



NATIONAL
WILDLIFE
REFUGE SYSTEM

Module 3b

Providing Information

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Communication

Set-Up
Pro Steward Tips
Communication Tips



PHOTO: JACKIE BITETTO/AUDUBON

Set-Up

Identify Yourself

- Wear a logo (vest, shirt, hat)
- Display items with logos (umbrella, chair, sign)

Look Approachable

- Smile, look around and at people
- Display signs and information

← Check out this banner, sign, umbrella, and vest which are available for duplication from USFWS and Cape May NWR (see Resources tab on the Steward Training site).



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”?



PHOTO: USFWS



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Listen & Be Sincere

Communication Tips



PHOTO: NORTH CAROLINA AUDUBON

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

Perhaps ask about their favorite species!



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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.”



PHOTO: USFWS
CAPE MAY NATIONAL WILDLIFE REFUGE

Use Analogies

Communication Tips



PHOTO: EILEEN HORNBAKER/USFWS
KILLDEER AT BOMBAY HOOK NATIONAL WILDLIFE REFUGE

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



PHOTO: SOUTH CAROLINA AUDUBON

Handouts & Freebies

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!



Social Media

Social Media Examples

- Videos
- QR Codes



PHOTO: USFWS, HEIDI HANLON
CAPE MAY NATIONAL WILDLIFE REFUGE

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](#)



QR Codes

Share this QR code with visitors and visit the Steward Training Resources tab for a printout.



Visitors on the beach may not want to take a brochure, but they might scan a QR code with their phone. Print and display this QR code at your site to spread the word about shorebird disturbance to 'Share the Shore'!

You also might want to develop a page and QR code for your site to explain what people can do, where they can go, and what the restrictions are.

Steward Interviews

Hear from real stewards
about their experiences



PHOTO: ARIELLE SANTOS/AUDUBON

Steward Interviews



[Beach Steward Interviews Video](#)