



ISSUES AFFECTING YOUR ESTUARY

Level IIIC- SHARING SOLUTIONS TO ISSUES



Issues facing Wisconsin's estuaries include invasion by exotic species, such as Purple Loosestrife, and sedimentation caused by poor land use practices.

GOAL

Students will become actively involved in sharing their recommendations for resolving an environmental issue with the public.

OBJECTIVES, students will:

1. Create a **PUBLIC INVOLVEMENT ACTION PLAN** to guide them in creating an educational presentation to a committee of local citizens or elected officials, who are concerned about the environment, water quality, or natural resources about the issue affecting the estuary and their recommendations on how to resolve it.
2. Make a presentation, using information documented in the **Estuary Issue Results** (Level IIIA & B)
3. Document any comment public comment received in response to the presentation make any modifications to their BMP based on input gathered.

Education is key to getting support for solutions that both protect the environmental protection and meet community needs.

SETTING

Classroom (planning portion), outside classroom for implementation

MATERIALS

Public Involvement Plan Worksheet- included in this unit

Other materials vary depending on presentation methods chosen by students

BACKGROUND

Environmental problems are not solved only based on scientific data. A critical step in resolving issues is informing the public about them and gaining their support to help resolve them.

ACT
Level IIIC
Share recommendations
and implement solutions

In this unit, students will take the next step in the public involvement process: to create a **PUBLIC INVOLVEMENT ACTION PLAN** to present their findings to local decision makers.

Public involvement is a two-way street. Recommendations about an issue and recommendations about how to resolve it, based on environmental and community criteria, is shared by natural resource managers with the public. The public has the opportunity to support the recommendations, request more information, add new information, or question the findings.

ACTIVITIES

1. Create an Action Plan to Share Information

Develop a plan to share information with the public about the issue affecting the estuary and the BMP being recommended to help resolve it.

Students will describe their **PUBLIC INFORMATION ACTION PLAN** on the form attached this unit to their to document the planning process. An easy planning method is to use the “5-W’s and an H” technique used in Level III-A:

Who will the information be shared with?

The group receiving the information is sometimes called the “audience”. Possible audiences include the County Land Conservation Committee, Land and Zoning Committee, a local Town Board, or other recognized public or citizen land use or water quality committee that can give feedback to their recommendations.

Students and teachers should discuss different strategies to most effectively communicate to the public and different public audiences to get involved. The action plan should identify a specific audience group.

What are the objectives for sharing this information?

Students should decide what kind of outcome they want to have happen as a result of their presentation. What should the audience do as a result of the information shared with them?

When will the information be shared?

Develop a “timeline” that gives specific due dates for preparing and presenting the information. Stick to those dates!

Where will the information be shared?

The answer to this question will depend on how the students choose to present the information.

Why is the information being shared?

Knowing why you are presenting information will help you plan how to best present it. The purpose for this unit is to 1) make the audience aware of the problem and why it is important to solve it, and 2) tell them your recommendation(s) for solving it.

How will the information be shared?

Describe the type of presentation that will be made. Presentations should help the audience learn more about the estuary and use data gathered in Levels I-III to help support the BMP recommendation that is being proposed. As part of the presentation, students should allow time for the audience to comment or give additional input/advice about the issue and the recommended BMP.

2. Implement The Action Plan

Students should decide on the audience that they want to share the results with and how they will present the information. The presentation should include a summary of their **Estuary Issue Results** (Level IIIB) and BMP recommendations for resolving the issue.

Write a brief description of the presentation and its outcomes on the **PUBLIC INVOLVEMENT ACTION PLAN**.

3. Gather Any Additional Public Comment

As a result of the presentation, the public may contribute additional information or opinions about the issue or the BMP. These comments should be documented on the **PUBLIC INVOLVEMENT ACTION PLAN**.

Based on feedback from the public, students may discover that the data they have gathered is limited or that there are other viewpoints or solutions they have not yet considered. A Public Involvement Plan is key to getting help from the community to solve environmental issues.

LEVEL IIIC- PUBLIC INVOLVEMENT ACTION PLAN



1. Describe your Public Involvement Action Plan (give answers to the “5W’s and an H”)

Who is the target audience? _____

What is the objective(s)? _____

When will the presentation be made? _____

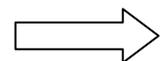
Where will the presentation be made? _____

Why is the presentation being made- what do you want to accomplish?

How will the presentation be made? _____

2. Describe the results of your presentation. Was the objective attained, why or why not?

Continue on back



3. List any additional public comment or input that the Public Involvement program gathered about the estuary, the issues, or the BMP being recommended.