Pre Workshop (Part 1) – Familiarize yourself with your site

This is a template. Please download and fill out on your own device.

Describe your site and the disturbance challenges to orient yourself for the workshop content. Fill out the table below to the best of your ability. This is just to get you started! Your answers may change as we progress through the workshop.

We recommend filling this table out to the best of your ability BEFORE the first workshop.

Site name:

What is the focus of your human disturbance campaign?	
Who is your audience?	
What is the overall goal for your campaign?	
How big is your shorebird site?	
What is the geography like at your site?	
Are there current programs in place or partners that you work with (e.g., nature center, stewardship program)?	
What kind of shorebird use does your site have? Will you focus on nesting or migratory shorebirds for a campaign?	
At this point, when do you think the campaign will take place? How long will it be?	

Workshop 1 (Part 2) – Selecting a behavior and message

Write down some potential behaviors to promote at your site. Behaviors are non-divisible, end-state actions that people should do to reduce disturbance. How do these potential behaviors relate to your campaign goals and disturbance challenges? Write down multiple behaviors if needed! Lastly, brainstorm some simple, clear, messages to communicate your behavior. Fill out the table below to the best of your ability.

We recommend filling out the table below DURING the first workshop.

Example:

> ***Disturbance type****: walking through flocks of birds*
> ***Goal of campaign****: give shorebirds space to raise their young*
> ***Behavior****: walk on the wet sand*
> ***Audience****: local people who live near the beach and continuously walk through flocks*
> ***What matters to the audience****: watching birds in their natural space; convenience; avoiding aggression*
> ***Potential Messages****: Give birds space by staying on the wet sand. / Enjoy the sights, not the frights, by staying on the wet sand! / By sticking to the wet sand, you're making it easy for yourself and the birds. Take the path of least resistance!*

Disturbance type:	
Goal of campaign:	
Behavior:	
Audience:	
What matters to the audience:	
Potential messages:	

Extra note space:

Extra note space: