

Lessons Learned in Public Engagement



Telling the story of the vaquita

Our Approach: Knowledge, Action, Advocacy



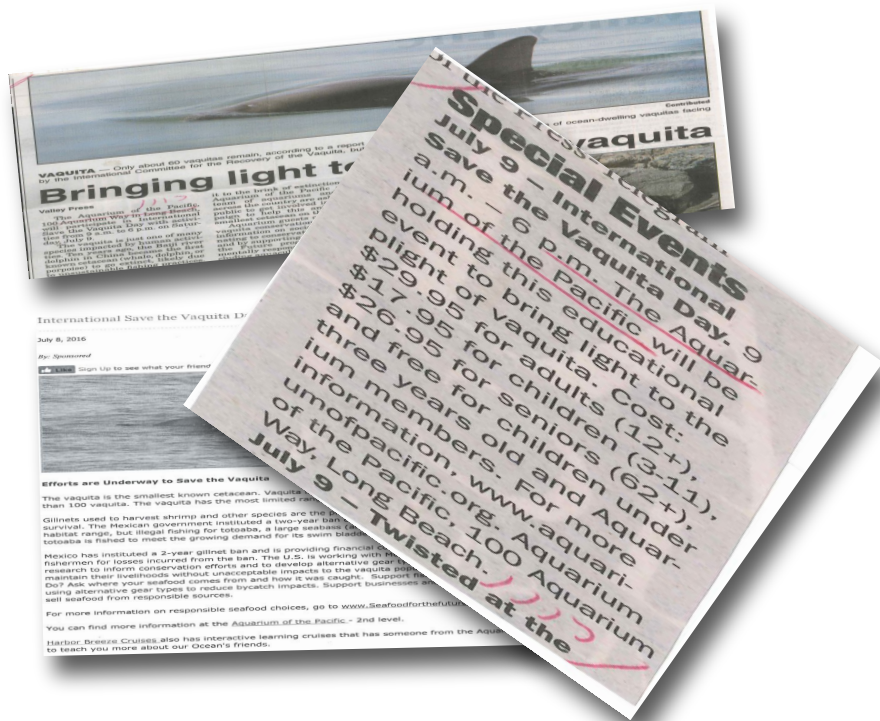
Knowledge + Action



Always pair information with action

Action = \$ VaquitaCPR

Traditional Media: Create Newsworthy Events



Social Media: #4aPorpoise >200,000 views

Aquarium of Pacific Retweeted
NMEA @NatlMarineEd · Aug 4
Guest blog: Vaquita Conservation #4aPorpoise at @AquariumPacific marine-ed.org/blogpost/10677...



f #4aPorpoise

Top Latest People Photos Videos Pages Places Groups


POSTED BY

- Anyone
- You
- Your Friends
- Your Friends and Groups
- Choose a Source...

Posts from Friends and Groups

David Bader shared Monterey Bay Aquarium's video.
July 10 · 🌐

#4aPorpoise



Monterey Bay Aquarium

160,743 Views

Learn More

#4aporpoise

87 posts

TOP POSTS



Help us SAVE the VAQUITA

THE SMALLEST PORPOISE AND ONLY 60 SURVIVE IN THE WORLD.

YOU CAN HELP SAVE THIS SPECIES:

1. By signing a petition to ban gill nets <http://pacific.to/vaquitapetition>
2. Help us spread the word about this vanishing species before it is too late

#4aPorpoise



Talk to People Onsite: Millions of People



Interpretive cart and
Bycatch Game



Show Tags: added
conservation message
and audience challenge

Have Fun and Raise Funds: #Party4aPoroise



YOU CAN HELP SAVE THE VAQUITA BY PARTYING FOR A PORPOISE!

Fresh Agave has partnered with The Living Desert Zoo & Gardens to save the vaquita.

We hope you make it back for another Margarita! July 8th - Aug 10, Monday - Thursdays only, proceeds for every Margarita will directly support vaquita conservation. Thank you for your support!

DID YOU KNOW?

- Vaquitas are the most critically endangered marine mammals in the world.
- There are approximately 30 vaquitas left on Earth.
- The vaquita only lives in the Northern Gulf of California.
- You can help too by educating others and supporting conservation efforts to help save vaquitas.
- Saturday, July 8th is International Save the Vaquita Day.
- Proceeds from your meal will directly support VaquitaCPR (Conservation, Protection, Recovery).



Get Silly Go Viral: #Pied4aPorpoise



- 122 participants
- 20 million in reach
- Twitter – Facebook- Instagram
- Facebook:
 - 537,555 Views
 - 10,542 Likes
 - 2951 Shares

Reach beyond your typical audiences



Tattoos #4aPorpoise
#punctured4aPorpoise?



