

Be Kind!

COMMUNICATIONS CAMPAIGN



FRIENDS OF
THE FELS



dcr
Massachusetts

FRIENDS OF THE
BLUE HILLS
PROTECT • PRESERVE • PARTICIPATE



EWA
Earthwise Aware

We need a campaign to tackle challenges facing parks across MA



LITTER



DOG WASTE



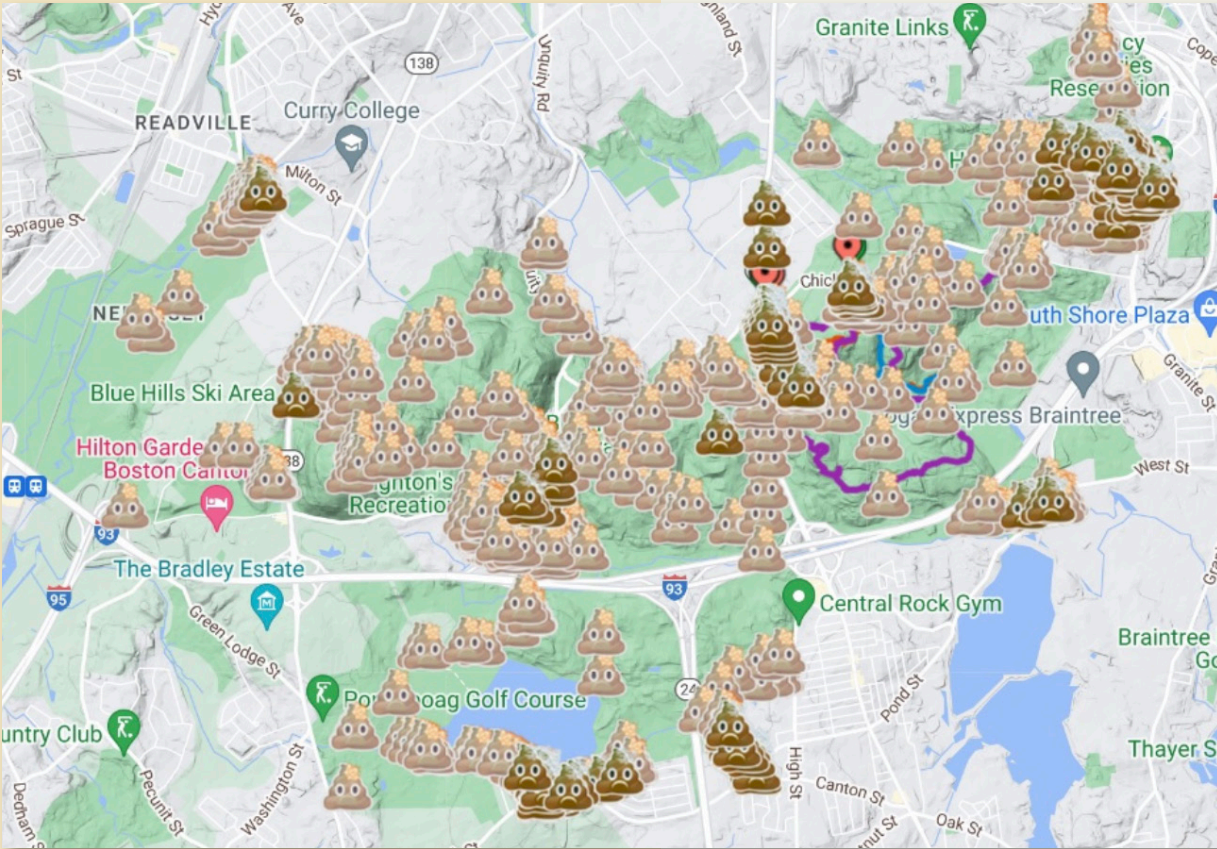
OFF-LEASH
DOGS



UNAUTHORIZED
TRAILS



PERSISTENT
VISITOR
CONFLICTS



Examples of threats to ecosystems & visitor safety:

