

Hawaii's Living Reef Campaign

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First Step: The Research

Public Attitudes Towards Conservation Research Among Statewide Residents

Prepared for Malama Hawaii May 2001 by



WARD RESEARCH

Who was surveyed?

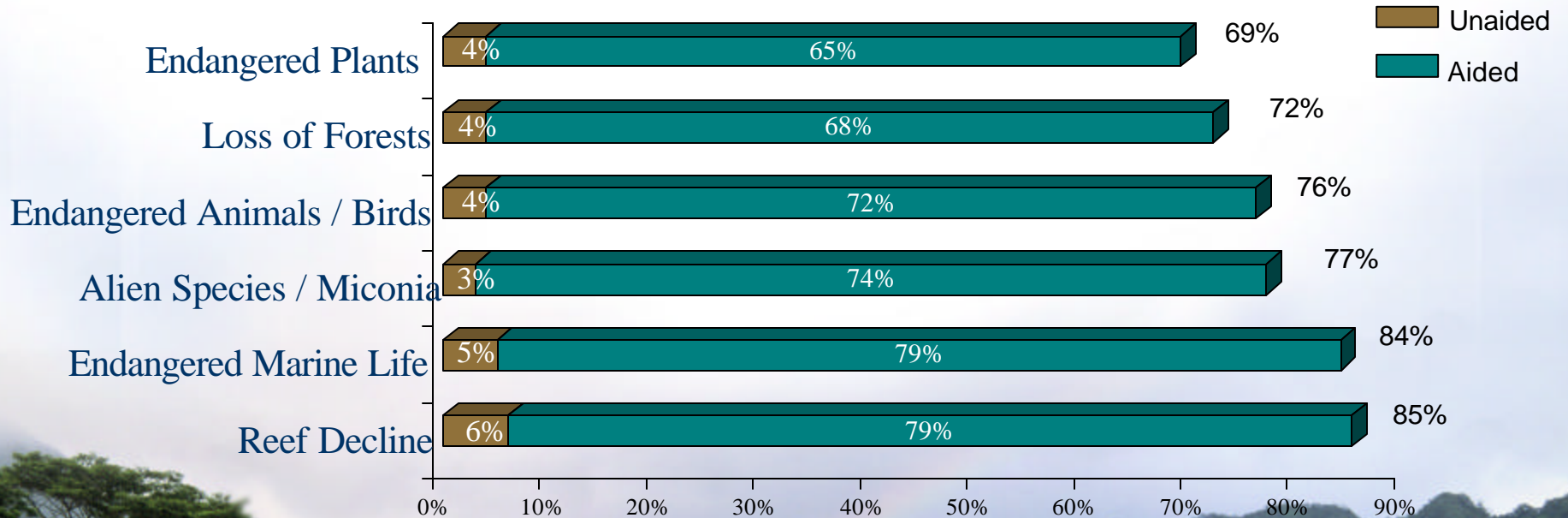
- Telephone survey among n=604 statewide Hawaii residents
- Conducted October 10-20, 2000
- Proportionate to age distribution and Oahu vs. Neighbor Island populations

Sampling error... +3.9%



Top of Mind Awareness of Environmental Issues

“Have you heard or seen anything about...?”