Zoomba
#4aPorpoise

Senior Day

Advocacy

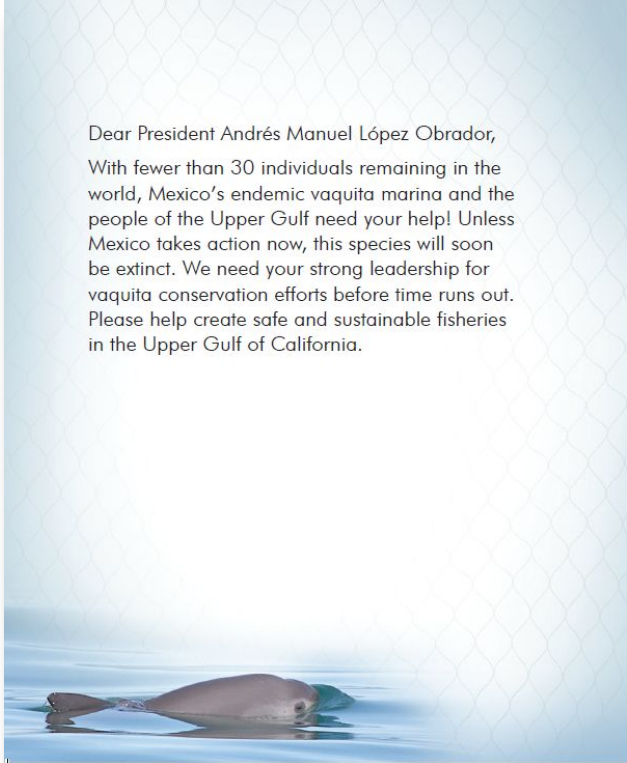


**Big Problems require Big Solutions
Advocacy leads to systemic changes**

Civic Action: #Post4aPorpoise



Dear President Andrés Manuel López Obrador,
With fewer than 30 individuals remaining in the world, Mexico's endemic vaquita marina and the people of the Upper Gulf need your help! Unless Mexico takes action now, this species will soon be extinct. We need your strong leadership for vaquita conservation efforts before time runs out. Please help create safe and sustainable fisheries in the Upper Gulf of California.



NAME: _____

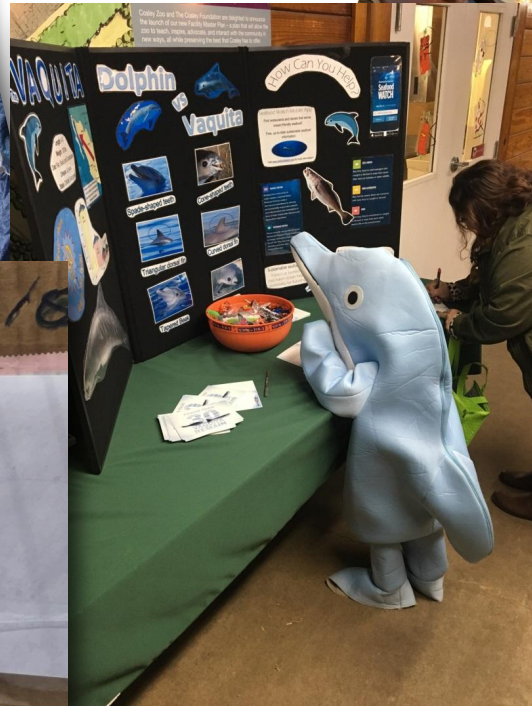
ZIP CODE: _____

AGE: _____

COMMENTS: _____



Over 18,000 postcards



Parade #4aPorpoise: Engage Youth



AZA supported: Vaquita CPR

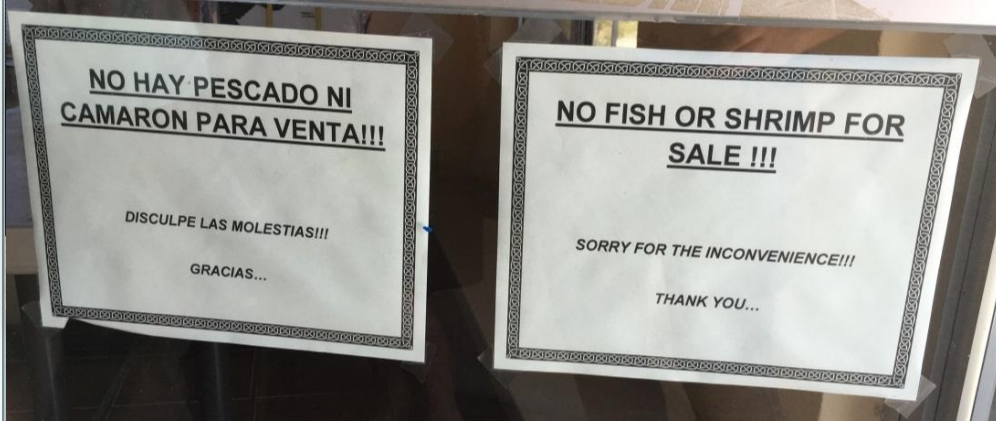


What did we learn?



and what do we do now?

