

One Size Does Not Fit All



MIKE DOWNEY

MASSACHUSETTS
SERVICE FORESTRY
PROGRAM



Communication

Massachusetts Family Forests

Helping Landowners Move Towards Action

Foresters Play an Important Role



Introduction

Climate is a challenging topic. Identifying ways to communicate so that landowners are motivated to act is OUR responsibility as foresters.

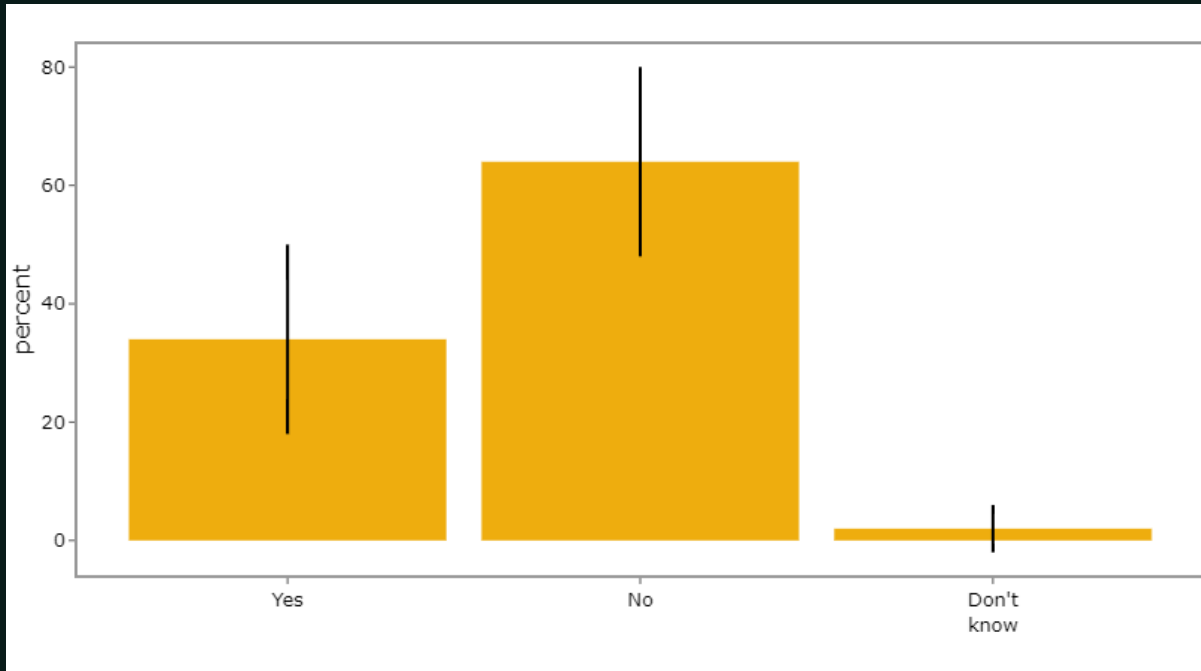




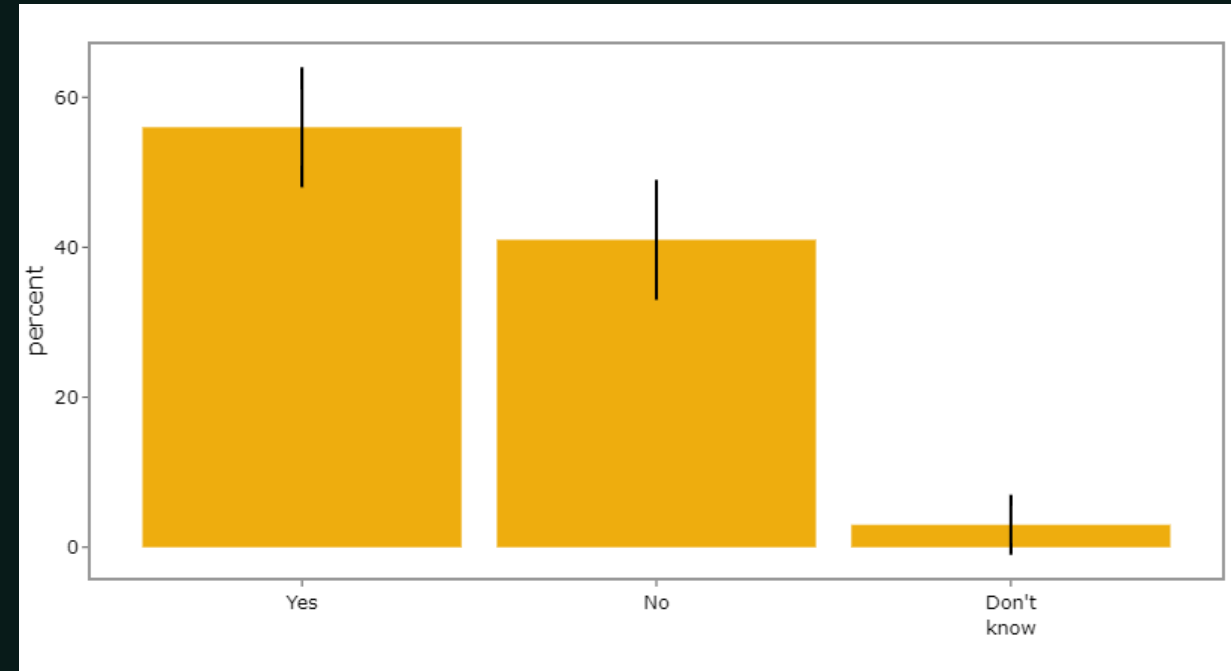
Massachusetts Family Forests

Climate &
Communication

Your Hard Work is Helping Landowners Make Better Informed Decisions (10+ acres)

