

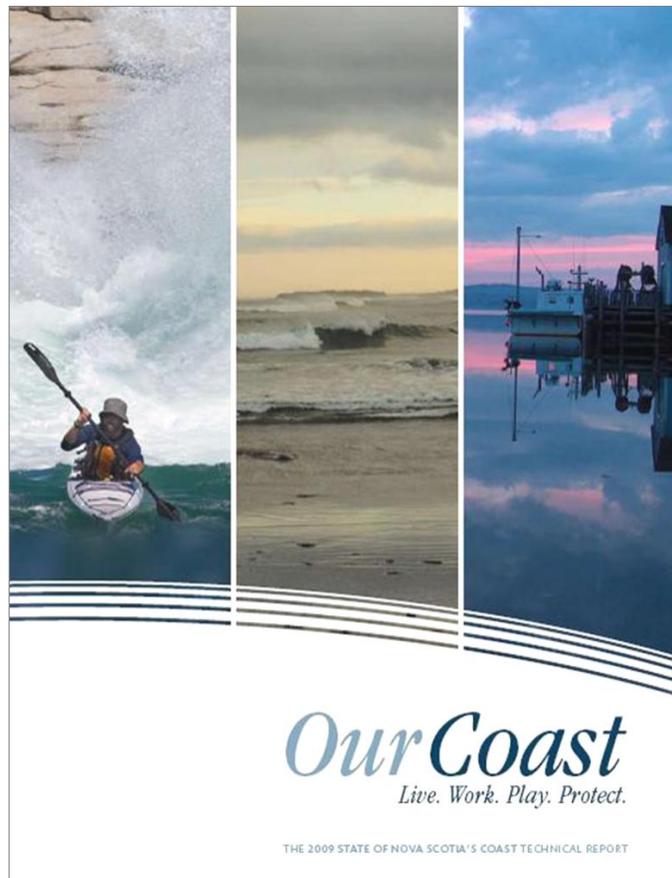
The 2009 State of Nova Scotia's Coast Report: An Initial Study of its Use and Influence

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Preparation of this Report

This report was prepared for the Government of Nova Scotia by the Environmental Information: Use and Influence (EIUI) research initiative, based in the School of Information Management, Faculty of Management, Dalhousie University, Halifax, Nova Scotia. The EIUI research initiative is studying the diffusion, use, and influence of grey literature through detailed case studies of governmental and intergovernmental organizations focused on marine environmental issues and fisheries. Investigation of grey literature (i.e., not produced by commercial publishers) is a priority given today's global marine environmental problems. This research seeks to elucidate the pathways (and barriers) of the flow of scientific information from production to relevant policy decisions and to offer insights for enhancing the use of science on matters of global importance. The research encompasses the disciplines of information studies, marine science, resource and environmental management, and public administration. Further details are available at www.eiui.ca

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Executive Summary

In December 2009, the province of Nova Scotia released the first *2009 State of Nova Scotia's Coast Report*, in three versions: technical report, a summary report, and six fact sheets. The *Report* was designed to reach and inform all audiences in the province about coastal issues and to encourage public participation in the development of coastal policy in Nova Scotia. In the period March to December 2010, the Environmental Information: Use and Influence (EIUI) research initiative, based in the School of Information Management, Dalhousie University, conducted a study in collaboration with the government of Nova Scotia to determine the awareness, use, and influence of the *Report*.

The Government of Nova Scotia, through its Provincial Oceans Network (PON) organized public consultations in the province during May to July 2010 in order to promote awareness and use of the *Report*. Eight open houses were held in locations throughout the province, a multi-stakeholder meeting was held in Halifax, and a telephone survey was conducted to obtain province-wide data. The government also recorded traffic on its “*Our Coast*” Web site, which contains the digital versions of the *Report*. To complement the activities of the government, the EIUI research team used several research tools to determine the level of public awareness of the *Report*, including surveys conducted at the public consultations and selected interviews with key informants, citation analysis, link searches to the government’s Web site, searches of library collections, analysis of Web site tracking statistics, and a review of media coverage since the launch of the *Report*.

The government distributed the *Report* to a range of organizations and individuals after the December 2009 launch. The data collected by the EIUI research team serves as an indicator of initial awareness and use of the *Report* by six stakeholder groups: the general public, government, non-governmental organizations, industry, academic organizations, and First Nations groups. Most participants in the Open Houses, and participants selected for the telephone survey, were middle-aged and seniors.

People became aware of the *Report* mainly through electronic means (email and Web-based) or through the news media. Forty-five percent (45%) of all stakeholders (N=256) at the open houses became aware of the *Report* by receiving an email message either through the PON notification emails or through NGO email networks. Twenty percent (20%) of these participants also became aware of the *Report* from the Web site. Approximately 75% of the multi-stakeholders who were interviewed (46.4% of the meeting attendance, N=28) stated they had received copies of the *Report* or a notification letter, and were previously aware of the *Report* as they had been involved in its production.

Most news media articles were published in December 2009, shortly after the launch of the *Report*, and in May and June 2010, when the articles served as a means of advertising both the *Report* and the public consultations. Published responses to the *Report* were produced, mainly by non-governmental organizations. The number of visits to and downloads of the *Report* from the government Web site increased by approximately three times at the time of the launch and during the public consultations. Although numerous organizations were notified of the *Report*, 24 web-links to the government’s “*Our Coast*” Web site were found. Thirty-three percent (33%) of these 24 Web sites belonged to non-governmental organizations, 30% belonged to university libraries and 12.5% were industry.

In general, stakeholders stated that they expect to use the *Report* for personal reasons: education and awareness building, monitoring the government and advocacy, and support for public participation. The less technical versions of the *Report*, i.e., the summary and fact sheets, were effective in reaching a range of audiences. While 53% of stakeholders (open house attendance, N=256) preferred the summary, all stakeholder groups commented on the usefulness of the three versions of the *Report*, and each version was deemed useful by different audiences.

Evidence of use and influence, as determined by citation analysis in August 2010 and statistics on library usage, was limited and is likely due to the recent release of the *Report*. Less detailed searches in January 2011 did not retrieve any citations. Evidence of indirect benefits, such as increased collaboration and networking within and among the government and other types of organizations, was recorded. Approximately 88% of stakeholders who completed the survey at the multi-stakeholder meeting (N=24) have taken steps, primarily through electronic methods, to promote the *Report* within their internal professional and institutional networks. To date, the effect of the *Report* on the development of the sustainable coastal development strategy is seen mostly in increased awareness and knowledge about the state of the province's coasts by multiple stakeholders.

The suite of methods the government used to promote awareness and use of the *Report* was more effective in reaching some audiences than others. For example, email networks played a key role in promoting awareness of the *Report* among established groups which historically or traditionally respond to government surveys and requests for input. Many of the methods targeted such groups as well as urban and computer literate sections of the population.

Engaging members of the general public not reached during the public consultations, including stakeholders and individuals outside of established networks, is strongly recommended. Methods to reach younger sections of the population are suggested. Efforts to continue to involve members of the interested public who are already informed are encouraged, particularly stakeholder organizations already identified as important in the development of the coastal development strategy. Increased use of all forms of media (print and digital) to promote awareness and use of the *Report* by all audiences is recommended. Awareness and use of the *Report* and interest in addressing coastal and ocean issues generally will be enhanced by ongoing communication initiatives. Implementation of the coastal development strategy will necessitate continued public interest and involvement.

This study of *The 2009 State of Nova Scotia's Coast Report* shows that the *Report* is primarily serving as an educational tool informing the public on coastal issues. The Nova Scotia government has initiated a positive engagement process that will achieve more by continued communication. An increasingly informed public is expecting action on coastal matters.

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1. Introduction

In December 2009, the province of Nova Scotia released its first *State of Nova Scotia's Coast Report* (Department of Fisheries and Aquaculture, 2009a) in three forms – a detailed technical report, a 26-page summary document, and six fact sheets. The *Report* was produced through the Provincial Oceans Network (PON) which consists of representatives from 15 departments and agencies. The *Report* describes the current state of knowledge about the province's coastal areas and focuses on six priority issues: sea-level rise and storm events, public coastal access, working waterfronts, coastal water quality, coastal ecosystems and habitats, and coastal development. The three versions of the *Report* were published in print and Web-based formats, and the fact sheets and summary document were produced in English and French editions. Besides establishing base-line knowledge about coastal matters, the *Report* was designed to elicit feedback from Nova Scotians regarding development of a coastal sustainable development strategy with an expected release in 2011.

In March 2010, the Environmental Information: Use and Influence (EIUI) research initiative, based in the School of Information Management, Faculty of Management, Dalhousie University, was commissioned by the government of Nova Scotia to undertake a study of *The 2009 State of Nova Scotia's Coast Report*. This study provided an opportunity to determine the use and influence of this *Report* from the production stage through distribution and use in Nova Scotia and further afield.

Specifically, the study aimed to:

1. Develop the methodology and process for tracking the distribution, awareness, use, and influence of *The 2009 State of Nova Scotia's Coast Report*, in its three versions; and
2. Provide recommendations pertaining to effective use and influence of the information presented in the various versions, to guide future publications and communication materials related to coastal condition and management in Nova Scotia.

This study of *The 2009 State of Nova Scotia's Coast Report* addresses questions of awareness and use of the three versions of the *Report*. The study also highlights the pathways (and barriers) of the flow of such scientific information, provides insights for enhancing the use of science on matters of importance regarding Nova Scotia's coasts, and offers recommendations that can guide the production and release of future environmental reports.

2. Background to the Study

2.1. Awareness, Use, and Influence of Environmental Information

It is now widely recognized that coastal zones worldwide are vulnerable to land-based pollution and climate change and in response to these threats governments are producing numerous environmental assessments or state of the environment reports. These publications can often function to inform policy decisions to mitigate or reverse degradation trends. The reports are almost always produced outside of the networks of mainstream commercial and academic publishers (i.e., as grey literature) (GreyNet, 2010). Frequently authored by scientific and technical experts, and often rigorously refereed (i.e., peer reviewed), the reports may be influential, but they can remain largely unknown, except to a select few, because of the manner in which they are released or communicated (MacDonald et al., 2010). Problems of awareness also persist, even though most of the new information is now digitally produced and arguably easier to access. The circumstances under which these reports are received and used vary, depending on the transparency of consultation with stakeholders. If unaware of the facts and conclusions of important scientific and technical assessments found in this “grey” literature, policy and decision makers and the general public may make uninformed decisions, or they may not act at all.

It is now recognized that the diffusion, use, and influence of scientific information in grey literature are complex and variable processes (de Alwis, Majid, and Chaudhry, 2006; Evans and Reimer, 2009; Healy and Ascher, 1995; Holmes and Clark, 2008; McNie, 2007; Thatje, Laudien, Heilmayer, and Nauen, 2007; Tribbia and Moser, 2008; Wells, 2003), and given the global problems to resolve, they are a priority for investigation. In public policy settings, grey literature may be of greater importance than papers from peer-reviewed journals (Schenkel, 2010), in part because the academic language and structure of the latter can impede knowledge diffusion into contexts where decisions are based on multiple competing factors, including the pressures of political processes (Shanley and López, 2009; Soomai, Wells, and MacDonald, 2011). Research initiatives that study the awareness, use, and influence of grey literature involving marine environmental protection and conservation can elucidate the pathways (and barriers) of the flow of scientific information to relevant policy decisions, as well as offer insights for enhancing the use of science on matters of global importance.

2.2. Study of the Use and Influence of *The 2009 State of Nova Scotia’s Coast Report*

The Environmental Information: Use and Influence research initiative, based in the School of Information Management, Faculty of Management is currently investigating the subject of grey literature and its use and influence through detailed case studies of governmental and intergovernmental organizations focused on marine environmental issues and fisheries.

(Cordes, 2004; Cossarini, 2010; Hutton, 2009, 2010; MacDonald, Cordes, and Wells, 2004, 2007; Soomai, 2009; Soomai, Wells, and MacDonald, 2011). The EIUI research initiative conducted this study of *The 2009 State of Nova Scotia's Coast Report* in collaboration with the Government of Nova Scotia through its Provincial Oceans Network.

