



NORDIC COLAB PROJECT

Thunder Bay - Oct 28-31, 2019



Tree Planting &
Maintenance



Forest Education



Community
Engagement

#ItTakesAForest

- Promote public awareness around all forest values
- Collaborative initiative
- Engage audiences through a variety of platforms

Spending as little as **20 minutes** in nature **reduces symptoms of ADHD.**



#ItTakesAForest



Approach to Communications

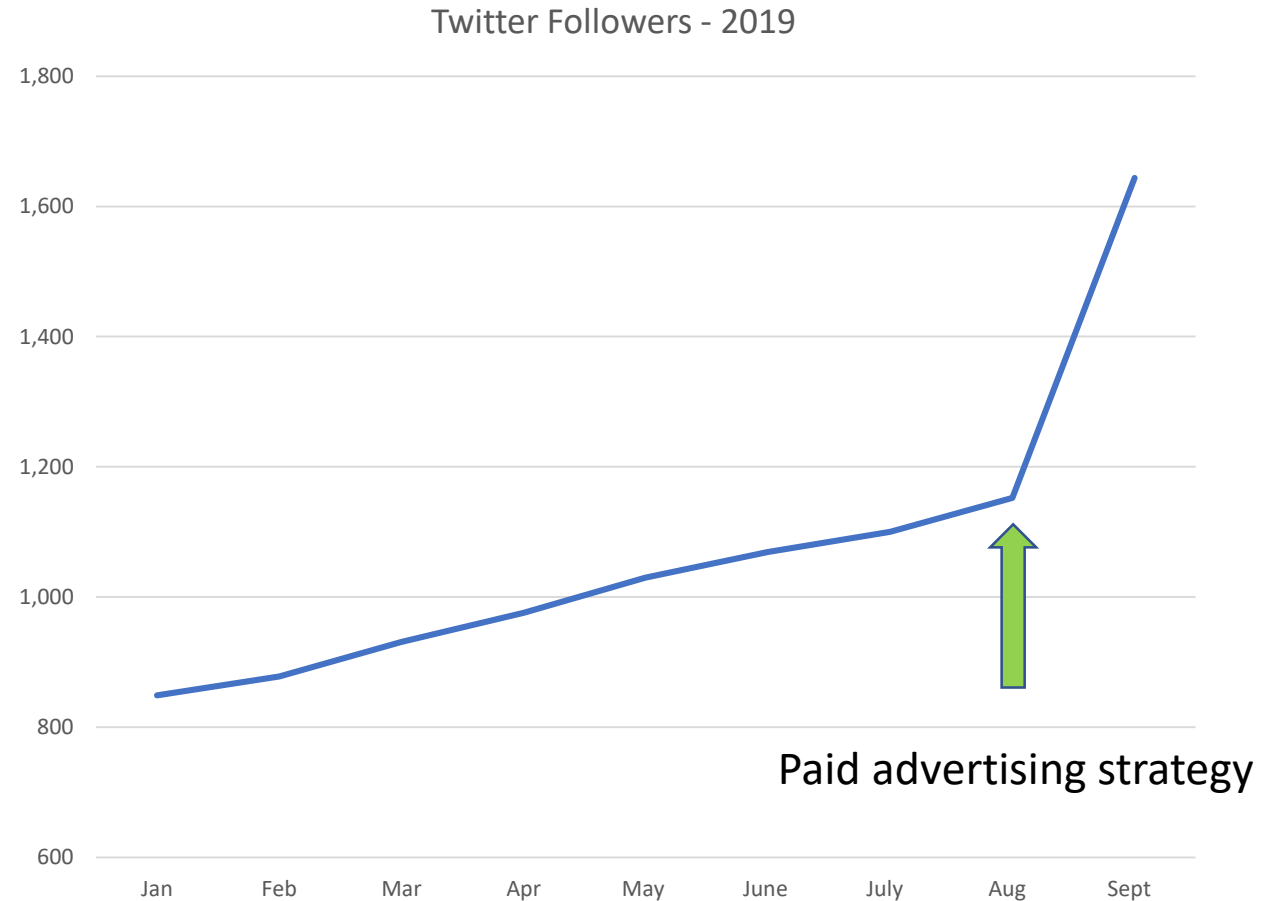
- Understand the audience
- Identify communication platforms and messages
- Develop your metrics of success
- Revisit activities regularly

