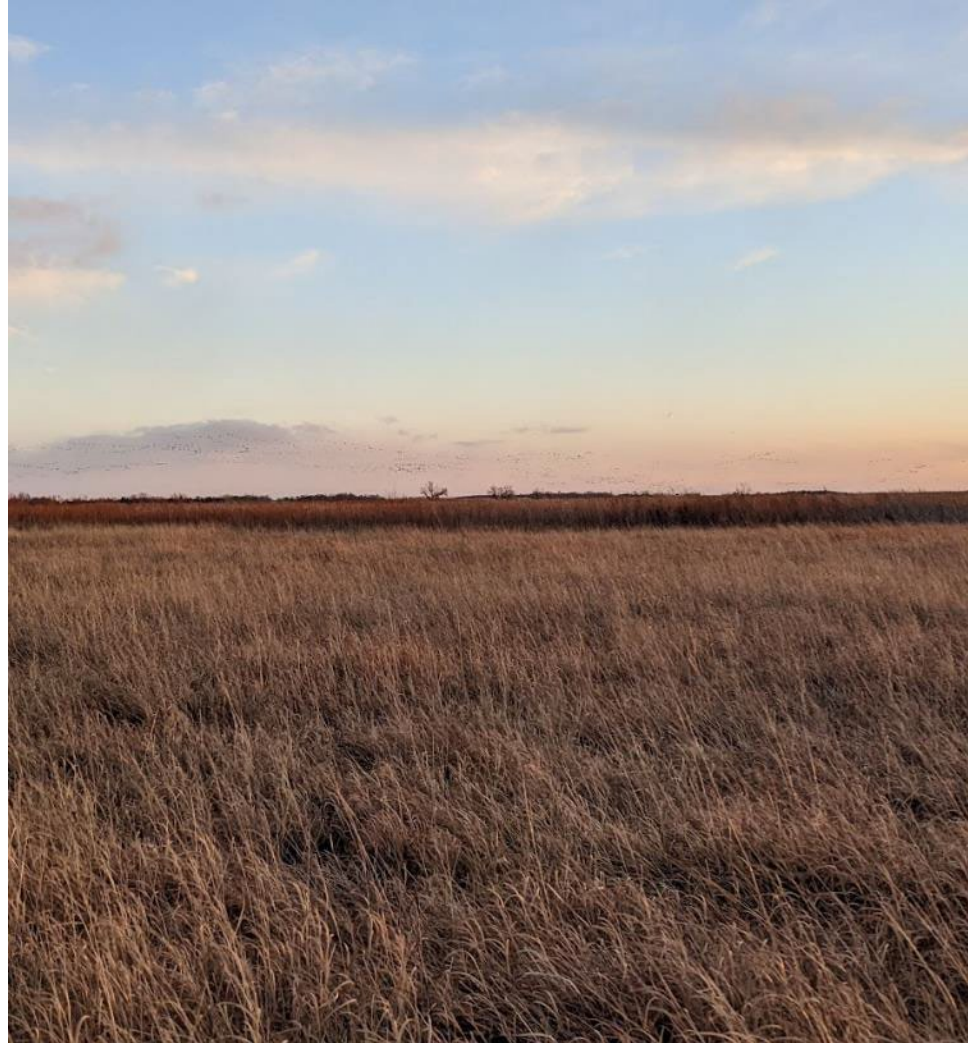
## Increases:

- adoption and efficiency of conservation practices
- effectiveness of conservation delivery
- transferability of program success
- durability of conservation action

# PROGRAM DEVELOPMENT

Simplicity and flexibility is key

- Keep application process short
- Fulfill actual need
- Allow multiple management options



# DELIVERY: TAILOR MESSAGING FROM TRUSTED SOURCES

- Develop and test messages that appeal to specific audiences
- Reinforce stewardship ethic
- Emphasize conservation benefits related to motivations
- Provide clear expectations



# SUPPORT: CHECK-IN EARLY AND OFTEN

- Provide support with all aspects of program
- Provide peer-to-peer learning opportunities



# EVALUATION

- Provide anonymous and consistent ways to provide feedback
- Analyze data and adapt program accordingly
- Communicate about resulting changes





# **SOCIAL SCIENCE AND COMMUNICATIONS TO INFORM BRUSH MANAGEMENT**

*Ryan Roberts and Lindsay Shorter*



# SOCIAL SCIENCE → COMMUNICATIONS

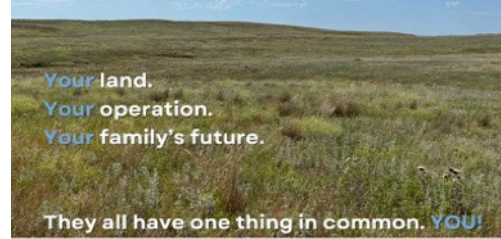
- Use social science data to inform targeted communications
- Create impactful messaging
  - Identifying our audiences
  - Changing behavior from non-managing to removing brush early and often





# COMMUNICATIONS TOOLKIT

- Customizable communication products
- Event flyers, program flyers, staff flyers, postcards, etc.
- All using the communication messages tested with producers



## Grassland Producer Day

August 5, 8am-2pm, Event Center

Learn from other producers and staff about the latest technology and programs available to remove woody encroachment and keep your grasslands healthy! Join us for the Graceland Producer Day at the EXAMPLE County Event Center. Please RSVP to the office by August 1st.