The 2009 State of Nova Scotia's Coast Report is characterized by information specialists as grey literature. To date, copies of the technical report, summary document, and six fact sheets have been printed for distribution, and all of the documents have been placed on the Web (www.gov.ns.ca/coast). A report as significant as *The 2009 State of Nova Scotia's Coast* should not be left to languish unused or under-utilized. Determination of use and influence of the *Report* is warranted in order to account for its role in informing public understanding on coastal issues. In addition to advancing understanding of the influence of the *Report*, this research is a unique opportunity to examine the awareness and influence of a major report on the general public and specific stakeholder groups coupled with their input into policy development from the initial release of the report.

The aim of this study was to develop comprehensive understanding of the awareness and use of *The 2009 State of Nova Scotia's Coast Report* through a variety of research methodologies. The research questioned how information produced by a government can be disseminated and used effectively in decision making processes about coastal and marine environments. Mixed methodologies, including a suite of qualitative and quantitative methods developed by the EIUI research initiative, were used (Cossarini, 2010; Hutton, 2009, 2010; MacDonald et al., 2010; Soomai, Wells, and MacDonald, 2011). The methodologies were designed to gather data during the activities the government employed to promote awareness of the *Report* with the objective of determining the role of scientific information, produced as grey literature, in policy and decision-making.

3. Background to the Production of *The 2009 State of Nova Scotia's Coast Report*

3.1. Coastal Management in Nova Scotia

The Provincial Oceans Network, composed of representatives from 15 provincial departments and agencies with responsibilities and interests in coastal and ocean management (see Appendix 1), facilitates the Government of Nova Scotia's new approach to coastal management (Government of Nova Scotia, 2007a). Chaired by a three-member Secretariat in the Nova Scotia Department of Fisheries and Aquaculture (NSDFA), PON serves two core functions: 1) to provide advice and expertise in implementation of the Coastal Management Framework for the province, and 2) to facilitate coordination on coastal and ocean management issues and initiatives within the provincial government.

The Provincial Oceans Network prepared the Coastal Management Framework as a foundation for collaboration between government and citizens. The Framework presents six strategic activities intended to ensure the sustainable use and protection of coastal areas and resources (Government of Nova Scotia, 2007b). Development of a sustainable coastal development strategy is one of these activities since coastal management issues either impact on, or are impacted by, coastal development. This strategy is seen as “a road-map and a suite of tools for Nova Scotians to achieve sustainable coastal development” (Province of Nova Scotia, 2007c). The provincial government viewed the production of *The 2009 State of Nova Scotia’s Coast Report* as a first step toward achieving sustainable coastal development since it would document the present state of knowledge of the coastal areas and resources. The strategy itself is expected to be completed in 2011. The *Report*, it was believed, would provide: 1) an understanding of the current and anticipated challenges and opportunities; 2) a distinction between real and perceived opportunities and threats associated with coastal development; and 3) an identification of key information, both existing and required, which is needed to guide sustainable coastal development (Government of Nova Scotia, 2007c).

The 2007 Environmental Goals and Sustainable Prosperity Act (EGSPA) sets out 23 specific goals “to fully integrate environmental sustainability and economic prosperity” within Nova Scotia by the year 2020 (Government of Nova Scotia, 2010a). The Act requires the government to report on progress in meeting those goals annually, and although EGSPA lists specific targets, the sustainable coastal development strategy is not intended to adopt this format for the coast.

3.2. Production and Release of the *Report*

Preparation of *The 2009 State of Nova Scotia’s Coast Report* began in September 2008 and was completed ten months later in July 2009. The description of the production given in this section, including a chronology leading up to the release of the *Report*, is based on conversations with the staff of the Provincial Oceans Network.

3.2.1. Target audience

The main objective in preparing *The 2009 State of Nova Scotia’s Coast Report* was to establish a baseline of available information to guide the development of the sustainable coastal development strategy. The decision to publish the *Report* was based “solely on the need to develop a sustainable coastal development strategy” (personal communication, PON), and the three products — a technical report, a summary document, and fact sheets — were intended to address a wide range of users including the federal, provincial, and municipal governments and the general public. The technical report provides detailed coastal information for each of the six priority issues. The summary document presents a snapshot of the six coastal issues and was designed to provoke discussion. The six fact sheets were

written to give more detailed information on each of the issues than is found in the summary document. Apart from being produced with development of the sustainable coastal development strategy in mind, each version of the *Report* has value on its own as good baseline information (personal communication, PON). As new information accumulates it is anticipated that the *Report* will be updated in about five years to include new indicators and findings.

3.2.2. Selection of the six priority issues

Production of *The 2009 State of Nova Scotia's Coast Report* began with identification of the priority issues by the PON representatives, i.e., experts from each provincial government department. They compiled a list of issues facing each of their departments that needed to be addressed collectively and then selected six priority issues common to all departments. These six issues reflected views of community groups and the general public which had directed concerns to the relevant line agencies over several decades. The issue of governance is incorporated into each of the six priorities issues. The six priority issues had been noted in the introductory text of the Coastal Development Framework but not articulated in the main text which remains flexible to changes in priority issues or additions in the future.

3.2.3. Main phases involved in production

The second stage in the production of *The 2009 State of Nova Scotia's Coast Report* began with the formation of a small internal working group to develop the request for proposals (RFP), followed by stipulation of deliverables by the PON Secretariat and a PON multi-departmental group of about six departments. A selection committee, which included representation from the federal Department of Fisheries and Oceans (DFO), later expanded to include input from the provincial inter-departmental group that worked on drafting the RFP.

PON prepared initial documents as a starting point for the consultants responsible for preparing the *Report*, including: a scoping report describing the content of each section of the technical report; contact information for key resource persons; a list of information sources; a list of contacts for accessing information; a compilation of information on the six priority issues, including a global perspective with references; and a 2-4 page outline which described and defined each of the issues. The outline for each issue was researched and written by the PON Secretariat and vetted by the PON departments. Each outline was used as an internal working document to discuss the development and progress of the full *Report*. These outlines were similar to the final fact sheets prepared by the consultants.

For the preparation of the report, a specialist/researcher in the relevant issue was assigned by the consultant as the lead person to develop the content of each of the six chapters. The consultant drafted a table of contents for the report which was reviewed by the PON Secretariat. In subsequent working sessions, the table of contents was annotated to identify

the content and type of analysis each section would entail, as well as the information sources including contacts. This draft table of contents was then vetted by provincial departments represented in the Provincial Oceans Network. A workshop was convened in November 2008 for the consultants to present the table of contents and to receive feedback from the provincial departments.

The first draft of the *Report* was revised based on comments received from the provincial departments and the new draft was reviewed first by the PON Secretariat and then a broader review was provided by the federal government through the Department of Fisheries and Oceans. The final full technical report was received in July 2009 after which a thorough internal review was conducted by the PON representatives before the *Report* went into the preparation of French versions and before the fact sheets and summaries were prepared. Government procedures resulted in the timing of printing of the reports in November 2009 and the official release in December 2009.

3.2.4. The peer review process

In preparation of *The 2009 State of Nova Scotia's Coast Report*, consultations were made only within government departments, primarily provincial departments represented in PON, and the federal Department of Fisheries and Oceans and municipal government. Peer review occurred primarily within DFO. Public review of the *Report* was deemed unnecessary at this stage since the government decided that the six priority issues previously identified were important (personal communication with PON). The *Report* was meant to be a compilation of available information and not reflect necessarily all expectations of the public. The production timeline did not allow for public peer review especially since completing the *Report* in a realistic time frame was preferred. However, in preparing the *Report*, the consultant did consult key persons in relevant organizations for information gathering purposes.

The PON representatives were the first to be aware of the *Report* and also were contacted for information and sources of materials in the preparation stages of the *Report* (Appendix 1). Outside of PON, the following organizations were made aware of the *Report* in its preparatory phase: Regional Committee on Coastal Oceans Management; the Prince Edward Island and New Brunswick Departments of Fisheries and Aquaculture Departments, the Department of Fisheries and Oceans (Gulf and Maritimes), Environment Canada, the Regional Director Generals and Deputy Ministers in all relevant government departments (federal and provincial levels), the Gulf of Maine Council on the Marine Environment (GOMC), and the Atlantic Coastal Zone and Information Steering Committee (ACZISC). In 2009, based on requests, PON gave presentations on the *Report* to regional planners and other organizations and groups. A list of meetings from 2008 leading up to the December 2009 release of the *Report* is given in Appendix 2.

3.3. Launch and Distribution of the *Report*

The *Report* was officially launched on December 9, 2009, at the Maritime Museum of the Atlantic, in Halifax (see the official media release in Appendix 3). Approximately 150 persons attended the launch, including cabinet ministers, PON representatives, community groups, consultants, and media representatives who were invited to the event. Members of the media received the Web address of the *Report* but print copies were not provided. To date, 100 copies of the technical *Report*, 1500 copies of the summary document, and 1500 copies of each fact sheet have been printed for distribution, and digital editions of all of the documents have been placed on the government's official Web site www.gov.ns.ca/coast.

At the time of the launch, notifications were distributed by email to a diverse group including governmental and non-governmental organizations, academic institutions, specific stakeholder groups covering a range of activities in the coastal zone, and First Nations groups. Letters to government agencies were addressed to senior administrative and technical personnel including Deputy Ministers and Regional Directors General in addition to PON representatives. The recipients were provided with the Web site address for the *Report* and a notice of the release in December 2009.

Distribution of the *Report* proceeded by primary and secondary levels. In the primary level, selected individuals either received a print copy of the technical *Report* and/or the related summary document and fact sheets (see Appendix 4) or a notification letter which gave the Web site address where the documents could be read and/or downloaded (see Appendices 5 and 6). The recipients of the print copies and notification letters consisted of five main types of organizations or stakeholders: government, non-governmental organizations, academic institutions, industry, and First Nations groups (Table 1). Individuals who received either a print copy of the *Report* or a notification letter were involved in the production of the *Report* or previously collaborated with PON (personal communication with PON).

The secondary level of distribution occurred through the activity of a) the initial recipients in the academic research community (see Appendix 7) who were encouraged to forward the notification letters to other members within their peer groups and institutional affiliations, and b) information aggregators who posted copies of the digital documentation in national e-distribution services, e.g., *Canadian Electronic Library* on the ebrary platform. Several of the non-governmental organizations reported on the release of the *Report* in their newsletters and placed a link to the government's Web site on their organization's Web site.

Table 1. Types of organizations that received copies of the *Report* and notification letters

| Stakeholder Group | Type of Organization |
|--|--|
| Government | <ul style="list-style-type: none"> • National Government Agencies (Regional Development Agencies, Provincial and Federal Agencies) • Intergovernmental Organizations |
| Non-Governmental Organizations (NGOs) | <ul style="list-style-type: none"> • Community Organizations • Coastal Protection Groups • Wildlife Conservation Groups |
| Academic Institutions | <ul style="list-style-type: none"> • Academic Community (universities, research institutes) • Libraries (public, university) |
| Industry | <ul style="list-style-type: none"> • Energy (oil/gas, coal, renewable energy) • Manufacturing • Tourism • Aquaculture • Professional Associations |
| First Nations | <ul style="list-style-type: none"> • Councils |

3.3.1. Methods used by the government

After the launch of *The 2009 State of Nova Scotia's Coast Report*, the Provincial Oceans Network conducted public consultation from May 1 – June 30, 2010 to promote awareness and use of the *Report* and to obtain feedback from the public about which of the six issues should be considered to be priority. This feedback will be used to guide the development of the sustainable coastal development strategy. Public consultation included open houses throughout the province and a multi-stakeholder meeting. In addition, a province-wide telephone survey was conducted, and comments could be submitted via a form on the government's Web site.

Eight open houses were hosted by the provincial government from May 4-26, 2010 in Bridgewater, Yarmouth, Digby, Wolfville, Antigonish, Sydney, Truro, and Dartmouth. At these open houses, input from the general public and specific stakeholders regarding the importance of the six priority coastal issues and key actions to improve how the coast is managed was obtained through a questionnaire fielded by PON. Lura Consulting was contracted by the government to conduct a province-wide telephone survey in June 2010 to obtain the views of the general public. The questionnaire used in the telephone survey was similar to the questionnaire distributed at the open houses. A multi-stakeholder meeting, held at Dalhousie University on June 14, 2010, sought to gather input and advice from invited stakeholders on the goals, objectives, and broad-level actions to include in the province's coastal strategy.

In April 2010, letters were sent to government departments to announce the beginning of the public consultations. Deputy Minister Paul LaFleche sent letters to: Regional Directors General and Deputy Ministers; Deputy Ministers of the PON agencies; PON representatives; the president of the Union of Nova Scotia Municipalities and all Municipal wardens and mayors; and the Office of Aboriginal Affairs and the Assembly of Mi'kmaq Chiefs. The letters gave a brief description of the *Report* and its objectives, and provided the Web address at which the *Report* can be downloaded.

In April 2010, the Provincial Oceans Network also sent notices to the media (see Appendix 8) and specific stakeholder groups to announce the consultation phase. A broadcast email message was sent to stakeholders involved in coastal recreation activities (kayaking, windsurfing, surfing, sailing, tidal bore rafting, whale watching, birding, miscellaneous outdoor sports, and nature activities), nature tours, and societies. An email message was also sent to industry and non-government agencies in the area of the eight sites in which open houses were to be held. Posters of the *Report* were sent to contacts at the Department of Natural Resources and Environment Canada regional offices for display in their offices and at public locations. The notices included the Web address and general information about the *Report*. Recipients were also informed that they could provide input at the eight open houses, through the telephone survey, via the Web site form or written submission, and/or directly by contacting PON for a meeting.

Prior to and after the launch of the *Report*, a series of related public lectures and workshops were presented through collaboration with non-governmental organizations and universities in the province, such as the Coastal Nova series. This series was hosted by the Coastal Coalition of Nova Scotia (CCNS) and the Ecology Action Centre (EAC), which is also a member of the Coalition. Academic institutions, which participated in the series, included the Environmental Studies Program at Saint Mary's University, and the Marine Affairs Program at Dalhousie University. The aim of the lectures and workshops was to increase public awareness of the coastal issues, the availability of the *Report*, as well as the importance of public participation in development of the sustainable coastal development strategy.

From December 9, 2009, when the *Report* was launched, the government began collecting Web-usage data, e.g., downloads of the *Report* from the government Web site (www.gov.ns.ca/coast). An online questionnaire was also posted on the Nova Scotia Department of Fisheries and Aquaculture's Web site asking the public for feedback on the *Report*.

4. Methods Used In This Study

4.1. Surveys and Interviews

4.1.1. Open Houses

The Government of Nova Scotia, through its Provincial Oceans Network held eight public open houses during May 2010. The EIUI research team prepared three questions to gather information on the awareness, use, and influence of the *Report* (see Appendix 9), which were incorporated within the questionnaire created by PON to obtain the views of the public on the priority issues in the *Report*. This questionnaire was given to each person attending the open houses.

The EIUI research team also conducted direct observations at four of the open houses: Truro, Sydney, Dartmouth, and Bridgewater. One or two team members observed the activities of each event continuously from the start of the open house and recorded the general layout of the information (presentation tables and banners) and how visitors viewed the information as they entered and moved about the room, how many people asked questions, and how the PON staff interacted with individuals or groups of people (see photographs). In addition, general demographic features of the attendees — men/women and relative age (children/youth, adults, seniors) — were noted. In each hour of an open house, observations were made for 15 to 30 minute segments (depending on the level of traffic). Overall, an estimated 350 people attended the open houses and a total of 282 questionnaires were received (Government of Nova Scotia, 2010c). Copies of the completed questionnaires were obtained from PON for analysis and the data for the three questions developed by the EIUI team were entered in an Excel spreadsheet. Each completed questionnaire was assigned a code to identify the open house and each respondent. The data were analyzed within Excel.

4.1.2. Multi-stakeholder Meeting - Questionnaire

The multi-stakeholder meeting on Nova Scotia's coastal strategy was hosted by the Provincial Oceans Network and chaired by the Marine Affairs Program, Dalhousie University, on June 14, 2010. The aim of the meeting was to gather input and advice from a range of stakeholders on the goals, objectives, and broad-level actions that should be included in the coastal strategy. Attendance at the meeting was by invitation only.

A questionnaire to determine the awareness, use, and influence of the *Report* was prepared by the EIUI team and ethics approval to conduct this survey was obtained from the Dalhousie Social Sciences and Humanities Research Ethics Board (see Appendix 10). The questionnaire was included in the information package given to each participant. Three members of the EIUI research team participated in this meeting. One member of the team gave a brief

overview of the study and encouraged participants to complete the questionnaire, which was designed to take about five minutes to complete.

Twenty-eight individuals attended this event, representing 21 organisations (Government of Nova Scotia, 2010c); twenty-four completed the questionnaire. Personal information was not collected, but respondents were asked to provide their affiliations. Each completed questionnaire was assigned a code to identify the respondent's stakeholder group and a unique identifying number to distinguish each questionnaire. Data from the questionnaires were entered into an Excel file and were analyzed using quantitative and qualitative data analysis methods.

4.1.3. Multi-stakeholder Interviews

Selected participants in the June 2010 multi-stakeholder meeting were interviewed in July 2010 by a member of the EIUI research team. The aim of the interviews was to obtain in-depth data on awareness, use, and influence of *The 2009 State of Nova Scotia's Coast Report*. Ethics approval to conduct the interviews was obtained from the Dalhousie Social Sciences and Humanities Research Ethics Board. Participants were selected by systematic random sampling and invitations to participate in the interviews were e-mailed to individuals and sampling continued until at least 12 attendees agreed to be interviewed. Thirteen of the 28 participants in the multi-stakeholder meeting agreed to be interviewed. Each participant completed a consent form prior to being interviewed, which offered assurance of anonymity and confidentiality if requested. Each interview lasted approximately 20 minutes (see the interview protocol in Appendix 11). The interviews were audio recorded and transcripts prepared. In all audio recordings, transcripts, and data analysis unique numeric codes were used based on each participant's stakeholder group. The interview data was subjected to quantitative and qualitative data analysis, using NVivo qualitative data analysis software where applicable.

4.1.4. Telephone Survey

The Government of Nova Scotia hired a consultant to develop and conduct a telephone survey of a representative sample of Nova Scotians in June and July 2010 (Government of Nova Scotia, 2010). The aim of the survey was to gain province-wide understanding of perceptions of coastal issues by Nova Scotians, their interaction with the coast, and their visions for the future in order to obtain additional information for the development of an effective and informed coastal management strategy. A list of questions to measure awareness of the *Report* was prepared by the EIUI research team for inclusion in the telephone survey (see Appendix 12).

Responses were obtained from 600 Nova Scotians out of 6624 randomly selected telephone numbers that were dialed (Government of Nova Scotia, 2010b). Nine of the 600 participants responded to questions on awareness and use of the *Report*. The telephone survey data were obtained from PON for analysis in this study.

4.2. Alerting systems

4.2.1. Web Site Access to the *Report* Documents

The Provincial Oceans Network monitored activity on the government Web site (www.gov.ns.ca/coast) containing the report documentation, beginning on 9 December 2009 when the *Report* was launched. Web-tracking data included the numbers of site visits, views, and downloads from December 2009 to September 2010. These data were obtained from PON and analyzed to determine the level and type of usage of the documentation of *The 2009 State of Nova Scotia's Coast Report*.

4.2.2. News Media Reports

Nova Scotian newspaper and other media reports directly related to *The 2009 State of Nova Scotia's Coast Report* were compiled by the communications division of the Provincial Oceans Network. These media reports for the period from the *Report's* release to June 7, 2010 were obtained from PON and analyzed to document awareness and use of the *Report*. The aim of this analysis was to examine the role of the news media in raising awareness of the *Report*.

4.2.3. Link Searching

Web searches for evidence of promotion and use of *The 2009 State of Nova Scotia's Coast Report* were performed using Google. Web sites that referenced the *Report* and included a link to the Nova Scotia government Web site containing the *Report* documentation were recorded. Link searching was conducted by typing "link:[URL]" into the Google search box. The following URLs of the *Our Coast* Web site were searched:

- <http://www.gov.ns.ca/coast> (the home page of the *Our Coast* Web site)
- <http://www.gov.ns.ca/coast/state-of-the-coast.htm> (the page of the *Our Coast* site with the pdf links to the technical report, summary document, and fact sheets)
- <http://www.gov.ns.ca/news/smr/2009-12-10-coastal.asp> (a news release by the NS government which may have been the first item to draw attention to the *Report* Web site)

Manual searching for links to the *Our Coast* Web site was undertaken for all the recipient organizations of emailed notification letters about the *Report* from PON, had received a copy of the printed *Report*, or was represented at one of the open houses (Appendix 4 through 7 and 16). The names of the recipient organizations of notification letters or copies of the *Report* were first searched in Google to determine if they had a Web site. If the organization had a Web site, it was searched manually to determine whether a link to the *Our Coast* site existed. The search terms were titles of the various versions of the *State of Nova Scotia's Coast Report*, the author (NSDFA), the coastal development strategy, and related coastal keywords (see Appendix 13).

4.2.4. Citation Searches

Citation searches, to determine evidence of use of *The 2009 State of Nova Scotia's Coast Report*, were conducted in Google, Google Scholar, and Web of Science. The methodology used for citation searching was based on Hutton (2009). The report titles used for citation searching are given in Appendix 14.

To ensure that citations were not missed by searching only the report title, additional search terms were entered in both Google and Google Scholar. The search strings used for Google and Google Scholar and Web of Science citation searches included terms extracted from the main title of the *Report* and its various versions, the publisher's name (Nova Scotia Department of Fisheries and Aquaculture) and the consultant's name (CBCL Limited) (see Appendix 15). The Cited Reference Search feature was used in Web of Science and the search strings include the author's name, consultant's name, year, and the *Report* title (see Appendix 15).

4.2.5. Availability from Libraries

Selected public, academic, and government libraries received copies of *The 2009 State of Nova Scotia's Coast Report* documentation. Records of holdings of these libraries are an indicator of the extent of the geographic distribution of the documentation. Availability of the *Report* through such libraries was determined by searching the libraries' digital catalogues (e.g., Novanet Consortium in Nova Scotia, Canadian Public Policy Collection, Library and Archives Canada, and Canada Institute for Scientific and Technical Information (CISTI)).

5. Results

5.1. Open Houses

5.1.1. General Observations

As noted above, observations were made by members of the EIUI research team at the open houses held in Bridgewater, Truro, Sydney and Dartmouth (see photographs in Appendix 23). At each session, a PON representative described the purpose of the open house, how the information was organized, and gave a copy of the questionnaire to visitors as they arrived. Visitors were informed about an online survey if they wanted more time to think about the issues or could not complete the survey during the open house.

At each open house, banners of the six priority issues were positioned to facilitate easy access for reading and discussions among attendees. Comment sheets were laid out at each of the six stations for attendees to record their opinions on specific issues. Additional tables were set away from the display area where visitors completed the questionnaires. Many attendees knew other visitors and they lingered and engaged in discussion with others and the PON representatives.

In general, attendees were engaged, seemed informed about coastal subjects, and moved systematically around the room to read the materials on all of the banners. Many went directly to the banner of the issue of most concern or they immediately approached the provincial government representatives to discuss the priority issues. Many attendees wrote extensively on the comment sheets and their discussions suggested they considered this forum the only opportunity that they would have to contribute their opinions. Visitors did not leave without discussing the issues with PON representatives or their peers.

Attendees typically took about 30 minutes to complete the survey and they deliberated in group conversations about the *Report* and the coastal issues before individually answering the survey questions. They asked questions and completed the survey with numerous comments.

Attendees were interested in the comments of other visitors written on the comment sheets which prompted them to add supporting statements or further details. All six coastal issues received attention. In Bridgewater, for example, the Coastal Development and Public Access issues received the most comments, suggesting these two issues may be the most important to that community.

Most visitors left with copies of the summary document and six fact sheets. Before they left the open house many people sat at the tables to read these versions of the *Report*. Many seemed very interested in perusing the technical report which was available only for viewing

at each open house. One visitor wrote in questionnaire: “I found this to be a good way to get my ideas across and to learn from others regarding coastal management. I liked having a place to make comments on each of the issues, and to have an opportunity to speak to PON members. (Participant #1, Dartmouth Open House).

At the Bridgewater and Dartmouth open houses, a continuous stream of visitors arrived from 4:00 pm to 8:00 pm. In Bridgewater and Dartmouth, many attendees spent about 10 minutes at each of the six stations and about an hour at the open house. A low number attended the open houses in Truro and Sydney; however, similar information seeking behavior to the other open houses was seen.

5.1.2. Responses to the Questionnaire

Of the 282, out of the 350 visitors to the open houses who completed the questionnaire, 256 responded to the questions on awareness and use of the *Report*. The following analysis is based on those 256 questionnaires. Visitors to the open houses were categorized into six groups: general public (with no identified affiliation), non-governmental organizations (NGO), government, industry, academic institutions, and First Nations. Overall, 60 non-governmental bodies, 22 government organizations, four industry organizations, and four First Nations groups were represented at the open houses (Appendix 16). Attendees who did not list an affiliation were designated as “general public.” Table 2 shows the numbers of questionnaires received from each of the six groups at each open house.

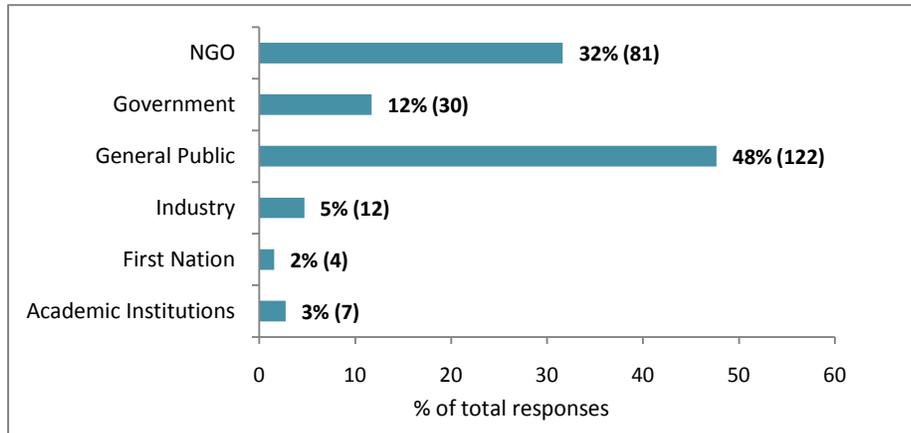
Table 2. Stakeholders who responded to the open house questionnaire

| Open House | Academic Institutions | First Nations | Industry | General Public | Government | NGO | Total |
|-------------|-----------------------|---------------|----------|----------------|------------|-----|-------|
| Antigonish | | | | 16 | 3 | 11 | 30 |
| Bridgewater | 1 | | | 19 | 1 | 26 | 47 |
| Dartmouth | 4 | | 1 | 17 | 9 | 19 | 50 |
| Digby | | | 4 | 17 | 5 | 4 | 30 |
| Sydney | | 1 | 3 | 5 | 1 | 2 | 12 |
| Truro | | 3 | | 12 | 2 | 5 | 22 |
| Wolfville | 2 | | 1 | 10 | 4 | 6 | 23 |
| Yarmouth | | | 3 | 26 | 5 | 8 | 42 |
| Total | 7 | 4 | 12 | 122 | 30 | 81 | 256 |

The open houses were attended predominantly by the members of the general public (48%) and non-governmental organizations (32%) (see Figure 1). Industry representation included fishermen and consultants; a range of organizations working with coastal communities in

Nova Scotia made up the non-governmental organization category; governments were represented by staff of federal, provincial, and municipal agencies; faculty at universities represented academic institutions; and First Nations were represented by Mi'kmaq and aboriginal Council members. The specific organizations in each of these five stakeholder categories are given in Appendix 16.

Figure 1. Attendance at the eight open houses (N=256) (Note: the number of responses is given in parenthesis)



Awareness of the Report

Visitors to the open houses became aware of the *Report* primarily through five methods: receipt of a copy of the *Report* or a letter from PON; receipt of an email message directly from PON or a forwarded email through the mailing list of the primary recipient; media coverage; or, the current open house. In most instances, visitors became aware of the *Report* in more than one way, e.g., an individual received a *Report*, received an email message, and became aware of the *Report* through the media. Figure 2 shows the various means by which awareness of the *Report* occurred. Forty-five percent became aware of the *Report* by receiving an email either through notification from PON or through the NGO email network. Thirteen percent became aware of the *Report* from receipt of a copy. Twenty-three percent stated alternate means by which they became aware of the *Report*, primarily through their work or school, previous involvement in the preparation of the *Report*, or personal communication with family members and friends.

The means of becoming aware of the *Report* are categorized further in Table 3 to show how each stakeholder group became aware of the *Report*. While receipt of email messages scored highest (45%), the general public (17%) and NGOs (19%) account for most of this category. Of note, 19% of the attendees were members of the general public who had no prior knowledge of the *Report*.

Figure 2. How Open House attendees became aware of the *Report* (N=256)

(Note: the number of responses is given in parenthesis. Individuals were often alerted by multiple means)

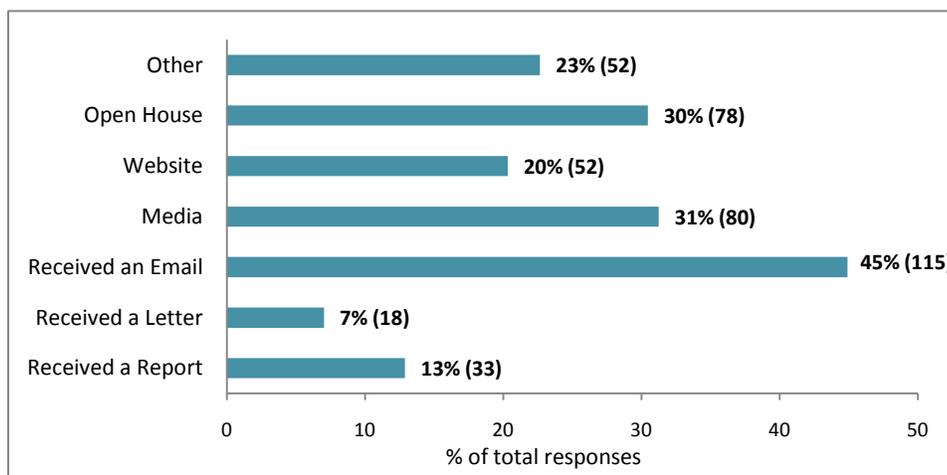


Table 3. How stakeholders attending the Open Houses became aware of the *Report* (Note: an individual was often alerted by multiple means)

| Stakeholder | Percentage of Responses (N=256) | | | | | | |
|-----------------------|---------------------------------|-------------------|-------------------|------------|----------|-----------------|-------|
| | Received a Report | Received a Letter | Received an Email | News Media | Web Site | This Open House | Other |
| Academic Institutions | 0 | 0 | 2 | 1 | 1 | 0 | 0 |
| First Nations | 0 | 1 | 1 | 0 | 0 | 0 | 0 |
| Industry | 0 | 0 | 1 | 1 | 0 | 2 | 1 |
| General Public | 4 | 2 | 17 | 12 | 7 | 19 | 11 |
| Government | 2 | 1 | 5 | 5 | 3 | 2 | 2 |
| NGO | 5 | 3 | 19 | 13 | 8 | 8 | 8 |
| Total | 13 | 7 | 45 | 31 | 20 | 30 | 23 |

Report Preference

The summary version of the *Report* was considered to be the most useful by all stakeholder groups, i.e., 53% of all responses (see Figure 3). Each stakeholder group, however, had particular preferences for each of the three versions of the *Report* (see Figure 4 and Appendix 17). For example, industry representatives (55%) and First Nations groups (75%) considered

the fact sheets to be the most useful, whereas, faculty of academic institutions stated they will not use the fact sheets. The general public considered the fact sheets and summary document to be the most useful versions (45% and 49% respectively), contrasted with a higher percentage of the NGO representatives who stated the fact sheets (52%) and summary document (61%) are useful. The technical report was the least preferred by the general public (28% compared with an average of 52% for other groups). Members of governments, academic institutions, industry and First Nations recognized the usefulness of the technical report for their work.

Figure 3. Preferences of open house attendees for the three versions of the *Report* (N=256).
 (Note: some individuals stated that more than one version was preferred).

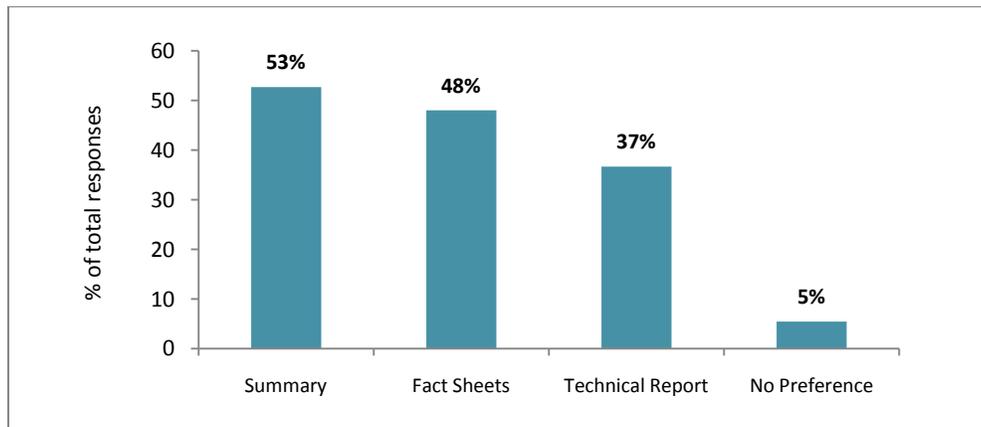
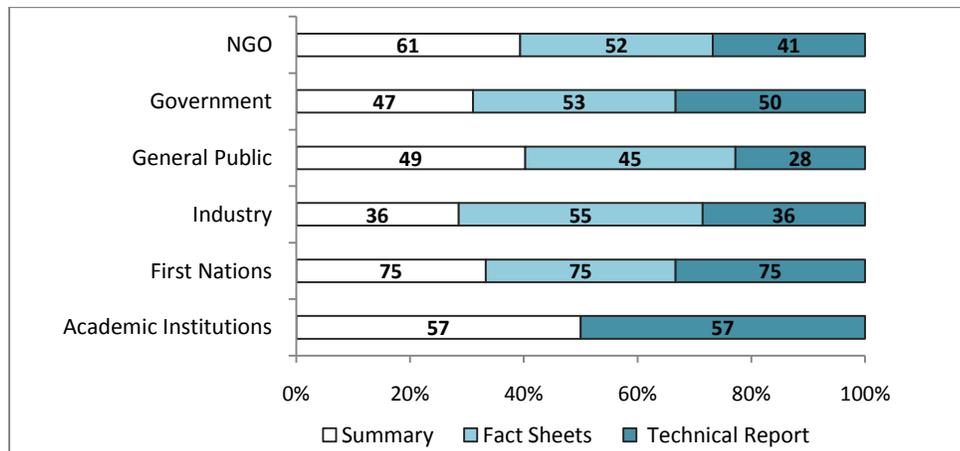


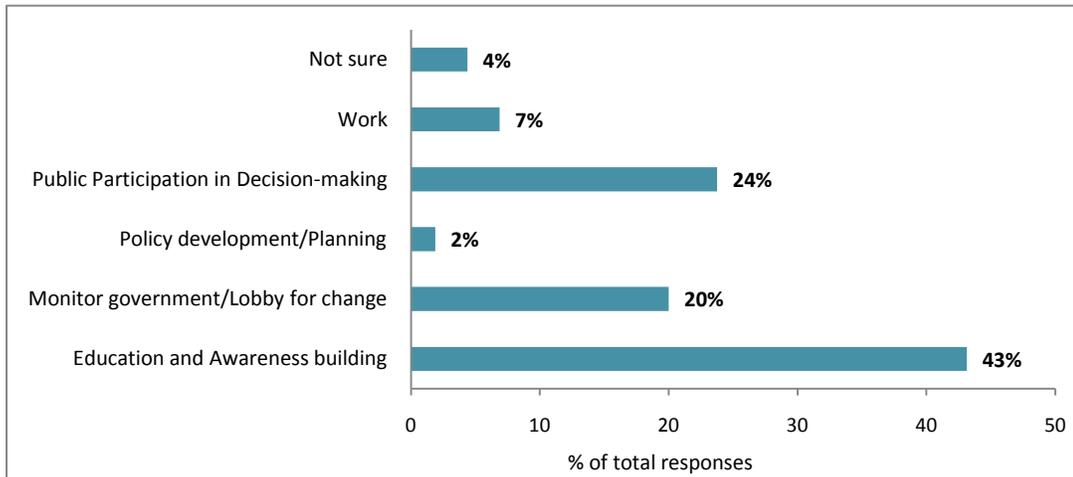
Figure 4. The version of the *Report* most useful to each stakeholder group attending the open houses (N = 256) (Note: groups stated more than one use)



Use of the Report

The survey respondents were asked how they would use their preferred version of the *Report*. As noted in Figure 5, the most common expected uses were: education and awareness building (43%), public participation in decision-making (24%), monitor government and lobby for change (20%), and work (7%).

