"Get to Know Your Native" Interior Redband Trout Final Report

WNTI Grant No: 2018-SG - 27

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Idaho Council TROUT UNLIMITED

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Redband Trout Poster Final Report

This report is a summary of the "Bring Back the Natives" poster campaign awarded to Idaho Trout Unlimited in 2018. This education and outreach project developed a poster to educate people about the Interior Red Band Trout. The poster was completed with the review and input of 6 agency partners and Trout Unlimited scientists. The Western Native Trout Initiative (WNTI) funds were used exclusively for the production of the posters recognized in the project proposal. The poster campaign used \$1600.00 additional matching funds from Trout Unlimited Idaho, Montana and Washington councils and Trout Unlimited National for poster design, art and shipping.

The \$3,000 grant ultimately was used for printing and distributing 3200 posters. The posters were distributed between WNTI, Western Association of Fish and Wildlife Agencies, United States Fish &Wildlife Service, United States Forest Service, Bureau of Land Management, California, Idaho, Montana, Nevada, Oregon and Washington Fish and Wildlife agencies and Trout Unlimited.

Detailed tracking of the distribution of posters proved to be a challenge. Posters were distributed at all agency offices and Trout Unlimited state councils and staff. Attached is a breakdown of the distribution.

Examples of specific groups reached include:

- Trout in the Classroom (students)
- Water quality events in Washington (students)
- Owyhee Projects Partnership Conservation Program (project partners, land owners and students)

The posters were shared by our partner agencies and Trout Unlimited at youth events and public occasions such as the Western Idaho Fly Fishing Expo and other fishing shows.

The posters were given out and displayed to hundreds of Trout Unlimited members at the Trout Unlimited National meeting and western regional meetings. State councils distributed posters at chapter membership meetings and fundraising events.

Financially, this project was very simple to manage. The WNTI funding was used directly for printing and distribution resulting in simple accounting. Partner matching funds were used for poster design, art and shipping. If needed, WNTI has the poster master file that can be used in the future for additional printing editions.

The native trout posters have proven to be a great tool to inform the public audience, especially youth about native trout located in in their backyard. The poster explains in simple words why native fish, such as the Redband Trout, are important in an easily understood and appealing package.



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Interior Red Band Trout Poster Distribution

3200	Total posters printed
175	Western Association of Fish and Wildlife Agencies
25	Western Native Trout Initiate
200	US Fish & Wildlife Service, Bend Field Office
200	United States Forest Service, Pacific Northwest Region
200	Fisheries Program Lead-BLM
1200	200 posters to each State Fish and Wildlife agency in CA, ID, MT, NV, OR, WA
1200	Trout Unlimited (CA. ID. MT. OR. WA state councils)

