

# WDFW: Commitment to Youth Outdoors



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# Premise & Objectives

- Present and future vitality of WDFW
- Current youth disinterest in outdoor activities
- A solution: youth targeting youth



Screen Image, Poltergeist

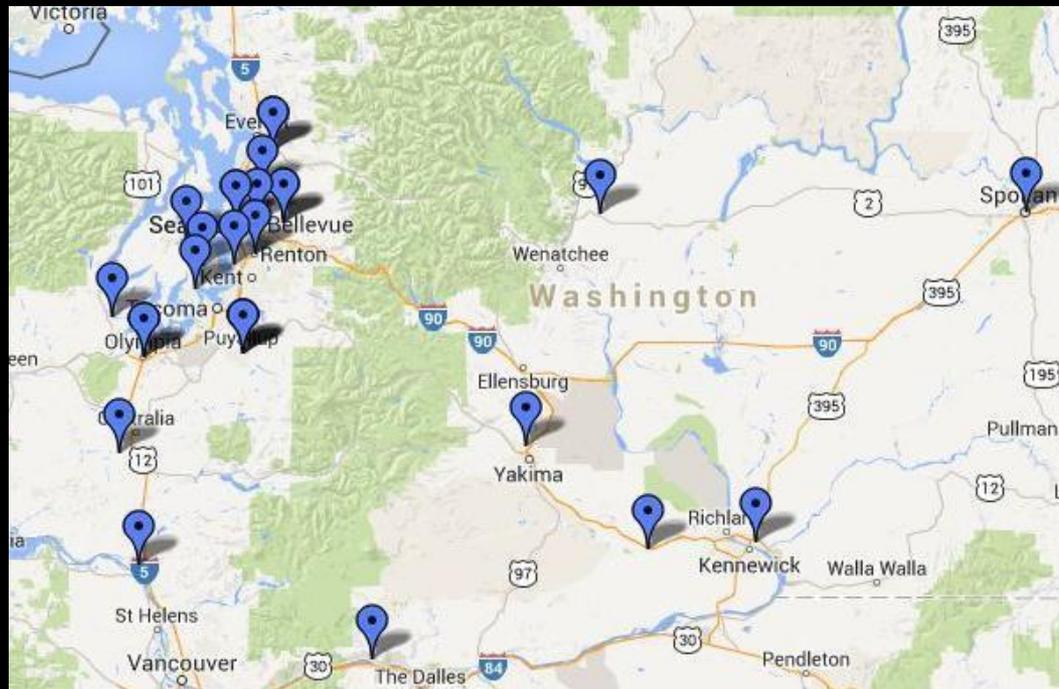
# WDFW & Youth



Images courtesy WDFW

# Scoping Process

- Stakeholder consensus: youth involvement vital
- 25 applications—staff and stakeholder review
- 7 youth, diverse backgrounds and interests
- Definition of expectations
- OSPI assistance



# Phase I: Barrier Identification



- Knowledge of available outdoor recreation opportunities
- Fear of negative stigma, associated labeling
- Lack of parental support
- Financial, distance-related, and time limitations

# Phase II: Objectives

- Identify communication channels
- Target stigmas
- Enhance environmental education programs
  - Develop stakeholder support
- Enhance peer-to-peer communication



Image courtesy WDFW

# Workshop Recommendations:

- Composition: 9 members, 14-18 years of age
- Wide socio-economic, geographic, and interest range



Image courtesy WDFW

# Advantages of a Youth Advisory Council

- Connections – with communities, schools and stakeholder organizations
- Partners – with youth advocates as partners in conservation, citizen science and recreation goals
- Insights – standing focus group, insights into communications, marketing
- Leadership – first of its kind among Washington State agencies, fresh, future-oriented perspectives

# My Role

- Develop compilation of panelist opinion
- Development of consensus
  - Solicitation of panel comments
- Finalization of consensus
- Production of recommendation paper, submission to Office of the Director, WDFW
- Continued lobbying and support with WDFW staff
  - Office of the Governor
  - Groups with similar interest (NOAA)

# Looking Back

- Obstacles:
  - Diverse backgrounds, varied priorities
  - Political considerations
- Lessons:
  - Collaboration
  - Public process