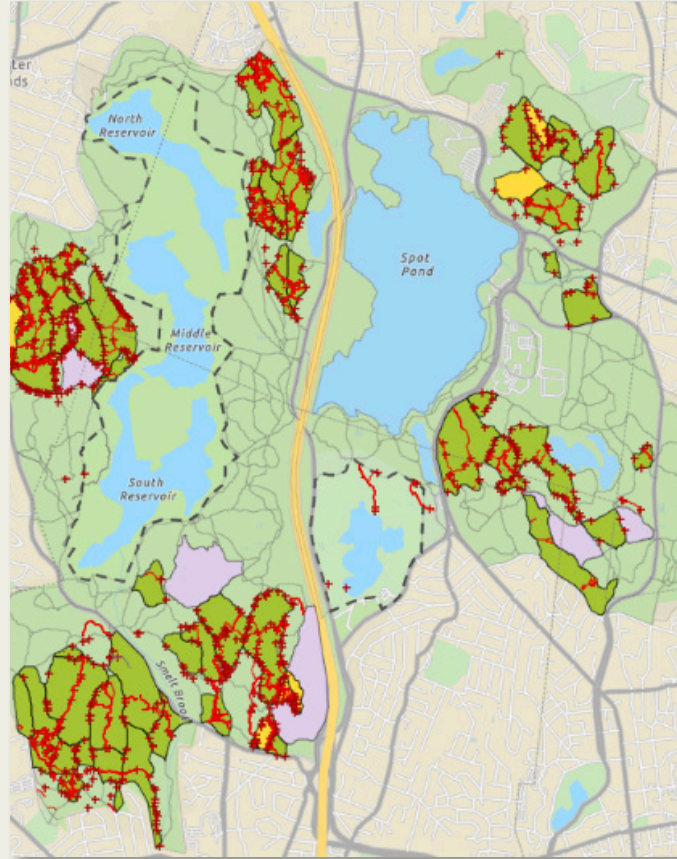
Thousands of instances of dog waste in the Blue Hills over the past year

Surveyed Blue Hills and Fells visitors ranked litter and waste as their top negative experience

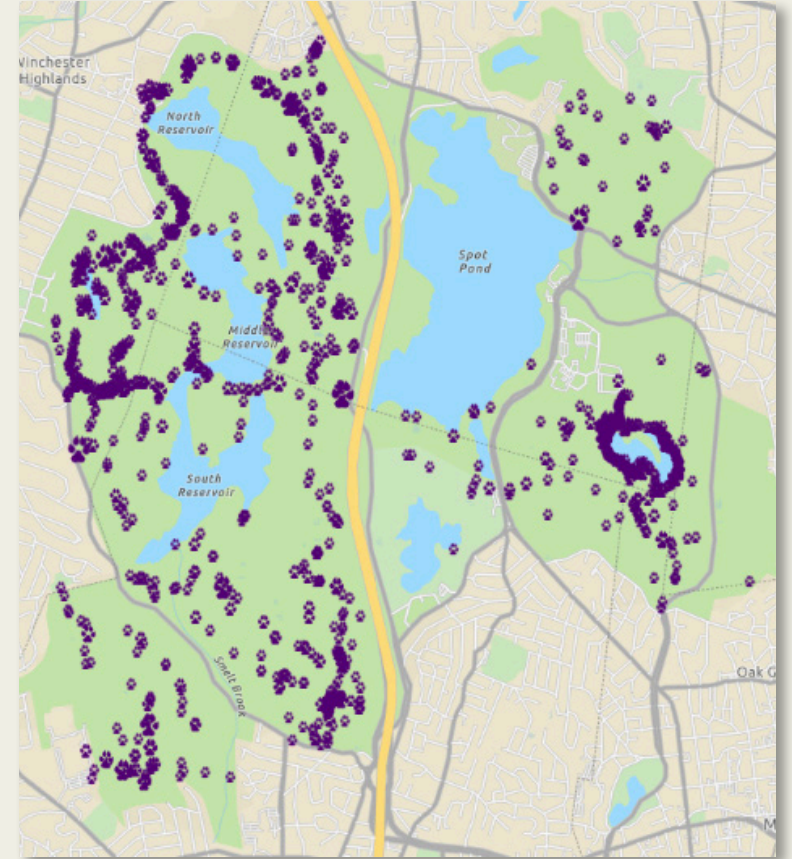
Data were provided by Earthwise Aware and the many participants who contribute to its habitat fragmentation program

