Module 3b

Providing Information
Providing Information
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Verbal Communication

Pro Steward Tips
Communication Tips

PHOTO: JACKIE BITETTO/AUDUBON
Pro Steward Tips

Engage in Conversation
Make Eye Contact
Friendly Positive Attitude
Promote Being a Good Neighbor
Share the Responsibility
Start With Two Positives
Communication Tips

“Hey, how is everyone doing?”

“Are you enjoying the beach?”

“Oh, isn’t today great weather?”

“Are you visiting / live here”? 
Listen & Be Sincere
Communication Tips

Try to be engaged and curious. Listen to beachgoers stories and enjoy the birds together!

Perhaps ask about their favorite species!

PHOTO: NORTH CAROLINA AUDUBON
Social Norm

Communication Tips

Make respecting the birds, barriers, and habitats feel like a part of the community; a normal behavior.

Example:

“Most people that come to this part of the beach will try and walk around the flock.”
Use Analogies
Communication Tips

Ask beachgoers what’s the longest trip they have been on? Did they take a car, plane, or train? When they get home, did they relax on the couch or eat a yummy meal?

Imagine you’ve been driving for 5 hours, stopped at a restaurant, are super hungry, about to take a bite into your meal and then fire alarm goes off, imagine if it was a false alarm and happened multiple times?

This is what it is like for a shorebird that is migrating and encounters a person walking by the ocean!
Outreach Materials

Handouts & Tools
Freebies, Charts, and Binoculars
Handouts
Outreach Materials

Life Cycle Charts
Stickers / Pins
Bookmarks
Coloring Books

Offering and displaying materials makes the interaction fun and engaging!

Check Out the Shorebird Outreach Resource Directory
Tools
Outreach Materials

Binoculars / Scopes
Field Guides
Brochures
Leg Bands

Showing off these tools helps educate the public and makes their day memorable!

PHOTO: LUKE FRANKE/AUDUBON
Social Media

Social Media Examples
Social Media

Check out this set-up picture from the Rachel Carson NWR Facebook Page.

- Make the Stewards presence well-known on the beach and online!

Great videos you could mimic at your station:

- Beach Closure Reminder at Parker River NWR
- Why The Beach is Closing at Parker River NWR
Steward Interviews

Hear from real stewards experiences