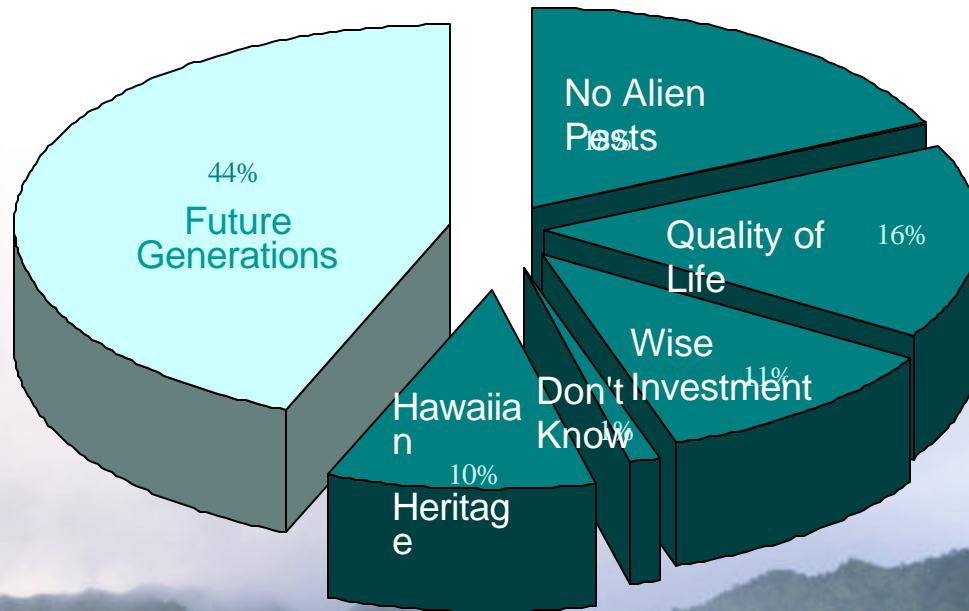
Top Environmental Priorities

- Ocean/fish/marine issues mentioned most often – 26%, followed by
 - Development – 12%
 - Garbage – 11%
 - Clean water issues – 9%
- Six in ten residents surf or go to the beach
- Almost 40% go fishing



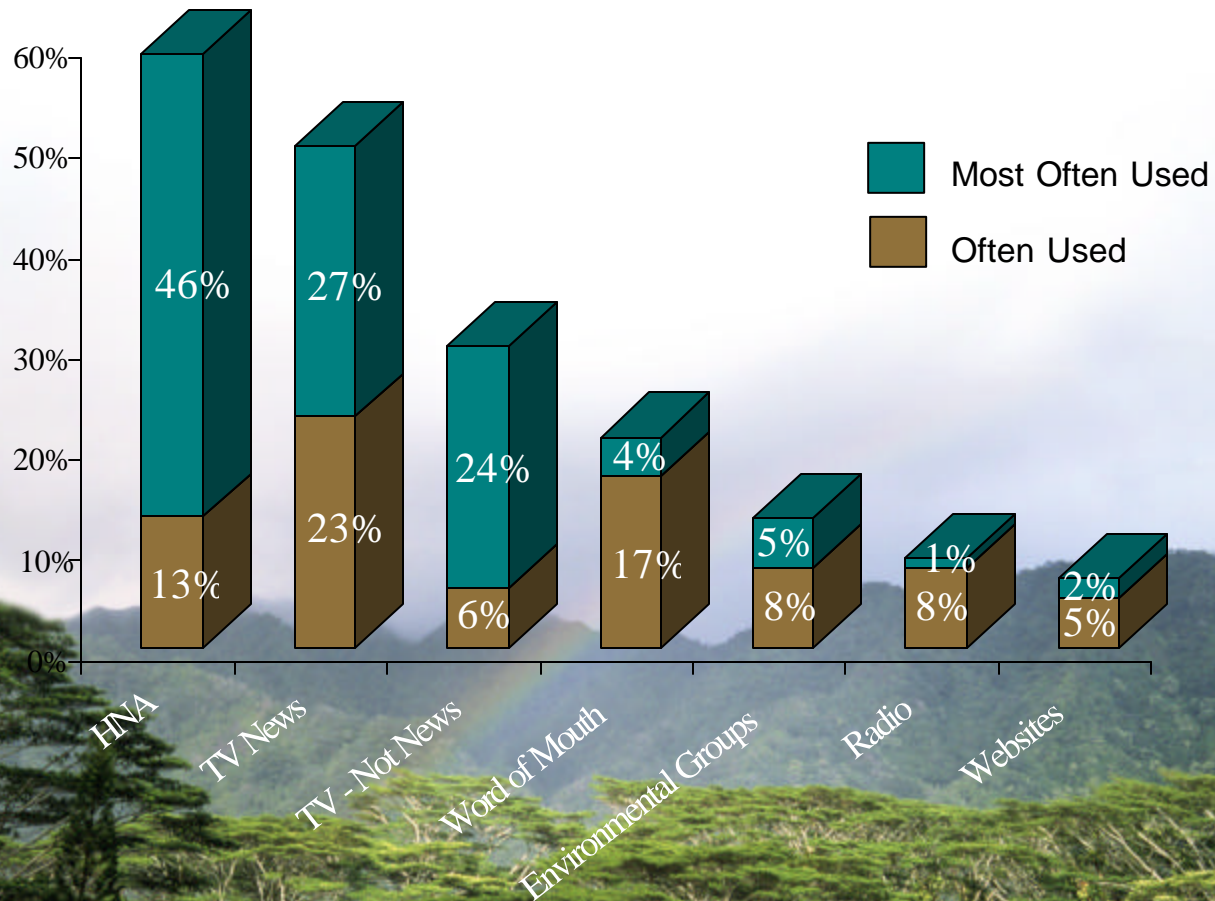
Effective Messages

'Stewardship' concept seen as most important reason for protection.



