



*The Canadian Model Forest Network*

# **Local Level Indicators Communication Needs Assessment**

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**Prepared for: The Canadian Model Forest Network**

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## Executive Summary

As part of the signed agreement for Phase II of the Model Forest Program, each model forest is required to develop a 5 year plan to create and incorporate indicators for the 6 criteria of SFM. “In addition to the individual Model Forest indicator activities, the Strategic Funding component of Phase II will provide support for network leadership in effective sharing of knowledge in indicator development and application.”(Canadian Forest Service, 1997.p. 17) Each of the eleven model forests are at different stages of the process.

In April 1997 the Local Level Indicators Working Group approved a number of projects including Strategic Objective 9 (b) which involves developing a common C&I presentation outline and presentation package that will be used to communicate the concept of C&I. The presentation package is to be targeted for the national and international Model Forest audiences and local groups.

The Western Newfoundland Model Forest (WNMF) has been given the responsibility of taking the lead on this project and is responsible for contacting all Model Forests, to gather information on their initiatives to date, what is presently on-going, and what each proposes to do in the future. Compile the information and make it available to all Model Forests. Common themes and elements will be identified and a common presentation outline, or template, will be developed. From there a common package on “What is C&I” will be developed, using slides of values from the Canadian Model Forest network.

The first step was to contact all model forests and gather information about what they have done, what is on-going and what their future plans are as well as, to identify common themes and elements. This was recently done and documented in two reports. The first, “*The Canadian Model Forest Network: Local Level Indicators Gap Analysis*”, was written by Mr. Martin von Mirbach and the second, “*Local Level Indicators and Databases Common Across the Canadian Model Forest Network.....A View to Possible Information Sharing and Networking Opportunities*”, written by Ms. Elizabeth Holmes.

The next step was to take the gathered information and prepare a common presentation outline or template. It was decided that it would be very beneficial to have some input into what Network-developed communication tools would best help in communicating information about C&I. A Communication Needs Assessment was developed with input from Mr. Martin von Mirbach (Centre for Forest and Environmental Studies), Mr. Jim Taylor (General Manager, WNMF), and Ms. Sheila Robinson (Communication Specialist, WNMF). The Assessment was sent to the communication specialist/general manager of each model forest and consisted of the following six questions:

- 1. What specific target audiences do you wish to reach with information regarding LLI?**
- 2. What specific activities have you done or is presently on-going, that was/is tailored to those audiences?**

3. **What specific communication tools did you use or are you presently using?**
4. **Would Network communication tools be of any benefit to you to reach your target audience? If so what specific communication tools would you suggest?**
5. **What are your future plans with regards to communication of information about C&I? If your Model Forest plans to start to intensify communications to certain audiences, how do you plan to do this?**
6. **What Network-developed tools might help your Model Forest with your future communication plans?**

This report presents the responses to the Communication Needs Assessment and makes several recommendations about where to proceed from here with Strategic Objective 9 (b). The following is a brief summary of the responses.

**Question 1:** There were three main target audiences: internal, decision-makers, and the general public. There were also some other audiences that are presented as other.

**Question 2:** The main activities that have been done or are on-going that was/is tailored to the target audiences are newsletters and/or published articles, presentations that incorporate C&I, public meetings/workshops/seminars, and discussion papers and/or reports.

**Question 3:** The main communication tools used are overheads and/or Power Point presentations, newsletters/mailouts and web sites.

**Question 4:** It was agreed that Network-developed communications tools about C&I would be of benefit to most model forests. Some examples of communications tools to develop are standard presentations such as, Power Point, updating the National web site and publishing an article about C&I in a journal would be beneficial communications tools to develop.

**Question 5:** Future communication plans for C&I include workshops/public meetings, updating web sites and preparing reports.

**Question 6:** The communication tools that were suggested that would be helpful to the future communication plans of model forests are a standard presentation, update the National web site, newsletters and/or published articles, and a synopsis of the socio-economic indicator research currently underway by the Canadian Forest Service.

