



Salmon Defense – Billy Frank Jr. Salmon Coalition

Discussion Guide by Wendy Ames-Dionisio

One 60-minute online discussion

Research Objectives

To gather audience insights to help build an effective campaign that raises awareness about the importance of protecting salmon and inspires people to take action to help support recovery efforts. We need to understand what Washington residents' current awareness level is on this issue, what they care about, and what will motivate them to get involved in the effort, identifying shared values and emotional drivers across this broad audience.

Research Recruit and Methodology

C+C will recruit up to 100 Washingtonians, including 15-20% BIPOC panelists, to participate in online research with a blended qualitative/quantitative approach. This research will take place on The Community, C+C's proprietary internal MROC (Market Research Online Community).

Outline of Research Discussion

Setting expectations and building rapport (~3 minutes)

Hello! My name is Wendy and I'm looking forward to talking with you over the next few days. Thanks for agreeing to participate in this research! The purpose of today's session is simply to get to know a little bit more about you and to understand your thoughts, feelings, beliefs and concerns about salmon. Your work today should take about 1 hour to complete.

Please keep the following things in mind:

- There are absolutely **NO right or wrong answers** – this is all about your perspective, feelings and opinions.
- I tend to have a lot of questions and will **sometimes follow up and ask you to explain more and tell me why**. So, the more you can tell me from the beginning the better.
- **Your open and honest answers** will help the Washington-based non-profit, Salmon Defense, make decisions about its programs.
- **I am an independent moderator** and do not work directly for Salmon Defense. So again please be open and honest, and feel free to say whatever is on your mind and whatever is true. For example, if you don't like something or want to criticize something, you will not offend me or get me

fired. I'm just here to learn from you. Positive remarks are welcome too, but not expected.

- *I want to make sure you know that **this conversation is confidential**. No details about you, or what you have to say, will be provided to others outside of this research.*

That was a lot of information, but it's all important stuff for you to know. Do you have any questions?

If not, let's get started!

Getting to know you (~3 minutes)

1. Start by telling me just a little bit about yourself. Your family, job/school, hobbies, day to day life. I'd like to get a picture of who you are. 😊

Multimedia = 20 points

The state of Washington (~3 minutes)

2. How long have you lived in the state of Washington? (poll)
 - a. All of my life!
 - b. Over 10 years
 - c. 5-9 years
 - d. 1-4 years
 - e. Just moved here! (less than 12 months)

Poll = 10 points

3. What are two things you LOVE about living in the state of Washington?

Multimedia = 20 points

Let's talk about salmon (~25 minutes)

4. When I say "salmon" what immediately comes to mind. (list)
No need to edit your thoughts; just please list the first 3 words or ideas that come to mind. (1, 2, 3...)

Multimedia = 20 points

5. Let me ask that question just a little differently now. In what way does living in Washington impact the way you think about salmon populations? Give me as much detail as you can! 😊

Multimedia = 20 points

6. How much do you agree or disagree that salmon populations in Washington are at risk?

- a. Agree
- b. Somewhat Agree
- c. Agree a little bit
- d. Do not agree

Poll = 10 points

7. How urgent do you think the problem might be?

- a. Very urgent
- b. Somewhat urgent
- c. Not urgent at all

Poll = 10 points

8. How might the health of salmon populations be tied to our **personal health**?

Multimedia = 20 points

9. How might the health of salmon populations be tied to the health of our **community**?

Multimedia = 20 points

10. How might the health of salmon populations be tied to the health of our **economy**?

Multimedia = 20 points

11. How might the health of salmon populations be tied to the health of our **waterways**?

Multimedia = 20 points

12. How believable do you find this quote from the 2020 State of Our Watersheds: A Report by the Treaty Tribes in Western Washington?

"If cutting harvest were the answer to restoring salmon, we would have been successful a long time ago. State and tribal fisheries managers have reduced harvest by 80-90 percent over the past four decades, yet salmon continue to disappear. That is because restoring and protecting salmon habitat are the true keys to salmon recovery."

- a. Very believable
- b. Somewhat believable
- c. Not believable
- d. I can't decide what I think

Poll = 10 points

13.How much do you know about the importance of habitat restoration on salmon populations? (multiple choice and open-ended explanation)

- a. A lot
- b. Some
- c. A little
- d. Nothing

Poll = 10 points

14.How interested are you in learning more about habitat restoration efforts?

- a. Definitely interested
- b. Somewhat interested
- c. A little bit interested
- d. Not at all interested

Poll = 10 points

15.How much do you know about the importance of hatchery management to restore salmon populations? (multiple choice and open-ended explanation)

- a. A lot
- b. Some
- c. A little
- d. Nothing

Poll = 10 points

16.How interested are you in learning more about hatchery management?

- a. Definitely interested
- b. Somewhat interested
- c. A little bit interested
- d. Not at all interested

Poll = 10 points

17.How much do you know about the importance of managing seal and porpoise populations as an effort to restore salmon populations? (multiple choice and open-ended explanation)

- a. A lot
- b. Some
- c. A little
- d. Nothing

Poll = 10 points

18.How interested are you in learning more about managing seal and porpoise populations as an effort to restore salmon populations?

- a. Definitely interested
- b. Somewhat interested
- c. A little bit interested
- d. Not at all interested

Poll = 10 points

19. How believable do you find this quote from the Wild Salmon Center? (poll + heat map to identify feelings of agreement, disagreement, confusion, etc.)
"Now Millions of people around the Pacific rely on salmon as a healthy and reliable source of protein. ... In short, salmon are the key to protecting a way of life rooted in the North Pacific environment: protect salmon and you protect forests, food, water, communities, and economies."
- a. Very believable
 - b. Somewhat believable
 - c. Not believable
 - d. I can't decide what I think
- Poll = 10 points*

Video Review (~20 minutes)

This next section is about possible solutions to the salmon population and therefore our local economy and communities. I'm interested in knowing what you know about these topics.

20. I'd like you to watch this video and give me your reactions. Please listen to this audio clip for step-by-step instructions on what to do.
(Moderator to give audio instructions here on how to watch the video – i.e., one to two times only – and mark it up with emojis for feelings like: cool, like, dislike, confusing, true, false, sad, surprised, etc. The Community's online platform allows us to pull video clips and/or text clips to correspond with the participant feedback.)
Video Markup = 30 points
21. Overall, how believable do you find the information in this video? (poll)
- a. Very believable
 - b. Somewhat believable
 - c. Not believable
 - d. I can't decide what I think
- Poll = 10 points*
22. How much do you think a video like this would cause you to take action to protect salmon in Washington?
- e. Would definitely be interested in taking action
 - f. Would be somewhat interested in taking action
 - g. Would be a little bit interested in taking action
 - h. Would not be interested in taking action
- What causes you to answer the way you did?
Poll = 10 points

23.What else might inspire you to take action or “do your part” to protect salmon in Washington? Please share your thoughts with me!

Multimedia = 20 points

24.Have you ever seen any ads or information about the health of the Puget Sound or Washington’s salmon populations? *(poll Y/N: if yes, tell me about it, what was the main message, how did it make you feel)*

Multimedia = 20 points

25.Who would you trust to give you accurate information about these topics?
(card sort – sort cards with audiences like: elected officials, commercial fisherman, restaurant owners, tribal leaders, environment scientists into levels of trust like: totally trust, somewhat trust, trust a little, do not trust)

Card Sort = 20 points

Wow, we’re done! I can’t thank you enough for all of your hard work on this research study with me.

26.Is there anything else that I didn’t ask about salmon that you’d like to tell me?

Open-Ended = 20 points

Super appreciative of your time and it was great getting to know each of you a little bit during this study. 😊



BFJ Salmon Coalition

Salmon Defense Research Report



Table of Contents

Research Approach	3
Overview	7
✓ Identity	8
✓ Awareness and Concern for the Threat	9
✓ Messaging and Taking Action	10
Detailed Findings	11
✓ Identity	12
✓ Awareness and Concern for the Threat	16
✓ Messaging and Taking Action	29
Future Considerations	41
Thank You/Questions	44



Research Approach



Research Objectives

GOAL

To gather audience insights to build an effective campaign that raises awareness about the importance of protecting salmon that inspires people to take action and support recovery efforts.

TO ACHIEVE

An understanding of what Washington residents' current awareness level is on the issue, what they care about, and what will motivate them to get involved in the effort. Identifying shared values and emotional drivers across the broad audience of Washingtonians is crucial.

Confirmation of what resonates and tap into it to create urgency to save salmon. Through this, we can help shift the collective consciousness towards action.



Research Methodology and Participant Snapshot

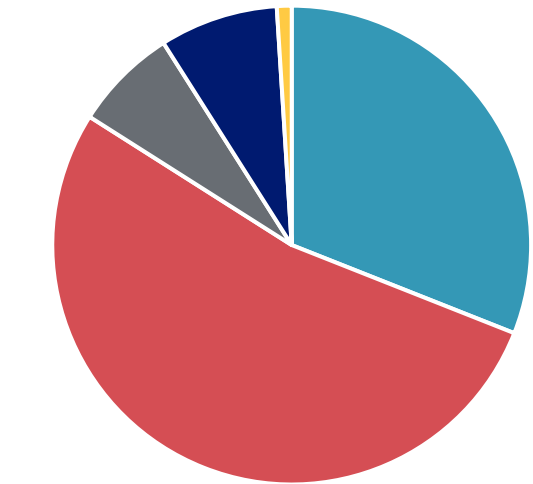
Research was conducted with a blended qual-quant approach through Community, C+C's proprietary online research platform.

The Market Intelligence team recruited 98 Washington participants to seat 67.

Of those 67 participants, 25% are BIPOC.

Participants had approximately 1 hour of engagement on the platform.

How long have you lived in the state of Washington?



- All of my life
- Over 10 years
- 5-9 years
- 1-4 years
- Just moved here! (less than 1 year)

More about The Community

The Community includes 500+ Washington residents, with a mix of age, household income, gender, education and employment status; as well as representation from Eastern and Western geographies.

Of these 500+, there is 25% BIPOC representation, including the following breakdown:

- 50+ African American/ Black American
- 50+ Hispanic/Latinx
- 50+ Asian American



Overview



Overview

IDENTITY

- A shared identity, rooted in living in the state of Washington, is intricately connected to salmon's symbolic, cultural and economic significance.
- Participants recognize salmon's importance to the state and want to protect it.
- Many participants are familiar with the important relationship between salmon and Native populations, and they care about maintaining it.
- Participants generally understand the connection between salmon and the overall health of people, community, waterways and the economy.



**TO BE A
WASHINGTONIAN
IS TO IDENTIFY
WITH SALMON**

Overview

AWARENESS AND CONCERN FOR THE THREAT

- Participants are aware that salmon populations are in danger and they care about the issue.
- Their concern about salmon focuses on two main issues: protecting the environment and an economic interest in protecting industries that rely on salmon.
- Participants living in Western Washington are more aware of the issue while participants living in Eastern Washington feel less proximity to the Puget Sound and are therefore less aware.
- When presented with three key solutions (habitat restoration, hatchery management, and seal and porpoise management), participants are open to learning more.
- Despite their care for the issue, participants do not generally understand its urgency.



**AWARENESS OF
THE THREAT TO
SALMON IS HIGH
BUT THE SENSE OF
URGENCY IS LOW**

Overview

MESSAGING AND TAKING ACTION

- Most participants say they have never seen an ad or any information about the health of the Puget Sound and salmon populations.
- Participants found the C+C video believable and say (when asked) that this type of communication would cause them “to take action to protect salmon in Washington.”
- Environmental scientists and tribal leaders are considered two of the most trusted sources of information on salmon preservation.
- Most participants respond positively to the Native voices in the C+C video and are moved by their passion for the issue and the truth of their concerns.
- However, some struggle to feel included or see how they can become part of the solution.



**WASHINGTONIANS
NEED TO KNOW HOW
TO MAKE A POSITIVE
IMPACT ON SALMON**

Detailed Findings



Identity



Living in Washington

Participants love Washington for its natural landscape and beauty, and people's commitment to caring for the environment.

“The best thing I like about Washington state is how much most people here care about our environment and the outdoors, and ways to ensure that we'll always have it.”

“I love the varied landscape from the ocean shores to the mountains to the high steppe desert of Eastern Washington. Washington is so blessed in natural beauty.”

“I love the geographic features of the state from the mountains to the Puget Sound (I am talking mostly about the Puget Sound since I am from this area), lakes, rivers, forests and so many beautiful places and an abundance of fresh water.”

“I love that it's a priority here to protect and preserve nature for all to enjoy.”



The Meaning of “Salmon”

We asked: **When I say “salmon” what immediately comes to mind? No need to edit your thoughts, just please list the first 3 words or ideas that come to mind.**

Their responses focus on two key areas: food and the environment, with some indicating an awareness of salmon populations being at risk.



Knowledge and care for salmon is connected to a Washington identity

Living in Washington influences much of participants' perspectives on salmon.

Salmon are intricately connected to Washington identity, living in Washington informs participants' knowledge of salmon's life cycles and history.

There is a desire to protect salmon due to their cultural, economic and symbolic significance in the state.

There is a clear understanding of the reality that they are in danger, and some have come to that through firsthand experiences of witnessing the dwindling of salmon's abundance.

“I think I'm more aware of the challenges that exist to maintaining or restoring the salmon population. Living here makes me more aware of what salmon mean to different groups of people, and how a lot of things impact the salmon population that I wouldn't even think about if I didn't live here.”

“I have learned so much more about salmon, the salmon life cycle, and conservation efforts to protect salmon since moving to Washington! I have had much more exposure to issues related to protecting local waterways and honoring traditional tribal access to salmon fishing, for example.”

“I think there are less and less salmon being released in the rivers for people to catch every year. My dad is an avid fisherman and I have heard many times from him that there are so many people out fishing on the rivers and not enough salmon to be caught.”



