Hawaii’s Living Reef Campaign

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DAR pineapple tweed

First Step: The Research

Public Attitudes Towards Conservation Research Among Statewide Residents

Prepared for Malama Hawaii May 2001 by

WARD RESEARCH

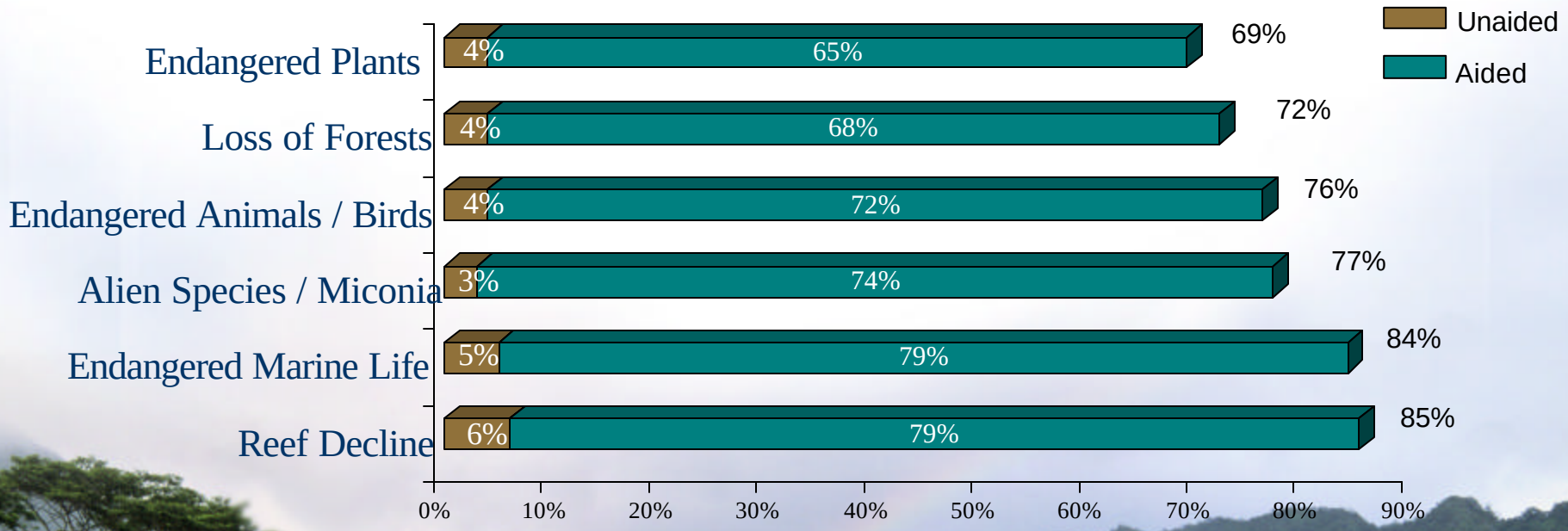
Who was surveyed?

- Telephone survey among n=604 statewide Hawaii residents
- Conducted October 10-20, 2000
- Proportionate to age distribution and Oahu vs. Neighbor Island populations

Sampling error… +3.9%

Top of Mind Awareness of Environmental Issues

"Have you heard or seen anything about…?"