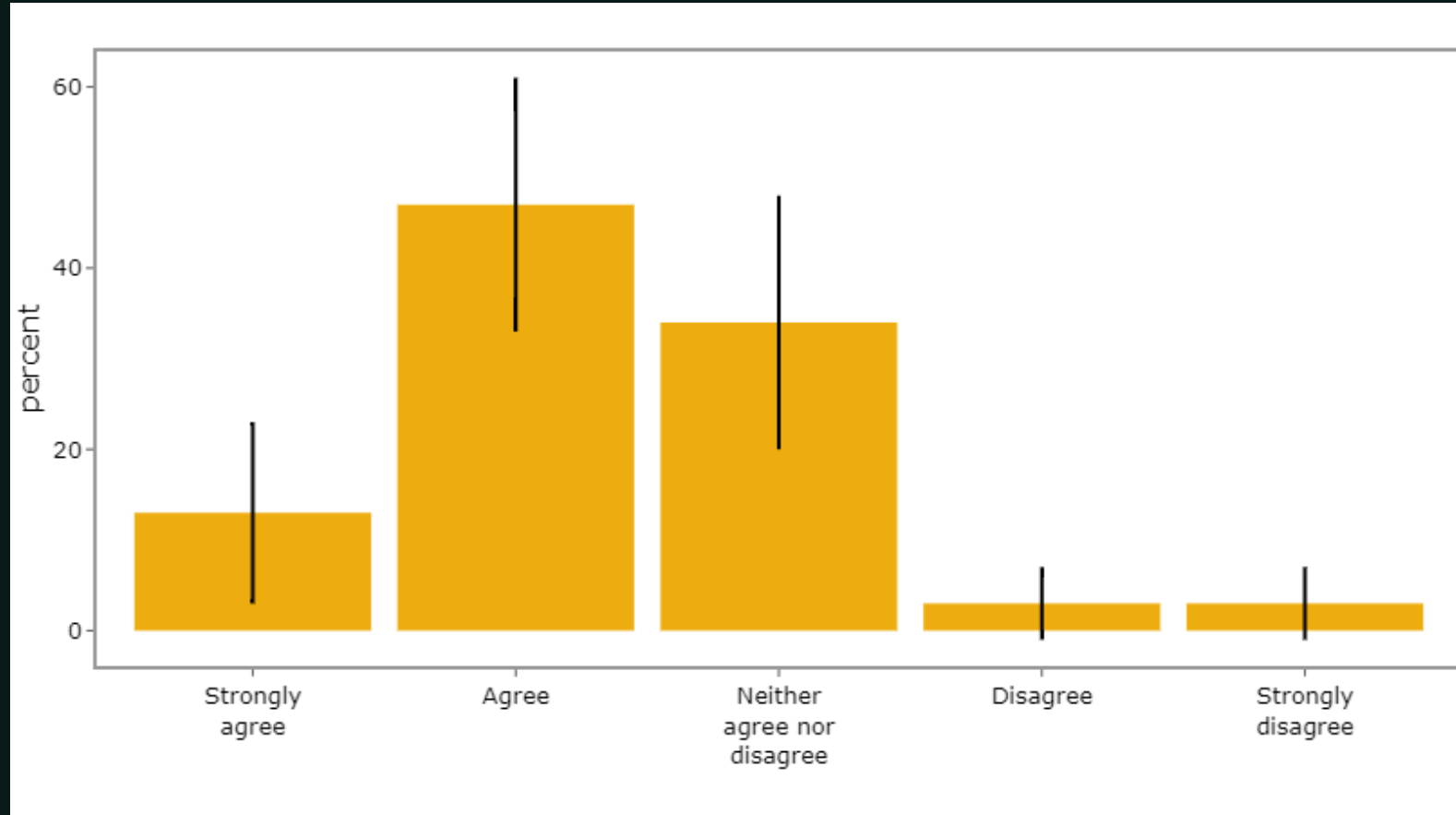


Percentage of acres by whether or
not landowners have a management plan
(2006)



