



## Urban Deer Public Awareness Campaign Update Township of Esquimalt, BC August/September 2018

### Media

- **Victoria News**
  - The UWSS identified issues and positive messaging and worked with Black Press to prepare three out of five “Impress Branded Content” ads/stories.
    - June was specific to the fawning season, what deer behaviour to expect and how to reduce human-deer conflict.
    - July was specific to urban deer management and the need for evidence-based information. It referenced the research currently being conducted in Oak Bay as being informative for Esquimalt and other municipalities and re-iterated Esquimalt’s leadership in undertaking a program that involved a community survey, public education and scientifically conducted deer counts
    - August was specific to reducing human-deer conflict and provided information on urban deer populations and their relative stability at this time, reminding the community that what a person sees in one area of Esquimalt will not be what everyone sees, re-enforcing the need for scientifically sound deer counts
  - The next Impress Ad will be in early October and will address the second deer count that will be undertaken in October/November. The fifth and final Impress Ad will address the rutting season and review deer behaviour particularly of the bucks, and provide strategies for reducing human-deer conflict.

We are currently waiting for the KPI (Key Performance Indicators) from Black Press that will provide the breakdown of gender, age, platforms, engagement and reach. However based on informal information from BP the medium is proving to be highly successful with a large reach and “click through” rate. The Impress Ads are featured for a week with multiple impressions, “flagged” for a month, and archived for a year.

- The first advertorial was an extended version of the first Impress Branded Content ad, providing strategies to reduce human-deer conflict
- The second one will run in late September and provide detail about Esquimalt’s current urban deer management plan – the importance of the survey, strategies to reduce human-deer conflict, and the upcoming second deer count.

- **Social Media**

- The UWSS has worked with Maven's Media who specialize in Science Communications, identifying issues, topical information and general information, and messaging appropriately. We have developed content to tweet out weekly, monitoring for responses and following up where appropriate.

### **Esquimalt Website**

- The UWSS prepared and provided information and links for staff which have been placed on the Esquimalt website under "Deer" and "Deer Management".
- We will be providing updated information to be placed on the website after the upcoming deer count and report to Council.

### **Information Session**

- In consultation with staff, the UWSS will be hosting a "workshop" /information session in early October.