Figure 5. Expected use of the *Report* by open house attendees



Within the stakeholder groups, expected uses of the preferred version varied (see Figure 6 and Appendix 17). Non-governmental organizations stated that the *Report* in all its versions would be used primarily for public participation in decision-making (28%). Education and awareness building was noted as the most important expected use by First Nations (50%), academic institutions (43%), the general public (34%), and Industry representatives (27%). Education is a priority for these groups since they plan to use the reports to build personal awareness of coastal issues within their immediate community.

Comments by members of the general public attending the open houses clearly indicate how education, public participation and monitoring government are priorities for Nova Scotians:

“I will use it to guide the way I view the coast in NS and determine what ways I can get involved to help improve NS Coast”(Participant #33, Digby);

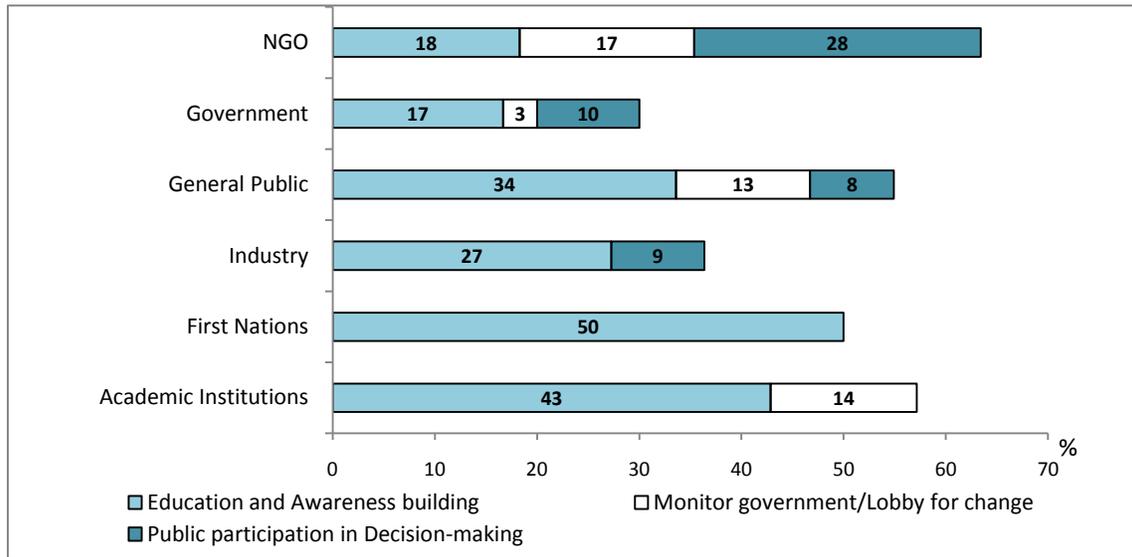
“to gain a better understanding of the present state of the NS Coast and then to encourage others to do so as well” (Participant #10, Antigonish);

“to decide whether my elected representatives and civil servants are fulfilling their responsibility to protect the long-term values of our province” (Participant #10, Truro);

“to badger the government if action is unsatisfactory” (Participant #8, Wolfville).

Figure 6: Use of the *Report* by stakeholder group

(Note: groups stated more than one use)



Some of the open house visitors identified which of the three versions of the *Report* is most useful to facilitate the four most common expected uses of the *Report* (see Table 4). Many of the attendees did not provide feedback on this point, but of those who did, the summary document and fact sheets were considered to be the best versions for education and awareness building (9% and 10% respectively) and work purposes (9% and 7% respectively). To a lesser extent, the summary document was also considered useful for monitoring the government and lobbying for change (5%). Similarly, the technical report was identified as useful for monitoring the government and lobbying for change (5%) and for work purposes (5%).

Table 4: Use of each version of the *Report*

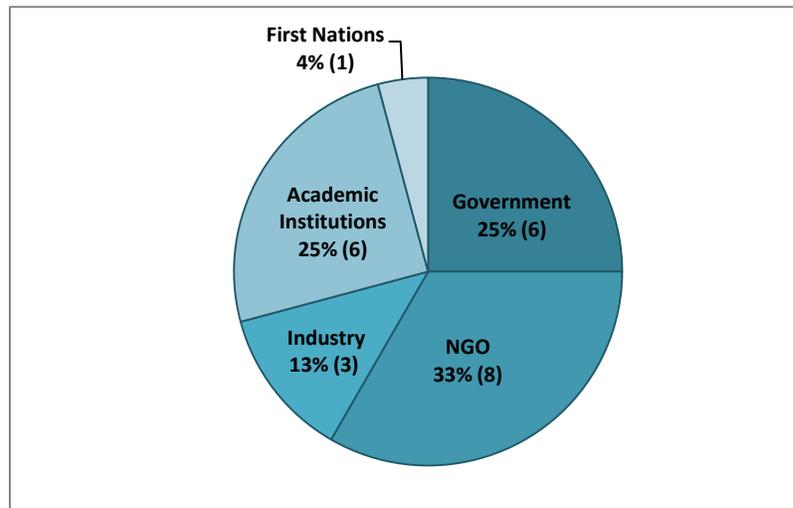
| | Percentage of responses (N=256) | | |
|---|---------------------------------|-------------|------------------|
| | Summary | Fact Sheets | Technical Report |
| Education and Awareness building | 9 | 10 | 3 |
| Monitor government and lobby for change | 5 | 3 | 5 |
| Public Participation in Decision-making | 2 | 1 | 2 |
| Work | 9 | 7 | 5 |
| Not sure | 2 | 1 | 2 |

5.2. Multi-stakeholder Meeting – Questionnaire Responses

Twenty-four of the 28 stakeholder representatives (85.7%) who attended the multi-stakeholder meeting responded to the questionnaire. Figure 7 shows the composition of respondents by stakeholder group, Appendix 18 lists the institutional affiliations of the respondents, and Appendix 25 gives photographs of the multi-stakeholder meeting.

Figure 7. Stakeholders responding to the questionnaire (N=24)

(Note: number of responses is given in parenthesis)



Awareness of the Report

Detailed figures showing awareness and use of the *Report* by each stakeholder group represented at the multi-stakeholder meeting as well as their preferences for the three versions are given in Appendix 19. The participants became aware of the *Report* mostly through receipt of a notification letter from PON (50%) or by secondary means through an email network list (46%) (Figure 8; also see Section 3.3).

When the responses are considered by stakeholder groups, the importance of receiving direct or indirect notification of the *Report* is confirmed (see Figure 9 and Appendix 19). Government and industry representatives noted lower incidence of receiving email notification than other groups (33% in each case). Generally, those who received notification letters indicated they were also members of email distribution lists and received information through these networks. Only five out of the 21 stakeholders stated they were involved in the production of the *Report*.

Figure 8. Means by which stakeholders became aware of the *Report* (N=24)

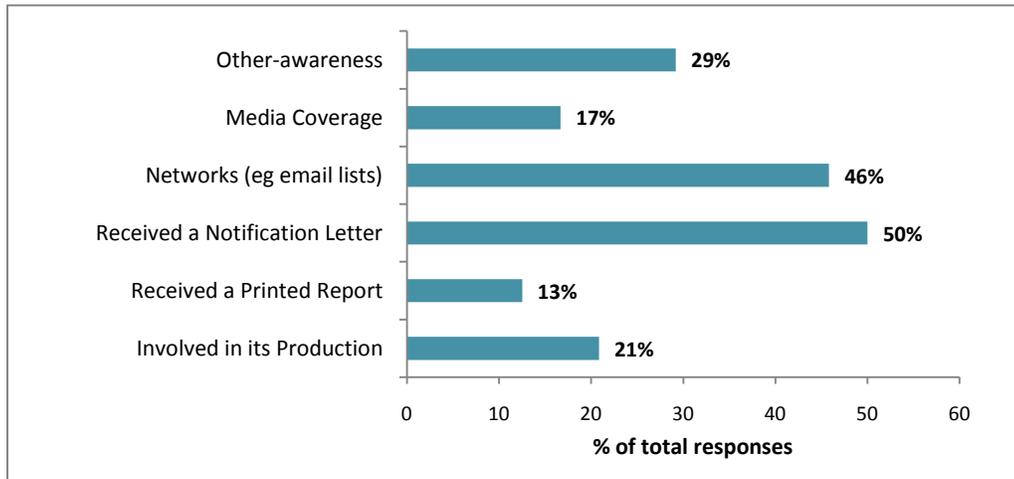
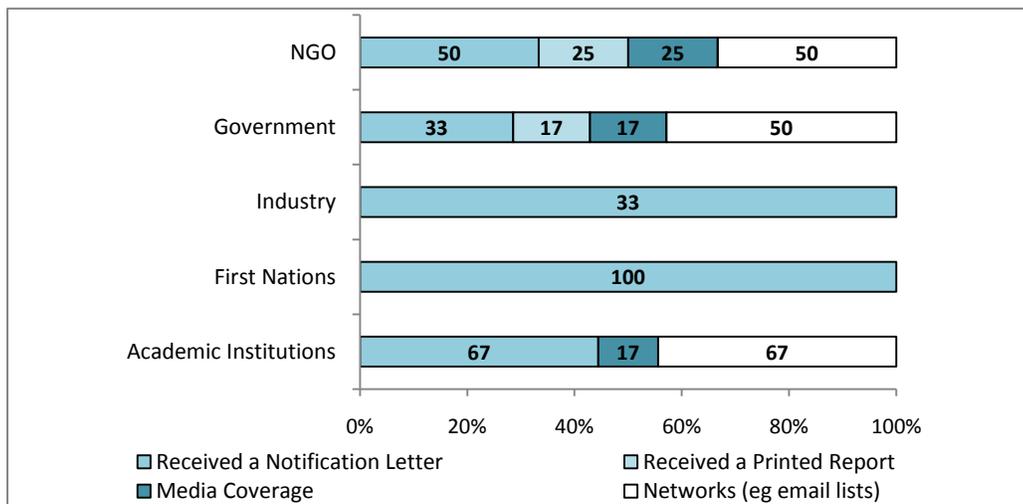


Figure 9. How stakeholders became aware of the *Report* (% of stakeholder group)

(Note: groups stated more than one means)

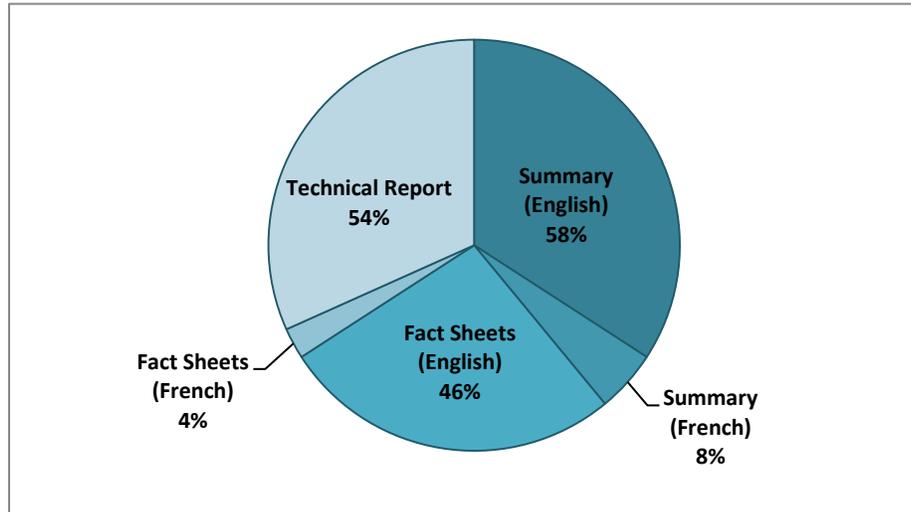


Report Preference

The English summary document was the most preferred version of the *Report* (58%) of all stakeholder groups, followed by the technical report (54%) and the fact sheets in English (46%) (Figure 10). Stakeholders indicated more than one preference in most cases. The closeness of these preferences suggests no strong preference for one version over another. Preference for the English edition of documents was a reflection of the attendance at the meeting.