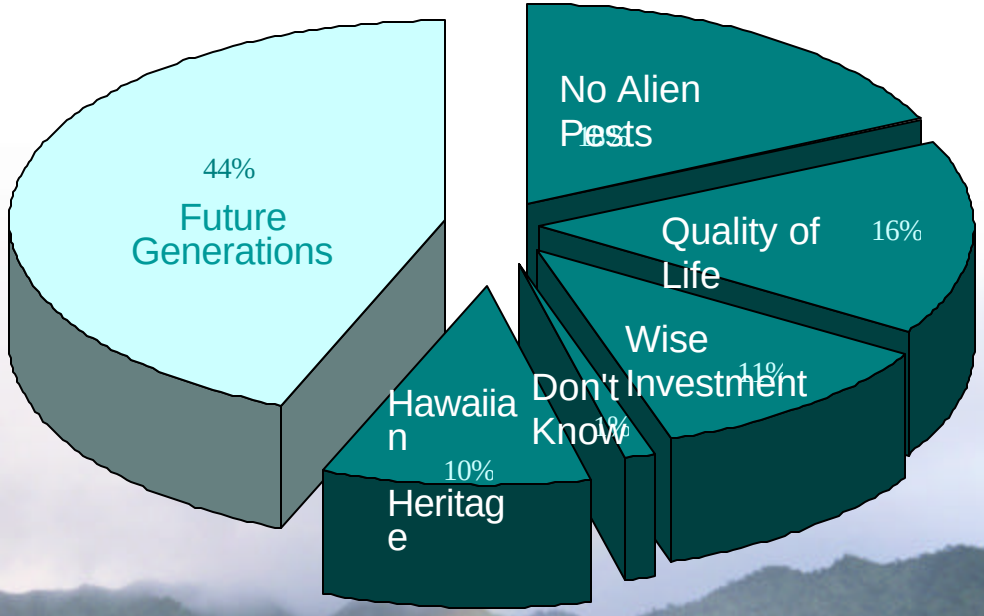


Top Environmental Priorities

- Ocean/fish/marine issues mentioned most often – 26%, followed by
  - Development – 12%
  - Garbage – 11%
  - Clean water issues – 9%
- Six in ten residents surf or go to the beach
- Almost 40% go fishing