Media Most Relied Upon

“Tell me from which source you get information about the environment most often, often, sometimes, or not at all?”





Second Step: Statewide Brainstorming Sessions

- Held over a period of 4 months on 4 Islands
- What is working now? What isn't?
- Key stakeholders?
- Key messages?
- Effective delivery vehicles?

Branding Workshop

Getting input & achieving buy-in

- Involved participants from all four counties from focus groups
- Participants all active in existing coral reef awareness, protection and enhancement programs
- Honed messages
- Got input for development of logo and slogan
- Refined goals, objectives
- Defined target audiences



Goals

- Build and increase general public awareness of the importance of the coral reef ecosystem to Hawaii's lifestyle
- Teach and encourage positive behaviors



Initial Audiences

- Residents
- Visitors
- Businesses

more specifically...

policy makers and
ocean activities enthusiasts



Messages

- Island lifestyle is dependent on the coral reef ecosystem
- Resources are available
- Individuals can take action
- Importance of the coral reefs in Native Hawaiian culture and their concept of stewardship
- The reef is alive!



A Collaborative Effort

The goal...

Generate a broad spectrum of support before going public

To achieve broad-based support...

The messages should be positive and life enhancing



Program should be seen as...

A marshalling of grassroots and businesses programs

The role is to...

Enhance and coordinate existing efforts, encourage new ones, seek increased voluntary participation