Figure 10. Overall preferences for the versions of the Report

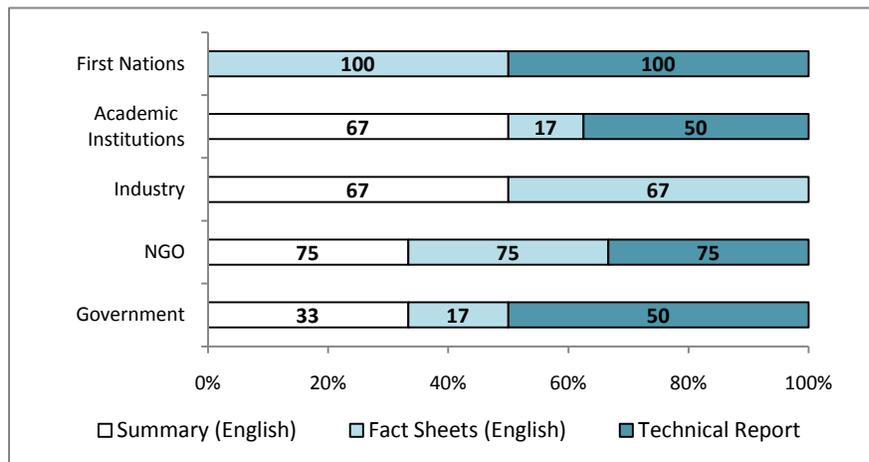
(Note: individuals stated more than one preference)



Examination of the preferences by stakeholder group indicates unique preferences for the three versions of the report (Figure 11 and Appendix 19). Government representatives gave their highest preference to the technical report (50%). Representatives from academic institutions placed the summary (67%) over the technical report (50%), while NGO representatives recorded equal preference for all three versions (75% each for the summary document, fact sheets and technical report) (see Figure 11 and Appendix 19). The First Nations representative found the fact sheets and the technical report to be equally useful.

Figure 11: Stakeholder preferences for the versions of the Report

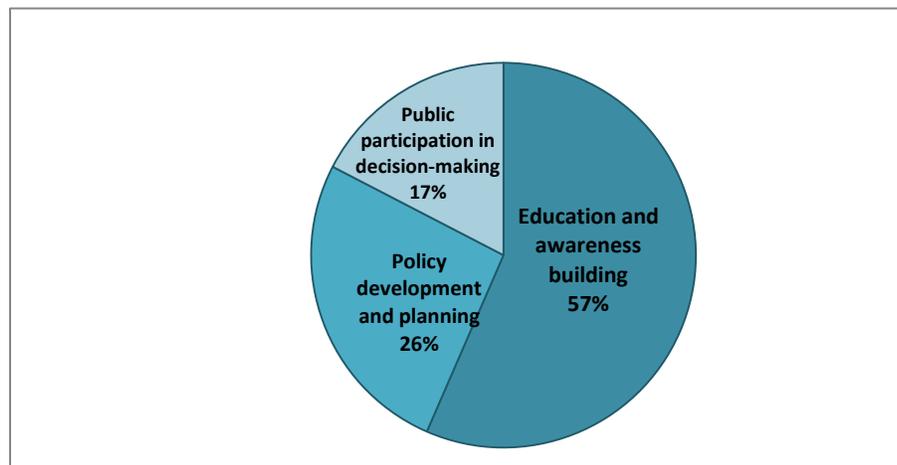
(Note: groups stated more than one preference)



Use of the *Report*

Responses on uses of the *Report* were assigned to the same five categories used in analysis of the open house data: education and awareness building, monitoring government and lobbying for change, policy development and planning, public participation in decision making, and work. Thirty-eight percent of the stakeholders stated they will use the report, in their preferred versions, to inform their work, particularly for their education and awareness or for coastal planning. As one of the government representatives noted, the *Report* is a “resource of information for related coastal management activities” (Government Stakeholder #4, Multi-stakeholder Meeting). Figure 12 shows the uses of the *Report* as a percentage of total responses.

Figure 12. How stakeholders will use the *Report* (N=24)



The distribution of use by stakeholder group (Table 5) shows that four out of the nine who use the *Report* for work were members of the academic community, while three out of the six who use it for education and awareness-building were from the NGO community. The NGOs were the only stakeholder group to state they would also use the *Report* to encourage public participation in decision-making and for monitoring the government and lobbying for change. This position is likely related to the mandate of NGOs as illustrated by the following comment: “We have used/and will use the report as the basis for participation in consultations towards the draft coastal strategy...” (Non-government Organization Stakeholder #5, Multi-stakeholder Meeting). One government stakeholder representative stated the *Report* was used for work “in support of complimentary State of the Scotian Shelf and Gulf of Maine Reports” (Government Stakeholder #6, Multi-stakeholder Meeting).

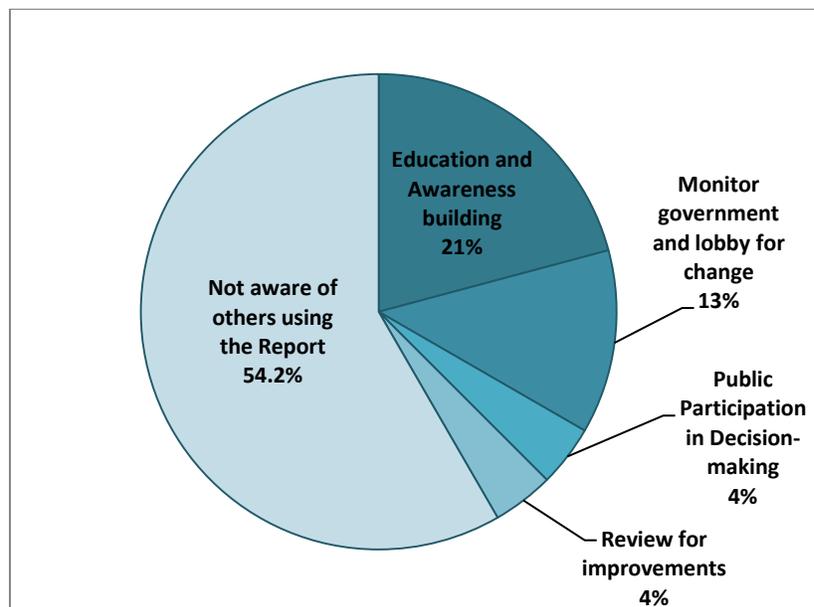
Beyond their own use, 21% of the respondents stated they were aware of others using the *State of Nova Scotia’s Coast Report* mainly for personal education and awareness building (Figure 13). A large portion of the multi-stakeholder representatives (87.5%) have taken

steps to promote the *Report* primarily through their own internal networks of colleagues and institutional memberships, using email as the main means of notification, and posting the information on their organisation’s Web site.

Table 5. How each stakeholder group will use the *Report* (N=24)

| Use | Number of individuals | | | | | |
|---|-----------------------|---------------|----------|------------|-----|-------|
| | Academic Institutions | First Nations | Industry | Government | NGO | Total |
| Education and Awareness building | 1 | | 1 | 1 | 3 | 6 |
| Monitor government and lobby for change | | | | | 1 | 1 |
| Policy development and planning | 1 | | | 2 | 1 | 4 |
| Public Participation in Decision-making | | 1 | | 1 | 2 | 4 |
| Work | 4 | | 2 | 2 | 1 | 9 |

Figure 13. Meeting attendees’ knowledge of how others are using the *Report* (N=24)



5.3. Multi-stakeholder Interviews

5.3.1. Awareness and Use

Thirteen of the 28 stakeholder representatives, or 46.4%, who attended the multi-stakeholder meeting were interviewed. These consisted of representatives of government (2), industry (3), academic institutions (2), non-governmental organization-NGO (5), and First Nations (1). All 13 were aware of the *Report* from its release and some even prior since they were consulted for input or review of draft documents during the preparatory phase. The data obtained from the interview responses are presented under several themes based on the coded responses, and quotations are included to support the results.

Awareness and Distribution

Of the 13 interviewees, seven indicated they were fully aware of the *Report* since they had been involved in its production, to peer-review the *Report* or to contribute sources of information, or they attended meetings or were members of committees where they interacted with the PON Secretariat, or they were invited to the official release of the *Report* (Table 6). As one stakeholder stated, “just because of my work I have been aware of it since in the planning stages” (NGO Stakeholder #4, Multi-stakeholder Interview). The other six persons became aware of the *Report* after receiving the email notification.

Table 6. Stakeholder awareness of the *Report* in number of individuals

| Stakeholder Group | Involved in/prior awareness of the <i>Report</i> | Aware of the <i>Report</i> after its release |
|-------------------------------|--|--|
| Academic Institutions | 1 | 1 |
| First Nations | | 1 |
| Government | 2 | 2 |
| Industry | 2 | |
| Non-governmental Organisation | 2 | 2 |
| Total | 7 | 6 |

After receiving copies of the *Report* or the email notification, all of the respondents stated that they ensured that this information was also transmitted to members of their circles through their newsletters and email networks. An industry representative stated, “our members are aware of it... we have the obligation of letting them know what's going on in our office of course...” (Industry Stakeholder #2, Multi-stakeholder Interview). Two out of the 13 interviewees stated that within their stakeholder group, all of their peers were already aware of the *Report*; hence, there was no additional need to refer the *Report* to others.

All respondents thought that the various methods used to distribute the *Report* to a wide range of stakeholders were sufficient for reaching their respective stakeholder groups. As a government representative stated “I think what they did was very effective that way: highly intensive, but very effective” (Government Stakeholder #1, Multi-stakeholder Interview).

Format and Version of the Report

Overall, interviewees stated that the information in the *Report* in all formats was well presented and easy to read and understand. As an industry representative claimed, “it's a good report, it's laid out well and it's easy to read and well laid out, the pictures are nice too. It's a nice report. It's nice to have things in digital form too, because these reports are expensive to produce and print, so certainly I think that the online digital versions are good to have” (Industry Stakeholder #1, Multi-stakeholder Interview).

These key stakeholder representatives preferred to use the technical report in their work. The technical report was considered to be the foundation for the credibility of the other versions since it provides the sources of information. The fact sheets and summary document are seen as communication tools to highlight the coastal issues. With regard to the technical report, one interviewee stated, “there is a great deal of value in having a well referenced, well documented, larger document...” and pointed out, “there is no legitimacy in a fact sheet without being grounded in a larger piece of work” (Government Stakeholder #2, Multi-stakeholder Interview).

Interviewees stated that each version of the report had specific usefulness to specific audiences, and, therefore, each version is necessary. They saw the fact sheets as more suitable for broader communication to the general public, while the summary document is given more credibility, compared to the fact sheets, for conveying sufficient information in one package.

Many interviewees had print copies of the *Report* documentation which they obtained during attendance at an open house; some also browsed online and downloaded the documents. Print or digital versions were equally useful by all stakeholder groups. As one interviewee suggested: “I think it's nice to save paper but I think it is good to receive a hardcopy, one hardcopy and then all additional copies in digital format” (Government Stakeholder #3, Multi-Stakeholder Interview).

In terms of the content of the *Report*, the interviewees thought it provided good baseline information that met the general needs of the public. Two opinions about the format of the content of the *Report* were expressed. An NGO representative thought that the format might have been improved by organising the content based on topics, for example, presenting all information on policy and legislation that cut across all issues into one section (NGO Stakeholder #1, Multi-stakeholder Interview). Organization of the content according to

geographic area was another view, common among industry stakeholders. For example, if all information on the six issues for each of the main geographic areas across the province was compiled separately, the usability of the *Report* might have been increased.

