DOING MORE WITH WHAT YOU KNOW

Tools for effective knowledge mobilization in fisheries

Brittany Jenewein
Pacific Salmon Commission (Vancouver, BC)
American Institute of Fishery Research Biologists (BC District Director)
Communication pathways in fisheries
Story time!
Tools for effective knowledge mobilization (KMb)
  - Research/Management to Community
  - Research to Management
Tips & Resources
COMMUNICATION PATHWAYS

Research

Community  Management
<table>
<thead>
<tr>
<th>WHAT WENT WRONG?</th>
<th>DFO</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not clear on goals prior to evening</td>
<td>Not providing solutions, only venting</td>
<td></td>
</tr>
<tr>
<td>Delayed changing tactics – fueled the fires</td>
<td>Lack of knowledge about key issues and who is responsible</td>
<td></td>
</tr>
<tr>
<td>Public consultations few and far between</td>
<td>Weren’t listening to DFO response – repeating questions</td>
<td></td>
</tr>
</tbody>
</table>
COMMUNICATION PATHWAYS

Research

Community

Management
TOOLS FOR EFFECTIVE KMb
Research/Management to Community

- Whiteboard stories
  
e.g. https://www.youtube.com/watch?v=XHjmcdNwVpE
- How to make?
  
  DIY: Whiteboard, camera, video editing software
  
  Animated: http://www.videoscribe.co/
- Go to the pros:
  
  https://www.wearecognitive.com/
TOOLS FOR EFFECTIVE KMb
Research/Management to Community

- Social Media + Infographics
  - Go beyond simple Facebook and Twitter
  - Infographic: visual image that represents information and/or data
OCEANS COVER 71 PERCENT OF THE PLANET. Our oceans feed us, provide a source of livelihood and economic stability, regulate our climate, and so much more. But the shared resource of the world's oceans is under stress and it's time to work together to restore the health and productivity of oceans.

WHY ARE OCEANS IMPORTANT?
Healthy oceans serve as a natural resource bank for current and future generations.

1 BILLION people in developing countries depend on fish for their primary source of protein.

LIVELIHOODS

350 MILLION estimated jobs linked to the oceans globally

90% of the people who derive livelihoods from fishing live in developing countries.

CLIMATE

5X MORE carbon is stored by coastal habitats than by tropical forests.

Oceans absorb heat and carbon dioxide, generate oxygen, and help regulate the world's weather patterns.
TOOLS FOR EFFECTIVE KMb

Research/Management to Community

- Social Media + Infographics
  - Go beyond simple Facebook and Twitter

- https://piktochart.com
- https://www.canva.com/create/infographics/

- Blogs!
Talking Fish – Blog

Talking Fish is a marine resource economics research blog where FERU members share facts and discuss information related to their ongoing research.

Interview with Dr. Rashid Sumaila

(January 29, 2016) Dr. Rashid Sumaila is a prominent Fisheries Economist and UBC who is deeply interested in how economics, through integration with ecology and other disciplines, can be applied to ensure sustainable use of environmental resources. Read More >
TOOLS FOR EFFECTIVE KMb
Research/Management to Community

- Interactive games & apps
  - e.g. “Survive the Sound” – Long Live the Kings
  - https://www.survivethesound.org/
Join the challenge!

Young wild steelhead are having a tough time surviving their trek through Puget Sound. Using high-tech tracking devices, Long Live the Kings and our partners are discovering where each steelhead’s voyage is cut short and what might be leading to their demise. With this technology, we’re now...

Adding friends is not only fun competition, it increases your odds of...
TOOLS FOR EFFECTIVE KMb

Research/Management to Community

- Interactive games & apps
- e.g. “Survive the Sound” – Long Live the Kings
  - https://www.survivethesound.org/

- BC Wildlife Federation conservation app
  - http://bcwf.net/index.php/bcwf-app
  - https://bcwf.geolive.ca/
Violation Report - Env Pollution

Violation Type: Env Pollution
Creation Date: 2016-12-10

Someone dumped an appliance in neskonlith park
Tools for Effective KMb

Research/Management to Community

- Community workshops, webinars, & field trips
- e.g. Tracking Change:
  - Inuvialuit Knowledge And Use Of Fisheries In The Mackenzie River Delta
  - Youth Knowledge Fair
A Conversation with Dr. Brian Riddell

Fraser River Dialogue Series
**Webinars**

- **Human right vs. property rights debate: Feb 1, 2017**
  - During the web debate, five speakers provided unique perspectives on the topic of ‘Human right vs. property rights’ - which of these truly promote sustainable SSF?...read more

- **Inter-sectoral governance of inland small-scale fisheries webinar: October 3, 2016**

- **Small-scale fisheries in Europe: Role of markets, communities, and organizations webinar: July 1, 2016**
  - Presenters: Jose Pascual Fernández, University of La Laguna, Spain Cristina Pita, University of Aveiro, Po...read more

- **The importance of fish as food webinar: June 1, 2016**

**Webinars**

- Human right vs. property rights debate: Feb 1, 2017
- Inter-sectoral governance of inland small-scale fisheries webinar: October 3, 2016
- Global change responses for small-scale fisheries webinar: December 1, 2016
- Gendered Coasts webinar: November 1, 2016
- Diverse values, wellbeing, and the governance of small-scale fisheries:
COMMUNICATION PATHWAYS

- Research
- Community
- Management

Interconnected pathways showing interactions and workflows between research, community, and management.
TOOLS FOR EFFECTIVE KMb

Annual workshops
- e.g. UBC & Carleton U. host annual research update and workshop
  - Invite scientists and managers from organizations like Fisheries & Oceans Canada, Pacific Salmon Commission
TOOLS FOR EFFECTIVE KMb

Research to Management

- Publicly available databases – read and input
  - e.g. Too Big To Ignore: Information System on Small-Scale Fisheries
    - issf.toobigtoignore.net
TOOLS FOR EFFECTIVE KMb

Research to Management

- Publicly available databases – read and input
  - e.g. Too Big To Ignore: Information System on Small-Scale Fisheries
    - issf.toobigtoignore.net
TOOLS FOR EFFECTIVE KMb

Research/Management to Community

- But I have no skills/time/resources!
- Knowledge Broker
  - Intermediary to assist with KMb
  - Plain language writing
  - Tool development
  - Event & Workshop planning
  - Website support
LISTEN to hear, not respond
Keep communication channels open
Check-in regularly
- Are you using the right tools to reach your audience?
Get involved! Be an active participant in sharing your knowledge however you can
Further Reading:

- **Nguyen et al 2017** A roadmap for knowledge exchange and mobilization research in conservation and natural resource management

- **Canadian Water Network Knowledge Mobilization Resources**

- **www.trackingchange.ca**

- **Young et al 2013** Mobilizing new science into management practice: The challenge of biotelemetry for fisheries management, a case study of Canada’s Fraser River

- **Young et al. 2016** How do potential knowledge users evaluate new claims about a contested resource? Problems of power and politics in knowledge exchange and mobilization

- **Rose et al 2016** Honest advocacy for nature: presenting a persuasive narrative for conservation