Components

A Living Reef Gives
Our Islands Life



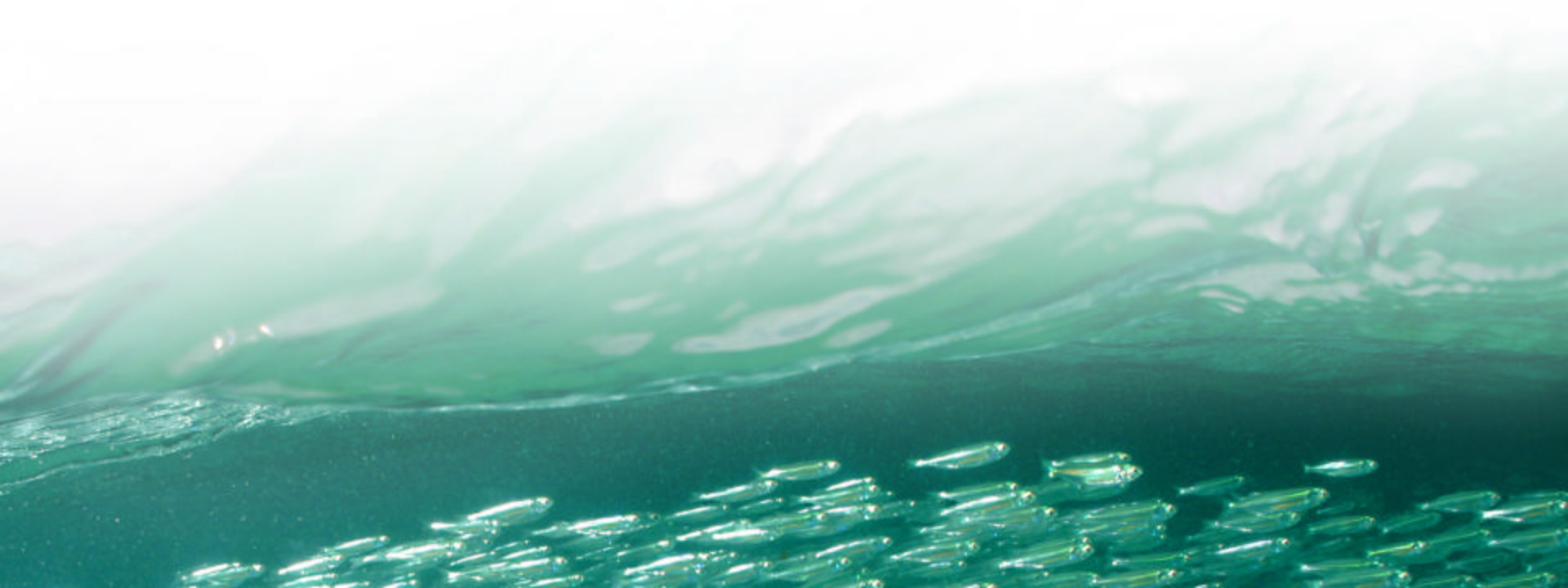
Major Components

To begin ...

- Press conference/launch event - statewide
- Website resource clearinghouse
- Ongoing media relations program
- Middle School poster contest with educational component
- Advertising

And later...

- Multimedia programs
- Mini-series with animation
- Reef awareness awards



Ongoing Media Relations

What is going on at the reef today...

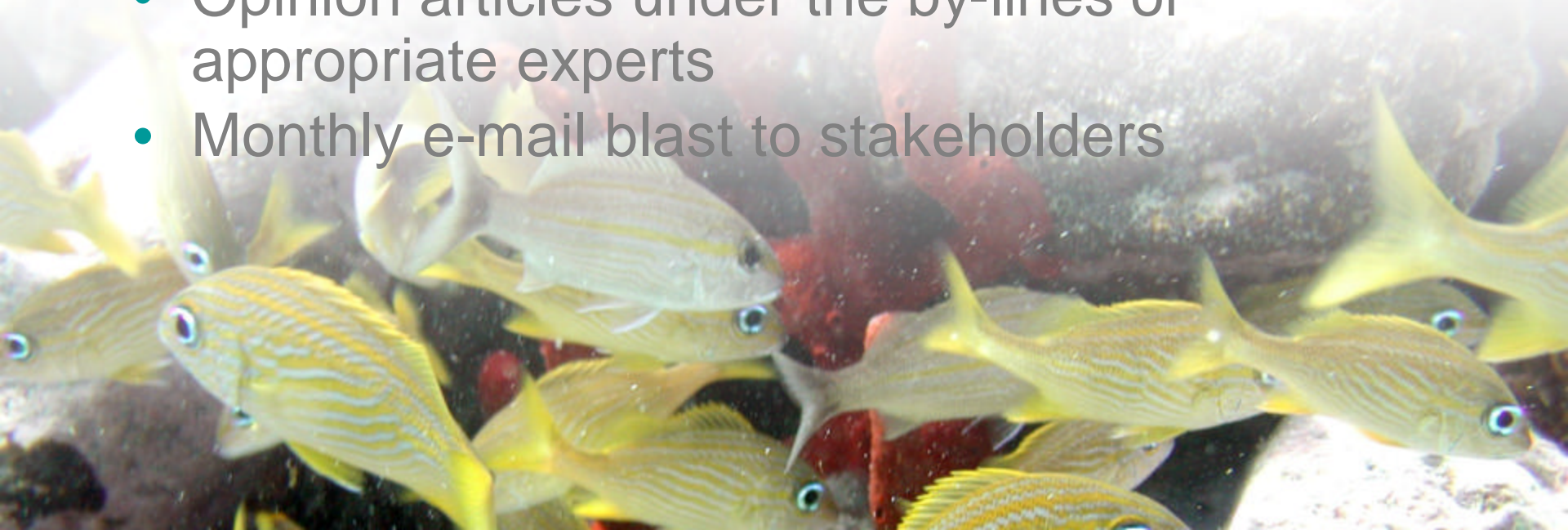
- TV: reef info during weather report
- Print: reef info on weather page
- Radio: reef info during weather forecast



Ongoing Media Relations

Components...

- Press releases (local, national and international)
- “Experts” quoted and referenced in the media
- Opinion articles under the by-lines of appropriate experts
- Monthly e-mail blast to stakeholders



Website

Launch...

Same time of the press launch

Additionally...

