



Haub School of
Environment and
Natural Resources

Communication for Responsible Recreation

Dr. Abby Sisneros-Kidd





Land Acknowledgement

“We collectively acknowledge that the University of Wyoming occupies the ancestral and traditional lands of the Cheyenne, Arapaho, Crow, and Shoshone Indigenous peoples along with other Native tribes who call the Great Basin and Rocky Mountain region home. We recognize, support, and advocate alongside Indigenous individuals and communities who live here now, and with those forcibly removed from their Homelands.”

-ASUW Senate Bill #2699



Communication for responsible recreation

Recreation and wildlife coexistence in Teton County

- UW graduate and undergraduate social science efforts
- **Literature review**
 - Management practices and implications for focal species
- **Online survey instrument**
- **Digital storytelling**



Communication for responsible recreation

Online Survey

- Community values and knowledge around recreation impacts to wildlife
- Spatial component

Recreation-Wildlife Coexistence in Teton County

Thank you for participating! Please answer all questions according to your personal experiences recreating in Teton County, Wyoming.

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[Powered by ArcGIS Survey123](#)



Communication for responsible recreation


Digital Storytelling

[Home](#) [Storymap](#)



Recreation Community That Saves Lives

from Ruckelshaus Institute

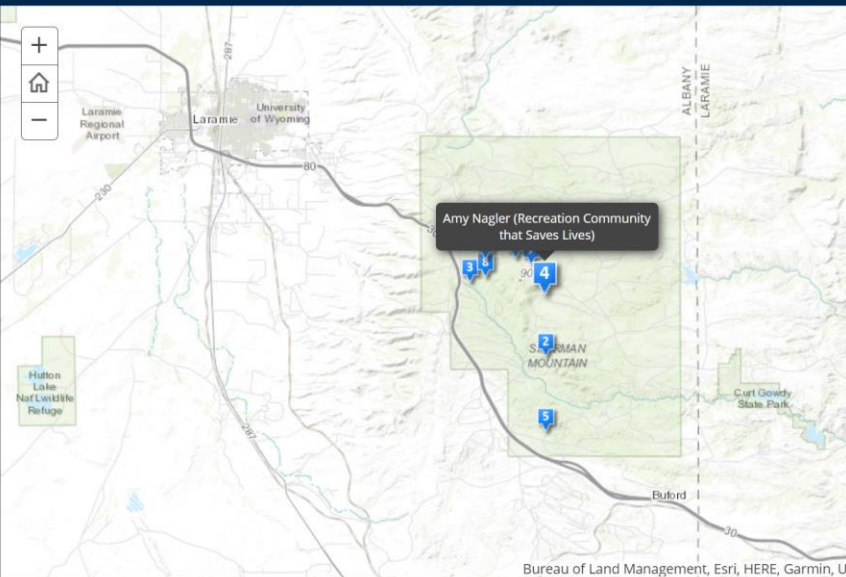


03:00

vimeo


Amy Nagler (Recreation Community that Saves Lives)

In this story, Amy Nagler shares her experience as a sweeper for the Laramie Enduro bike race in the Pole Mountain unit.




Map labels: Laramie Regional Airport, Laramie, University of Wyoming, Pole Mountain, Buford, Albany, Laramie, Hutton Lake Nat Wildlife Refuge, Curt Gowdy State Park.


