

## **Stronger by Sharing: Shared messaging for March-April 2018**

### ***March: The importance of individual action***

- Is there a common problem—for example, invasive species, stormwater runoff or litter—we want to encourage individuals to address?
  - Feb. 25 – March 3: Participate in the “[Don’t Suck. #SipResponsibly](#)” campaign hosted by Annapolis Green.
  - March 1 – May 31: Participate in the [Great American Cleanup of PA](#) campaign hosted by Keep Pennsylvania Beautiful (March 1-May 31).
  - March 1 – June 9: Participate in [Project Clean Stream](#), coordinated by the Alliance for the Chesapeake Bay. Volunteers can organize their own clean-up or participate in one that is already planned.
- Is there a hashtag we can use to promote individual action?

### ***March: Women’s History Month***

- Is there a shared message we want to deliver about the role of women in science and conservation?
  - The National Wildlife Federation has compiled shared messaging that Kristin will share. The Federation will also be hosting the [Women in Conservation Leadership Summit](#) from March 13-15 in Cambridge, Md. The summit will generate a lot of social media content, as well as an Alliance for the Chesapeake Bay blog post written by Kate Fritz.
  - The Alliance for the Chesapeake Bay plans to publish and share a series of related blog posts.
  - The Chesapeake Bay Program plans to publish and share a blog post about the Becoming an Outdoors Woman program, which Delaware will also promote.
  - Pennsylvania plans to publish and share content about Rachel Carson and modern women leaders in environmental conservation.
- Are there related hashtags we should be following or using?
  - For example: #womeninscience #womeninSTEM #STEMinism #AddWomen #womenshistorymonth #thisiswhatascientistlookslike

## ***March: Underwater grasses***

## ***April: Earth Month***

- April 7: Project Clean Stream
- April 17: Bat Appreciation Day
- April 21: World Fish Migration Day
- April 22: Earth Day 2018: End Plastic Pollution
  - Is there a shared message we want to deliver about plastic pollution?
- April 22: Air Quality Awareness Week
- April 27: Arbor Day
- Potential message: Plant native plants. Rehab your rain gardens for spring and summer.

## ***June 2-10: Chesapeake Bay Awareness Week***

## ***2018: Celebrating 35 Years of the Chesapeake Bay Program***

## ***2018: [Celebrating 50 Years of the Wild and Scenic Rivers Act](#)***

- Anniversary: October 2, 1968
- Designated rivers in watershed states (but not necessarily the watershed itself) include:
  - White Clay Creek (in Delaware and Pennsylvania)
  - Delaware River (in New York and Pennsylvania)
  - Allegheny River (in Pennsylvania)
  - Clarion River (in Pennsylvania)
  - Bluestone River (in West Virginia)