



**NOAA  
FISHERIES**

# Communicating With The Broader Community

Community Involvement Session 2015

May 26, 2015



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What does it really boil  
down to?









# How do we communicate?



# What is your goal?

- Educate
- Engage the public
- Empower
- Get support
- Protect resources





# Know your audience

Create different messages  
for each target audience



How you deliver the  
message matters

# What tools to use?

## Audience

Schools/students

Youth Groups

## Tools

Posters, displays,  
school-based outreach  
programs,  
presentations, internet

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school-based outreach  
programs,  
presentations, internet

Politician

One-on-One, media,  
presentations

Fishermen

Meetings, presentations,  
One-on-One

Village Leaders

One-on-One, presentations

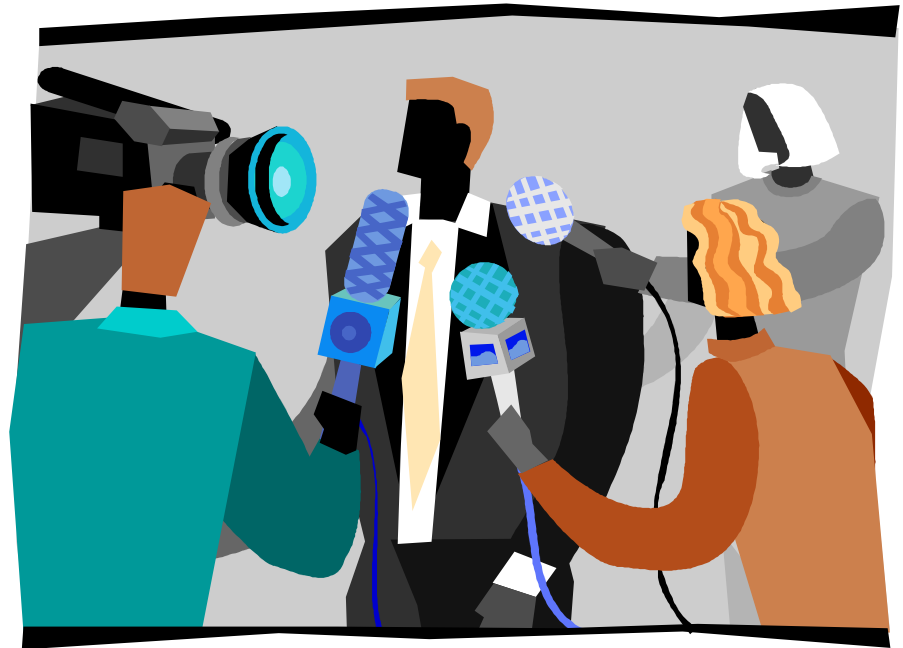
General Public

Radio/TV/Newspaper



# Working with the media

- Get to know them
- Be prepared
- Tell stories



# Utilizing Champions



# People Networking





# Social Media

- Facebook
- Tweeter
- Youtube
- Others?

# Reef Resilience Workshop

Held in 2012 to improve community and government agencies ability to identify threats to reefs and assist in coral reef response efforts.



# Internships

Providing Students opportunities to actively participate in research, and then report back to communities, schools and government agencies.





# Le Tausagi

- Environmental Summer Camps, Teacher Trainings and Outreach Events



# Go Green Campaign

Supported Outreach Events in Priority Watersheds to engage community members in ongoing science projects and gain community input into management decisions.



# Future Plans

- American Samoa Science Symposium
- Profiles of people with successful science careers





# THANK YOU!

