



Tools for Communication Montana FWP's Bear Aware Month



MONTANA FISH, WILDLIFE & PARKS

STAY SAFE AROUND BEARS

September is
BEAR AWARE MONTH

Bear Safety Events in Montana

9/14	BILLINGS, FWP OFFICE
9/19	MISSOULA, FWP OFFICE
9/20	FLORENCE, FLORENCE FIRE HALL
9/26	HELENA, MONTANA WILD
9/27	BUTTE, MONTANA TECH

CHECK OUT EVENT DETAILS AND ADDITIONAL VIRTUAL EVENTS

fwp.mt.gov/bear-aware

Goals

- Raise “Bear Awareness” in Montana
- Provide opportunities for learning about bears and bear safety/conflict prevention skills
- Focused efforts in the connectivity areas between ecosystems



Audiences-There are many!

- General public
- School-aged children, especially focused around Montana Wild's programs in Helena
- Residents and visitors
- Recreationists of many kinds
- Hunters
- Livestock producers



Tools

- Digital ads
- Paid emails
- Coasters, stickers, koozies
- Online bear quiz and contest
- Billboards
- Radio ads
- Website



Tools

- Governor's Proclamation
- Social Media
- Event promotion
- Press releases
- Sharing with partners-planning meeting
- Media interviews



Educational activities planned around state



FWP NEWS RELEASE

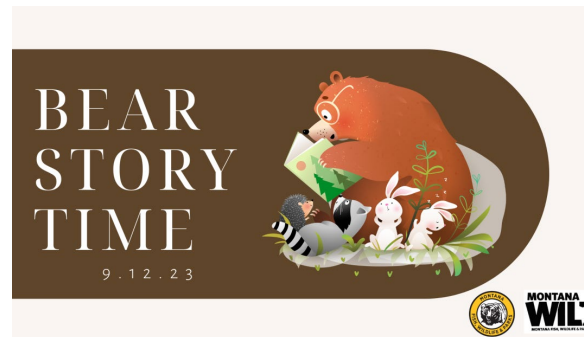
FWP Headquarters
1420 East Sixth Avenue • P.O. Box 200701 • Helena, MT 59620-0701
Media Contact: Peggy O'Neill • 406-444-3051 • Peggy.ONell@mt.gov

THE **OUTSIDE** IS IN US ALL.

HELENA – As grizzly bear populations and distribution increase across Montana, it's more important than ever to be bear aware. Currently, grizzly bears can be found in all of Montana west of Billings. To encourage residents and nonresidents to be vigilant about the presence of bears, Gov. Greg Gianforte proclaimed September as [Bear Aware Month](#), and Montana Fish, Wildlife & Parks will host several education events and opportunities that will feature fun activities, prizes and giveaways, such as stickers and can koozies.

These events include:

- Aug. 31 and Sept. 14, Columbia Falls Community Market
- Sept. 5, Great Falls, FWP Region 4 Office
- Sept. 7, Missoula, FWP Region 2 Office
- Sept. 7, Billings, FWP Region 5 Office
- Sept. 7, Miles City, FWP Region 7 Office
- Sept. 11, Bozeman, FWP Region 3 Office

A large poster for "September is BEAR AWARE MONTH". At the top, it says "STAY SAFE AROUND BEARS" with a bear head logo. The main image shows a large brown bear in a forest. Below the bear, it says "September is BEAR AWARE MONTH". Underneath, it lists "Bear Safety Events in Montana" with a table of dates and locations, a QR code, and the website "fwp.mt.gov/bear-aware".

Bear Safety Events in Montana	
9/14	BILLINGS, FWP OFFICE
9/19	MISSOULA, FWP OFFICE
9/20	FLORENCE, FLORENCE FIRE HALL
9/26	HELENA, MONTANA WILD
9/27	BUTTE, MONTANA TECH

Videos



Riverbank Bear Attack: How to stay vigilant in bear...



Bear Aware Month is Here
MontanaFWP



How to use bear spray |
Montana Fish, Wildlife &...



