

Black Bear Outreach Updates

FY22 & FY23



Black Bear Outreach

FY22 Updates





FY22 Campaign

FY22 statewide marketing campaign - **\$344,251.00**

April 4 – July 25, 2022

Produced **creatives** in English and Spanish

Badges, videos, banners, radio ads, redesigned webpages

Ran **media ads**

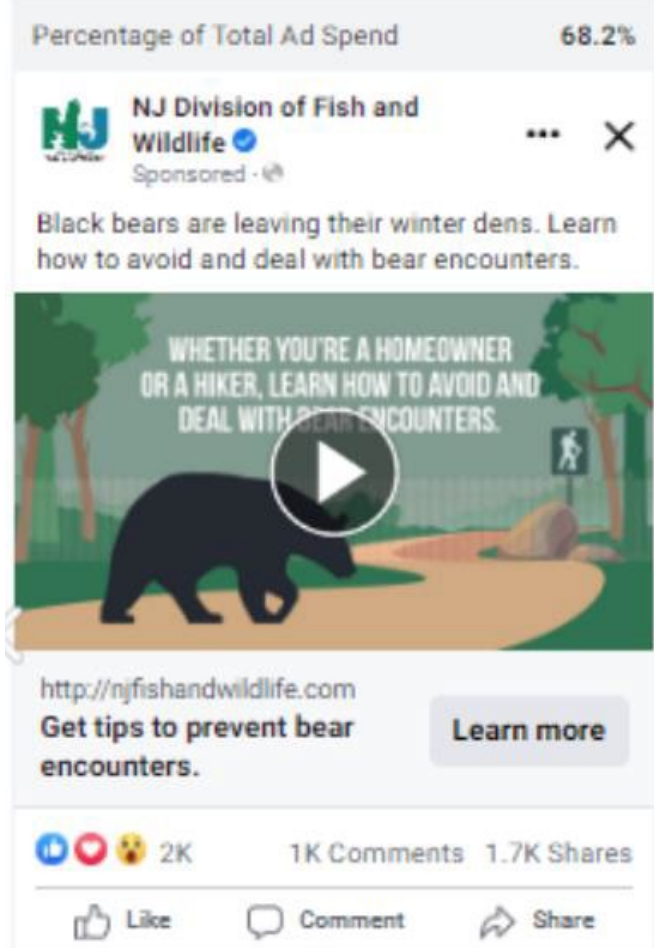
Social, YouTube, HULU, Programmatic, Streaming Video

Provided **measurement reports**

Ad metrics, Google Analytics, Brand Lift study

princeton **partners**

Branding & Consulting





FY22 Campaign

Results: Good targeting, messaging and creative allowed for much higher-than-average engagement (CTR, likes, comments, view throughs) and a positive brand lift.

Metric	Performance
Impressions	18,471,507
Clicks	52,669
Completed Video Views	4,793,649
New Users to Website	59,000 <i>(5.51% were Spanish users; In 2021, only 13,000 users)</i>
Brand Lift	<i>Ads caused a 10.1 point increase in brand lift percent for people and > 99.9% chance that ads caused brand lift for Standard Ad Recall. (North American Norm 7.9pts; Gov't Norm 3.3pts)</i>



FY23 Objectives

New Black Bear Outreach Program Specialist

FY23 Marketing Campaign

Municipal Outreach

Bear Seminars & Exhibits

Bear Literature Distribution

Bear Outreach Messages

Bear Website Updates

Partnerships



Black Bear Outreach

FY23 Updates



FY23 Marketing Campaign

Statewide, Bilingual Campaign

Cost: \$288,000

March 15-November 15, 2023

Contracted Marketing Vendor

Princeton Partners, Inc.

