

2.5 Joshua Smith

I suppose the most effective tool I've used is an infographic. See attached. It took us a surprisingly long time to design the infographic but it also was much more effective than I had anticipated it to be. Simple, catchy, and a great conversation starter. It was a very operative foundation to build from; explaining where we were starting from and why we needed to act now. Its spread itself quite wide now, its seeded its own support, and its also something that folks seem to all agree is a problem and a place to start.

Every Fish Counts

In **1963** Spring Chinook Salmon populations in the South Fork Trinity River were estimated at **10,000**.

In **2015** there were only **20** fish counted.

Our Spring Chinook are at risk.

You can help



For more information visit
www.thewatershedcenter.com

Save our spring chinook
for future generations