Wildlife Wednesday |
Hyperphagia



Bear Aware Events

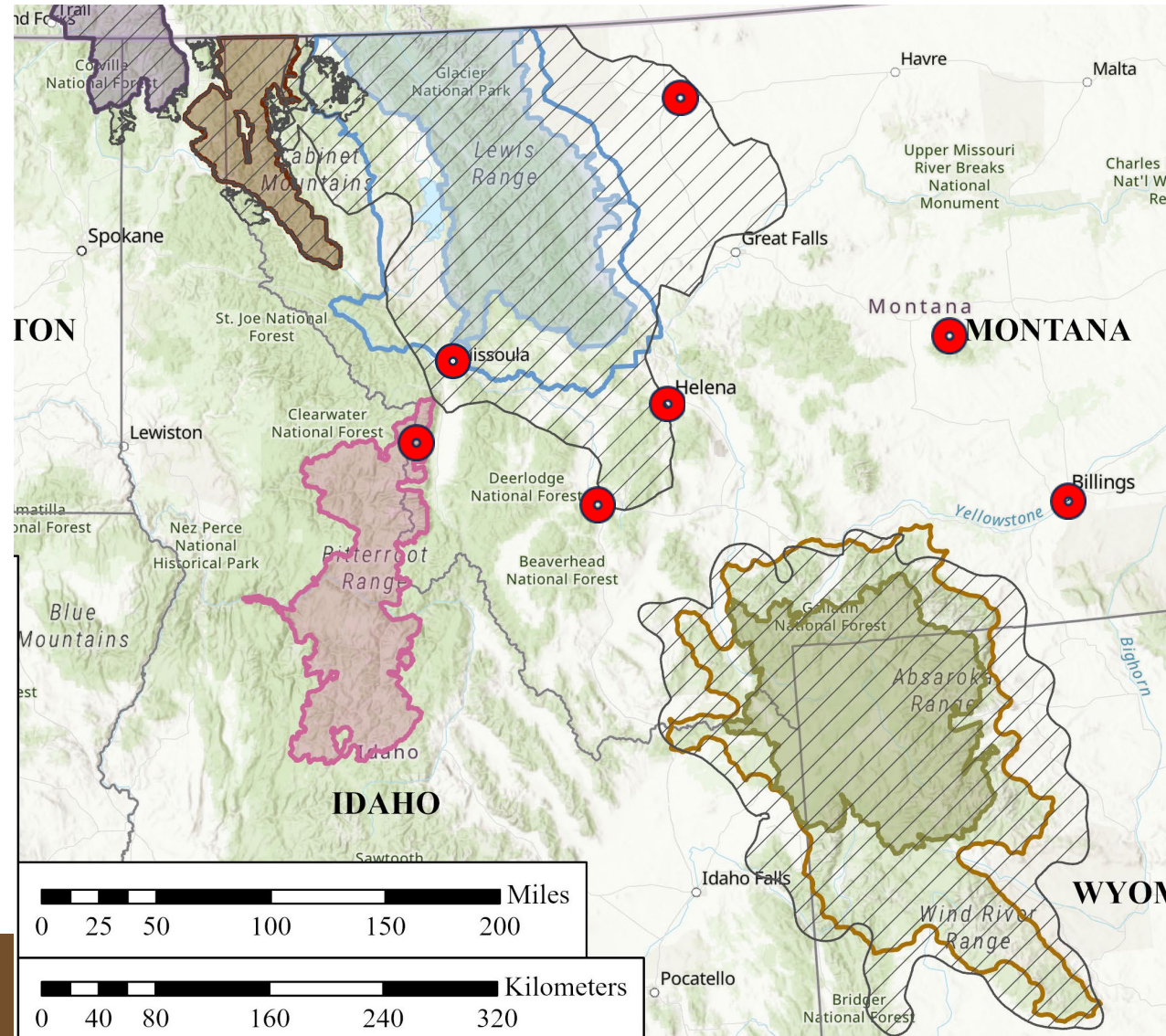


Located in communities between ecosystems

- Billings
- Missoula
- Florence
- Helena
- Lewistown
- Shelby

Plus Regional Kickoff events (7)

Full MT Wild schedule of events



Bear Spray Giveaways

- Over 125 bear spray cans given away to newly trained participants





Printed materials



MONTANA IS BEAR COUNTRY
HELP US KEEP PEOPLE SAFE & BEARS WILD

Keep food away from bears

- Store attractants indoors or in bear-resistant garbage cans
- When you leave, store garbage and attractants in a secure location or take it with you
- Never feed bears. A fed bear is more likely to be a danger to people.