Yay A Gillnet Ban? Conservation has Consequences



Reframe: Don't just blame others



YaleEnvironment360

*Published at the
Yale School of the Environment*

“At the end of the day, you won't be able to save the vaquita unless you stop the market in China.”

https://e360.yale.edu/features/mexican_fish_poachers_push_end_angered_porpoise_to_brink_vaquita_gulf_of_california

Mexico News
DAILY

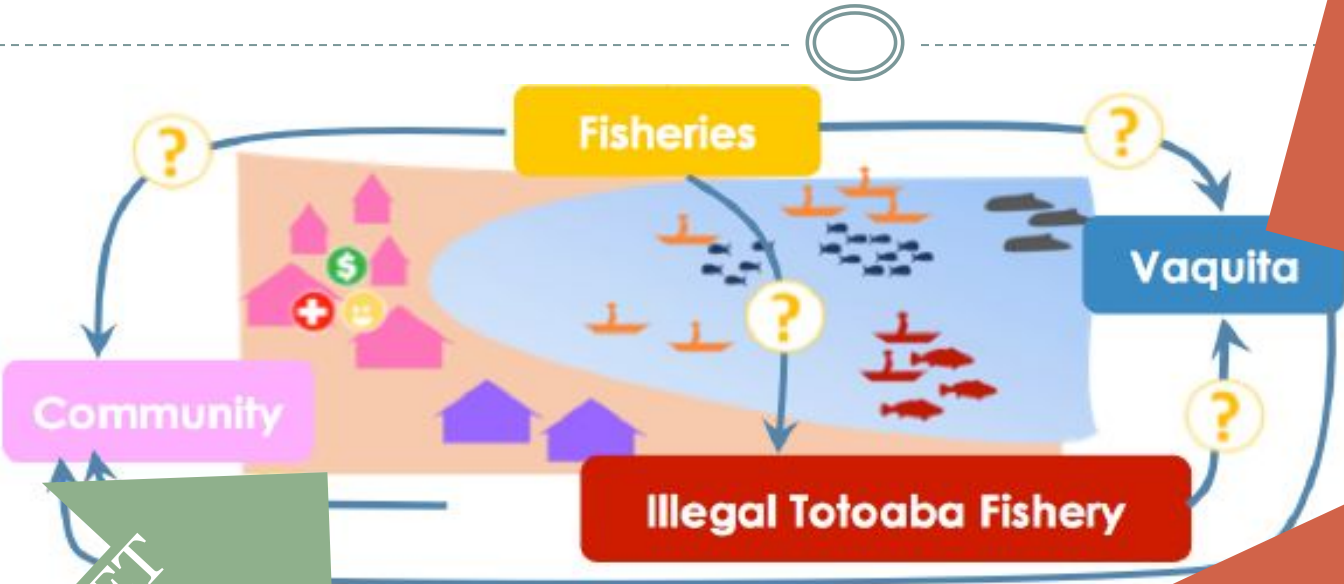


Fishboats on the beach in Baja California.

Baja shrimp fishermen defy rules designed to save vaquita

They disagree with authorities over the type of gillnet that should be used

Where is our attention?



FOCUS

FOCUS

TARGET FOR CHANGE

People are the Problem + Solution



We are connected and we always have been. It's not “their problem” for us to solve. It is our problem to solve together.

Vaquita SAFE



Vaquita Porpoise SAFE Species Program Goal

Working with and for the people of the Upper Gulf of California to create sustainable fisheries and communities in support of thriving marine life populations.



Figure 1 - Vaquita porpoise, *Phocoena sinus*

Working **with and for**
the people of the
Upper Gulf of
California to create
sustainable fisheries
and communities in
support of thriving
marine life populations

Support for Local NGOs - Supporting Social Media



- Helping to create social media posts in English and Spanish
- Grant writing support for working on alternative gear trials

There is hope



Gray Whale



Northern Elephant Seal



Have a story to tell



Start of SAFE

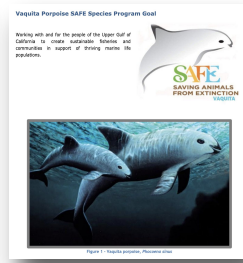
Details

Climax

Transform

New Path

Hope



Extinction