Marketing Pulses

- Spring – Den emergence
- Summer – Breeding season
- Fall – Hyperphagia



Bilingual ads focus on garbage management, removing attractants and safety tips

Each phase emphasizes bear activity specific to the season with newly developed creatives



New Creative: Summer Alert – Don't Feed Bears



New Creative: Summer Alert – Hiking

Behavioral Analysis Survey

- Pre-campaign survey conducted by vendor prior to the spring media launch
- Open for 3 weeks and received 750+ respondents statewide
- Post-campaign survey will take place after the campaign concludes in November
- Results will be available after the campaign is completed and then used to inform future outreach efforts



Municipal Outreach

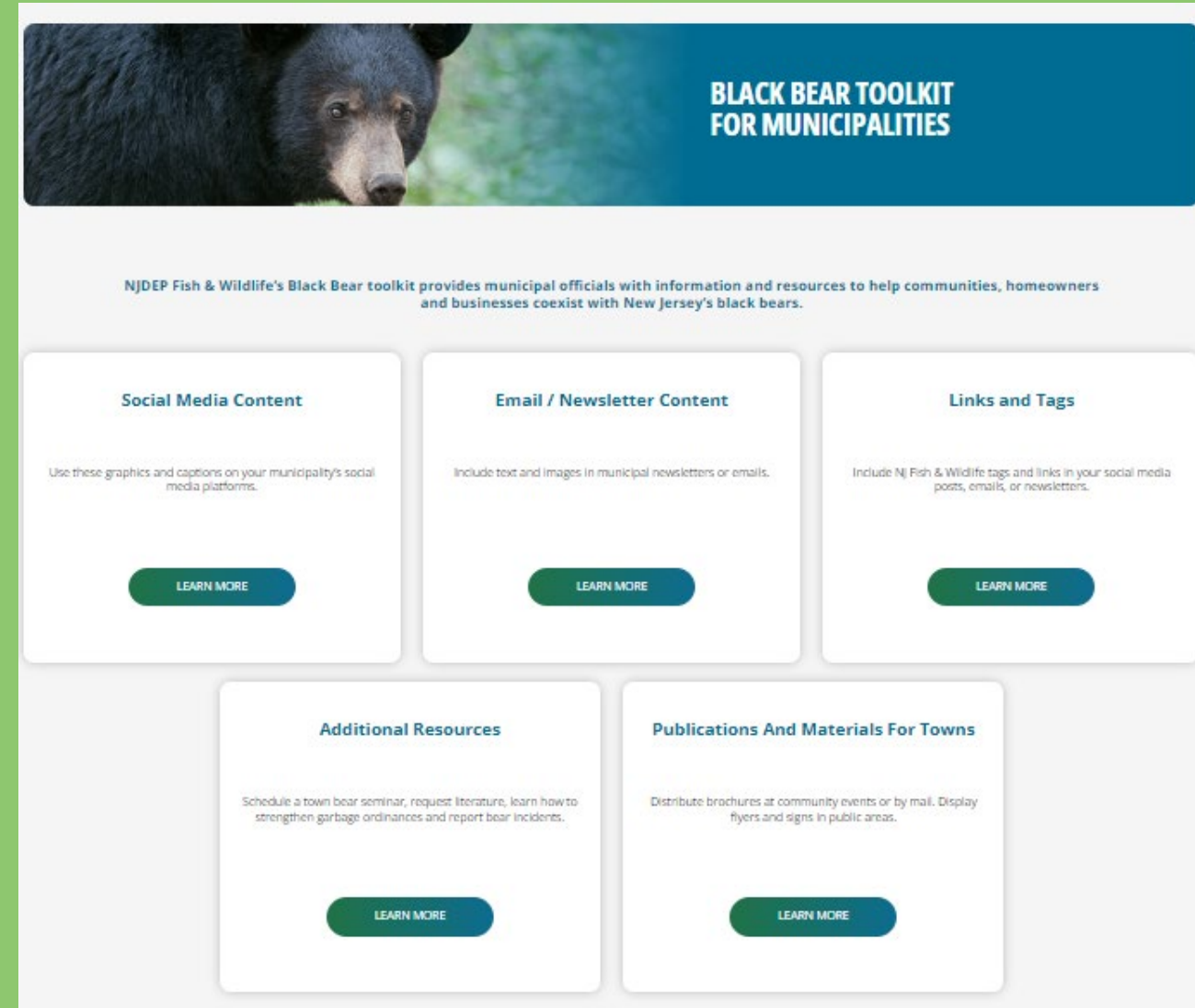
Partnering with NJDEP Office of Local Government Assistance (LGA)