In terms of adequacy of accessing to the *Report*, all of the interviewees commended the efforts of the Government of Nova Scotia through PON in distributing the *Report* in all three versions in digital and print copies, and made available at the open houses. The methods were “suitable in the sense that that's what we have to deal with in Canada today to get messages out there” (Academic Institution Stakeholder #1, Multi-stakeholder Interview). The different fora and the formats were considered adequate to reach a variety of audiences, and “it may be as much as one can hope that government can do directly” (Academic Institution Stakeholder #2, Multi-stakeholder Interview). However, the interviewees noted that many who attended the open houses were either involved in the production of the *Report*, or were involved in their communities in highlighting issues of concern. “I think it is [open houses] suitable for a certain sector of the audience, which is a sector that is most interested in these issues” (Industry Stakeholder #1, Multi-stakeholder Interview). Interviewees generally believe that the public was not sufficiently aware of the *Report*:

of the three meetings that I have attended [launch, open house, multi-stakeholder meeting]. In the three of them, the people that I saw around, are people that are somehow directly associated with the coast, either by an environmental organisation, representatives of some kind of industry... people from the fisheries sectors... cottage industry associations, of NGOs... I didn't see anybody else... I don't know if the other people that were around were just random people that showed up or if they were representing someone or something, I don't know that. But I didn't see that many people (Industry Stakeholder 2, Multi-stakeholder Interview)

Some interviewees believed that while the government had actively promoted the *Report*, there is now a need to support meetings of local community groups and industry planned to promote the *Report* with their members “as a means of continuing the momentum started in the Open Houses” (Industry Stakeholder #2, Multi-stakeholder Interview). This strategy would ensure that persons unable to attend the open houses can still be informed.

Use

Comments about the use of the *Report* were coded into four of the themes used previously with the survey responses obtained at the open houses and multi-stakeholder meeting, namely, education and awareness building, public participation in decision making, monitoring government and lobbying for change, and, policy development and planning.

As noted above, all interviewees reiterated the view that the *Report* is valuable baseline information about the coast. Evidence of direct use of the *Report* was limited, largely because

of its recent release. “Nobody has indicated they used the report. People have looked at the report, have reviewed the report, but haven't really said they've used it for any particular ...” (First Nations # 1, Multi-stakeholder Interview). However, the *Report* is being used indirectly to build awareness of coastal issues among all stakeholders.

The *Report* has been referenced in other government reports, such as in an “outside assessment report...as the importance of coastal research” (Government Stakeholder #4, Multi-stakeholder Interview). The contents of the report have guided a number of NGOs to develop their work programmes since “principally the technical report [is used] as background for part of our program... we have taken some of that material and developed it further for the purpose of our program.” (NGO Stakeholder #2, Multi-stakeholder Interview).

Interviewees noted that the *Report* could be used by organizations to plan their work programmes regarding existing coastal initiatives. “I see it as an information management tool, so that I can anticipate the next stage of planning for managing the coast better” (Government Stakeholder #1, Multi-stakeholder Interview). The *Report* is also being cited by academic researchers applying for grants since the *Report* provides context for conducting research. “If you have a document like that that lays out some sort of framework, then you're going to apply for grants that are going to fit in with this government framework” (Academic Institution Stakeholder #1, Multi-stakeholder Interview). Interviewees also suggested that the *Report* will also be used for teaching purposes, specifically courses on marine biology at the university undergraduate and graduate levels.

The individuals aware of and using the *Report* generally have a history of being involved in coastal protection and conservation, or conducting coastal and estuarine research. “I'm seeing people refer to it fairly often I'd say, of course, I tend to be in the circles of people that are doing that” (Academic Institution Stakeholder #2, Multi-stakeholder Interview). As a result, these persons expect more than the production of a *Report* by the government. “I understand that the report is a document of intentions, and I think it lines up good intentions and good things, but, it's paper, right, it's actions what we are looking for” (Industry Stakeholder #2, Multi-stakeholder Interview).

Influence of the Report

Most interviewees believe it is too early to determine the influence of the *Report*. The level of influence was gauged more in terms of indirect effects such as the improvement in communication between government departments and other organizations. “I've seen more positive discussions that actually something is finally getting going, getting started” (Government Stakeholder #4, Multi-stakeholder Interview). As noted above, the *Report* is being used to guide the direction of university research.

In itself the *Report* increases awareness and it “really helps bring back to government and

decision makers that the dynamic nature of the coast and the importance of having some sort of management plan in place” (NGO Stakeholder #3, Multi-stakeholder Interview). Instead of focusing on whether anyone has read the *Report*, one interviewee thought it would be good to examine the spin-off benefits, e.g., networking and enhanced communication and collaboration among government agencies such as “bringing all these departments to look at the report...we felt like we had some relationship there” (Government Stakeholder #2, Multi-stakeholder Interview).

Interviewees saw the future influence of the *Report* in terms of its ability to increase the awareness of multiple stakeholders about the state of the coast. An interviewee pointed out the *Report* as being successful in presenting the material but added “it's bringing it to life, provoking discussion, engaging people with that information so that they can be involved in making decisions around the next piece of the development of the strategy” and “how to enliven it and get it into the community and provoke a discussion around it, is now the issue” (NGO Stakeholder #2, Multi-stakeholder Interview).

Interviewees believed that enhanced awareness will increase public participation in the development of public policy in the future. “[I]t is important to remind ourselves of what the report offers but also what its limits are, the reality is it's not policy, it's not strategy, it's just a 'state of' report and to that end, it is really useful in getting people thinking about issues and concerns, but that has to then get translated into policy and strategy” (Academic Institution Stakeholder #2, Multi-stakeholder Interview).

5.3.2. Recommendations from Stakeholders

Although the stakeholder representatives were not asked explicitly for recommendations to increase awareness, use, and influence of the *Report* their comments made during the interviews included the suggestions seen in Table 7 and Table 8.

Table 7. Stakeholder Recommendations for Distribution of the *Report*

| Recommendations | Quotation from Stakeholders |
|--|--|
| Develop a Web site dedicated to the <i>State of the Nova Scotia's Coast Report</i> | “a system that's a little more user friendly,...stateofthecoast.ca, or coastalcanada.ca,...then put those types of project documents on there.” (Academic Institution Stakeholder #1) |
| Target a wider range of specific groups and audiences across the province | <p>“I don't know why something like that can't be, maybe, sent to elementary and high schools...those are the people that these things are really going to affect moving down the road” (Academic Institution Stakeholder #1)</p> <p>“consulting companies and consultants usually work with environmental assessments for projects; they should be a priority group to receive the reports to make sure that they are considering that this is a summary of the most current information...and an opportunity to know that it is there” (Government Stakeholder #2)</p> <p>“target audiences, like people who live on the coast, people who access the coast for recreation, different clubs and organisations, like scuba clubs, or fishing clubs” (Government Stakeholder #3)</p> |
| Use methods to reach the “non-literate” groups | “may be overwhelming for some members of the general public who might not be willing to make comments in a process that they don't fully understand” (Government Stakeholder 4) |
| Include distribution methods that target younger and older generations | “who might not be familiar with providing comments through digital methods such as blogs or even writing letters” (Government Stakeholder 4) |

Table 8. Stakeholder Recommendations for Increasing Awareness and Use of the Report

| Recommendations | Quotation from Stakeholders |
|---|--|
| More directed letters to specific interest groups | “like what does coastal zone management in Nova Scotia mean to scuba divers...”(Government Stakeholder #3) |
| Include “governance” as a priority issue | “to encourage more people to take the <i>Report</i> seriously and attend the open houses and other fora in order to give their views.” (Industry Stakeholder #2) |
| Additional methods of getting feedback | “if you want to see how much this document has reached out ... you should go out to the waterfront and ask people” (Industry Stakeholder #2) |

5.4. Telephone Survey

The Nova Scotia Department of Fisheries and Aquaculture provided the EIUI research team with a copy of the report of the results of the telephone survey (Government of Nova Scotia, 2010). As noted above (Section 4.1.4), the survey was conducted by selecting random phone numbers to achieve province-wide coverage. A total of 6624 phone numbers were dialed in order to achieve a sample size of 600 respondents. Respondents were distributed as follows: 34.7% live in a town or village, 33% in a rural area, and 32.2% in a city. More female respondents (59.3%) than male (40.2%) completed the survey. According to the report prepared by Lura Consulting (Government of Nova Scotia, 2010b), the overall survey results “are skewed to a senior demographic,” since a greater percentage of senior citizens responded than is present in the demographics in Nova Scotia.

The section of the telephone survey with responses to questions provided by EIUI is given in Appendix 20. Of the 600 interviewed, only 41 (6.8%) were aware of the *Report*. This low number was insufficient to provide a statistically significant sample for the questions which followed about awareness and use of the *Report* (Government of Nova Scotia, 2010b).

The most common means by which the 41 Nova Scotians became aware of the *Report* was by television (10 persons) and by newspaper (8 persons). Awareness was also made possible by radio, the Web, educational institutions, family/friends, workplaces, government and social networks such as at meetings, town office, and public relations. Only nine out of the 41 accessed and read the *Report* either by printing it off the Internet, reading it online, or receiving a print copy. The summary version was found to be the most useful by those who actually read the *Report* (4 persons), followed by the fact sheets, and then the technical report. Those who read the *Report* stated they shared the information mainly with family and friends. Otherwise, the information was shared with a public official or no action was taken after reading the *Report*.

5.5. Link Searches, Citation Searches, and Library Holdings

5.5.1. Link Searches

Using the link search feature in Google to find Web sites with links to the *Our Coast* Web site (seen in Appendix 13) produced few results. However, manually searching the Web sites of the organizations represented at the open houses and multi-stakeholder meeting (seen in Appendix 16 and 18) for links to *Our Coast* yielded more results. This latter searching required checking every page of the respective Web sites, and using the site specific search bar to locate references to *The 2009 State of the Coast Report*. “Justin Huston” was included as a search term since he was the principal PON spokesperson to make presentations of the *Report*. Some of the organisations found after link searching were not among the

organizations that received notification, or copies of the *Report*, or whose representatives attended an open house (see Appendices 4 through 7, and 16).

Twenty-four organizations with links to the *Our Coast* site were found and are presented in Appendix 21. Thirty-three percent (33%) of these Web sites belonged to non-governmental organizations, 30% belonged to university libraries and 12.5% were industry. Web sites that posted links to the *Our Coast* site generally featured a news item related to the open houses, or a message encouraging readers to give their opinions during this first stage of the development of the coastal strategy by providing feedback using the online options. Occasionally, a Web site included a link accompanied by a short description and critique of the *Report* which was aimed at informing and encouraging public participation. In some cases, the Web site provided a pdf version of a powerpoint presentation, previously provided by PON (seen in Appendix 2), containing a link to the *Our Coast* site. A link to the *Our Coast* site was found within institutional meeting reports and newsletters in pdf format on sites searched for mention of *The 2009 State of Nova Scotia's Coast Report*, for example the Gulf of Maine Council on the Marine Environment, the Ecology Action Centre, and the Dalhousie University Marine Affairs Program.

5.5.2. Citation Analysis

No citations to *The 2009 State of Nova Scotia's Coast Report* were found in searches conducted in August 2010 in Web of Science or using Google or Google Scholar (Appendix 15). In an informal search of Web sites conducted in January 2011, one reference to the *Report* was found in an unpublished thesis (Baccardax, 2010) posted on the Web site of the Ecology Action Centre.

Google and Google Scholar Citation Searches

Searching the title of *The 2009 State of Nova Scotia's Coast* documents (set in quotation marks to locate the exact string of title words) in Google in August 2010 did not produce citations. Entering "Our coast: Live, work, play, protect: The 2009 state of Nova Scotia's coast technical report" into the Google search box produced one result from the York University Library which confirmed the report had been acquired by that library. Similar results were found for searches for the summary document and the fact sheets. Searches in Google without quotation marks around the titles of the report documents produced between 8000 and 20,000 results. The first 10 pages of these results were searched, but no citations were found. For example, searching the title "Our coast: Live, work, play, protect: The 2009 state of Nova Scotia's coast summary report" with no quotation marks produced 19,400 results. In general, no results related to the *Report*, or the *Our Coast* Web site were found beyond the fifth or sixth hit on the first page of search results.

Searches in Google Scholar of the titles to all the report documents set in quotation marks produced no citation results. This result indicates there was no option to search for citations using the “cited by” option provided by Google Scholar. Searching the titles of the report documents with no quotation marks produced between 500-1300 results, which were not related to the *Report* and no citations were found. Searching with the other search terms apart from the report titles in both Google and Google Scholar produced tens of thousands of results. Only the first 10 pages were examined for the occurrence of any citations.