Encourage all sites to prominently include the logo and site as a link or use appropriate content for their own “save the reef” page

Site should have interactive education-based games, general info for adults and specialized info for specific industries, scientists and coral reef hobbyists



Reef Awareness Awards

- Individuals and organizations that actively participate in the program
- Individuals and organizations that contribute financially or in kind
- Individuals or organizations that go above and beyond in striving to preserve the reef

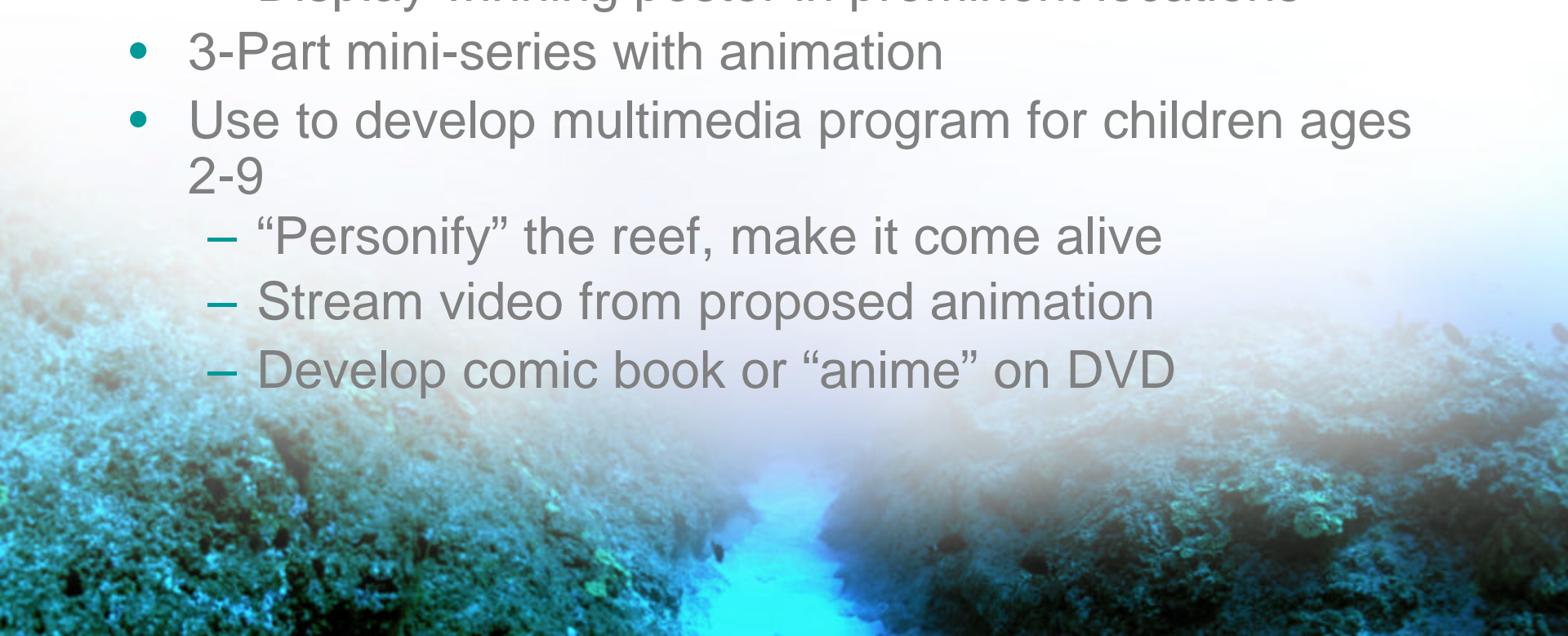




The Kid Factor

Education for Children

- “Save the Reef” poster contest
 - Includes educational component for Middle School children
 - Display winning poster in prominent locations
- 3-Part mini-series with animation
- Use to develop multimedia program for children ages 2-9
 - “Personify” the reef, make it come alive
 - Stream video from proposed animation
 - Develop comic book or “anime” on DVD