Field day includes

- Producer Roundtable Discussion
- Demonstrations on New Tech
- Research Update

Register today!  
888-888-8888

Learn more at [TomorrowsGrassland.com](http://TomorrowsGrassland.com)



## PICK THE RIGHT TOOL FOR THE JOB



Learn how to remove brush and woody plants from your range. Organization Name staff are available to assist you in reaching your grassland goals.

**Assistance Available**

Technical and financial assistance is available. More specific information here about upcoming program sign-ups or available district tools...



**We Can Help**

Firstname Lastname, Position  
Title, Organization Name  
555-555-5555 or name@url.org



Learn more at [TomorrowsGrassland.com](http://TomorrowsGrassland.com)

WHAT YOU  
DO TODAY  
MATTERS TO  
FUTURE  
GENERATIONS



Learn how removing woody plants supports your operation's future

Find assistance at [TomorrowsGrassland.com](http://TomorrowsGrassland.com)

# TOMORROWS GRASSLAND.COM



## Why **Care** About Grasslands

In the southern Great Plains, grasslands provide habitat for wildlife and important working lands for people. While critical for birds and pollinators, grasslands also provide forage for livestock and absorb carbon dioxide which positively impacts the climate. Historically, about 90% of the region was prairie; now, grasslands make up only 36% of our landscape.



# BUILDING PARTNERSHIPS AROUND THE NORTH PLATTE CHOKEPOINT

*Ashley Gramza and Melissa Mosier (Audubon Great Plains)*

# VISION FOR AN ECOLOGICALLY SOUND PLATTE RIVER (VESPR)

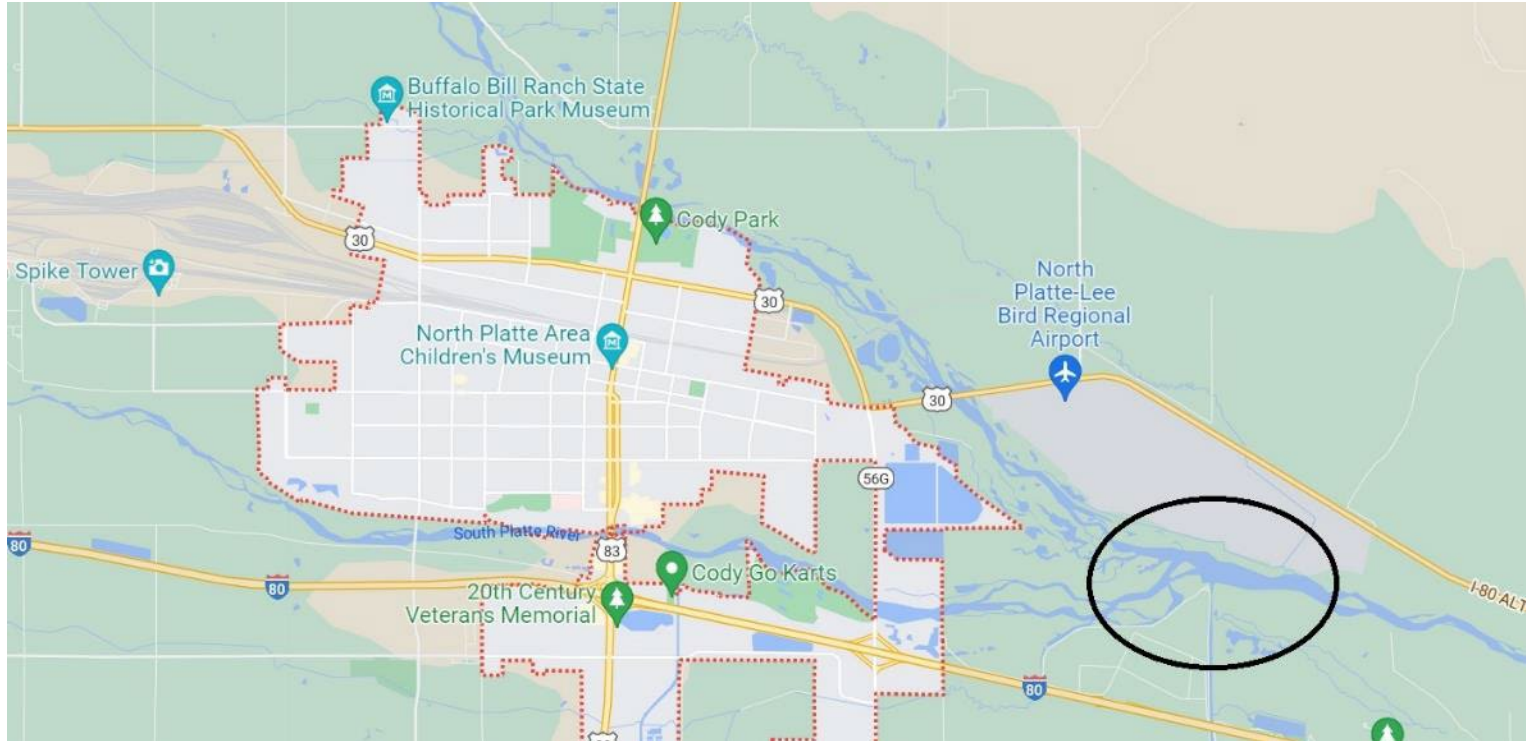
- Initiated in 2019
- Collaborative ecosystem approach to conservation – balance numerous demands
- Long-term, basin-wide approach