Awareness and Concern for the Threat

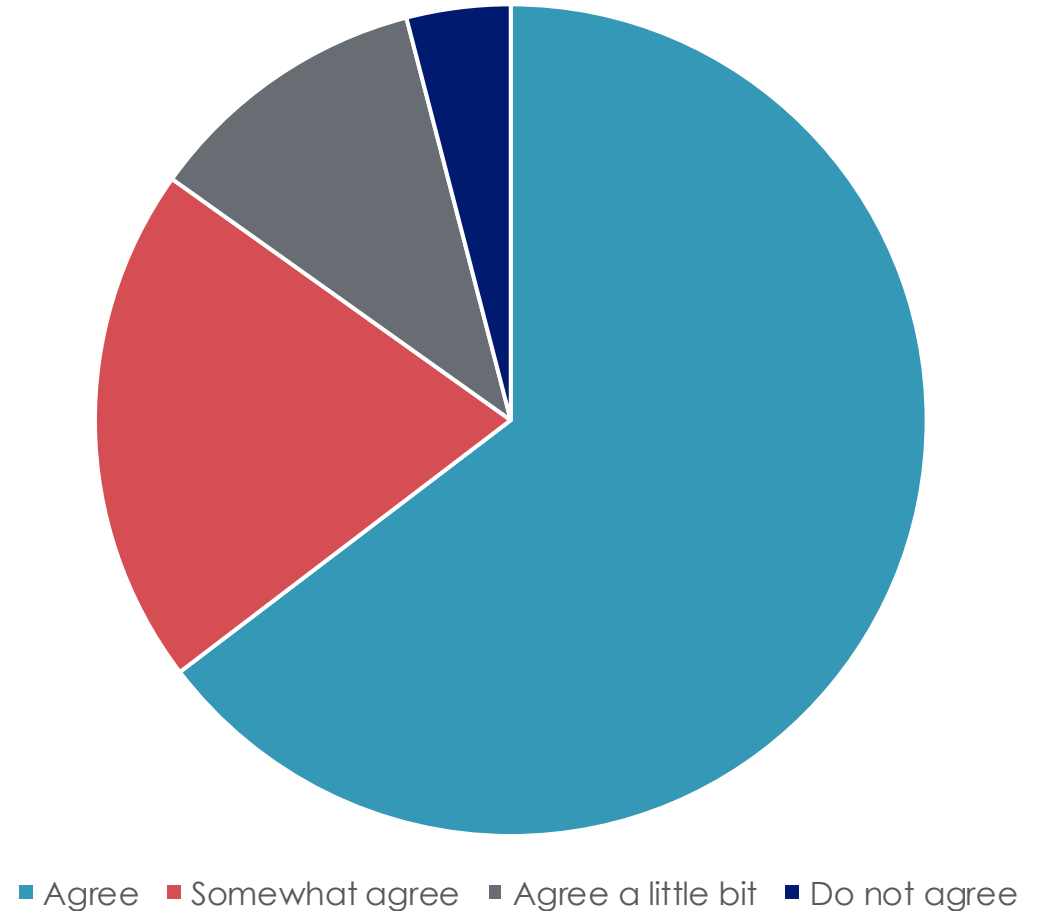


Participants understand that salmon populations in Washington are at risk

We asked: **How much do you agree or disagree that salmon populations in Washington are at risk?**

Participants are aware of the cultural and economic importance of salmon to indigenous populations.

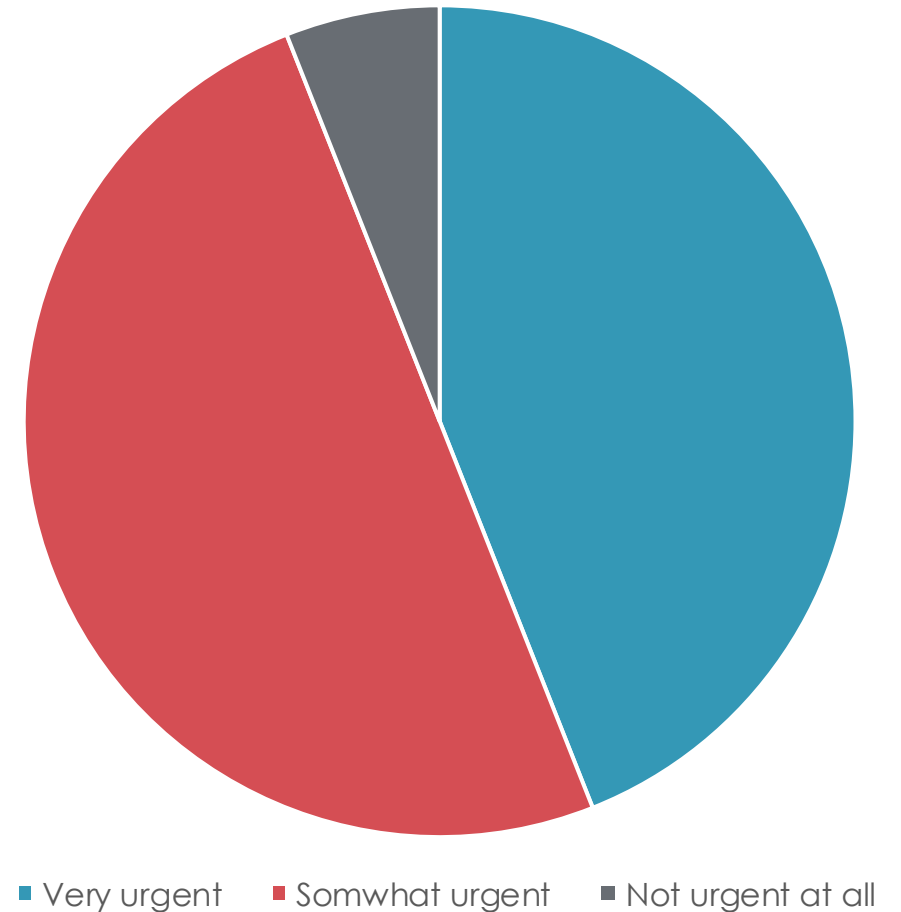
They also recognize the of loss of livelihoods for fishermen as salmon populations dwindle.



Urgency of the threat to salmon

We asked: **How urgent do you think the problem might be?**

Participants are split regarding the level of urgency around salmon populations, with nearly half believing the issue is very urgent and another half believing the issue is somewhat urgent.



Salmon populations and personal health

Most participants draw connect the entire ecosystem and personal health.

Many participants note the nutritious value of salmon and its link to personal health, as well as the connection between eating contaminated salmon and its threat to health.

Participant connect the loss of jobs to the ways in which loss of earnings can impact personal health.

Some participants indicate the connection between personal health and mental health, particularly that of Native populations.

“Salmon are also part of an ecosystem, if you remove one of the components, the whole ecosystem is at risk.”

“Salmon are kind of a keystone species that reflect the health of our waterways and environment. As the saying goes - we all live downstream, and changes in salmon habitats and populations will affect our health and safety.”

“I also think about how fishing rights (or lack thereof) are important for tribes for their physical and mental health.”



Salmon populations and the community

Participants note the connection between health of salmon populations and health of community through highlighting impact on industries.

Many participants highlight the overall health of the ecosystem as an important indicator of health of a community.

Some participants emphasize the importance of salmon to communities within Washington, specifically Native communities.

“Salmon populations help keep several industries going, so the lack of sustainable practices around salmon fishing, farming, and preservation could affect community health.”

“If we lose our salmon, especially so the natural runs, we all lose out, as does our entire ecosystem.”

“Many communities in Washington rely on Salmon either as food or for a job. Our ecosystem is very delicate, and disruption of Salmon populations could very easily ripple up to impact entire communities of people. It's important that we keep the Salmon's environment in good shape because we essentially share the same environment. Salmon are also very culturally important to some communities within Washington and it's important that we keep the traditions of those communities intact.”

“Maintaining healthy populations of salmon is very important for First Nations tribes whose lifestyle and culture is tied to these thriving salmon.”



Salmon populations and the economy

Most participants highlight the significance of the fishing industry as well as restaurant and tourism industries and the ways they are threatened as salmon populations decline.

Participants also note the significance of salmon to Native economies and the heavy impact on their subsistence due to declining salmon populations.

“Our state's economy would be greatly affected by the decline or loss of the salmon population. The fishing industry, especially the sale of salmon is huge in our state and many business depend on the sale of salmon products. Restaurants and the tourism industry would also be greatly affected as many people travel to WA to fish for salmon, eat salmon or watch for orcas who would go extinct without the salmon. There would be a chain effect since so many industries are inner-connected. The fishing industry would suffer, food suppliers, retailers, restaurants, those who process and ship salmon and salmon products- all these industries and many more would be negatively affected.”

“Washington is well known for its salmon and salmon products. If we no longer are able to fish for salmon then we lose a decent chunk of our economy that supports all sorts of jobs from fishers to distributors.”



Salmon populations and waterways

Participants are generally aware of the relationship between waterways and salmon populations, although the specific phrasing “waterways” causes some confusion.

They also connect waterways to pollution to an impact on salmon.

Some participants mention the element of damming waterways and the impact of dams on the health and survival of salmon populations.

“The waters these days are not the cleanest. Everyone is littering their garbage on the streets and that ends up in the waters. Then that contaminates the salmon and they slowly die off. Everyone needs to do their part to keep the waters clean so that we can not only save our lives but also the lives of the salmon.”