A number of recommendations of what should be done to proceed with Strategic Initiative 9 (b) are made, they are as follows:

- 1. The Network should proceed to develop a standard Power Point presentation about C&I which, includes the use of local examples.**
- 2. The National web site should be updated to include:**
  - (a) a compendium of all articles pertaining to C&I from all model forests;**
  - (b) the discussion section should be updated to include non-technical information about what each model forest has/is doing in relation to C&I; and**
  - (c) linkages should be made with each model forests' web site C&I section as well as, other C&I web sites.**
- 3. The Network should develop standard pamphlets and posters about C&I that can be widely distributed.**
- 4. All communication tools to be developed should be bilingual.**
- 5. An article about C&I should be written by the Network to give an overview of C&I in Canada with local examples. This article should be published in a well distributed journal/magazine. Possibly a professional journal as well as well read magazine.**

It is the opinion of the author that these recommendations should be implemented if the financial and human resources are available.

## 1.0 Introduction

### 1.1. Background

“In 1993, the Canadian Council of Forest Ministers (CCFM) initiated a process for defining science-based criteria and indicators (C&I) of sustainable forest management. Nationwide consultations were held in the interest of bringing together various forest stakeholders to identify important forest values and associated C&I. After two years of intensive deliberations, the CCFM released a national C&I framework consisting of 6 criteria and 83 related indicators.” (Holmes, 1999. p. 1)

As part of the signed agreement for Phase II of the Model Forest Program, each model forest is required to develop a 5 year plan to create and incorporate indicators for the 6 criteria of SFM. “In addition to the individual Model Forest indicator activities, the Strategic Funding component of Phase II will provide support for network leadership in effective sharing of knowledge in indicator development and application.”(Canadian Forest Service, 1997.p. 17)

Eleven of the twelve Canadian Model Forests have used or are using the CCFM framework to identify local level indicator sets that can be more easily adapted to local situations. The Waswanipi Cree Model Forest has developed 4 criteria using the Quebec Forest Act and the James Bay and Northern Quebec Agreement and are presently evaluating 79 selected indicators. It is important to note that not all model forests have a clearly defined set of local level indicators, many are still involved in the selection process. (See Table 2.2 for status of local level C&I selection for Model Forest sites across the Network.)

Communication has and can be a challenge in the C&I process. Misunderstandings and misinterpretations of meanings has/is an on-going concern. This problem is often magnified due to the vast number of interest groups and the fact that most communication materials are not written using non-technical or “layman” terminology.

In April 1997 a number of projects were reviewed at the Local Level Indicators Working Group meeting held in Toronto. One of the projects that was approved was *Strategic Objective 9 (b), the development of Network level C&I presentation materials for various audiences*. This report is a communication needs assessment of the C&I process in the Canadian Model Forest Network.

### 1.2 Purpose and Methodology

The present report is intended to:

1. summarize the information that has already been presented on C&I in the past several months;
2. identify the communication needs about C&I, as recommended by communication specialists or general managers of each model forest; and

3. recommend what communication tools should be developed by the Network for communication of “What is C&I”.

The analysis is based upon the results from a Communication Needs Assessment survey which was sent to each model forest. The purpose of the survey was to identify what target audiences each model forest has; what communication tools model forests are using to communicate information about C&I; and what Network developed communication tools would best help them to communicate information about C&I.

## **2.0 Strategic Objective 9 (b)**

### **2.1 What is Strategic Objective 9 (b)?**

Strategic Objective 9 (b) involves developing a common C&I presentation outline and presentation package that will be used to communicate the concept of C&I, the different approaches to developing C&I, and common indicators to all Model Forests with some local examples. The presentation package will be targeted for the national and international Model Forest audiences and local groups.

Strategic objective 9 (b) has been broken down into the following time line:

**Table 1.1 Timelines**

Year 1 1998-99	Year 2 1999-2000	Year 3 2000-2001
<p>Contact all Model Forests, to gather information on their initiatives to date, what is presently on-going, and what each proposes to do in the future.</p> <p>This compilation of information will be made available to all Model Forests.</p> <p>Common themes and elements will be identified. A common presentation outline, or template, will be developed.</p> <p>A common package on “What is C&amp;I” will be developed, using slides of values from the Canadian Model Forest network. The presentation packages will be targeted for the national and international Model Forest audiences and local groups, and will include case studies, as well as documentation of the process used to arrive at these indicators of sustainable forest management.</p>	<p>Presentations will be developed, using case studies from either each model forest or from all model forests.</p> <p>Building on information gathered in Year 1, documentation of C&amp;I process followed by each of the Model Forests will be drafted.</p> <p>All materials will be circulated to all Model Forests for comments and review.</p> <p>Revisit/ develop/ revise activities.</p>	<p>Project Deliverables: Conclusions and Finalized presentation packages will be distributed.</p> <p>Documentation on the C&amp;I process will be circulated.</p> <p>Revisit/ develop/ revise activities.</p>