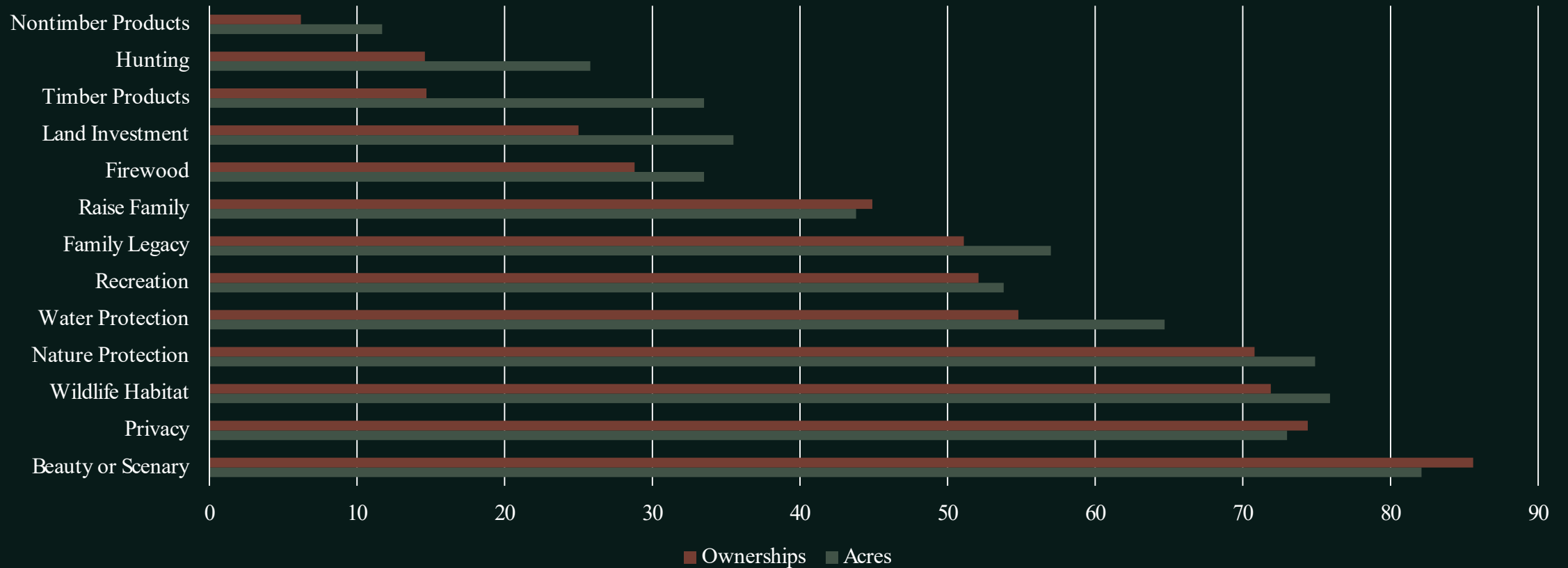
Percentage of acres by whether or
not landowners have a management plan
(2018)