“If our waterways are polluted, then it will affect the health of our salmon. If waterways are blocked or restricted, through faulty culverts (fish passages), dams, etc., it would prevent the salmon from getting to their spawning grounds and disrupt salmon runs. If waterways are dredged to widen up for bigger ships, this could cause disruption on salmon runs.”

“If waterways are polluted, diverted, left impassable, etc., then salmon will die trying to swim upstream and we will lose generations of fish.”



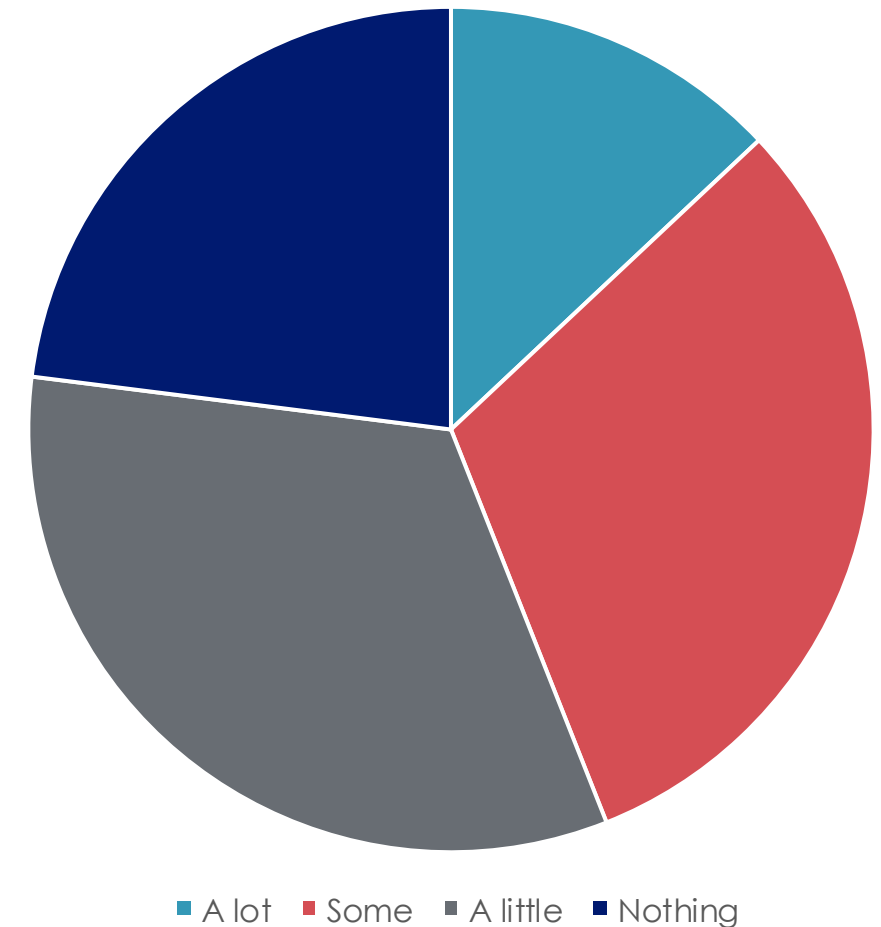
Habitat Restoration: Participants are aware of the importance but lack knowledge around specifics

We asked: **How much do you know about the importance of habitat restoration on salmon populations?**

“I know that habitat restoration is a possible method to assist in salmon population growth, but I do not know the specifics of what habitats need to be restored or by what methods it is done.”

“I know the importance – where I am lacking knowledge is more of what is being done (or what more can be done).”

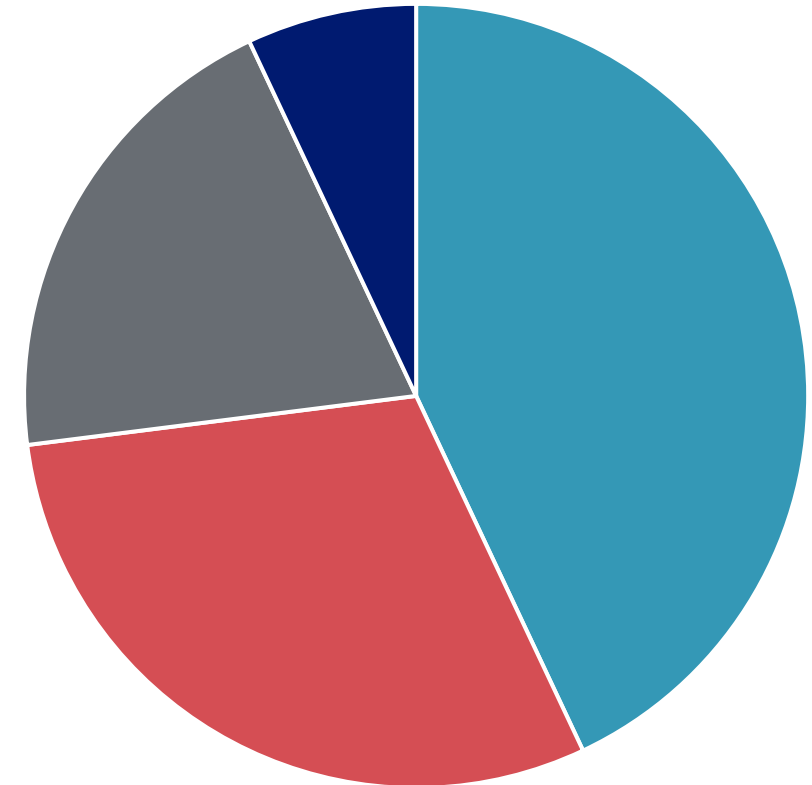
Some participants came to their knowledge through classes or volunteer work, as well as following local news or organizations like the Washington Department of Fish & Wildlife.



Interest in Habitat Restoration

We asked: **How interested are you in learning more about habitat restoration efforts?**

Overall, participants are interested in learning more about habitat restoration efforts, with 73% expressing at least some degree of interest.



■ Definitely interested ■ Somewhat interested
■ A little bit interested ■ Not at all interested

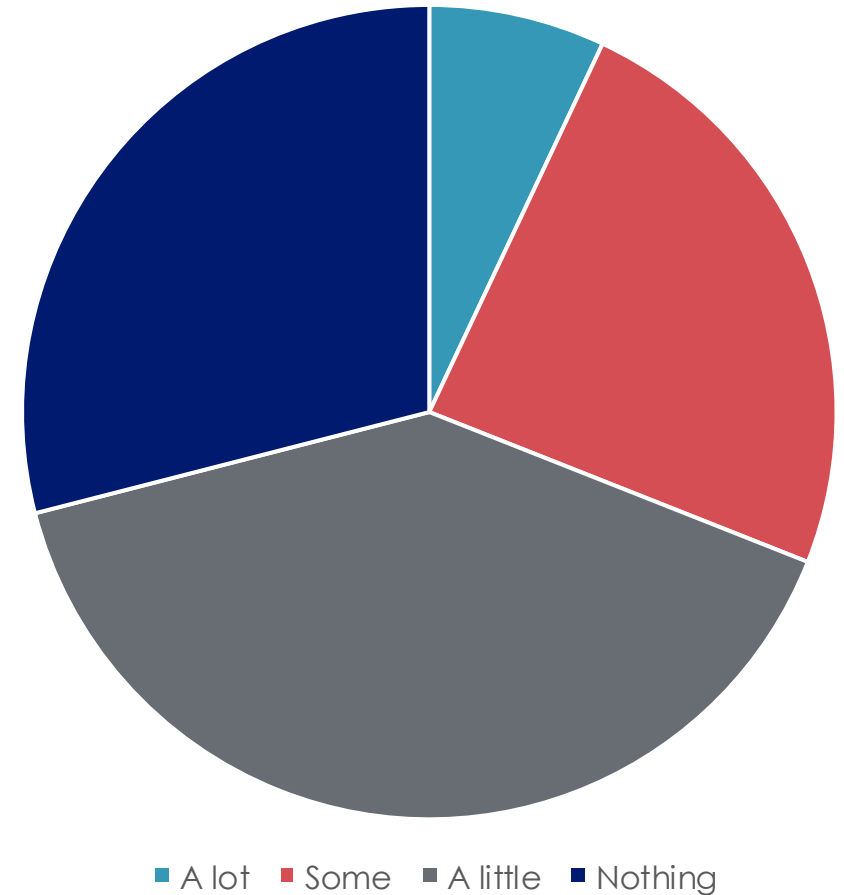
Hatchery Management: Participants are unaware of the specifics but understand it plays a role in restoration

We asked: **How much do you know about the importance of hatchery management to restore salmon populations?**

“I know that hatchery management is a method to help restore salmon populations, but I do not know the specifics of how the mechanism works, where they are located, etc.”