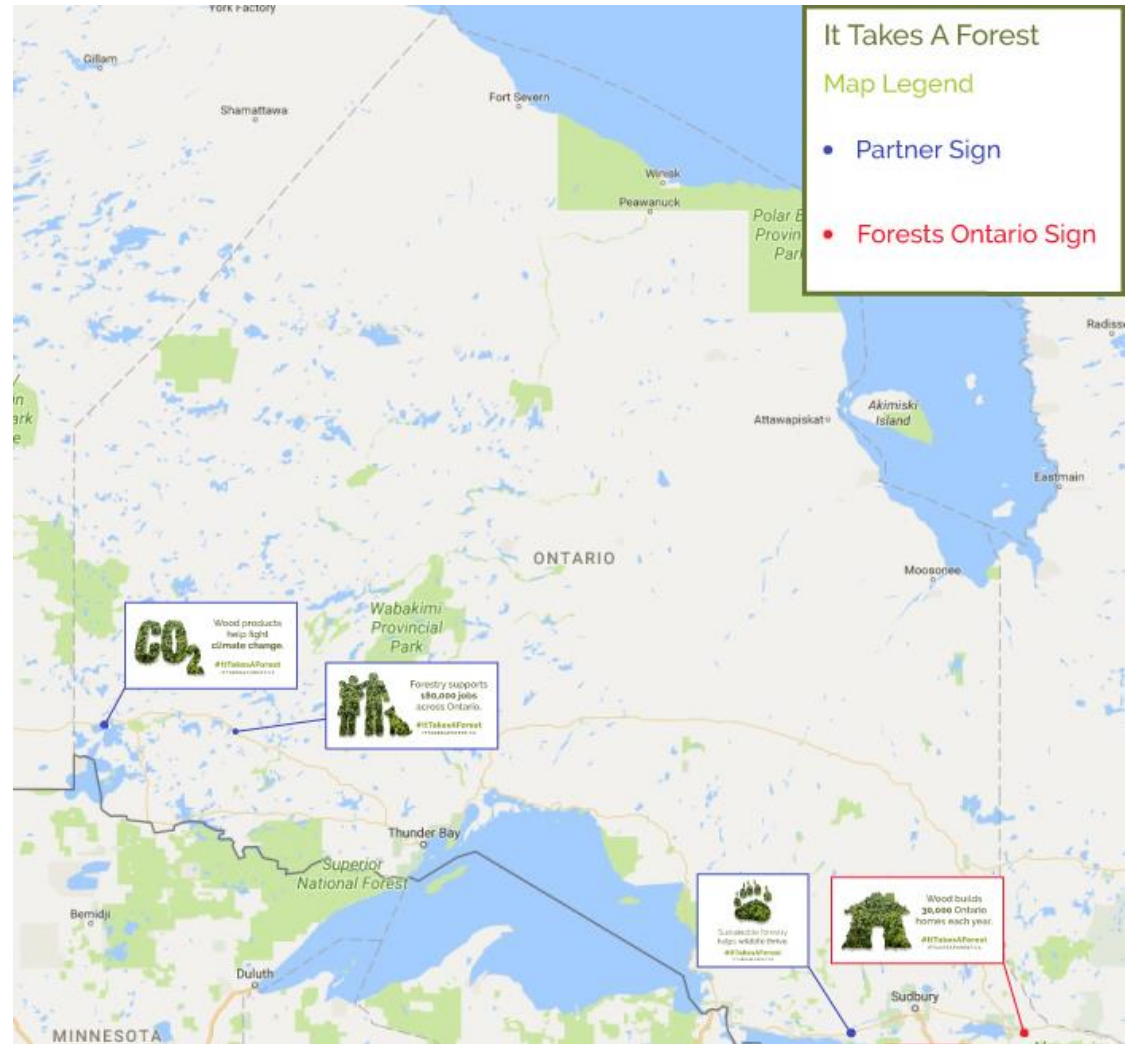