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80 miles
of unauthorized trails estimated
in the Fells over the past decade



56%
of dogs in the Fells
are off-leash



**ONLY YOU
CAN PREVENT WILDFIRES**

Communications
can promote a
new culture of care
and stewardship

How we developed the strategy

- Digital survey, focus groups, Facebook testing
- Engaged with DCR at many levels
- Incorporated feedback from other parks groups and municipalities



The result? Be Kind!

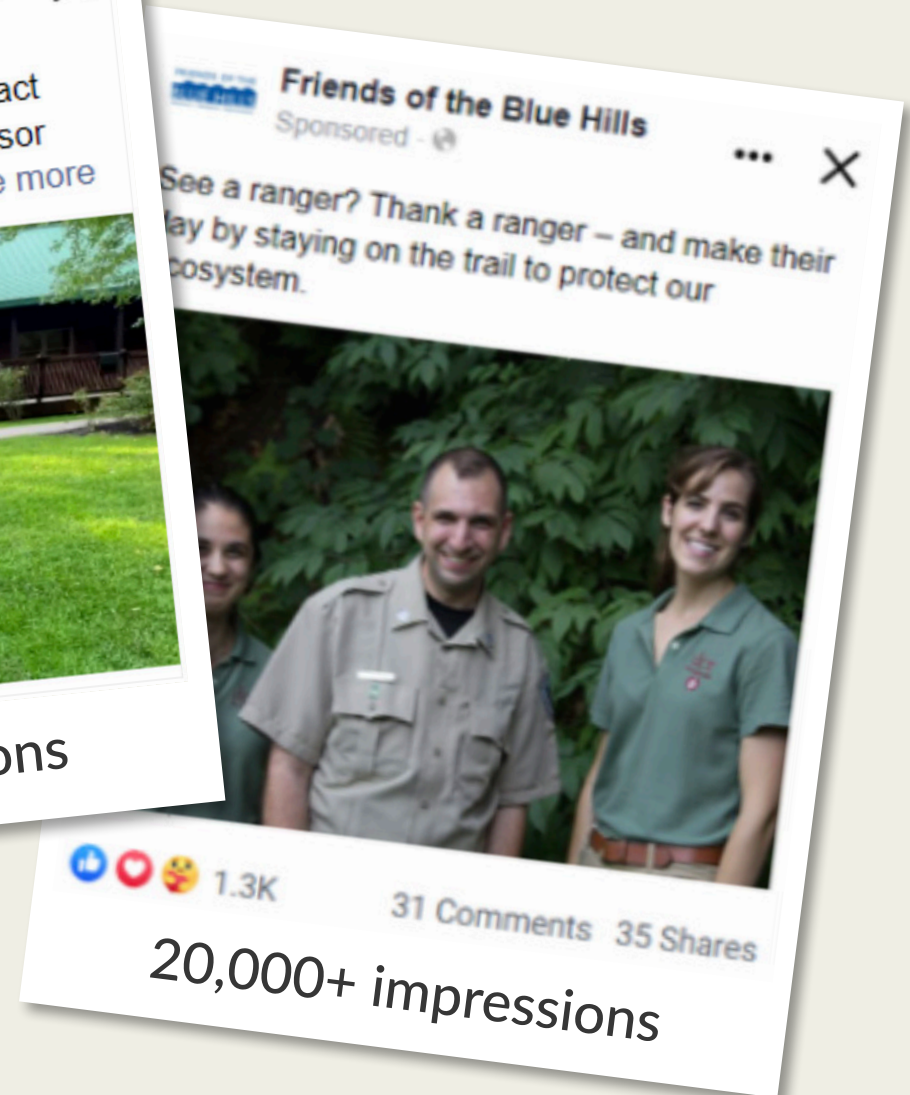


Lesson #1: Kindness is the best message

- Acknowledging and listening for others and making space to pass
- Keeping dogs leashed
- Leaving no trace
- Staying on trails on foot, paw, and bike