“I know that hatchery management is important to replenishing salmon populations, but I do not know much about what their practices. Clearly, we need hatcheries to help salmon spawn, eggs to hatch and try to get big and healthy enough to thrive.”

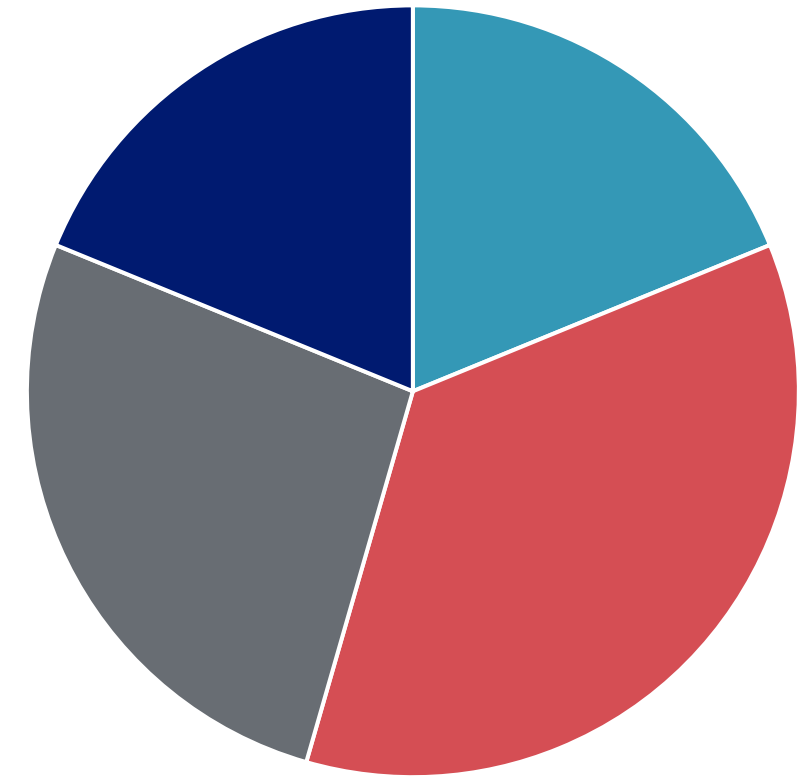
“I have no idea how this works... I would think hatchery management has something to do with young salmon and managing their habitat to encourage population growth..., that is what I am guessing about that...”



Interest in Hatchery Management

We asked: **How interested are you in learning more about hatchery management?**

Participants are split regarding their interest in hatchery management, with the slight majority expressing at least some level of interest in learning more.



■ Definitely interested ■ Somewhat interested
■ A little bit interested ■ Not at all interested

Seal and Porpoise Management: Participants know very little, but understand the role of managing predators

We asked: **How much do you know about the importance of managing seal and porpoise populations as an effort to restore salmon populations?**

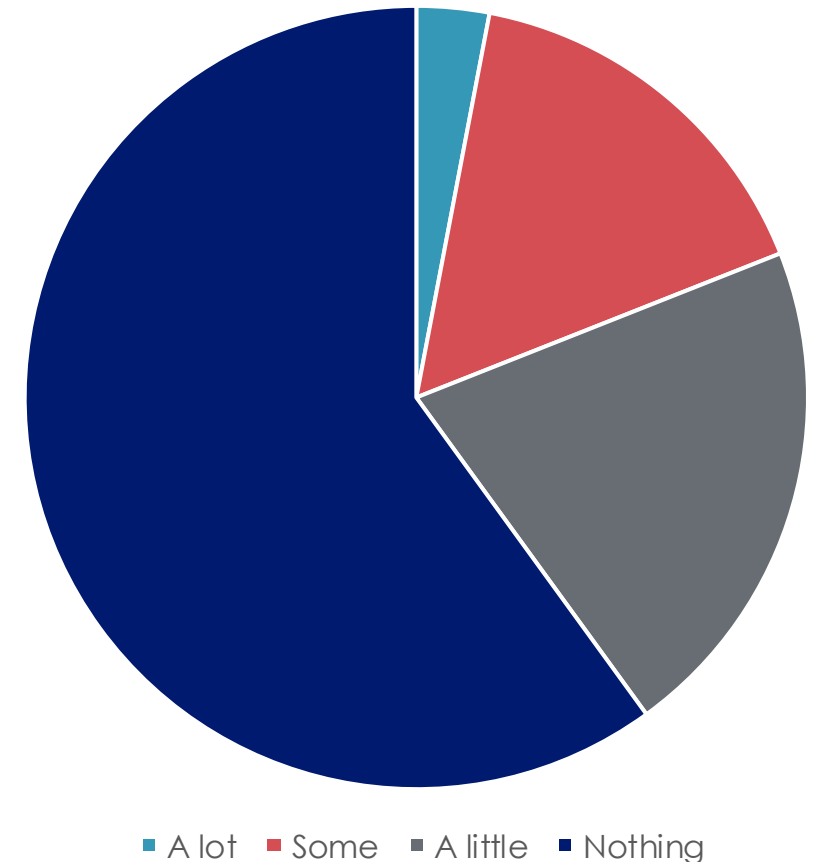
Participants are also more aware of seal management and know less about porpoise management. Additionally, participants were wary of “management” referring to killing these predator populations.

“I assume that seal and porpoise are predators to the salmon population which can cause a problem if left unchecked.”

“I know that seals are evil murderous salmon killers that don’t belong in our waters and should go back to California.”

“I see the connection to seals – but porpoises??”

