

# **Creating Conditions for Successful Elimination of Destructive Non-Native (Invasive) Animals from Islands**

October 22, 2019

Pre-meeting materials:

- Point Blue overview (Zach will adapt blog post)
- FAQs from [RestoreTheFarallones.org](http://RestoreTheFarallones.org)
- USFWS Comms Plan

9:00am--Welcome [1 hour--Heath]

- Introductions/Icebreaker
  - Share individual long term objective for Farallon restoration project and the partnership represented by today's assembly
- Ground rules & comms protocols
- High-level goal for the day
  - Build cohesion for Farallon Islands Restoration Working Group
- Outcomes
  - Prepare for near-term communications needs (next six-months)
  - Prepare long-term communications strategy to carry the team through the project's completion (multi-year challenge ahead)
  - Define roles required for broader effort and identify individuals/orgs to take on those roles
  - Identify what expertise is not in the room that is needed for both short and long term tools
  - Identify long term challenges to prepare for (legal challenges, broader challenges)
  - Familiarize group with basic elements of a communications strategy
- Context
- Elements of a Communications Strategy (intro)

10:00am--Case Study: Santa Cruz Island feral pig eradication [60 mins--Scott]

11:00am--BREAK [15 mins]

11:15am--Farallon Islands mouse eradication program [45 mins--Gerry, Doug, Brad]

- Background
- Constraints, Alternatives, Approach
- Timeline
- Outreach and media to date
- Challenges and counter arguments (current and anticipated)

12:00pm--LUNCH [30 mins]

12:30pm--Discussion: Issues, Challenges, and Strategies [3 hours--Heath]

[120 min]

- Part I--Begin to draft short-term communications and outreach strategy by identifying:
  - Broad Goal
  - Specific, clearly-defined objective
  - Decision-makers  
(Identification of Target Audiences and Desired Action)
  - Influencers  
(ID best spokespersons, opinion leaders, stakeholders)
  - Values/Messages
  - Tactics & timelines  
(ID activities, timing, resources needed)
  - Assets & challenges  
(Project opponents, counter-narratives)
  - Roles, responsibilities, gaps

[60 min]

- Part II--Long-term coordination and support: Agency and partner roles
  - Remaining permits & authorizations required? By when?
  - Litigation risks and preparedness
  - Information management
  - Action items, roles/responsibilities, resources available (and gaps) and timelines

3:30pm--Synthesis and Next Steps

4:00pm--Adjourn