Black bear information shared with all New Jersey municipal leaders:

- December 2022 – Publications & materials promo
- February 2023 – Garbage management and garbage ordinance info
- June 2023 – Promotion of the

Black Bear Toolkit for Municipalities


- Available as a microsite on NJFW's website
- Includes content for town social media platforms, emails, newsletters, and additional resources




Black Bear Toolkit for Municipalities

Presentations & Exhibits


New Online Request form deployed in April for the public to request the black bear presentation and exhibit.

 Department of Environmental Protection



ABOUTNEWSEVENTSMAPSCONTACTREGULATIONS

LICENSES & PERMITS

 Fish & Wildlife

FISHINGHUNTINGWILDLIFEDESTINATIONSCONSERVATIONEDUCATION

[Home](#) > [Bears](#) > Know the Bear Facts Presentation and Exhibit Request Form

Programs and exhibit currently being scheduled and conducted for the summer and fall.



Bear Safety Publications

- Literature distributed statewide upon request to the public, municipalities, and at bear outreach events
- Partnered with NJ State Parks to distribute bilingual bear literature to State Parks for patrons
- New materials developed - Bear Attractant Removal Checklist

Sepa Sobre El PELIGRO DE LOS OSOS Los Osos Negros en New Jersey



Los Osos negros son los mamíferos más grandes que se encuentran en este estado. Vienen principalmente de los bosques y parques densos.

La presencia de un Oso negro, en sí, no se considera un problema. Generalmente, los osos tienden a tenerle miedo a los seres humanos. Es posible que gente pueda observar y ver osos cerca de sus hogares. Es sumamente importante no dejar afuera ninguna comida o alimento que pueda causar que los osos se muden o trasladen a áreas cercanas a residencias.

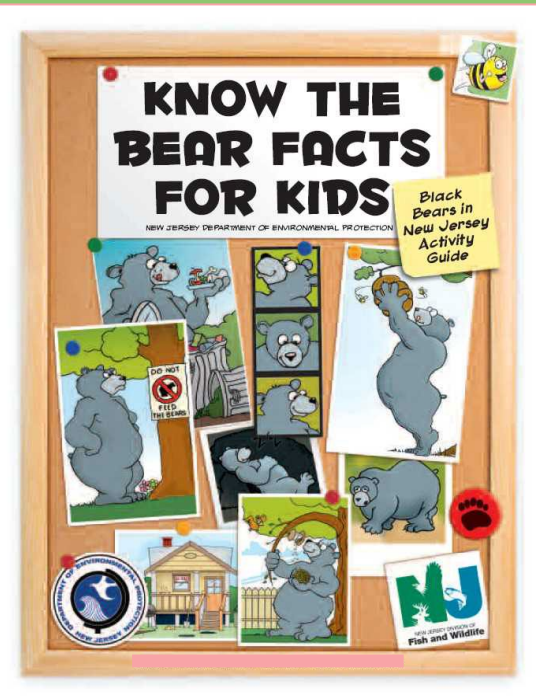
Los osos aprenden muy rápido del descuido de la gente. Ellos empiezan a asociar a los alimentos a la gente. Los osos negros pueden llegar muy cerca a los humanos porque creen que la comida y por eso se trasladan cerca de las residencias. Como resultado pueden ser peligrosos a los humanos.



¡Nunca alimente a los Osos!
en New Jersey y es peligroso.

Para cualquier daño causado por los Osos a su propiedad, llame al departamento de New Jersey o al departamento de New Jersey de la Protección del Medio Ambiente y Vida Silvestre llamando a WARN DEP (1-877-927-6337).

Para más información sobre los osos negros de New Jersey, visite: www.NJFishandWildlife.com



ATTENTION!