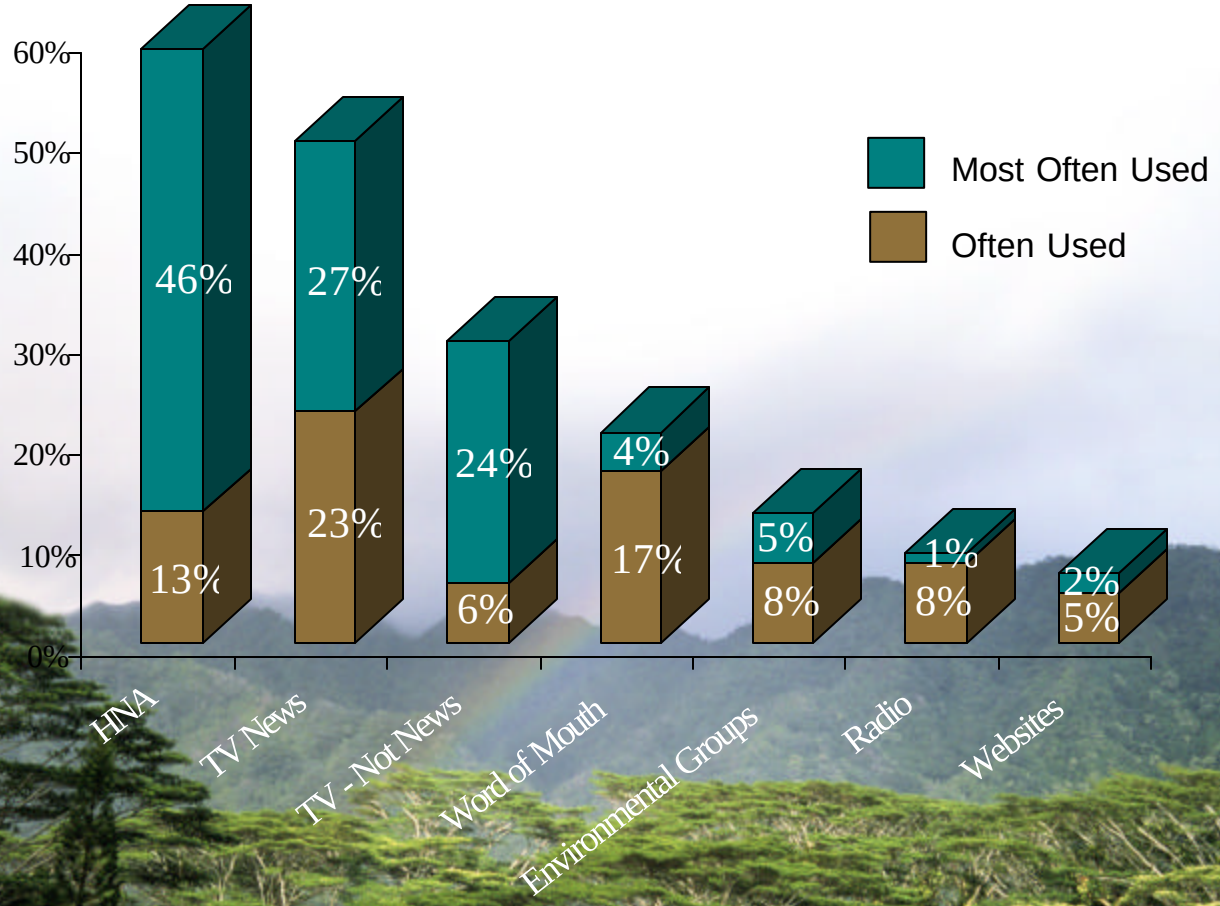
Effective Messages

‘Stewardship’ concept seen as most important reason for protection.



Media Most Relied Upon

"Tell me from which source you get information about the environment most often, often, sometimes, or not al all?"



Second Step: Statewide Brainstorming Sessions

- Held over a period of 4 months on 4 Islands
- What is working now? What isn't?
- Key stakeholders?
- Key messages?
- Effective delivery vehicles?

Branding Workshop

Getting input & achieving buy-in

- Involved participants from all four counties from focus groups
- Participants all active in existing coral reef awareness, protection and enhancement programs
- Honed messages
- Got input for development of logo and slogan
- Refined goals, objectives
- Defined target audiences

Goals

- Build and increase general public awareness of the importance of the coral reef ecosystem to Hawaii's lifestyle
- Teach and encourage positive behaviors

Initial Audiences

- Residents
- Visitors
- Businesses

more specifically…

policy makers and

ocean activities enthusiasts

Messages

- Island lifestyle is dependent on the coral reef ecosystem
- Resources are available
- Individuals can take action
- Importance of the coral reefs in Native Hawaiian culture and their concept of stewardship
- The reef is alive!

A Collaborative Effort

The goal…

Generate a broad spectrum of support before going public

To achieve broad-based support…

The messages should be positive and life enhancing

Program should be seen as…

A marshalling of grassroots and businesses programs

The role is to…

Enhance and coordinate existing efforts, encourage new ones, seek increased voluntary participation

Components

A Living Reef Gives Our Islands Life

Major Components

To begin …

- Press conference/launch event - statewide
- Website resource clearinghouse
- Ongoing media relations program
- Middle School poster contest with educational component
- Advertising