Photo credit:  
Crane Trust  
Nebraska and Missouri Wetlands, Nebraska Game and Parks Commission  
North Carolina/Wisconsin State and Parks Commission  
Jared van Rilla/Melrose Water Authority  
Paul Swanson/Colorado State University  
Jenna O'Connell/Waterkeeper Reporter  
Nancy Wheeler/USFWS  
Kathy Giddens  
State Senator  
and Public Comment

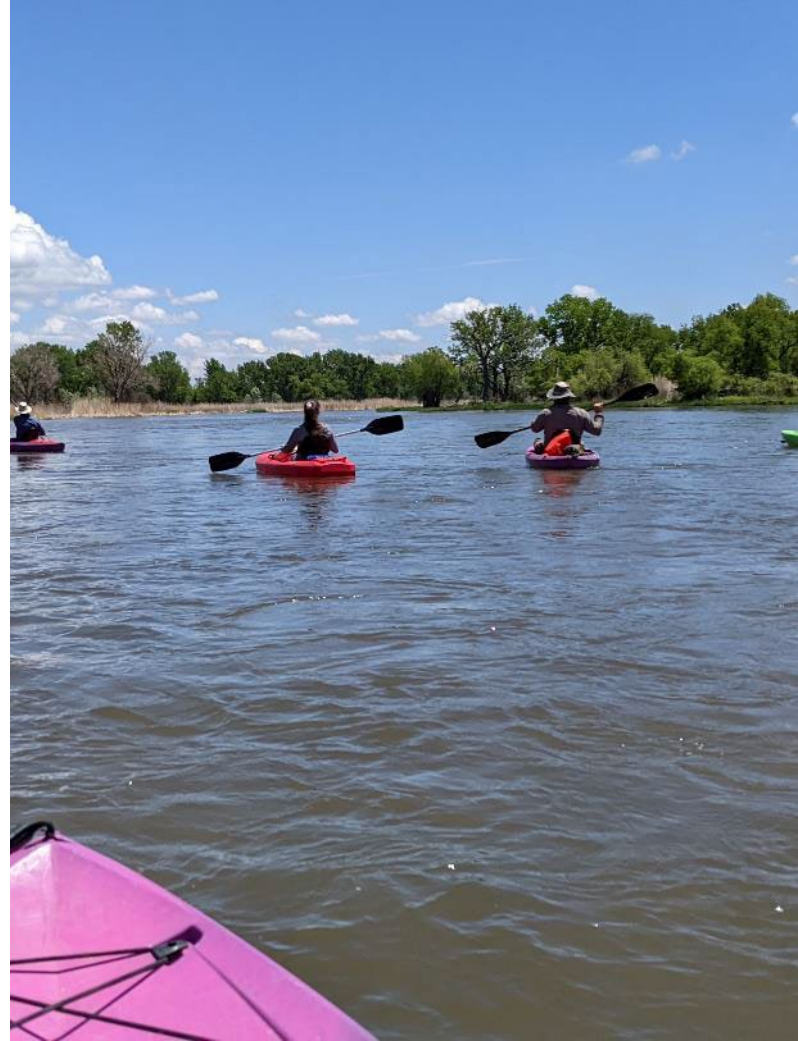


# PRIORITY TO ADDRESS CHOKEPOINT



# PEOPLE ESSENTIAL FOR SOLUTIONS

- Chokepoint solutions affect and are affected by community members
- Solution success depends on people and relationships





# COMMUNITY CONNECTIONS THROUGH INTERVIEWS

- Introduce VESPR
- Build relationships
- Understand perceptions of and connections to river and chokepoint

# BENEFITS BEYOND THE CHOKEPOINT

- Ability to connect on other river-related issues
- Relationships built have led to other projects
  - Kid conservation programs
  - Recreation projects





# QUESTIONS?



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