Percentage of ownerships in Massachusetts that want to know more about their woods (10+ acres)



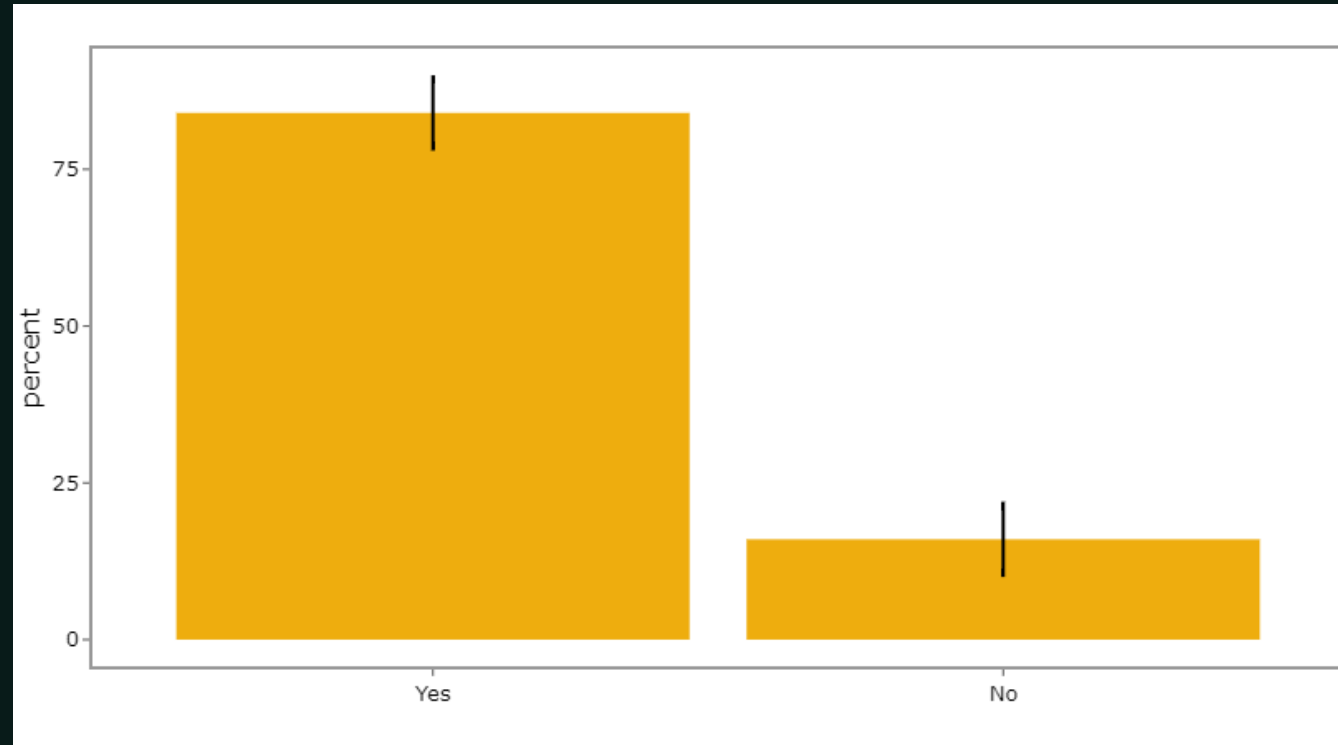
Reasons for Owning Woods in Massachusetts (10+ acres)