(Robinson, 1997. p. 3)

The Western Newfoundland Model Forest Inc. (WNMF) agreed to take the lead on this national strategic objective. The responsibilities of each model forest are summarized in Table 1.2



**Table 2.1 Progress of C&I**

<b>Model Forest</b>	<b>Initial Indicator Set</b>	<b>“Refined” Indicator Set</b>	<b>Initial Data Collectio</b>	<b>Communication of Data</b>
Western Newfoundland	done	03/99	05/99	05/99
Fundy	done	1999/2000	ongoing	ongoing
Bas-Saint-Laurent	done	05/99	10/99	12/99
Waswanapi Cree	done	to be determined <sup>2</sup>	to be determined	to be determined
Eastern Ontario	done	done	03/99	03/99
Lake Abitibi	done	03/99	10/99	11/99
Manitoba	done	05/99	05/99	05/99
Prince Albert	03/99	08/99	08/99	10/99
Foothills	done	05/99	09/99	03/99
McGregor	done	05/99	05/99	2000
Long Beach	done	08/99	10/99	10/00

<sup>2</sup> The Waswanapi Cree Model Forest is still in the process of engaging its partnership in discussions and decisions regarding specific commitments to the development and use of LLI.” (Von Mirbach, 1999. p. 6)

**Table 2.2 The Status of Local Level C&I Selection for Model Forest Sites Across the Network**

<b>Model Forest Site</b>	<b>Status of C&amp;I Selection</b>
1. Long Beach	⇒ in midst of selection process
2. McGregor	⇒ 88 potential indicators undergoing review and to be finalized
3. Foothills	⇒ 30 indicators currently under review and to be finalized
4. Prince Alber	⇒ draft list of in excess of 100 indicators prepared; plans to develop a smaller suite for implementation by 1999/2000.
5. Manitoba	⇒ a suite of 89 indicators developed
6. Lake Abitibi	⇒ draft list of 71 indicators developed to date
7. Eastern Ontario	⇒ 17 core local level indicators selected as a “starter set”; starter set to be monitored and reported on by March 1999 (a larger “future” set has also been developed)
8. Waswanipi Cree	⇒ 79 preliminary indicators selected and slated for further refinement
9. Bas-Saint-Laurent	⇒ preliminary suite of 81 indicators narrowed to a suite of 35 (as of February 1999)
10. Fundy	⇒ a suite of 53 indicators developed to date; also a set of 15 indicators determine to be functional in the planning/forecasting process
11. Western Newfoundland	⇒ draft set of 83 core local level indicators undergoing review; this core set anticipated to from the basis of a first C&I repor

(Holmes, 1999. p. 7)

## 2.3 Common Indicators in the Canadian Model Forest Network

As Tables 2.1 and 2.2 indicate, all eleven model forests are at different stages of the C&I process. However, as Holmes has documented, there are many common local level indicators which are being used or evaluated by many model forests. Tables 2.3 to 2.8 highlight the common indicators for each of the six criteria.

### Abbreviations:

WNMF = Western Newfoundland Model Forest

FuMF = Fundy Model Forest

BSLMF = Bas-Saint-Laurent Model Forest

EOMF = Eastern Ontario Model Forest

LAMF = Lake Abitibi Model Forest

MbMF = Manitoba Model Forest

PAMF = Prince Albert Model Fores

FtMF = Foothills Model Fores

McMF = McGregor Model Forest (Holmes, 1999. p. 10)

**Table 2.3 Common Local Level Indicators for Criterion 1: Conserving Biological Diversity**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McM
↔extent of forest types in protected areas	✓	✓	✗	✗	✓	✓	✓	✓	✓
↔area of forest type by age class (extent of forest area)	✓	✓	✓	✓	✓	✓	✓	✓	✓
↔area of suitable habitat for selected species (change in habitat)	✓	✓	✓	✗	✓	✓	✗	✓	✗
↔changes in forest-dependent species risk status/ population levels	✓	✓	✗	✓	✓	✗	✓	✓	✓
↔fragmentation (connectivity)	✗	✓	✗	✓	✓	✓	✓	✓	✓

**Note:** ✓ signifies that a model forest incorporates the given indicator in its most recent indicator set (✗ signifies that a model forest does not do so). (Holmes, 1999. p. 10)