**BEARS ARE ACTIVE IN THIS AREA.
DO NOT APPROACH THEM!**

If you encounter a bear:

- Remain calm. **DO NOT RUN!**
- Make the bear aware of your presence by making noise. Leave an escape route for the bear. If the bear does not leave, slowly back away.
- If the bear approaches, stand your ground and be assertive. Make yourself look big by waving your arms. Stay together as a group. Toss rocks or sticks.
- If a black bear attacks, fight back! **DO NOT PLAY DEAD.**

Report an aggressive bear to the police and DEP's Division of Fish and Wildlife at 1 (877) WARN DEP.

Never feed a bear. It is Dangerous and Illegal. Fed bears can become habituated and may need to be killed to protect public safety.

www.njfishandwildlife.com

KNOW THE BEAR FACTS

Black bears that are able to gain access to garbage and food sources in residential areas will learn to associate food with people. These bears can become a nuisance or aggressive, and may have to be destroyed.

Be a good neighbor - Prevent bears from becoming a nuisance in your community by properly managing garbage and other attractants on your property.

Report black bear damage or nuisance behavior to the police or DEP Fish & Wildlife at 1 (877) WARN DEP

BEAR ATTRACTANT REMOVAL CHECKLIST

- ☐ Use certified bear-resistant garbage containers. They offer the best protection.
- ☐ Store all garbage in containers with tight-fitting lids and place them within a secure location where bears are unlikely to see or smell them.
- ☐ Wash garbage containers with a disinfectant solution at least once a week to remove odors.
- ☐ Put out garbage on collection day, not the night before.
- ☐ Empty and clean recyclables before storing them in a secure building.
- ☐ Do not place meat or any sweet foods in compost piles.
- ☐ If you feed pets outside, do so during daylight hours only. Pick up any leftover food and remove bowls after they have finished.
- ☐ Clean outdoor grills and utensils thoroughly after each use.

If You Encounter A Bear:

- Do not feed or approach a bear!
- Remain calm and do not run.
- Keep your distance and avoid direct eye contact.
- Scare the bear away by making noise.
- Make yourself look big by waving your arms. Stay together as a group.
- If the bear does not leave, slowly back away and move to a secure location.
- If a black bear attacks, fight back! Do not play dead.
- Report bear damage and nuisance behavior to your camp office, police or the Division of Fish and Wildlife at 1 (877) WARN DEP.

www.NJFishandWildlife.com

Facebook, Instagram, YouTube icons

Black Bear Webpages

Content is regularly updated to contain the latest recommendations and to coincide with seasonal bear activity.

Bear Banners & Alerts —→ Updated seasonally to reflect bear activity

Bear Townships webpage —→ Toolkit for Municipalities was added

Bear Education webpage —→ Presentation & Exhibit Request Form was added

 Bears are active. Avoid bear incidences by removing attractants. [Learn More >](#)

 To report black bear damage and nuisance, call the DEP's 24-hour, toll-free hotline: **1-877-WARN DEP (1-877-927-6337)**