Lesson #2: DCR is the best messenger

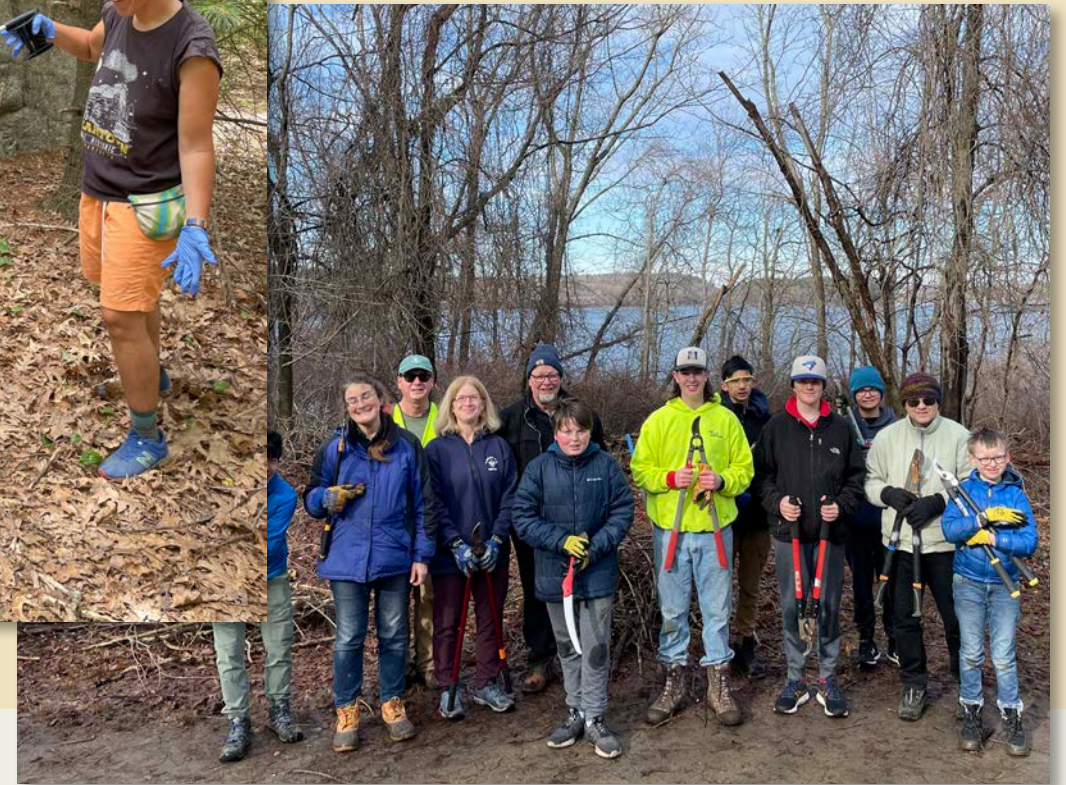


Proposed campaign framework



Potential DCR-Friends pilot projects

- Social media video series
- Signage
- Media outreach
- Messaging for DCR orientation
- Branded “swag” for visitors



Friends groups are effective partners for this effort.

- ✓ Project management
- ✓ Communication to our audiences
- ✓ Volunteer ambassadors
- ✓ Earthwise Aware data collection



Let's work together!

The Be Kind! campaign is an excellent opportunity to have a real impact on visitor behavior that can draw attention to the importance of our stewardship for the Reservations, and be applied throughout the Commonwealth.