**Table 2.4 Common Local Level Indicators for Criterion 2: Ecosystem Condition and Productivity**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McM
↔ area a severity of disturbance (insect, disease fire, logging)	✓	✓	✗	✓	✓	✓	✓	✓	✓
↔ mean annual increment	✓	✓	✗	✗	✗	✓	✓	✗	✓
↔ % of area successfully regenerated naturally vs. artificially	✗	✓	✓	✗	✓	✓	✓	✓	✓
↔ % of area lost to non-forest land use (changes in landscape composition and pattern)	✗	✓	✗	✓	✓	✓	✓	✓	✓

(Holmes, 1999. p. 11)

**Table 2.5 Common Local Level Indicators for Criterion 3: Conserving Soil and Water Resources**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McM
↔% of watershed in recent cut	X	✓	X	X	✓	✓	✓	X	X
↔% of area in buffer / riparian reserve protection	X	✓	✓	✓	✓	✓	✓	✓	✓
↔water quality / hydrometric data (flow, turbidity, pH, etc.)	✓	✓	X	X	✓	✓	✓	✓	✓
↔% of harvested area having significant soil erosion, compaction, puddling, loss of organic matter	✓	✓	X	X	✓	✓	✓	✓	✓

(Holmes, 1999. p. 13)

**Table 2.6 Common Local Level Indicators for Criterion 4: Global Ecological Cycles**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McMF
↔carbon storage in vegetation	✓	✓	X	X	✓	✓	✓	✓	✓

(Holmes, 1999. p. 14)

**Table 2.7 Common Local Level Indicators for Criterion 5: Multiple Benefits to Society**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McM
⇒availability of habitat for selected species	X	✓	✓	X	X	✓	✓	✓	X
⇒number of people employed in forest-based activities	✓	✓	✓	✓	✓	✓	✓	✓	X
⇒incomes in forest-based communities (income level of forest-based employment)	X	✓	✓	✓	✓	✓	✓	✓	✓
⇒area of available growing stock relative to cutting level	X	✓	✓	X	X	✓	✓	✓	✓
⇒volume and/or value of wood products (timber usage)	✓	✓	✓	✓	✓	✓	✓	X	X

(Holmes, 1999. p. 16)

**Table 2.8 Common Local Level Indicators for Criterion 6: Society's Responsibility**

Indicator	WNMF	FuMF	BSLMF	EOMF	LAMF	MbMF	PAMF	FtMF	McM
⇒appreciation of, and incorporation of Aboriginal values in forest management planning (protection of cultural/spiritual sites)	✓	✓	x	✓	✓	✓	✓	✓	✓
⇒number and representativeness of stakeholder groups in forest decision-making	✓	✓	✓	✓	✓	✓	✓	✓	✓
⇒level of understanding and awareness of sustainable forest management (participation in forest education programs)	✓	✓	✓	✓	✓	✓	✓	✓	✓

(Holmes, 1999. p. 17)

## 3.0 Communication Needs Assessment

### 3.1 Overview

The first step of collecting information has been completed by von Mirbach and Holmes therefore we can now move on to the next step in the timeline which is, preparing a common presentation outline or template.\* There are a number of ways to approach this, the WNMf could proceed to develop a common presentation outline or a template and then distribute it throughout the Canadian Model Forest Network and hope that it will be useful to all model forests or the WNMf could ask for input from other model forests to determine what would be the most useful communication tools that should be developed. The latter was chosen.

A Communication Needs Assessment was developed and distributed to the communication specialists and/or general managers of each model forest. The needs assessment consisted of the following six questions:

1. What specific target audiences do you wish to reach with information regarding LLI? (The LLI Gap Analysis identifies three “targets” - internal, decision-makers and the general public. This needs assessment will allow for additional detail.)
2. What specific activities have you done or is presently on-going, that was/is tailored to those audiences? (ex. Newsletters, press releases, public meetings, etc.)
3. What specific communication tools did you use or are you presently using? Were/are these tools effective in reaching your target audience? If so, how? (ex. increase in public participation)
4. Would Network communication tools be of any benefit to you to reach your target audience? If so what specific communication tools would you suggest?
5. What are your future plans with regards to communication of information about C&I? If your Model Forest plans to start or intensify communications to certain audiences, how do you plan to do this?
6. What Network-developed tools might help your Model Forest with your future communication plans?