KNOW THE BEAR FACTS
SUMMER SAFETY TIPS

LEARN MORE

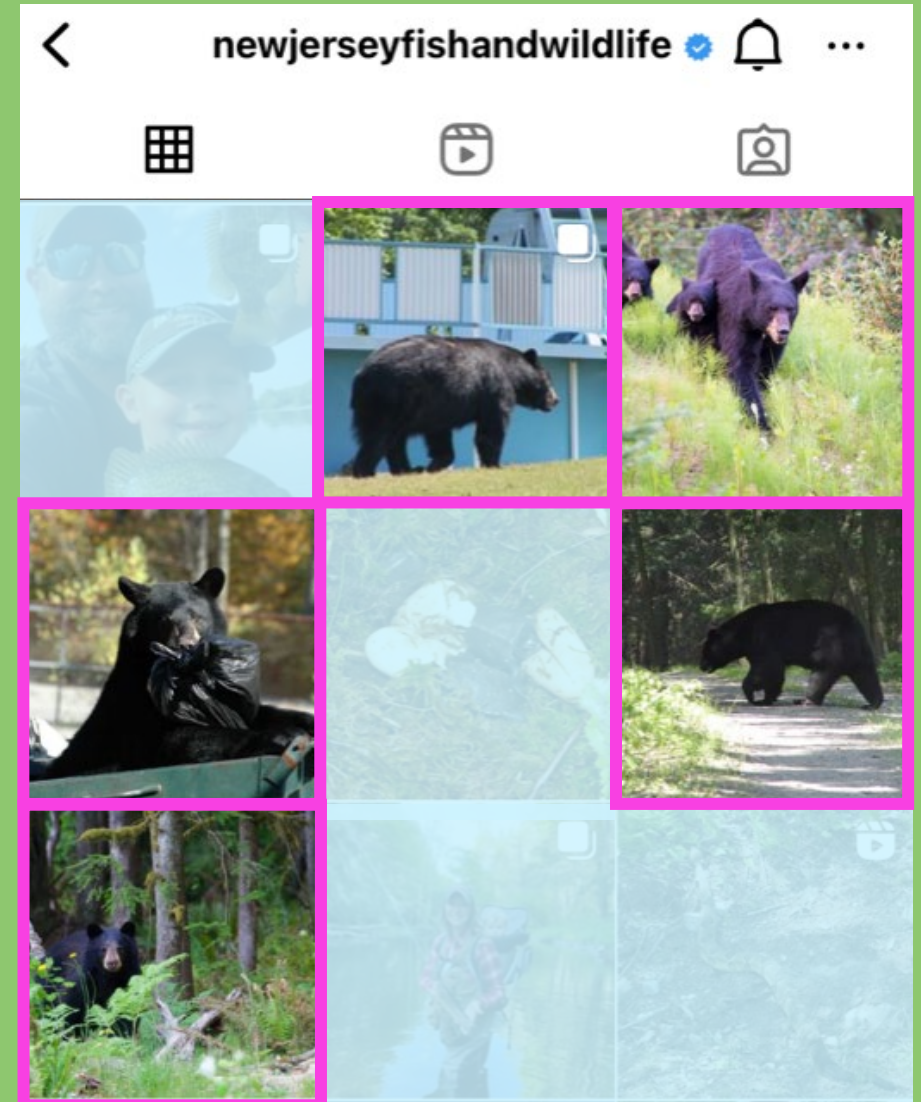
Social Media

Social media posts (Facebook & Instagram) created for peak bear activity periods

- Spring den emergence
- Breeding season (Bear Safety Week)

Bear Safety Week

Bear presentations and programs promo



GovDelivery Messages



Be Bear Aware!

Did you know black bears have been sighted in all of New Jersey's 21 counties? Make your community or organization more bear aware!

NJDEP Fish & Wildlife offers the ["Know the Bear Facts"](#) presentation and tabletop exhibit, free of charge, to schools, summer camps, campgrounds, nature centers, scouts, hiking clubs, and municipalities.

These educational opportunities provide information about living with black bears, including their natural history and biology, research, safety tips and practical information for coexisting with bears. Show-and-tell items are available along with publications for distribution.



**Messages sent out for peak
bear activity periods**

*Promotion of bear presentation
and exhibit in May*



Partnerships



NJDEP Division of Sustainable Waste Management

Collaborates on Division of SWM's garbage management and municipal ordinance efforts. NJFW staff meet regularly with Division staff and resources are provided to assist with the development and implementation of SWM's projects.



RUTGERS

New Jersey Agricultural
Experiment Station
COOPERATIVE EXTENSION
UNION COUNTY

Rutgers Cooperative Extension

NJFW collaborates with RCE on bear outreach efforts directly to farmers. Resources are being created to provide the agricultural community with the most current bear safety information to prevent bear damage to crops and livestock.



Waste Haulers

Waste haulers in bear country were contacted about sharing NJFW bear safety content with customers.



BearWise Program

NJFW is now a BearWise member state working with members to provide consistent messaging to the public about coexisting with bears.

Thank You

