



YES Information, Education and Outreach Subcommittee Update, April 15<sup>th</sup>, 2020

# IE&O Update, Yellowstone Ecosystem

## Subcommittee Members:

- Dusty Lasseter, Wyoming GFD
- Laurie Wolf, Montana FWP
- Morgan Jacobsen, Montana FWP
- Kylie Kembel, Montana FWP
- Morgan Warthin, Yellowstone NP
- Denise German, Grand Teton NP
- Kim Johnston, People and Carnivores
- Danielle Oyler, Chair, Wildlife Management Institute/MT Bear Education Working Group



# Grizzly Bear Information & Outreach Summit

GRIZZLY BEAR  
INFORMATION  
OUTREACH  
SUMMIT



JAN 28-30  
**2020**



# Purpose

- 1. Build relationships and awareness
- 2. Capture recommendations
- 3. Develop action items
- 4. Improve consistency of bear safety messages
- 5. Collect data from attendees and compile a publicly available document: "Montana Grizzly Bear Outreach Compendium"



# Attendees

- Just under 100 people representing about 40 groups (tribes, agencies, NGO's, and companies)
- 5 members of the Governor's Grizzly Bear Advisory Council
- About 70 groups invited



# Summit Format

First Evening:  
Outreach Trade Show



# Summit Format

Day 2:

Panel Discussion

Theme Development

Breakout Session 1



# Summit Format

Day 3:

Breakout Session 2

Action Items





# Action Items and Recommendations -Messages

- Recommendation: Clearinghouse for messages
- Recommendation: Signage, educational ads, marketing to reduce conflict

## Things to keep in mind:

- Livestock producers have a story to tell.
- An explanation of “why” should accompany technical tools.
- Bear problems are people problems, and this way of framing conflicts could be effective in certain communities.
- Avoid fear-based messaging. We should be demystifying bear encounters (Ex: Avalanche Center training).

# Action Items and Recommendations -Audiences

- Target various audiences with appropriate messaging, including residents, trappers, front country and backcountry users, agriculture and visitor/tourist audiences.
- Identify new ways to reconnect with familiar audiences.
- Identify and connect with new audiences.
- Communicate with communities in newly occupied grizzly areas.

Things to keep in mind:

- Hunter-misidentified bear mortality is a problem we should continue to address.
- Ideas should come *from* the community instead of *to* it.

# Action Items and Recommendations

## -Efficacy, Data and Science

- What are the best/most effective tools for getting information out there (specific to audience and messages)?
- What is the current state and effectiveness of bear outreach?
- Which human behaviors/strategies will have the highest success in reducing conflict?

# Action Items and Recommendations

## -Partnerships

- Recommendation : Training and communication **to** the agencies about the role of agriculture in bear conservation.
- Cultivate relationships with waste management companies on attractant storage infrastructure.
- Engage developers ahead of new communities.
- Engage indigenous communities/tribes.
- Partner with tourism departments to help spread bear messaging.
- Question: How can visitors/tourism help cover the expenses of bear country?  
Resort tax, bear tax?

# Action Items and Recommendations

## -Tools and Delivery

- Recommendation : Ready-made materials, language resources, vacation rental brochures/materials
- Recommendation : Develop “Train the Trainer” programs, for retailers, youth camps, conservation corps, and many other interested parties who would benefit from bear safety knowledge.
- Recommendation : Designate and make accessible **proven** conflict reduction tools
- Use technology, old and new, as a tool to share messages, and keep people aware of important and timely information.
- Involve people in the community to develop and share messages.
- As bears expand their range, the need for on-site assistance and funding will grow.
- Continue to train people in the proper use of bear spray

# Action Items and Recommendations

## -Food Storage Regulations/Enforcement

- Food storage/attractant management regulations should be more consistent. This will require that agencies communicate and coordinate with one another *and* place a high value on the consistency of regulations across management units and among and within agencies.
- Enforcing food storage and attractant management regulations continues to be a challenge for many reasons.
- Utilize communities to help informally enforce and create accountability.

# Grizzly I&O Summit Conclusions

- 93% of participants would like to attend another event like this
- Most Valuable: Networking, panel discussion, and breakout sessions
- Improvements: More time, more directions, and more pre-summit info available
- Takeaways: There are many passionate and diverse voices, valued hearing landowner and rancher perspective, valued new connections made
- Many are interested in exploring the idea that IGBC could help serve as a place for messages, resources and materials

## Montana Governor's Grizzly Bear Advisory Council

- Established to provide recommendations to Governor on grizzly bear management in Montana
- 18 members
- Meet Monthly
- Topics: i.e population connectivity, education, conflict, social tolerance
- Recommendations by August 31<sup>st</sup>, 2020





# IEO Funding projects awarded

## FY20 IGBC Information, Education & Outreach Funding

Project Name	Submitting Organization	Award Amount
<b>All Ecosystems</b>		
Grizzly Bear Electric Fence Associate and Outreach	Defenders of Wildlife	\$ 5,000
<b>Bitterroot</b>		
Bitterroot National Forest Front-Country Bear Ranger	Bitterroot NF	\$ 5,000
<b>North Cascades</b>		
Bear Spray Awareness Training in North Cascades	Defenders of Wildlife	\$ 5,000
<b>Cabinet-Yaak</b>		
CYE Bear Ranger - Three Rivers District	Kootenai National Forest	\$ 6,000
<b>Selkirk</b>		
Bear Awareness Trainings and Educational Materials	Kalispel Tribe of Indians	\$ 5,000
<b>Yellowstone</b>		
Bridging the Gap – Living with Grizzly Bears Outside of Recovery Zones Year 3	Helena-Lewis and Clark National Forest	\$ 5,000
<b>Northern Continental Divide</b>		
Ksanka District CYE/NCDE Bear Ranger	Kootenai NF	\$ 5,000
<b>Total Requested by all Proposals: \$159,000</b>		<b>Total \$ 36,000</b>



Questions?