### 3.2 Results

For the purpose of this report the responses to the questions in the Communication Needs Assessment have been tabulated as follows:

*Please note that where responses are n/a it is due to the fact that some model forests are in the preliminary stages of C&I development and that particular question may not pertain to them at*

*this stage in the process.*

\* Editor note: now the responsibility of the Local Level Indicators Strategic Initiative Committee

**Table 3.1 Responses to Question 1**

<b>1. What specific target audiences do you wish to reach with information regarding LLI?</b>				
<b>Model Forest</b>	<b>Internal</b>	<b>Decision-makers</b>	<b>General Public</b>	<b>Other</b>
MbMF	✓(special interest groups/stakeholders)	✓(resource managers & senior level of government)	✓(will not be putting much effort towards this audience)	
EOMF		✓(resource managers)	✓	landowners
LAMF	✓(board members, program committ members, LAMFs LLI Committee)	✓(resource managers, Ontario Ministry of Natural Resources, Town Councils)	✓( Local Citizen’s Committees, interested community groups)	forest industry
PAMF	✓	✓	✓	forest users
McMF		✓(local decision-makers, BC Ministry of Forests, Ministry of Environment, DFO, and resource managers)	✓(will be putting more effort into targeting this group when indicators ar refined and validated)	licensees ar specifically targeted through case studies.
LBMF	✓( partners)	✓(resource managers, local politicians)	✓(local)	Model Forest Network
BSLMF		✓(provincial government)		woodlot owners (associations) and forest industries
WNMF	✓(partners)	✓(line managers & planners, local & national level decision-makers)	✓	Model Forest Network
FuMF	✓(partners)			land managers in FMF and New Brunswick
FtMF	✓		✓	land managers are th most critical audience and are the decision makers in many cases

**Table 3.2 Responses to Question 2**

<b>2. What specific activities have you done or is presently on-going, that was/is tailored to those audiences?</b>				
<b>Model Forest</b>	<b>Newsletters / Press Releases</b>	<b>Presentations</b>	<b>Public meetings / Workshops / Seminar</b>	<b>Other</b>
MbMF			✓(workshops with internal audience and decision-makers)	Discussion paper was distributed & is also on web sit
EOMF	✓(updates in regular newsletter)		✓(incorporated in presentations using Power Point and overheads)	presently producing a 6 page summary o State of the Forest Report for general distribution
LAMF	✓(quarterly newsletter includes update on LLI progress & seven articles were written and published in loca media describing LLI)		✓(hosted several workshops on LLI mostly to gather information on values)	
PAMF	n/a	n/a	n/a	n/a
McMF		✓(presentations t general public mention C&I)	✓(workshops for resource managers)	produced severa information report for resource managers and partnership

LBMF		✓(presentation at National MF Biodiversity Workshop for internal audience; presentation at EMAN Conference, Victoria, for decision-makers)		A report titled, Work Plan for the Monitoring Program of the Scientific Panel for Sustainable Ecosystem management in Clayoquot Sound”, to be widely distributed as well, the proceedings of a LLI Workshop will be published and distributed locally; and publications will be written about 4 LBMF research projects and made available to the public and peers.
BSLMF			✓(public meeting, conference for partners, conference in Rouyn-Noranda at the University of Quebec)	a course about SFM and indicators given to forestry students of Laval University; a working group with industry (Abitibi-Consolidated); a workshop is going to be held at Laval University including specialists from a field related to SFM.

WNMF	✓(non-technical discussion of C&I adapted from Lake Abitibi MF published in local newspaper)	✓	✓(workshops)	non-technical and technical discussion papers; internal working group; the 1999 budget has allotted funding for the preparation of C&I display; C&I slide presentation distributed to regional planners; and C&I is incorporated into District plans through planning teams
FuMF	✓(electronic newsletter)		✓(open meetings)	web site has a bulletin board system; established a mailing list of woodlot marketing boards to send all published info and a library index of all reports
FtMF	✓(distributed to land managers & the general public)		✓(workshops for land managers)	discussion between researchers & project leaders (room for improvement); draft report on LLI on web site

**Table 3.3 Responses to Question 3**

<b>3. What specific communication tools did you use or are you presently using? Were/are these tools effective in reaching your target audience? If so, how?</b>				
<b>Model Forest</b>	<b>Workshops / Conferences</b>	<b>Newsletter / Mailouts</b>	<b>Web Site</b>	<b>Other</b>
MbMF	✓(150 participants used overheads & Power Point presentations)	✓(2200 distribution of newsletter & mailout results of workshop)		
EOMF	✓(with stakeholders)			presentations; printed articles; and prepared written case studies
LAMF				distributed a survey in the local newspaper about forest values as well, value surveys are conducted on people entering or exiting the LAMF boundaries during the long weekends
PAMF		✓(small section about C&I)	✓	a video of traditional ecological knowledge briefly mentions indicators

