



DRAFT

COMMUNICATIONS PLAN

First Nations-B.C. Wildlife and Habitat Conservation
Forum

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First Nations-B.C. Wildlife and Habitat Conservation Forum

1.0 Background:

This document has been developed collaboratively by the Communication Working Group and the Province of B.C. to implement the Action 19 of the [Together for Wildlife Strategy](#).

“Action 19: With the First Nations–B.C. Wildlife and Habitat Conservation Forum, we will jointly develop communication and extension materials to educate and inform British Columbians about the nature of Aboriginal rights and title, modern and historical treaties, Indigenous worldviews, and Indigenous use of wildlife and wildlife stewardship approaches. In 2021, we will engage with Indigenous governments on draft communication materials.”

2.0 Purpose:

The purpose of this document is to develop a communication plan for the First Nations Forum that supports the implementation of the Together for Wildlife strategy.

3.0 Goals/Objectives:

The objectives of the communication plan are to:

- Ensure common and accurate information regarding the First Nations Forum is available in the public realm;
- Implement targeted engagement with non-participating B.C. First Nations to raise awareness of the First Nations Forum so they understand their opportunities to be engaged;
- Actively seek partnership and leverage opportunities; and
- Identify opportunities to coordinate engagement activities across related initiatives as appropriate (e.g. Collaborative Stewardship Framework; Land Use Planning; Environmental Stewardship Initiative).

4.0 Potential Challenges:

There are several challenges that may arise once communications are expanded as proposed in this document, including:

- Interest from additional First Nations or others to be members of the First Nations Forum and onboarding of the new members that could require time and resources; and

- Risk that uncoordinated engagement with other related initiatives, where appropriate, could increase duplication, confuse messaging, and decrease efficiency.

5.0 Key Audiences:

The key target audiences considered in this plan include:

- The general public;
- Industry associations (e.g. Mining Association of BC (MABC), Canadian Energy Pipeline Association (CEPA), Canadian Association of Petroleum Producers, Council of Forest Industries (COFI));
- Provincial Indigenous Organizations (including First Nations Forestry Council, First Nations Leadership Council, First Nations Energy and Mining Council);
- Environmental Non-Governmental Organizations and Academic Institutions
- Forest Practices Board;
- Professional Associations (Registered Professional Foresters (RPF); Registered Professional Biologists (RPBio); Professional Agrologists (PAG));
- Union of B.C. Municipalities and local governments and regional districts
- Federal government;
- Other B.C. Government agencies; and
- First Nations Leadership Council and Union of BC Indian Chiefs.

An audience matrix is provided in the following tables in section 7.0.

7.0 Strategy and Process:

Priorities:

The following four priority areas are identified as key drivers to guide the development of the First Nations Forum communication plan. Some of the actions and audiences identified in the tables below will require both a corporate level of engagement as well as regional and project specific.

1. Create First Nations Forum website
Purpose: to formally introduce the Forum to the public and present the results of the collaborative work done to date. The website is a tool to provide sessional round reporting on the activities of the forum through seasonal updates (4 updates per year).

Action	Lead	Audience	\$/resources	Priority
Create a Webpage	Communication WG/ Digital Experience Division (FLNRORD)	Public; Indigenous and Provincial leadership	High	High

2. Create cultural and educational information regarding First Nations perspectives

Purpose: provide opportunity for hunters, trappers and the public to become familiar with First Nations culture and worldviews

Action	Lead	Audience	\$/Resources	Priority
Create cultural and educational information including print, electronic, video clips	Communication WG	Participating First Nations Governments Public Industry	High	High

3. Review wildlife and habitat documents

Purpose: update various wildlife and habitat documents and bring a First Nations' perspective to published material

Action	Lead	Audience	\$/Resources	Priority
Review documents	Communication WG	Indigenous and Provincial leadership Public & Industry	High	High

4. Coordinate engagement with all First Nations across the province regarding the communication and educational material created by the Forum potentially via the Forum's website.

Purpose: implement the engagement required in Action 19 of the strategy and create an opportunity for other nations to provide feedback on communication material.

Action	Lead	Audience	\$/Resources	Priority
Engagement	Communication WG	First Nations Public	Low	High

		Industry		
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