



Information, Education and Outreach Subcommittee June 24th, 2020

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

Compendium Update

2020 Montana Grizzly Bear Education, Information & Outreach
Compendium Form

Organization/Affiliation Name Montana Bear Education Working Group

Please provide a general synopsis of your work below:
The Montana Bear Education Working Group is a collection of federal and state agencies and non-profit organizations that have common interests in reducing bear-human conflicts, improving social tolerance for bears, and promoting the understanding of bears and their biology. Our partners include the Beaverhead-Deerlodge National Forest, Custer Gallatin National Forest, Helena-Lewis and Clark National Forest, Wildlife Management Institute, Montana Fish, Wildlife, and Parks, People and Carnivores, Wildlife Conservation Society, and the US Fish and Wildlife Service.
We provide, coordinate and support bear outreach and information work across bear country in Montana. We work closely with the Forest Service and Montana Fish Wildlife and Parks and our other partners to accomplish our work.

Insert Logo Picture Here

Contact Information
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Organization Location
International ☐ National ☐ State(s) Montana

Work Locations in MT State
Whole State ☐ Specific Geographic Locations:
Anywhere in Montana occupied by at least one species of bear.

Do you provide education or conflict prevention for more than one species?
No (Grizzly Bears only) ☐ Yes (please list) Grizzlies and black bears



Questions?