McMF				C&I is in the adaptive management system being developed; presentations to managing agencies and forest licensees; computer modelling and GIS are used to forecast changes in indicators under different management scenarios, this is targeted at th resource managers however, GIS visuals can be useful for the public.
LBMF	✓(workshops & conferences)		✓	presentations; Rainforest Interpretive Centre
BSLMF	✓(conferences)	✓(list of indicators mailed to peopl working with MF)	✓(future plans)	indicators annual report; the workshop planned for Laval University; and scientific papers and research notes.
WNMF	✓(for the public & partners)		✓	presentations; printed articles about a non-technical look at C&I; reports; and slides
FuMF		✓(electronic newsletter)	✓	posters; technical notes; Best Management Practices video; and personal contact
FtMF	✓(with land managers)	✓(general public & land managers)		

**Table 3.4 Responses to Question 4**

<b>4. Would network communication tools be of any benefit to you to reach your target audience? If so, what specific communication tools would you suggest?</b>				
<b>Model Forest</b>	<b>Yes / No</b>	<b>Standard Presentatio</b>	<b>Web site</b>	<b>Other</b>
MbMF	Yes	✓(ex. Power Point)	✓(National web site)	
EOMF	Yes	✓(general slides or Power Point)		journal article in Forestry Chronicl
LAMF	Yes		✓(progress reports from each Model Forest on their indicator development)	short articles that describe indicator development and th advantages of measuring SFM, in simple language; a list of LLI developed by other Model Forests; and a standardized method of reporting on indicators across th network
PAMF	Yes	✓(ex. Power Point also include examples being used)		
McMF	Yes	✓( brief and to-the-point presentation materials such as, Power Point)		a list server in plac of the existing web Forum; a succinct summary of what's already been don across the Network; progress reports about C&I work should be distributed to all model forests; and a succinct backgrounder about the Network's overall pursuit of indicators.

LBMF	Yes		✓(Network web site)	Network list of publications from Model Forests' work, Network Newsletters, and Network Indicators Summary.
BSLMF	Yes		✓(National web site)	publish some results such as the forest tenant farm project in BSL model forest in the forestry chronicle
WNMF	Yes	✓(ex. Power Point + a booklet with the presentation)		video; handouts such as pamphlets; poster; displays; short articles that describe indicator development and the advantages of measuring SFM; and a "star" to campaign across Canada and look for key strategic groups to work with and integrate C&I and to develop better field inventories/data protocol.
FuMF	Yes		✓(compendium on National web site needs to be updated & also include a list of all communication products from all Model Forests)	
FtMF	Don't Know			

**Table 3.5 Responses to Question 5**

<b>5. What are your future plans with regard to communication of information about C&amp;I?</b>				
<b>Model Forest</b>	<b>Host Workshop / Public Meetings</b>	<b>Update Web Site</b>	<b>Newsletter / Press Release</b>	<b>Other</b>
MbMF	✓	✓		all presentations given highlight C&I work
EOMF				developing plans for next steps in our C&I work
LAMF			✓(will continue to write articles for media to describ indicators and th need to measure SFM)	presentations to target audiences
PAMF	n/a	n/a	n/a	n/a
McMF	✓(continue to refin indicator workshop component that is used for each case study)			indicators will increasingly b discussed in communication as th process progresses
LBMF	✓(LLI workshops to share information with partners and a First Nations Indicator Workshop and a Social Values Development is planned)	✓	✓(newspaper articles)	public presentations; public review; and specific programs/posters in the Rainforest Interpretive Centre
BSLMF	✓	✓		prepare reports; possibly develop a presentation
WNMF		✓	✓(a practical guide to using C&I)	presentations to target audiences; and prepare display panels

FuMF				all projects are based around C&I so th communication strategy is based around C&I as well which means all communication will incorporate C&I; brochures about specific projects
FtMF			✓	hired an expert to help propel the process, suspec that he will be communicating his efforts to key audiences to help link FMF research to LLI