And later…

- Multimedia programs
- Mini-series with animation
- Reef awareness awards

Ongoing Media Relations

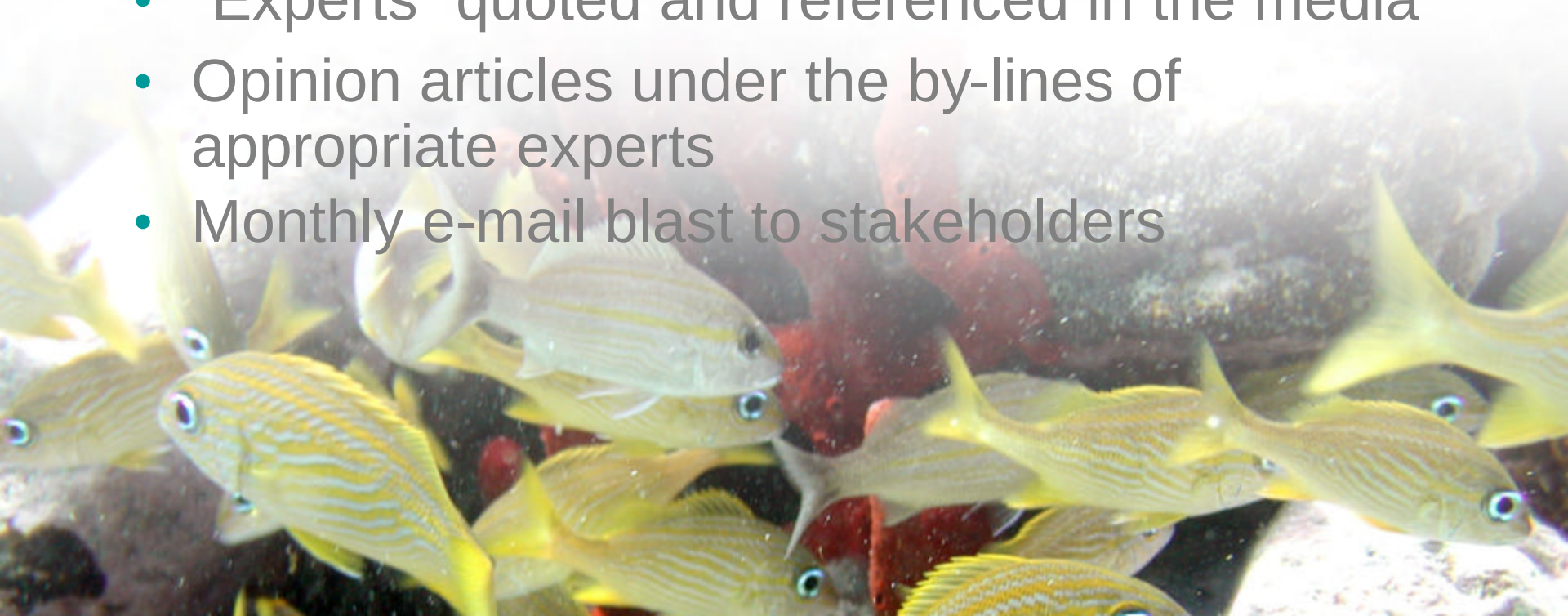
What is going on at the reef today…

- TV: reef info during weather report
- Print: reef info on weather page
- Radio: reef info during weather forecast

Ongoing Media Relations

Components…

- Press releases (local, national and international)
- “Experts” quoted and referenced in the media
- Opinion articles under the by-lines of appropriate experts
- Monthly e-mail blast to stakeholders