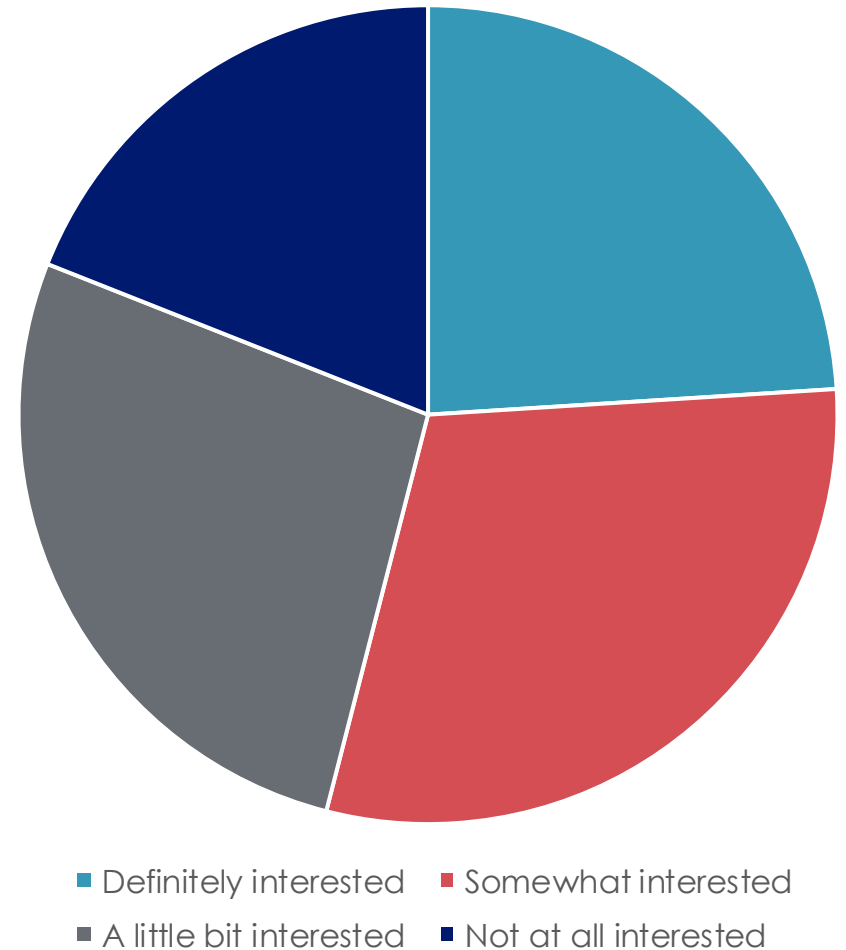
“If you’re suggesting we kill seals and porpoises I’m completely against this plan. I hope I’m misunderstanding. Focus on the rivers and streams and even hatchery management.”



Interest in Managing Seal and Porpoise Populations

We asked: **How interested are you in learning more about managing seal and porpoise populations as an effect to restore salmon?**

Participants are mixed regarding their interest in managing seal and porpoise populations, with some expressing definite interest and others expressing little to no interest in learning more.

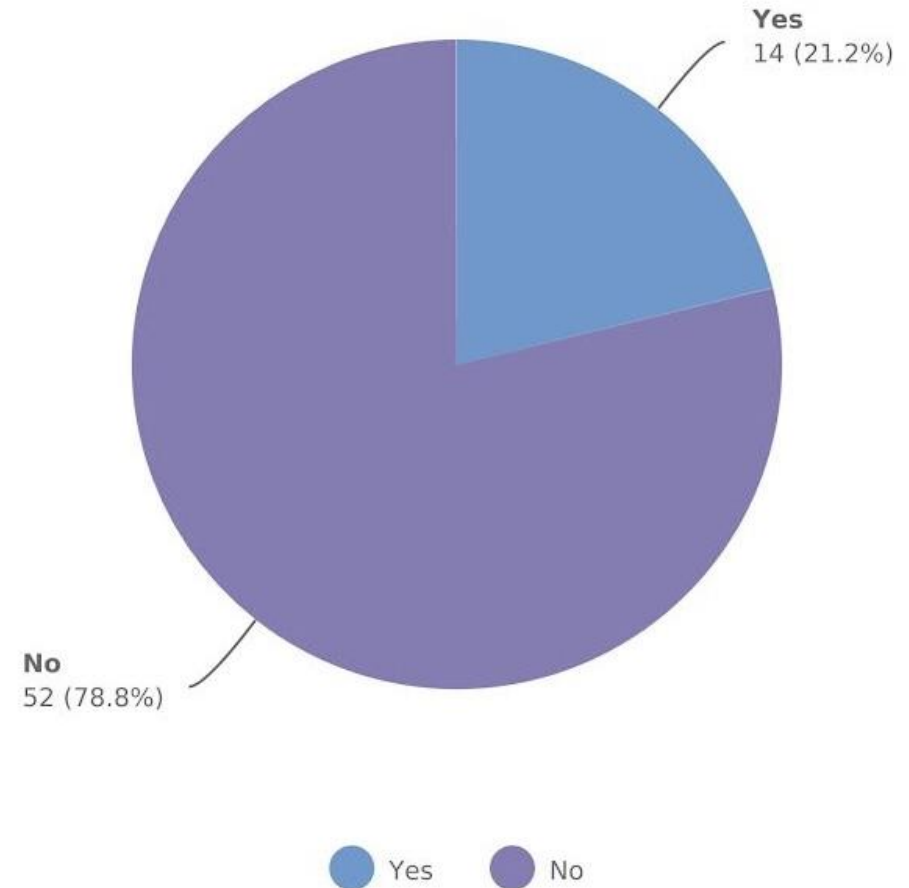


Messaging and Taking Action



Participants do not recall seeing ads or information about the health of Washington's salmon populations

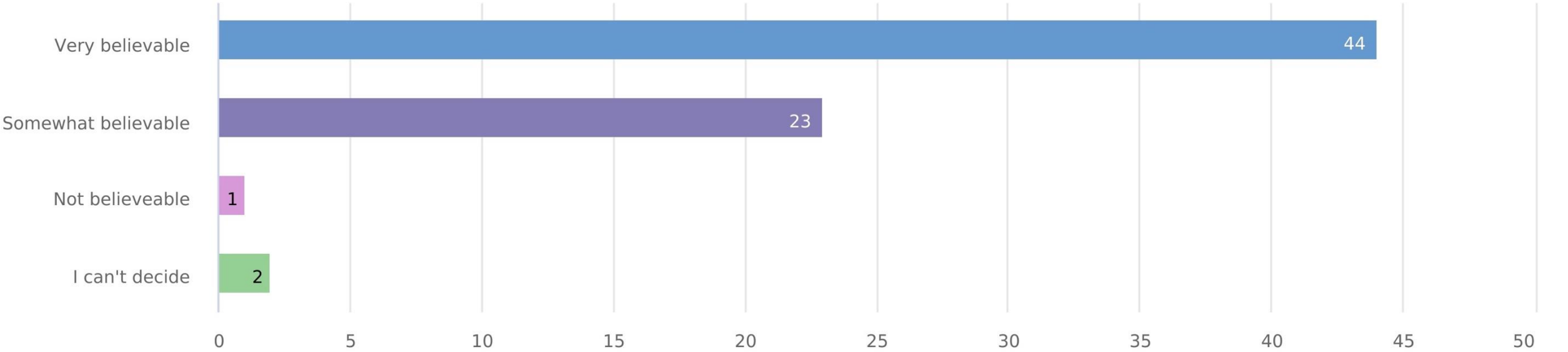
We asked: **Have you ever seen ads or information about the health of the Puget Sound or Washington's salmon populations?**



Participants find the State of Our Watersheds quote to be very believable

We asked: **How believable do you find this quote from the 2020 State of Our Watersheds: A Report by the Treaty Tribes in Western Washington?**

“If cutting harvest were the answer to restoring salmon, we would have been successful a long time ago. State and tribal fisheries managers have reduced harvest by 80-90 percent over the past four decades, yet salmon continue to disappear. That is because restoring and protecting salmon habitat are the true keys to salmon recovery.”



Participants find the Wild Salmon Center quote to be very believable

We asked: **How believable do you find this quote from the Wild Salmon Center?**

“Now Millions of people around the Pacific rely on salmon as a healthy and reliable source of protein...In short, salmon are the key to protecting a way of life rooted in the North Pacific environment: protect salmon and you protect forests, food, water, communities, and economies.”

“Now Millions of people around the Pacific rely on salmon as a healthy and reliable source of protein. ... In short, salmon are the key to protecting a way of life rooted in the North Pacific environment: protect salmon and you protect forests, food, water, communities, and economies.”