**Table 3.6 Responses to Question 6**

<b>6. What Network-developed tools might help your Model Forest with your future communication plans?</b>				
<b>Model Forest</b>	<b>Standard Presentations</b>	<b>National Web Site</b>	<b>Newsletter/Published Articles</b>	<b>Other</b>
MbMF	✓(ex. Power Point)	✓		
EOMF		✓		
LAMF		✓(indicator progress across the network)		standardized reporting on indicators; and a list of articles or information pieces written on C&I throughout the network and copies of each to be distributed to all Model Forests
PAMF	✓(ex. Power Point with specific examples)			
McMF		✓(including links to MF site's indicator pages & other sources of indicator information)		a synopsis of the socio-economic indicator research current underway by the CFS; and a greater "tap" into CCFM indicator initiatives that includes what is going on in this field and who should be linking closer together.
LBMF		✓(Model Forest Network champions delivering strong messages of the Network Web site pdf.files)		workshops/conferences about C&I; list of publications within the Network; and C&I technical notes from Model Forest sites, or one composite one.

BSLMF		✓(national web site)	✓(publish some results of projects in forestry chronicle)	
WNMF				a practical guide to using C&I; workshop - Where Are We Now?; and a high profile blue ribbon panel to review progress to date, make suggestions, etc. and give th group plenty of PR.
FuMF	✓(adaptable to local situation)	✓(add an understandabl section C&I in th discussion area which also includes what all Model Forests hav done)	✓(target specific)	
FtMF				backgrounder on th development, history & evolution of C&I; a mailing list of key decision makers circulated to all model forests so each model forest can distribute communication tools on C&I to the target audiences

**Table 3.7 Additional Comments**

<b>Additional Comments:</b>	
<b>Model Forest</b>	<b>Comments:</b>
MbMF	<ol style="list-style-type: none"> <li>1. A network brochure related specifically to C&amp;I which, includes the efforts of the Model Forests, should be developed.</li> <li>2. A presentation on the MF program and C&amp;I should be prepared and given to the CCFM asap. to show them the progress made to date.</li> </ol>
BSLMF	<ol style="list-style-type: none"> <li>1. The major problem in BSL Model Forest is communication of what is happening with people outside of the province. A CD presenting what was accomplished in Phase I was prepared but, it is not available in English.</li> <li>2. There is limited staff and are unable to translate.</li> <li>3. At the network level, most of the model forests will be at the same stage, at the same time. workshop/symposium should be held at the beginning of 2000.</li> </ol>
FtMF	<ol style="list-style-type: none"> <li>1. Hope that the Network targets key decision makers.</li> <li>2. Some of the FtMF communication tools and LLI reports would be of benefit to the Network.</li> <li>3. LAMF also has some excellent communication tools that would help support the Network's efforts.</li> </ol>

### 3.3 Discussion of Results

To discuss the responses of the assessment, I will look at each question individually.

**Question 1:** *What specific target audiences do you wish to reach with your information regarding LLI?*

- ▶ 8 of the model forests stated that they wished to target internal audiences which, includes special interest groups, stakeholders, board members, partners, and LLI committee members.
- ▶ 8 responded that decision-makers are a target audience, they include decision-makers at the local, provincial and national levels as well as, resource managers.
- ▶ 8 responded that the general public is a target audience and included local citizen's committees and interested community groups under this category. Manitoba Model Forests stated that they would not be putting much effort into targeting this audience while, McGregor Model Forest stated that they would be putting more effort into targeting this

group.

- ▶ Other target audiences include landowners/woodlot owners, forest users, licensees, the Model Forest Network, forest industries, and land managers.

**Question 2:** *What specific activities have you done or is presently on-going, that was/is tailored to those audiences?*

- ▶ 5 model forests used or are using newsletters. 2 of these have also published articles in local newspapers.
- ▶ 3 model forests used/use presentations that incorporate C&I.
- ▶ 7 responded that they use public meetings/workshops/seminars to communicate information about C&I. The target audiences include the general public, land managers, resource managers, internal, and decision-makers.
- ▶ Other responses included discussion papers/reports, web site, sustainable forest management course given to university students, and working groups.

**Question 3:** *What specific communication tools did you use are you using?*

- ▶ 6 model forests used/use workshops/conferences. Overheads and Power Point presentations were mentioned as being used by the Manitoba Model Forest
- ▶ 5 used/use newsletters/mailouts. Of this 5, 2 used/use mailouts.
- ▶ 4 use their web site as a communication tool. 1 has future plans to use their web site.
- ▶ Other tools used/in use include presentations, printed articles, written case studies, video, surveys, GIS visuals, and slides.