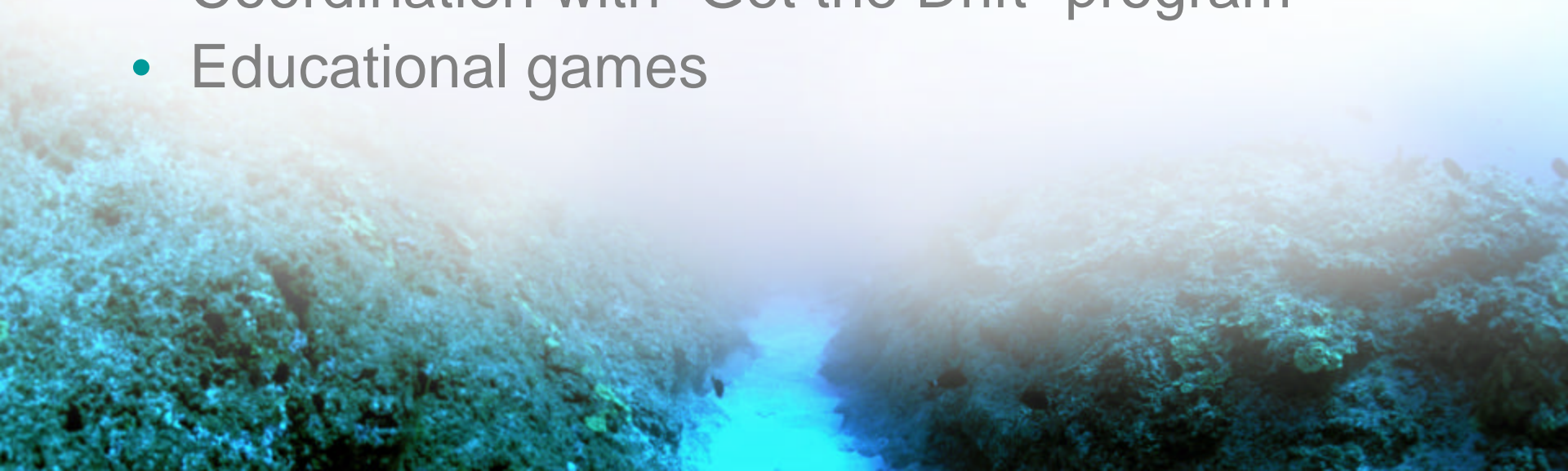
“A kid-friendly cast of characters”

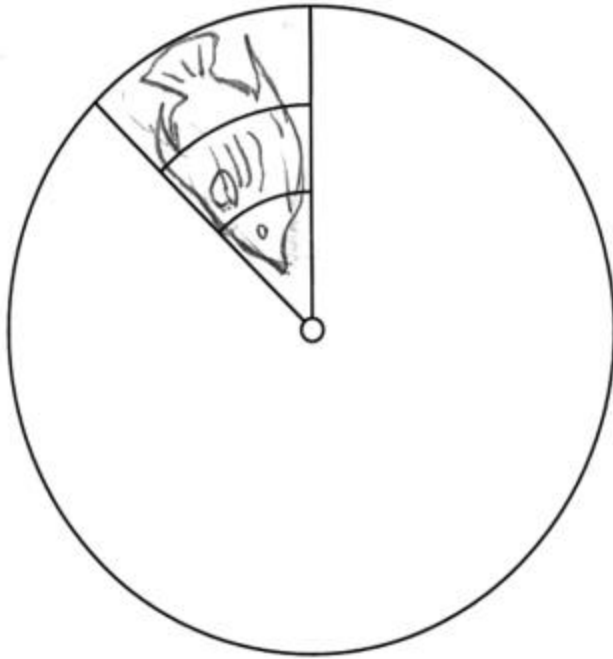


“Educational message”

Other Kid Components

- Sponsorship of special awards (annual science fairs)
- In conjunction with other programs such as Tech Quest, sponsorship of a “Save the Reef” website contest
- Coordination with “Get the Drift” program
- Educational games





“Educational match the fish parts wheel”



Other Tactics

Simple straight forward materials and POS...

Brochures, waterproof underwater cards, posters, etc.

Additionally...

In-flight video

In-room video

Visitor collateral (Disseminated: concierge desks, activities desks, car rental agencies, dive shops, fishing supply stores, beach rental stands, snorkel rental shops, swimsuit sales stores)



The background of the slide is a repeating pattern of green, starburst-like shapes. Each shape is a central point with many thin, radiating lines extending outwards, creating a sunburst or star-like effect. The colors range from a bright, almost white-green to a deep forest green. The pattern is dense and covers the entire upper portion of the slide.

PSA & Paid Media

Extreme wide shot. Beautiful, deserted, Molokai beach in golden light.
A man with a small boy and a fishing pole is walking in the shallows.
He is almost a silhouette. The water is like a mirror and we see his reflection,



Crane follows their action and booms up.