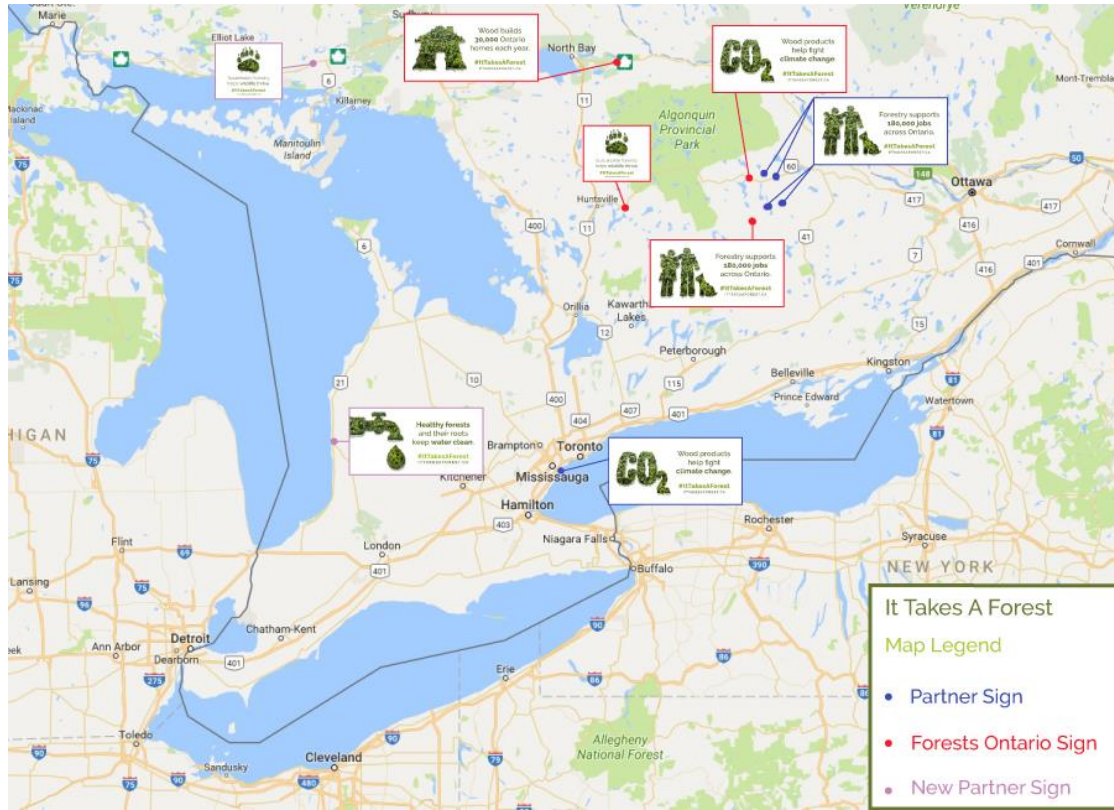
Measuring Success