Participants express that the Wild Salmon Center quote affirms their thoughts and beliefs about salmon populations



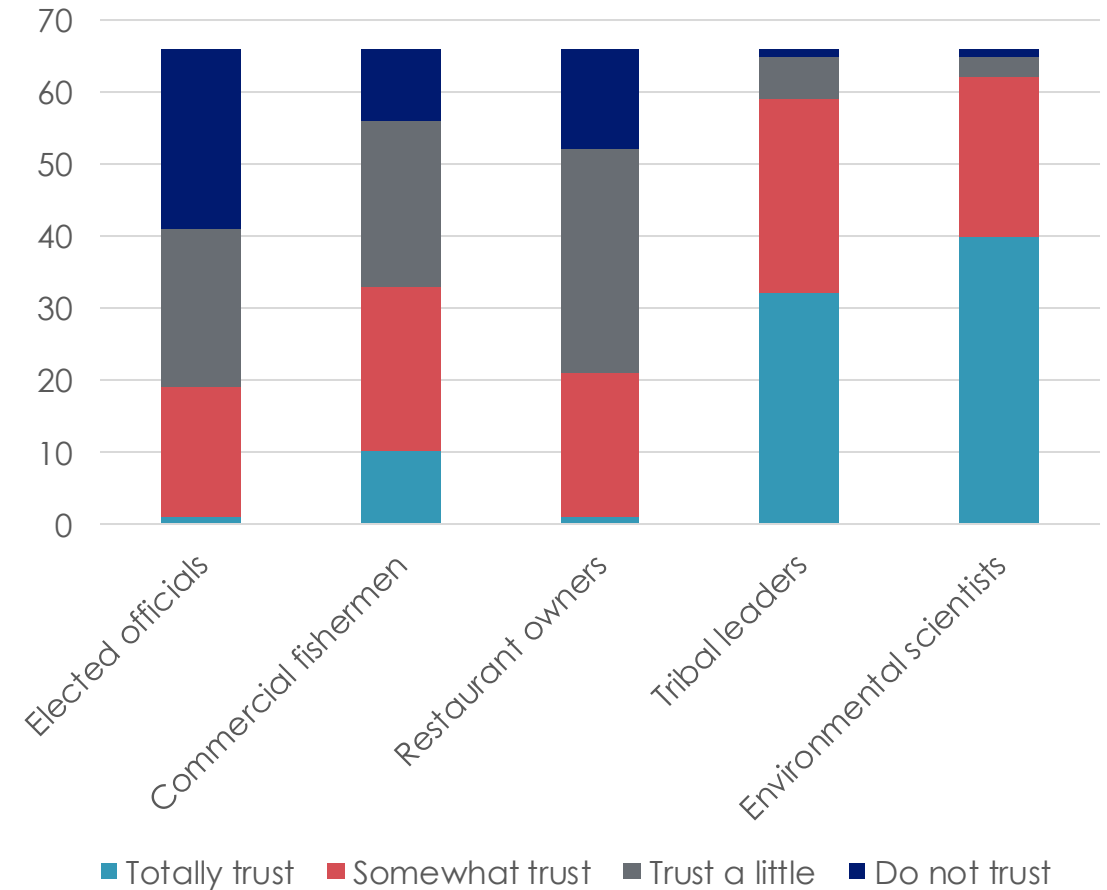
“I fully believe this, that salmon are linked to healthy streams, forests, habitat, urban parks and wetlands like Lake Sammamish or the Cedar River or Issaquah Creek, to livelihoods that span the outdoors to tourism to restaurant workers.”

“This is true, everything is a part of the ecosystem. Everything relies on one another to work/survive.”

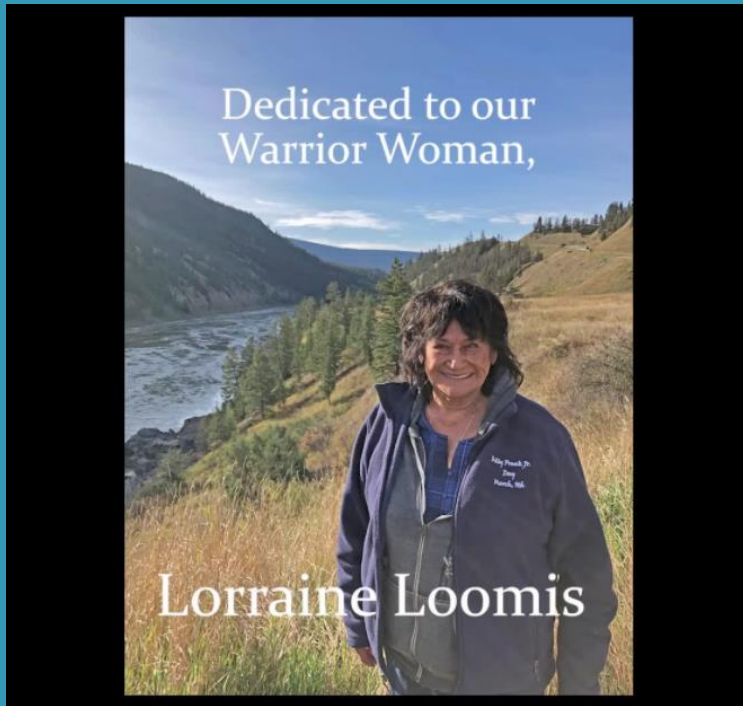
“I agree, that changes to protect one species can protect many others as well.”

Participants choose tribal leaders and environmental scientists as their most trusted sources of information

We asked: **Who would you trust to give accurate information about these topics?**



Video Review

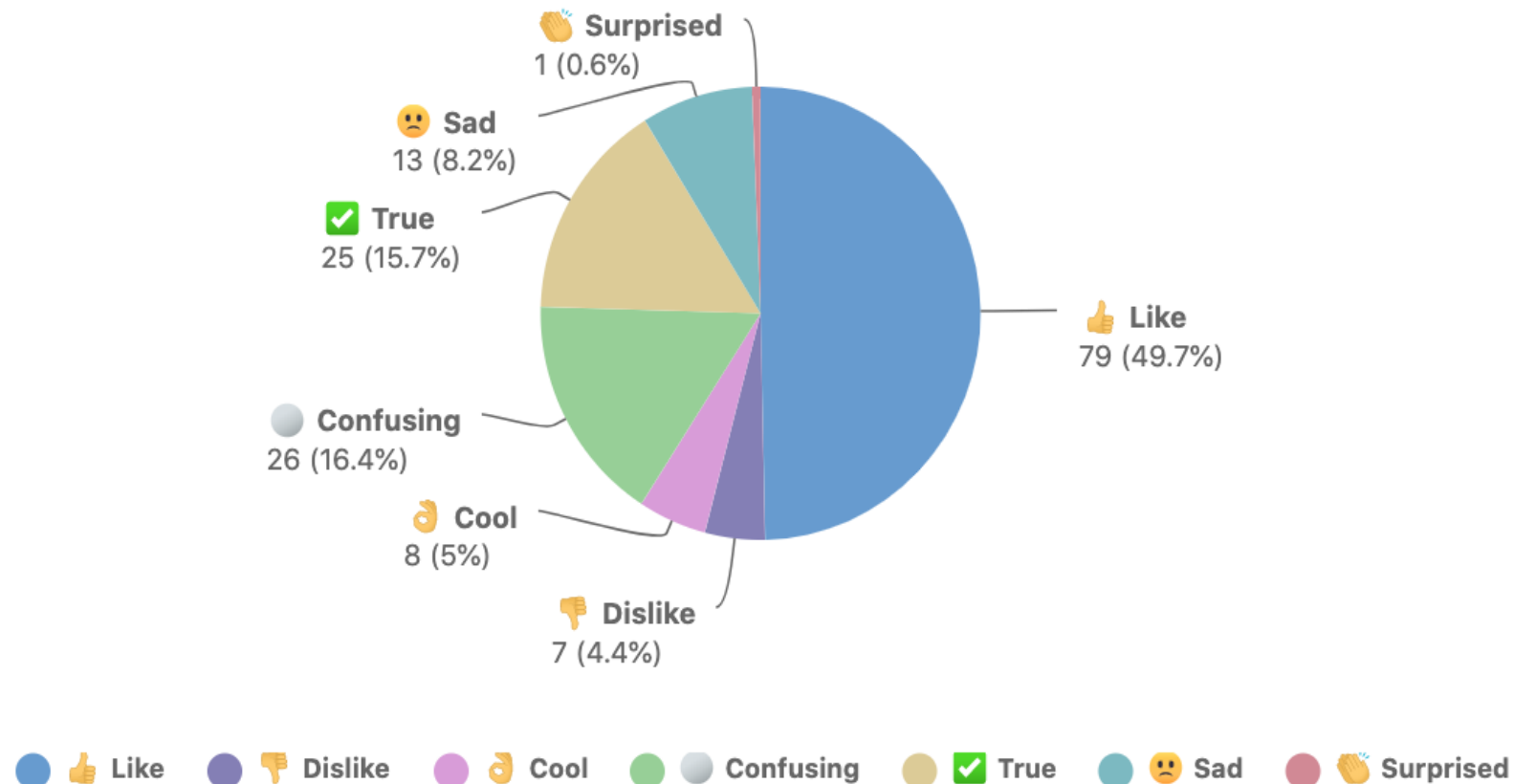


The C+C video was shown to participants to gauge their reaction to the topic of salmon preservation.