Website

Launch…

Same time of the press launch

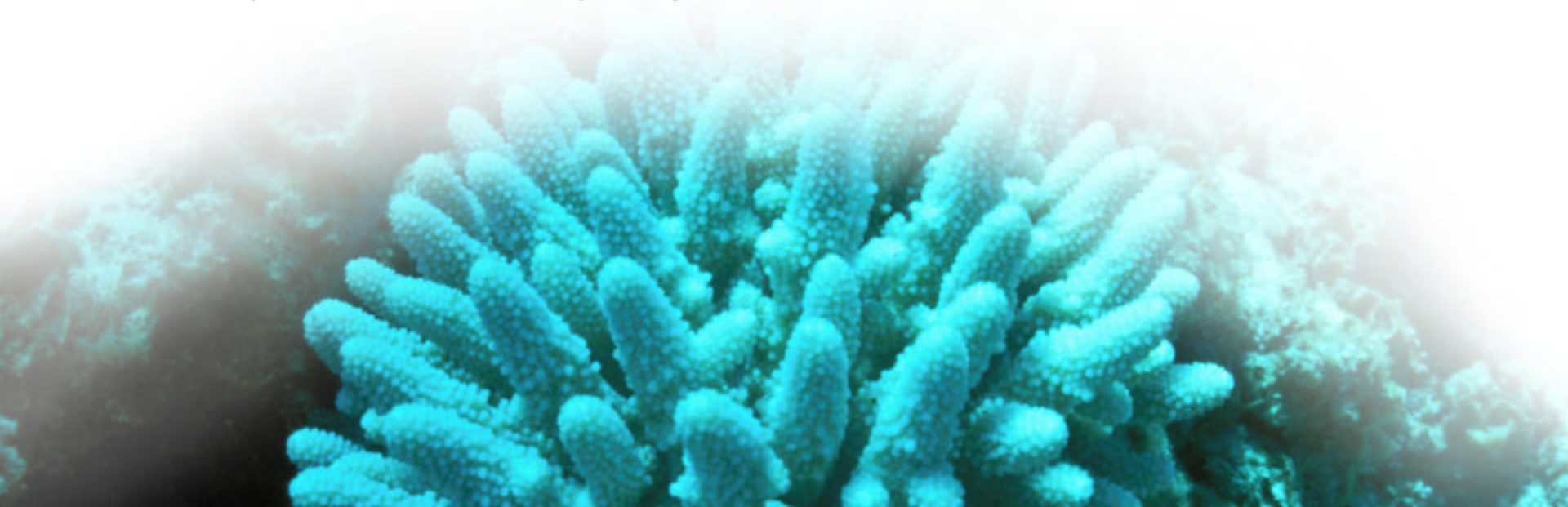
Additionally…

Encourage all sites to prominently include the logo and site as a link or use appropriate content for their own “save the reef” page

Site should have interactive education-based games, general info for adults and specialized info for specific industries, scientists and coral reef hobbyists

Reef Awareness Awards

- Individuals and organizations that actively participate in the program
- Individuals and organizations that contribute financially or in kind
- Individuals or organizations that go above and beyond in striving to preserve the reef



The Kid Factor

Education for Children

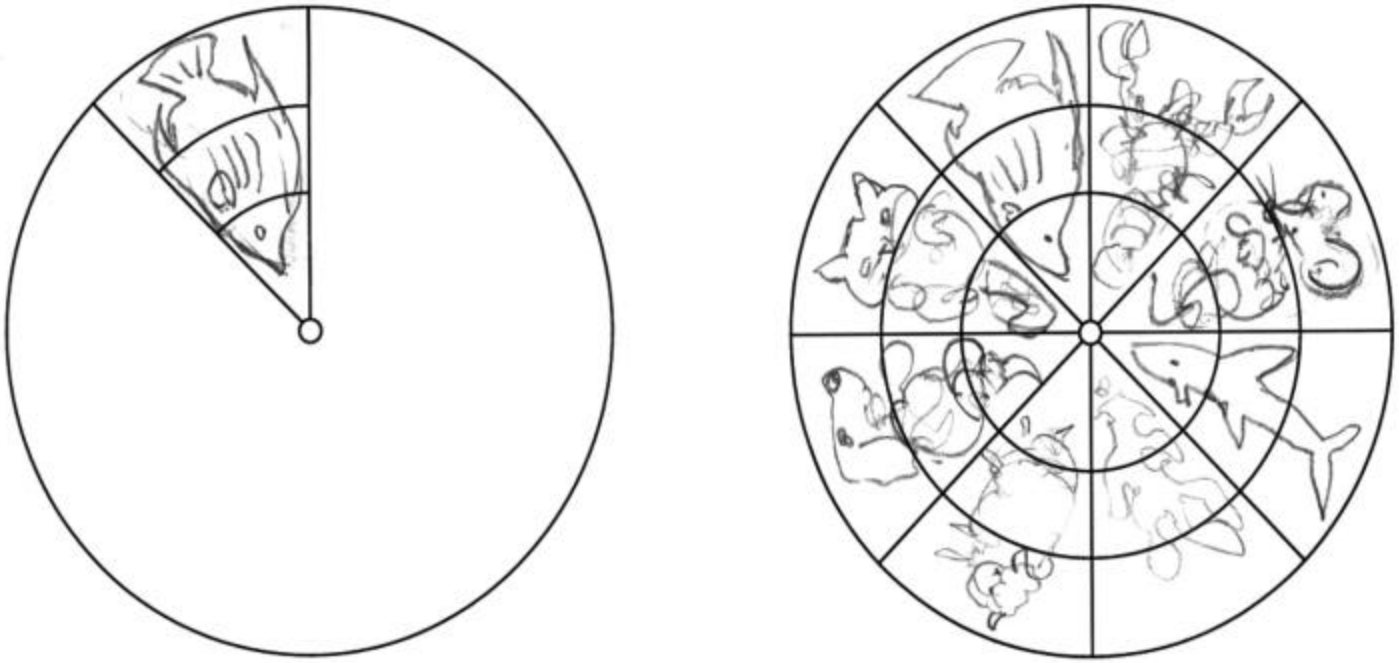
- “Save the Reef” poster contest
  - Includes educational component for Middle School children
  - Display winning poster in prominent locations
- 3-Part mini-series with animation
- Use to develop multimedia program for children ages 2-9
  - “Personify” the reef, make it come alive
  - Stream video from proposed animation
  - Develop comic book or “anime” on DVD