- Outputs: actions and activities that we implement, typically measure on annual basis
- Outcomes: our actual impact on public perception, measure annually and on five-year basis

Annual Reporting/Metrics

- Mixture of outputs and outcomes
 - Social media posts
 - Events/presentations
 - New billboards
 - Social media followers, reach and engagements

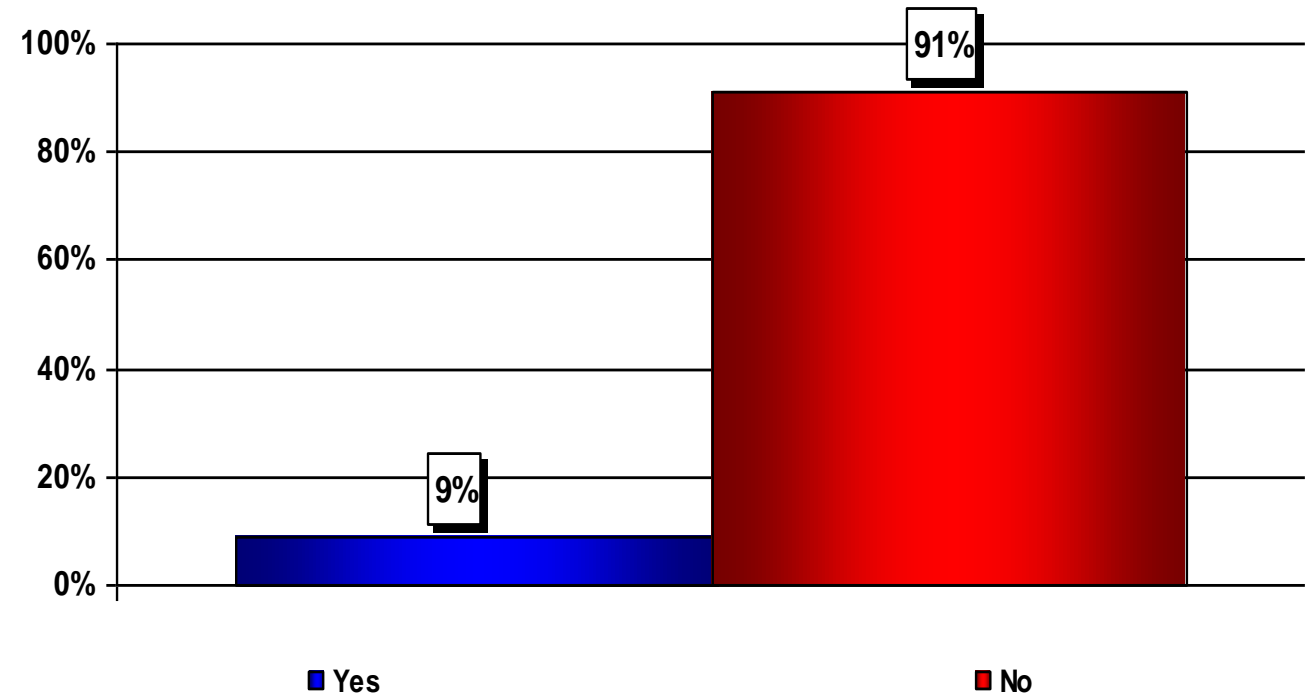




Five-Year Reporting/Metrics

- Outcome oriented – are we changing public perception?
- Baseline survey in 2016
- Re-assess/re-issue every five years

Have you heard of the “*It Takes a Forest*” initiative?



Please rate your level of agreement:

	Total disagree	Neutral	Total agree	Don't know
Q15. Wood is an environmentally friendly product.	17%	20%	63%	-
Q16. There needs to be a balance between wildlife, environmental, social and economic objectives.	10%	13%	76%	2%
Q17. Ontario's forest management practices improve the health of our forests.	25%	21%	47%	7%
Q18. There will be more forest fires as a result of climate change.	22%	10%	61%	7%
Q19. Using wood products helps fight climate change.	39%	16%	42%	3%
Q20. The province of Ontario needs to do more to reduce the risk of forest fires.	16%	23%	57%	4%
Q21. Harvesting trees provides habitat for certain wildlife species.	34%	16%	47%	3%
Q22. The harvesting of trees reduces the risk of large-scale forest fires.	40%	17%	41%	2%
Q23. The forest sector is important to the economy of Ontario.	23%	10%	63%	5%