We asked: **In this exercise you're going to be giving us your feedback on a video about salmon preservation. What we'd like you to do is watch the video once, or twice if you'd like, but no more than twice. And then you're going to have the opportunity to mark up the video in various places and say how you're feeling about it. You'll also have the opportunity to explain why you marked it the way you did and give us any feedback that you think would be helpful.**

I want to point out that this is not a critique of the video. It's really more about the content of the video. What are you learning? What are you confused by? What do you find interesting? That sort of thing. It's not a commercial. It's just a video to help us understand more about you, and about your relationship to salmon and salmon preservation.

Participants have many positive reactions to the video

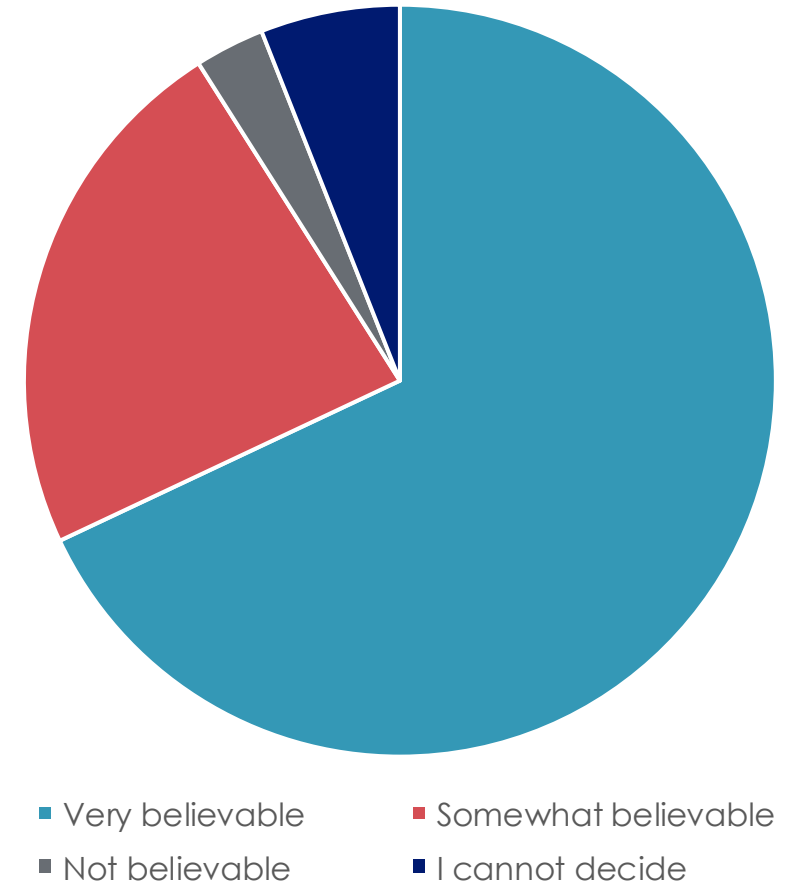


Note that percentages in the pie chart reflect the number of times each emoji was selected by participants as they reviewed the video. Although FALSE was an option, zero participants selected that emoji.



Participants find the video to be very believable

We asked: **Overall, how believable do you find the information in this video?**



Three elements of the video resonate strongly

We have the tools (hatchery) and technology

Timestamp

0:48-0:51

We have to do this and we're all coming together

Timestamp

1:12-1:25

“Warrior Woman” Lorraine Loomis states we must work to have fish for the future

Timestamp

1:32-1:39



Hearing from tribal leaders is powerful, but participants also wish to see themselves reflected in the video story

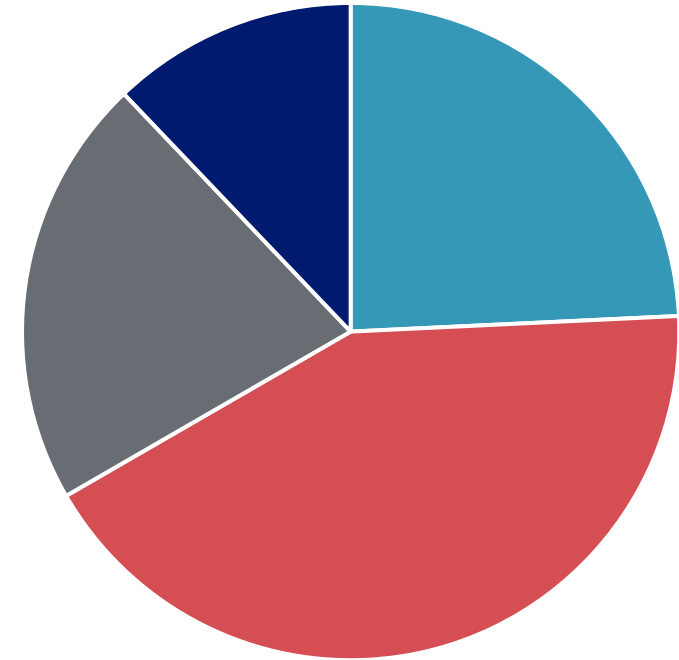
“It is interesting to see First Nations and hear their plea for their way of life. How would you feel if it was your way of life that was threatened is the message I pick up on.”



“While it's compelling that tribal people are so passionate regarding the salmon, I think this video might be more thought provoking if it spoke to everyone (not just the value towards tribal persons) For the rest of us in the world that are needed to make this happen the video barely includes us all in the salmon recovery. Yes this is an important issue that we all need to help save salmon.”

Participants would be “a little bit” to “definitely” interested in taking action after viewing a video like this

We asked: **How much do you think a video like this would cause you to take action to protect salmon in Washington?**



- Would definitely be interested
- Would somewhat be interested
- Would be a little bit interested
- Would not be interested

Future Considerations



Future Considerations



The tribal connection to salmon is recognized as important, and hearing the Native voice and perspectives on the threat is both moving and meaningful.

There is however an expressed desire for all Washingtonians to see themselves as part of the solution, so a diverse and customized campaign approach will be needed to meet this need for inclusion.

The key solutions (hatchery management, habitat restoration, and seal and porpoise management) resonate at first glance, but an initial campaign should put solutions as secondary and an urgent call to action/care/support as primary.

Future Considerations



Due to a generally high level of awareness of, and care for, the threat to salmon populations in Washington, the ground is fertile for a campaign that underscores urgency.

However, in the eastern part of the state, there is a need to build more awareness.

Due to a shared sense of connection and belonging to the state of Washington, and by extension to salmon, the idea of a collective and shared responsibility resonates (i.e., working together).

Participants are unsure of what they can do as individuals to protect salmon populations, so closing the gap between awareness and action is vital.



THANK YOU

QUESTIONS?:

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