Objective



Percentage of acres harvested during the landowners' tenure (10+ acres)

Massachusetts



Percentage of acres by landowners' level of concern about climate change (10+ acres)

Category	Value
Great Concern	32%
Concern	24%
Moderate Concern	15%
Of Little Concern	14%
No Concern	13%
Not Applicable	1%

Massachusetts
(2018)

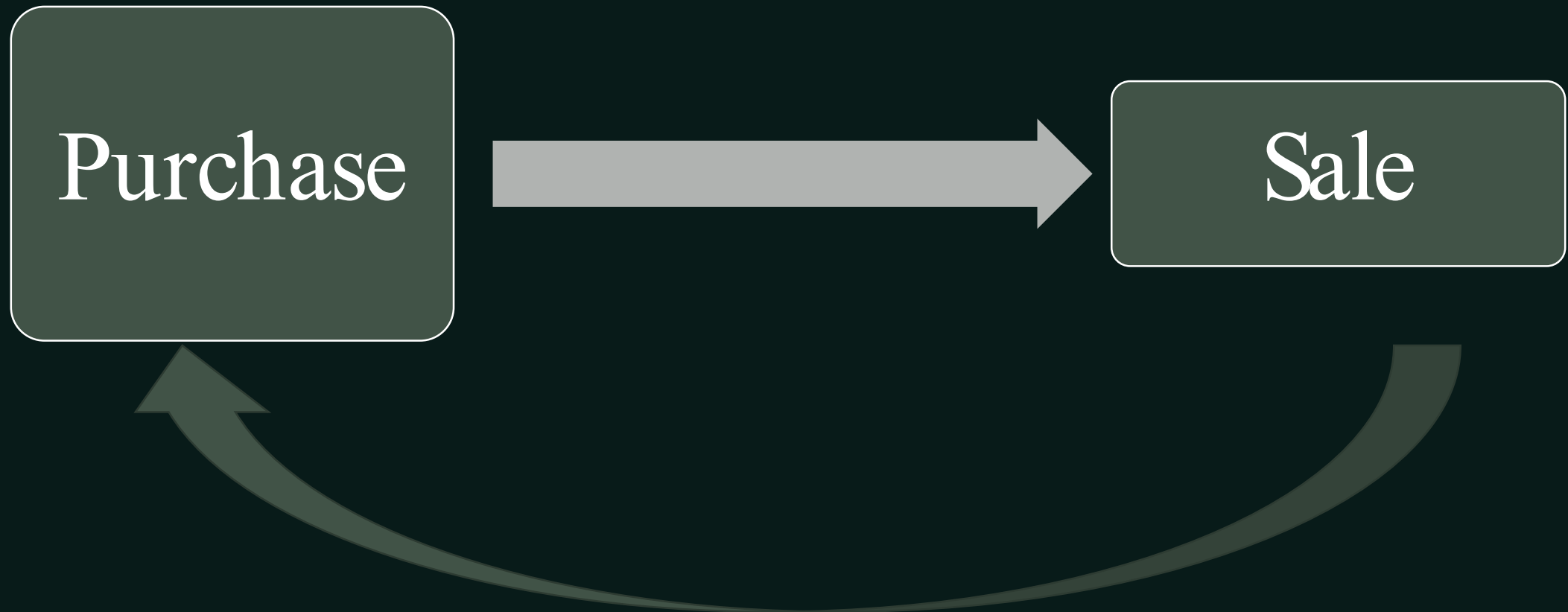
Category	Value
Great Concern	18%
Concern	19%
Moderate Concern	21%
Of Little Concern	19%
No Concern	22%
Not Applicable	3%

United States
(2018)