Map data: Bureau of Land Management, Esri, HERE, Garmin, US




1 Abby Sisneros-Kidd (Finding Space)




2 Nicole Gautier (Finding Belief)




3 Dena Egenhoff (Historical Connections)




4 Amy Nagler (Recreation Community that Saves Lives)




5 Garrett Genereux (A Place to Teach, A Place to Learn)




6 Ken Cramer (Volunteering for Future Generations of)



7 Nancy Bath (Generations of Knowledge)



8 Dewey Gallegos (Same Places, New Experiences)



9 Chad Grossenburg (Collaboration for Forest)

>> UWYO.EDU/HAUB

Communication for responsible recreation

Communication for changing behaviors

- What we say
- How we say it

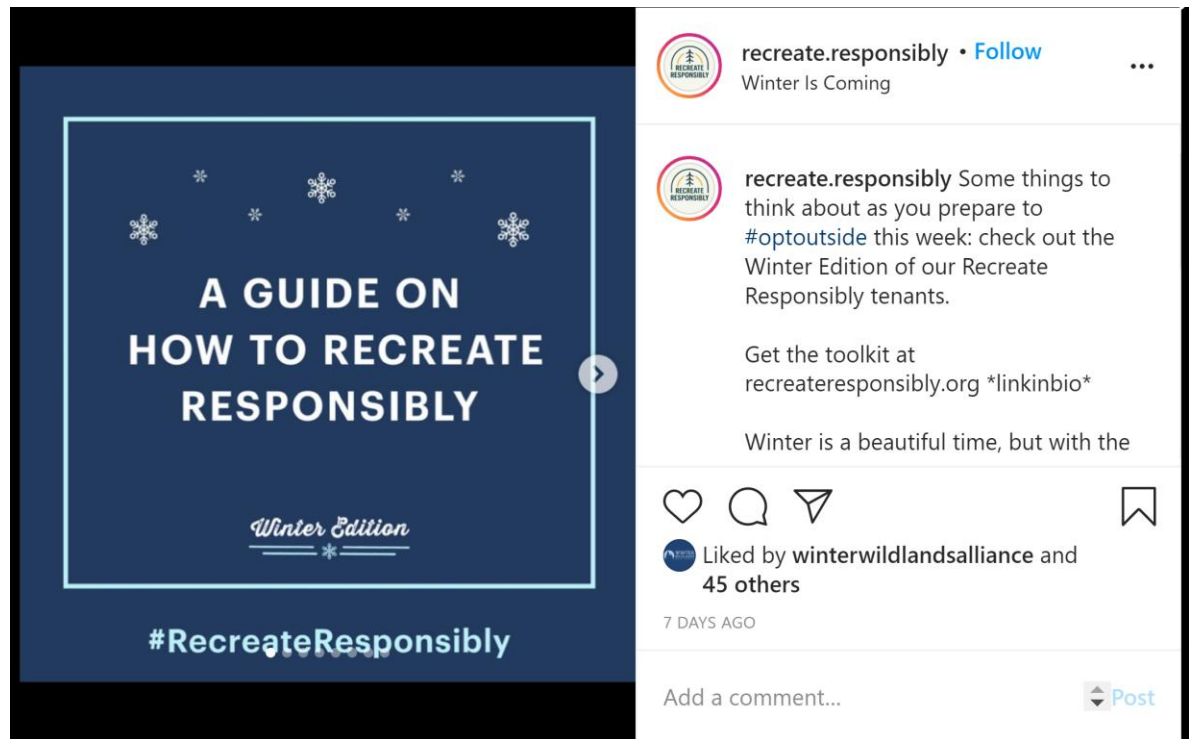


Image courtesy of: @recreate.responsibly (Instagram)

Communication for responsible recreation

What we say

- Communication theory and social psychology
 - Behavioral prompts and persuasion
 - Addressing attitudes and beliefs
 - Norm activation
 - Pre- vs. proscriptive language (Do vs. Don't)
- Attributional language
- Visual communication and composition theory



Image: Figure 1—Ward, C. W. & Roggenbuck, J. (2003). Understanding visitors' response to interventions to reduce petrified wood theft. *Journal of Interpretation Research*, 8(1), 66-82.

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How we say it

- **CONTEXT**—when and where
 - Rules and regs at trailheads or pre-visit
- **NORMS**—conflicting messages?
 - Descriptive vs. injunctive norms
- **MODALITY**
 - Signs vs. personal contact
- ***What about social and digital media?***
 - Who are your followers?
 - Who are you missing?



Image courtesy of @yellowstonenps (Instagram)



#recreateresponsibly

#RecreateResponsibly

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[Join the Movement](#)

[Get the Toolkit](#)

The Recreate Responsibly Coalition aspires for everyone to have a holistic outdoor experience by advancing all aspects of responsible recreation: keeping yourself, others, and outdoor places safe; accessing outdoor benefits essential to the human experience; and building an outdoors for all through justice, equity, diversity, and inclusion.