**Question 4:** *Would Network communication tools be of any benefit to you to reach your target audience? If so, what specific communication tools would you suggest?*

- ▶ 9 model forests responded that Network communication tools would benefit them to reach their target audience. 1 responded that they did not know.
- ▶ 5 responded that standard presentations such as, Power Point, would be a useful communication tool.
- ▶ 5 said that the national web site would be a useful tool. Fundy mentioned that the compendium on the National web site needs to be updated as well, they suggested that a list of all communication tools used by all model forests should be included on the web site.

- ▶ Other suggestions included: a journal article in the Forestry Chronicle; a standardized method for reporting on indicators across the Network; Network newsletter; backgrounders; and handouts such as posters and pamphlets.

**Question 5:** *What are your future plans with regards to communication of information about C&I?*

- ▶ 4 model forests responded that they plan to host workshops/public meetings.
- ▶ 4 plan to update their web site.
- ▶ 4 are going to use newsletters/press releases. In particular, Lake Abitibi and Long Beach plan to write articles for publishing in the local media and the Western Newfoundland Model Forest plans to write a practical guide to C&I.
- ▶ Other future plans include: developing presentations for target audiences; prepare reports; prepare display panels for a display on C&I; and public review.

**Question 6:** *What Network-developed tools might help your Model Forest with your future communication plans?*

- ▶ 2 model forests said that a standard presentation would be helpful for example, PowerPoint with specific examples.
- ▶ 7 responded that the National web site would help them. In particular, links to other model forest sites' indicator pages and other sources of indicator information as well, add an understandable section on C&I in the discussion section which includes what all model forests have done.
- ▶ 2 responded that a newsletter or published article would be a useful communication tool. In particular it was suggested that articles pertaining to the results of projects be published in the Forestry Chronicle.
- ▶ Some other suggestions included standardized reporting on indicators; a synopsis of the socio-economic indicator research currently underway by the Canadian Forest Service; a workshop - Where Are We Now?; a list of publications within the Network; and a practical guide to using C&I.

### **3.4 Recommendations**

Based upon the responses to the Communication Needs Assessment as well as additional comments that had been made by numerous Model Forests, I have several recommendations pertaining to Strategic Objective 9 (b), as follows:

- 1. The Network should proceed to develop a standard Power Point presentation about C&I which, includes the use of local examples.**
- 2. The National web site should be updated to include:**
  - (a) a compendium of all articles pertaining to C&I from all model forests;**
  - (b) the discussion section should be updated to include non-technical information about what each model forest has/is doing in relation to C&I; and**
  - (c) linkages should be made with each model forests' web site C&I section as well as, other C&I web sites.**
- 3. The Network should develop standard pamphlets and posters about C&I that can be widely distributed.**
- 4. All communication tools to be developed should be bilingual.**
- 5. An article about C&I should be written by the Network to give an overview of C&I in Canada with local examples. This article should be published in a well distributed journal/magazine. Possibly a professional journal as well as well read magazine.**

### **4.0 Conclusions**

Strategic Objective 9 (b) has the potential to increase the effectiveness and the scope of communication about C&I locally, nationally, and internationally. Since some of the initial work had previously been completed and documented by von Mirbach and Holmes it was decided that the best way to proceed with this initiative was to develop a Communication Needs Assessment to receive input from those people across the Network who would actually be using the developed C&I communication tools.

The list of recommendations previously listed represent what the author believes to be the best measures to take to accomplish the goals of Strategic Objective 9 (b) based upon personal opinion and feedback from the communication specialists/general managers of ten model forests. Obviously the availability of financial and human resources will determine what recommendations, if any, are actually implemented.

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## Interviewees

### **Western Newfoundland Model Forest Inc.**

Jim Taylor, General Manager  
Len Moores, Chair C&I Steering Committee

### **Fundy Model Forest**

Maureen Whelan, Communications Coordinator

### **Bas-Saint-Laurent Model Forest**

Pierre Belleau, C&I Coordinator

### **Eastern Ontario Model Forest**

Brian Barkley, General Manager

### **Lake Abitibi Model Forest**

Wendy Plante, Communications Coordinator

### **Manitoba Model Forest**

Mike Waldram, General Manager

### **Prince Albert Model Forest**

Mike Demyen, Communications Coordinator

### **Foothills Model Forest**

Lisa Risvold, Communications Coordinator

### **McGregor Model Forest**

Glenn Singleton, Communications Coordinator

### **Long Beach Model Forest**

Norma Dryden, Communications Coordinator