Landowner Lifecycle

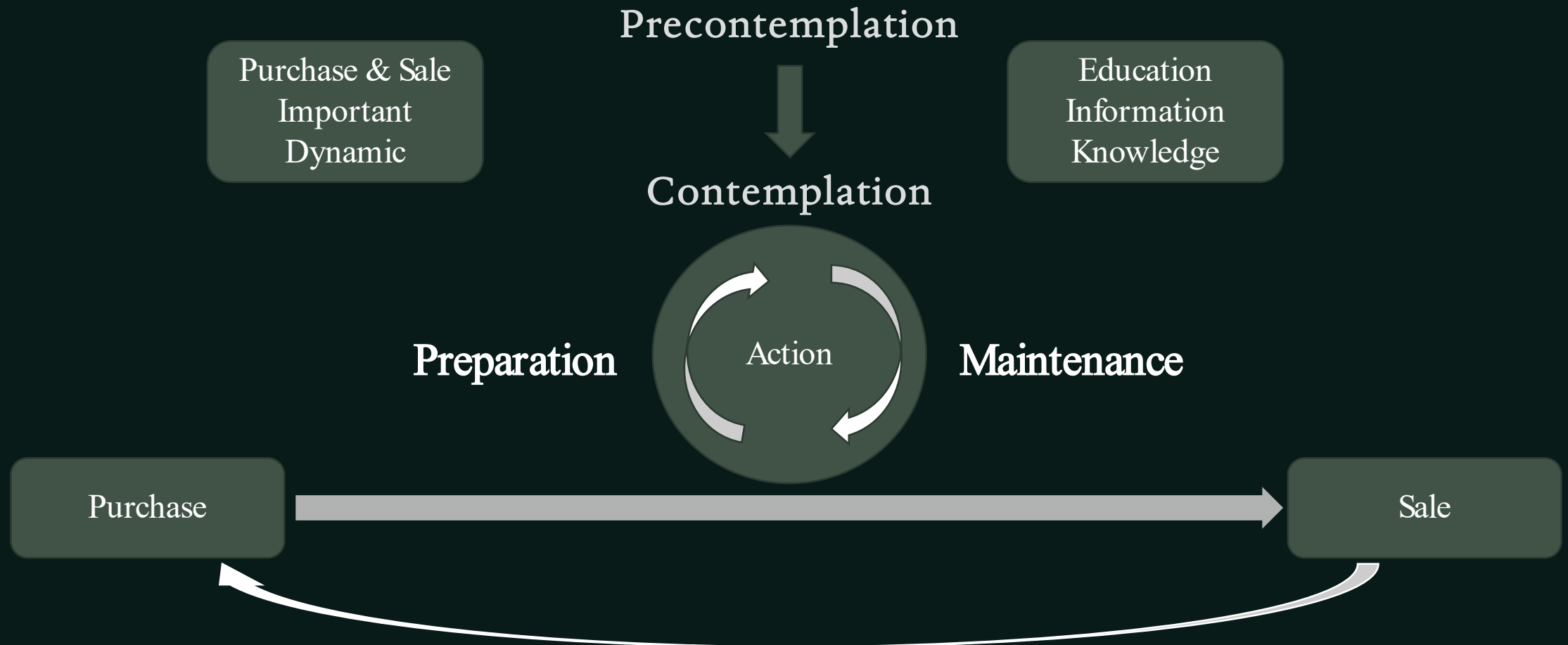
Forests are Running in the Background

D. Kittredge (2004)



“Forests are Running in the Background”

D. Kittredge (2004)





5 Magic Words

“Tell me about your land”



6 Questions for Every Landowner

- How Many Acres of Wooded land do you own?
- Why do you own your land?
- What is something special to you about your land?
- What concerns do you have about your land?
- What do you want your land to look like in five years?
- What do you hope your land will look like in 50 years?





Summary

Landowners hold multiple objectives **SIMULTANEOUSLY**

Climate communication has been & will continue to be a **CHALLENGE**

ENGAGE with motivating messages that appeal to
Landowner **VALUES & BELIEFS** (sometimes avoiding
climate speak)

Communicating climate management strategies may be
best framed in a way the speaks to and compatible with
DIVERSE VALUES, BELIEFS & OBJECTIVES

GIVE examples of ways to adapt



References

RESEARCH

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Thank you

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