To that end, we convene and connect a diverse network invested in advancing campaigns and resources focused on safe, accessible, inclusive, and responsible outdoor recreation.

Retrieved from <https://www.recreateresponsibly.org/mission>

Communication Limitations

- Effective communication for behavior change with signs is difficult
 - Use signs as one of several methods to change behavior
- Having people on-site to communicate to visitors is challenging
 - Volunteers are great tools—many programs already exist
 - [Summit Stewards](#)
 - [Wildlife Brigade](#)
- Social media tends to reach people who already value or “like” a place
 - How do you reach beyond your ‘followers’?
 - #recreateresponsibly
- **Lack of assessment of campaign effectiveness**



Communication for responsible recreation

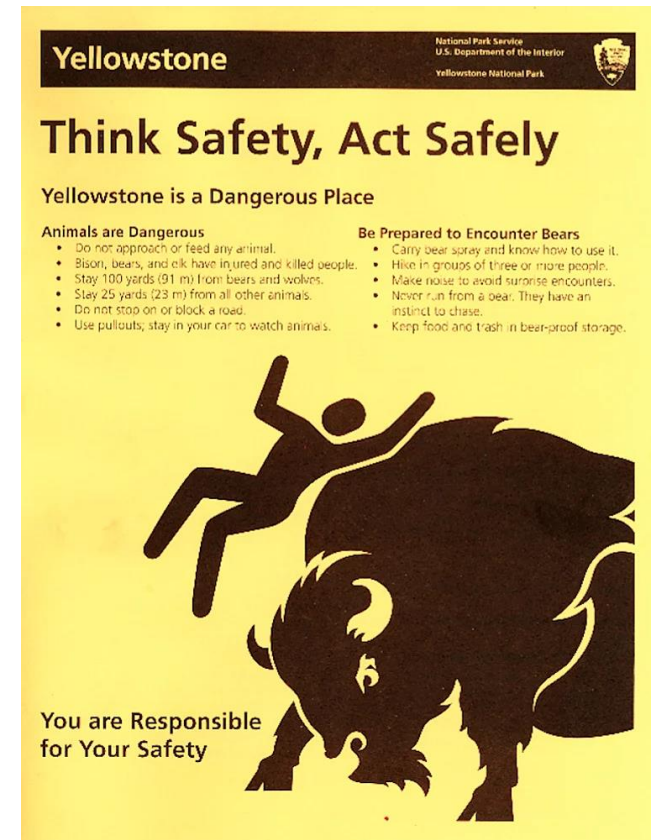
Communication Opportunities

- Improve diversity, equity, inclusion and accessibility
- Rules and norms for new recreators
- Communication in multiple languages
- Volunteers/trail area stewards
- Know before you go—reach visitors at the planning stage
- Theory and research-based practices
- **Assess effectiveness of campaigns**

Communication for responsible recreation

Best practices for effective communication

- Know your audience!
 - Include them in message development
- Keep messages clear, concise and consistent
- Choose your language carefully (use theory/research)
- Make sure people have multiple opportunities to engage with the message
 - Different locations/places and media
- People pay attention to people!
- A little humor goes a long way





THE CENTER

HOME CALENDAR ABOUT SUPPORT RENT THE CENTER



NATURE

PRESENTED BY CENTER FOR THE ARTS

NATURE Exhibit
April 19-June 14, 2021
Center Theater Gallery & Glenwood Lobby

Curated by the Center Creative in Residence, Agnes Bourne as part of SUSTAIN

NATURE brings together a diverse range of contemporary artists whose work highlights the beauty, wonder, and joy found in the natural world around us. The artwork has been provided by independent artists as well as several local galleries including Gallery Wild, Diehl Gallery, Ringholz Studios, and Brookover Gallery.

Mark Your Calendars

Recreation-Wildlife Public Forum

May 21st, 2021 6 – 8 pm

Center for the Arts (on-site and virtual)

6-7 pm Interactive on-site posters

7-8 pm **Panel presentation**

Moderator: Dr. Abby Sisneros-Kidd

Featuring: Dr. Courtney Larson

John Paczkowski

Dr. Cheryl Hojnowski

Fletcher Jacobs

Ben Lawhon

Questions ?

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