"A kid-friendly cast of characters"

"Educational message"

Other Kid Components

- Sponsorship of special awards (annual science fairs)
- In conjunction with other programs such as Tech Quest, sponsorship of a “Save the Reef” website contest
- Coordination with “Get the Drift” program
- Educational games



"Educational match the fish parts wheel"

Other Tactics

Simple straight forward materials and POS…

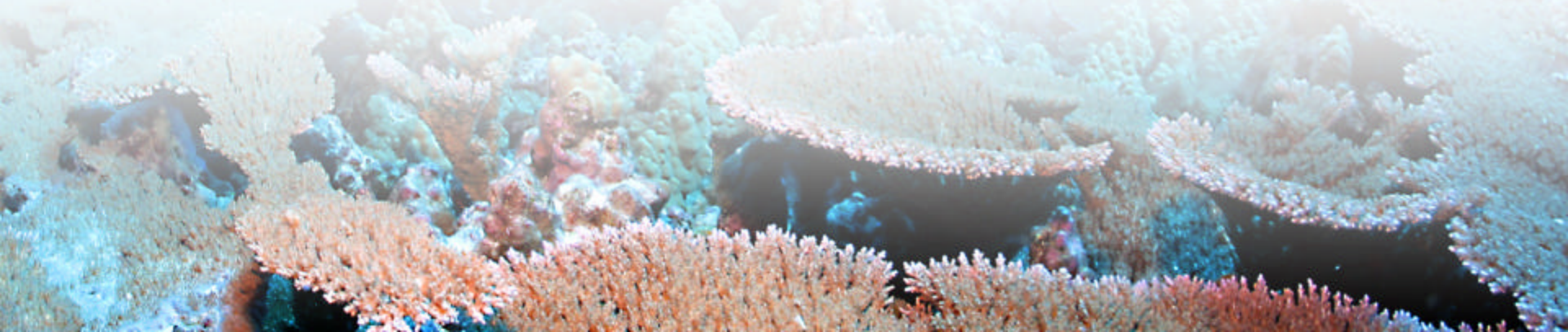
Brochures, waterproof underwater cards, posters, etc.

Additionally…

In-flight video

In-room video

Visitor collateral (Disseminated: concierge desks, activities desks, car rental agencies, dive shops, fishing supply stores, beach rental stands, snorkel rental shops, swimsuit sales stores)



PSA & Paid Media

Extreme wide shot. Beautiful, deserted, Molokai beach in golden light.
A man with a small boy and a fishing pole is walking in the shallows.
He is almost a silhouette. The water is like a mirror and we see his reflection,

Crane follows their action and booms up.

The Partners

The Nature Conservancy
SAVING THE LAST GREAT PLACES ON EARTH
Hawaii Coral Reef Initiative
RESEARCH PROGRAM
U.S. FISH & WILDLIFE SERVICE
Department of Land and Natural Resources
Hawai'i. Earth's Best
NOAA
Coastal Ocean Program
Sea Grant
University of Hawai'i
MĀLAMA HAWAI'I
NOAA Fisheries
PACIFIC ISLANDS AREA OFFICE
UNIVERSITY OF HAWAI'I
1907
MĀNOA
WESTERN PACIFIC REGIONAL FISHERY MANAGEMENT COUNCIL
CZM Hawaii
Coastal Zone Management
DAR
WAIKIKI AQUARIUM
MAUI OCEAN CENTER

Acknowledging Our Cultural Roots

From the Kumulipo, the Hawaiian creation chant…

Hanau ka uka ko `ako `a

Hanau kana, he ako `ako `a, puka

“Born the coral polyp

“Born of him a coral colony emerged”

Mahalo!

Special thanks to:

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Aulani Wilhelm-NWHI Coral Reef Ecosystem Reserve