The background of the slide features a repeating pattern of green, starburst-like shapes, possibly representing coral or a similar marine organism. These shapes are arranged in a grid-like fashion and are set against a light green gradient that transitions from a darker shade at the top to a lighter shade at the bottom. The overall aesthetic is clean and nature-inspired.

The Partners

The Nature Conservancy



SAVING THE LAST GREAT PLACES ON EARTH

Hawaii
CORAL REEF
Initiative
RESEARCH PROGRAM



Coastal
Ocean
Program



WESTERN
PACIFIC
REGIONAL
FISHERY
MANAGEMENT
COUNCIL



CZM Hawaii
Coastal Zone Management



WAIKIKI
AQUARIUM

MAUI OCEAN CENTER

Acknowledging Our Cultural Roots

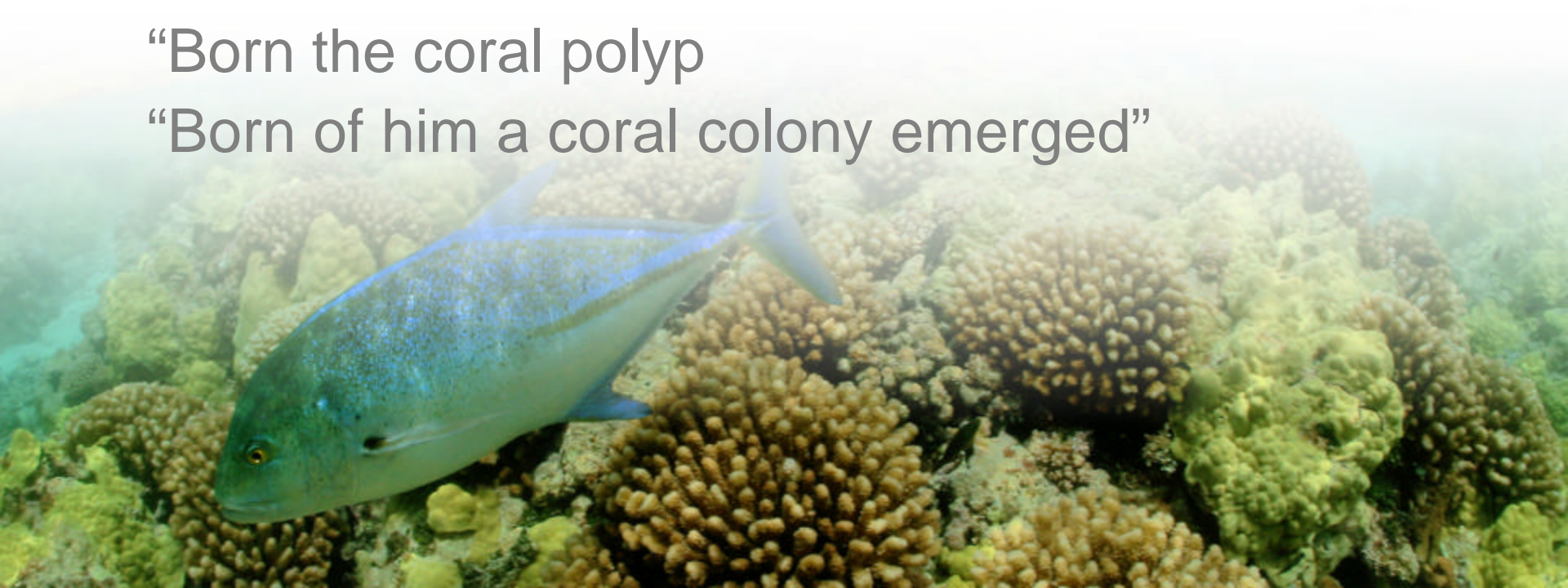
From the Kumulipo, the Hawaiian creation chant...

Hanau ka uka ko `ako `a

Hanau kana, he ako `ako `a, puka

“Born the coral polyp

“Born of him a coral colony emerged”



Mahalo!

Special thanks to:

Piia Aarma-Pineapple Tweed

Troy Antonelis-DAR Outreach Assistant

Aulani Wilhelm-NWHI Coral Reef Ecosystem
Reserve

