

Wilderness Education Plan Worksheet

Wilderness: _____

Goals:

1. Mission/vision statement:

2. Issues and goals:

a. Priority issue or concern:

Goal statement for this issue (i.e. visitors will use existing campfire rings):

b. Priority issue or concern:

Goal statement for this issue:

c. Priority issue or concern:

Goal statement for this issue:

Issues and Objectives

In the table below:

1. List the priority issues or concerns that you can address through education.

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

2. Estimate the magnitude of the problem, costs of addressing the issue, and the probable effectiveness of education and rank the issues by priority.

Complete the table using a High, Medium, and Low ranking system.

| Issue or Concern | Magnitude of Problem | Costs of addressing the issue | Likely effectiveness of education | Priority rating (i.e. 1-5) |
|------------------|----------------------|-------------------------------|-----------------------------------|----------------------------|
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3. Describe the problem, effects, and objectives:

Priority Issue 1: _____

What is the specific problem? _____

How is the issue affecting the wilderness resource (social and biophysical)? _____

Objectives (desired outcome): _____

Priority Issue 2: _____

What is the specific problem? _____

How is the issue affecting the wilderness resource (social and biophysical)? _____

Objectives (desired outcome): _____

Priority Issue 3: _____

What is the specific problem? _____

How is the issue affecting the wilderness resource (social and biophysical)? _____

Objectives (desired outcome): _____

Audiences

Issue 1: _____

1. Who is the key audience? _____

2. Determine the most likely reasons behind their behavior (check and explain all that apply):

| Reasons for behavior | Explanation |
|-----------------------------|-------------|
| Unavoidable | |
| Unintentional or uninformed | |
| Unskilled | |
| Careless or mindless | |
| Status conforming | |
| Malicious or willful | |

| | |
|--|--|
| | |
|--|--|

4. Match the behavior type(s) identified above to an education approach (draw lines to connect all that apply):

| <u>Behavior</u> | <u>Education Approach</u> |
|-----------------------------|--|
| Unavoidable | Information on how/where to reduce impacts |
| Unintentional or uninformed | Target opinion leaders |
| Unskilled | Trailhead messages |
| Careless or mindless | Information with explanation of impacts |
| Status conforming | Teach good practices and techniques |
| Malicious or willful | Brochures |

4. What else do you need to learn about your audience(s) to help develop an effective education approach?

Message Development

1. Select a priority issue:

2. Identify the audience(s):

3. Develop a message that contains the components of an effective message for your issue and audience:

Facts: _____

Meaning of Facts: _____

Sensory Hook: _____

Emotion/Value: _____

Implementation

Review the Issues and Objectives, Audiences, and Messages sections above and list the specific actions to be taken to implement the planned program (i.e. recruit trailhead hosts, improve the website, find or develop a poster, etc.):

Issue 1: _____

Channel: _____

| Implementation Action | Cost (H,M,L) | Date Needed | Responsible Party | Priority (H,M,L) |
|-----------------------|--------------|-------------|-------------------|------------------|
| | | | | |
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Issue 2: _____

Channel: _____

| Implementation Action | Cost (H,M,L) | Date Needed | Responsible Party | Priority (H,M,L) |
|-----------------------|--------------|-------------|-------------------|------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Issue 3: _____

Channel: _____

| Implementation Action | Cost (H,M,L) | Date Needed | Responsible Party | Priority (H,M,L) |
|-----------------------|-----------------|----------------|-------------------|---------------------|
| | | | | |
| | | | | |
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Monitoring and Evaluation

Select high priority actions from the exercise above and develop the implementation monitoring and effectiveness evaluation methods:

Action 1: _____

Implementation monitoring:

1. What technique (i.e. track number of visitor contacts in wilderness ranger reports, etc.) will be used:

Effectiveness Evaluation:

1. What indicators can be used to identify effectiveness (i.e. use of camp stoves, litter, campsite and trail condition, etc.):

2. What method could feasibly be used for identifying the effectiveness of the actions (i.e. observation, survey, interview, inventory, etc.) and how they could be implemented:

Method: _____

What would be done: _____

Who would do it: _____

When would they do it: _____

Where does it need to be done: _____

Action 2: _____

Implementation monitoring technique (i.e. track number of visitor contacts in Wilderness Ranger reports, etc.):

Evaluation methods that could feasibly be used for identifying the effectiveness of the actions (i.e. observation, survey, interview) and how it would be accomplished:

Method: _____

What would be done: _____

Who would do it: _____

When would they do it: _____

Where does it need to be done: _____