Avoid bear encounters

- Be aware of your surroundings
- Make noise (such as singing or talking loudly)
- Travel in groups
- Carry bear spray and know how to use it

Learn more about bear encounters online at <https://bit.ly/mtbearaware>

MONTANA FISH, WILDLIFE & PARKS

Staying Safe Around Bears
Coloring & Activity Book

WHAT YOU SHOULD KNOW ABOUT BEAR SPRAY

MONTANA IS BEAR COUNTRY
ASSUME GRIZZLY AND/OR BLACK BEARS ARE IN THE AREA

Most bear encounters can be prevented. Follow the bear safety checklist for tent campers:

- Store all attractants in a certified bear-resistant container, locked car, hard-sided camper, building, or hang properly (10' off the ground, 4' from supports). Bear attractants include food, drink, garbage, toiletries (sunscreen, soap, lip balm, deodorant, etc) and anything else with an odor that a bear might perceive as food.
- Make sure all attractants are out of your tent.
- Don't leave attractants unattended for any amount of time.
- Cook away (100 yards+) from your sleeping area.
- Carry bear spray and know how to use it. Bear spray should be easy to reach, even while you are at camp and in your tent.

Bear Safety
Identify Bears and Learn About

HOW TO HUNT SAFELY IN Grizzly Country

Living with Grizzlies
Farmers & Ranchers

In Bear Country:

- Be Alert
- Make Noise
- Carry Bear Spray and Know How to Use It
- Travel in Groups
- Never Run from a Bear

PUT AWAY BIRD FEEDERS
A FED BEAR IS A DEAD BEAR

PROTECT YOUR CHICKENS
A FED BEAR IS A DEAD BEAR

SECURE YOUR TRASH
A FED BEAR IS A DEAD BEAR

KEEP ONLY A COBBLE BEAR SPRAY

#DONTFEEDTHEBEARS

MONTANA IS BEAR COUNTRY BE PREPARED

Social Media

Instagram:

11 posts, 8,300+ likes

Facebook:

99 Posts across all regions and MTWILD



Montana Fish, Wildlife & Parks • September 6, 2023

Bear Aware Month - Virtual Event

Join FWP tonight at 6 p.m. for a virtual Bear Safety Presentation.

The presentation will be an introduction to bears in Montana, bear biology, and how to prevent conflicts with bears. This talk is perfect for a refresher and an excellent introduction for folks new to bear country. We'll discuss grizzly bears, black bears, bear spray and answer any questions you have about living, working, and playing in bear country. ... See more

montanafwp

GRIZZLY BEARS IN PARADISE

USE A

FISH GUTS, BLOOD & BLACK BEARS

Signs of BEAR ACTIVITY

Instagram grid showing 12 posts from montanafwp. The posts include: a man with a bear, an owl, a bear in a field, two people in orange gear, a group of people, a bear in a field, a man with a beard, a bear lying down, a close-up of a bear's face, a group of people with a car, a person in camouflage, a bear in a field, a bear in a field, a bear in a field, and a group of people.

MONTANAFWP Posts

montanafwp Montana

Liked by the_ and 1,028 others

montanafwp Tuesday with Torrey on a Thursday

It's the third Thursday of FWP's bear aware month. I don't know about you, but I am overflowing with awareness already. If you're just now tuning in, I do posts on nongame stuff, so this month is all about nongame stuff that overlaps with bears.

And yes, you are correct, I am shamelessly hijacking bear awareness and shunting it towards nongame wildlife. The first post was about bears being mean to squirrels. Last week was all about nongame wildlife that bears eat. This week, it's all about nongame wildlife that bears eat with.

Instagram post from montanafwp showing a bear in a field. The post has 1,028 likes and is captioned: "It's the third Thursday of FWP's bear aware month. I don't know about you, but I am overflowing with awareness already. If you're just now tuning in, I do posts on nongame stuff, so this month is all about nongame stuff that overlaps with bears. And yes, you are correct, I am shamelessly hijacking bear awareness and shunting it towards nongame wildlife. The first post was about bears being mean to squirrels. Last week was all about nongame wildlife that bears eat. This week, it's all about nongame wildlife that bears eat with."

Evaluation

1300+ direct public contacts

Nearly 800,000 via social media promotions

2.3 million via paid advertising

265,000 via radio ads

110,000 via email marketing

4,500 entered the giveaway and took the bear aware quiz



- Know your audience
- Meet them where they are and seek to understand their needs
- Measure your work