Web of Science

No citations to *The 2009 State of Nova Scotia's Coast* documents were found in Web of Science. The only search strings which returned any results was CBCL (author) and NSDFA (author), but neither of these revealed citations to the *Report* documents.

5.5.3. Library Holdings

eBrary

Data provided for the Canadian Public Policy Collection confirmed there was no usage of the *State of Nova Scotia's Coast Report* (technical report and English and French version of the summary reports) from April to June 2010. The “typical usage pattern for 2007 - 2010 is high usage in the fall and winter and low in the spring and summer...since most of the subscribers are academic libraries” (personal communication, R. Cordes, Editor, Canadian Public Policy Collection, Aug. 5, 2010).

Libraries

Link searches, which identified libraries with holdings of *The 2009 State of Nova Scotia's Coast Report*, are listed in Appendix 21. Additional searches confirm that print copies of the *Report* are available at a number of public and university libraries in Nova Scotia. Copies of the *Report* are held by public libraries in Antigonish, Halifax, New Glasgow, Sydney, and the headquarters of the Colchester East Hants Public Libraries. Print copies of the *Report* are available at Dalhousie University Library, Cape Breton University Library, Saint Mary's University Library, St. Francis Xavier University Library, and the Nova Scotia Agricultural College Library. The *Report* can also be accessed through the Library and Archives Canada portal. The *Report* is not available in the Library and Archives Canada collections in Ottawa, but copies of the *Report* can be located in other libraries in Canada through a search conducted at the Library and Archives Canada portal. Few libraries outside of Nova Scotia provide access to either the print or digital copies of the *Report*. For example, a digital copy is available at the University of Victoria and is accessed through eBrary, the subscription database noted above. Online searches for the *Report* in the Canada Institute for Scientific Information (the national science library) produced no results. Searches of selected libraries

outside of Canada, e.g., Library of Congress (Washington, DC), Woods Hole Oceanographic Institution (Woods Hole, MA) also yielded no holdings.

5.6. Media

Copies of newspaper reports from December 10, 2009 to May 2010 were obtained from PON. Clippings of all Nova Scotia newspapers and media reports on the priority issues, in addition to specific reports on *The 2009 State of Nova Scotia's Coast Report*, are kept by the Communications Department in the Department of Fisheries and Aquaculture. These files are used to notify the PON and the entire Department of relevant media accounts.

The accumulated media reports came mainly from the newspapers in Nova Scotia as well as media services, such as the *Canadian Press*. Appendix 8 gives an example of the script provided by the Government of Nova Scotia to the media in April 2009 to advertise the public open houses. This information was published in the daily and weekly print newspapers throughout the province and online editions, where applicable. The text supplied for broadcast by radio stations is also presented in Appendix 8. Links to several online versions of the media report are seen in Appendix 22 and additional reports are found in the link searches seen in Appendix 21.

News articles, which were not related to the launch of the *Report* and the public consultations, generally highlighted the views and opinions of non-governmental organizations on particular coastal issues which referenced the *State of Nova Scotia's Coast Report* as a source of information. The media reports typically discussed one of the six priority issues included in the *Report*. These newspaper reports were mainly published at the time of the launch of the *Report* in December 2010 and in May and June 2010 during the public consultations. The newspaper reports showed that non-governmental organizations also encouraged the public to attend the public consultations and to access the *Report* from its various sources as a means of becoming informed for future public participation.

5.7. Web site

The *State of Nova Scotia's Coast Report*, in its three formats, is available as 34 downloadable pdf files from the government's Web site (see Appendix 23). These files include: the English and French versions of the six fact sheets and the summary document; the technical report available as a single pdf; the technical report available as individual pdfs of each chapter, appendix, the executive summary, and the contents page.

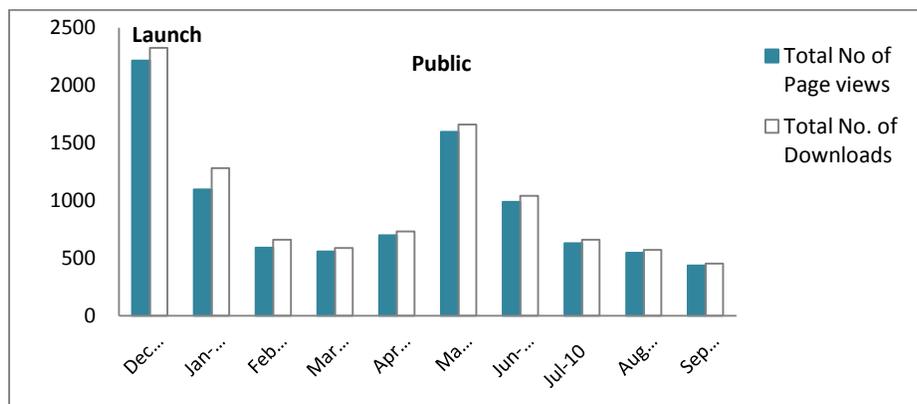
The total number of visits to the Web site and downloads for each month for the period December 2009 to September 2010 is seen in Table 9 and Figure 14. Visits to the Web site and downloads were highest in December 2009 when the *Report* was launched and in May 2010 during the public consultations. Each month, the number of downloads was slightly higher than the number of visits, meaning a visit to the site carried a high likelihood that the

purpose was to download a version of the *Report*. The average numbers of visits and downloads around the launch (December 2009 - January 2010) and the public consultations (May - June 2010) were overall 2.57 times higher than during the periods after each event. The statistics averaged 1805 and 1352 downloads in these respective periods, and an average of 660 and 561 downloads in the interim periods. Data from the open house survey support these statistics, since 20% of the participants said that they became aware of the *Report* by visiting the Web site.

Table 9. Number of views and downloads from the Web site, December 2009 to September 2010.

| Time period | Month | Total No of Page views | Total No. of Downloads | Average# of Page views | Average # of Downloads |
|----------------------------------|----------------|------------------------|------------------------|------------------------|------------------------|
| Launch and post launch | December 2009 | 2217 | 2327 | 1657 | 1805 |
| | January 2010 | 1096 | 1282 | | |
| Post Launch | February 2010 | 591 | 660 | 616 | 660 |
| | March 2010 | 557 | 588 | | |
| | April 2010 | 699 | 733 | | |
| Public Consultations | May 2010 | 1597 | 1662 | 1294 | 1352 |
| | June 2010 | 990 | 1041 | | |
| Post Public Consultations | July 2010 | 630 | 661 | 538 | 561 |
| | August 2010 | 548 | 571 | | |
| | September 2010 | 437 | 452 | | |
| | Total | 9362 | 9977 | | |

Figure 14. Number of views and downloads from the Web site (December 2009 - September 2010)



6. Discussion and Conclusions

6.1. Report Distribution and Public Awareness

The Provincial Oceans Network stated that the *Report* was produced by the Government of Nova Scotia as an educational tool to inform the public on coastal issues and to encourage participation in the development of coastal policy in the province to be released in 2011. The *Report* was not designed for a specific target audience in the province; rather the three versions were intended for a range of readers. The government-led suite of methods for promoting awareness and use of the *Report* was aimed at reaching all Nova Scotians in order to encourage public participation in the development of a strategy for sustainable coasts of the province.

This study showed that stakeholders became aware of the *Report* mainly through direct and electronic means, such as the notification email messages and the Web site; and through secondary distribution methods, mainly existing online networks. Responses to the questionnaire completed at the open houses confirmed that the *Our Coast* Web site played an important role in making the *Report* accessible to members of the general public as well as the NGO groups who attended the public consultations. Statistics of activity at the *Our Coast* Web site during the period of the public consultations support the data from the open house questionnaire which showed that 20% of the participants became aware of the *Report* from the Web site.

This study showed that the methods used by the government to promote awareness of and access to *The 2009 State of Nova Scotia's Coast Report* were more effective in reaching some audiences than others. The methods mainly reached members of stakeholder groups who were previously aware of the *Report* or who were part of existing social networks with links to coastal issues.

While 48% of the visitors to the open houses were members of the general public, 17% stated they had received prior communication on the *Report* through an email message. This email may have been received either from PON directly or from an organization to which PON sent notification letters. In the open houses, 45% of all stakeholders stated they received an email message about the *Report* through the government notification system or through a NGO email network.

Over half of the attendees at the multi-stakeholder meeting became aware of the *Report* through an e-mail message sent directly from PON or indirectly through networks with which they were associated. Approximately 75% of the attendees who were interviewed (46.4% of the meeting attendance) stated they had received copies of the *Report* or a notification letter. Furthermore, they stated they were aware of the *Report* as they had been involved in its production, either in terms of being consulted for input or to review it.

The email networks of the non-governmental organizations as well as the government were instrumental in increasing awareness through their established networked groups. The non-governmental organizations that received copies of the *Report* or notification letters forwarded this information to their membership. These notices influenced individuals associated with non-governmental organizations to attend the open houses (see Appendices 4, 5, and 16 respectively). Non-governmental organizations represented at the open houses are further networked through membership in the Coastal Coalition of Nova Scotia (CCNS), confirmed in its recorded membership in July 2010 (CCNS, 2005). The CCNS is an umbrella NGO with a membership of 44 organisations. The role of networks in increasing awareness of the *Report* should not be understated. Searches of Web sites of NGOs to locate the presence of links to the government Web site housing the *Report* revealed publications by NGOs related to the *Report*, which in turn could have given attention to the *Report* itself. For example, visitors to the Ecology Action Centre's Web site could have become aware of the *Report* by encountering the Centre's response to the *Report* (Graham, 2010).

At the time of the December 2009 release of the *Report*, dates for the public consultations had not been set. The time period between the release of the *Report* and the public consultations in May-June 2010, while only five months, may have contributed to reduced momentum in efforts to increase awareness of the *Report*, as the statistics of page views and downloads at the Web site suggest (see Figure 13).

The role of email social networks was critical in increasing community awareness. However, few web-links to the *Our Coast* Web site were found, in spite of the large number of organizations that were notified of the report. PON focused on raising awareness among the main organizations within each stakeholder group through directed activities (e.g., open houses and personal communication). The organizations could have been encouraged to post a link to the *Our Coast* site from their Web sites to spread awareness among their members and visitors to their Web sites. In the notification letters or emails sent out by PON, organizations were not requested to post a link to the government's *Our Coast* Web site. Most organizations did not add links to their Web sites and may not have recognized the increasing importance of internet traffic and social media in communicating information.

6.2. Use and Influence of the *Report*

In the opinion of many who completed the various surveys *The 2009 State of Nova Scotia's Coast Report* will be used primarily for education and advocacy. Respondents stated that the *Report* provides good baseline information and due to the general nature in which it was written and formatted, almost all stakeholder groups including the general public can identify with the issues identified in the *Report*. Since many who participated in the open houses and multi-stakeholder meeting had prior awareness of the *Report*, it follows that the groups or individuals who were likely to use the *Report* were those who had such awareness and an

interest in coastal issues. In some cases, particularly for participants in the multi-stakeholder meeting, usage was linked to a role in the preparation of the *Report* or awareness of the *Report* during the early stages of its preparation.

Release of the *Report* in three versions was commended by members of the general public as well as all other stakeholders. All stakeholder groups noted that the summary version of the *Report* had the widest use since it was written in a style suitable for many readers, but each version had value for different audiences within a variety of contexts. The technical report, for example, provided important detail and also noted gaps in knowledge, which can inform research initiatives and decisions about where resources should be allocated. The less technical versions (i.e., fact sheets and summary document) were deemed effective for reaching a wide range of audiences.

Stakeholders who stated they were using the *Report* pointed to its relevance in their work/occupation. For example, instructors in academic institutions expect to draw on the *Report* in their teaching; environmental non-governmental organizations will use the *Report* to promote awareness of coastal issues and public participation in coastal management as well as use the *Report* to increase their membership numbers; industry and government organizations will refer to the *Report* as background information in preparing other reports. Members of the general public see the *Report* as an excellent compilation of information for general education on coastal issues, for reference, for stimulating conservation initiatives, and for discussion and response to coastal matters. Ultimately, the *Report* will be used by the Government of Nova Scotia to develop and implement a sustainable coastal management strategy. This latter use will be a significant measure of the influence of the *Report*. Each of the surveys (questionnaire at the open houses and multi-stakeholder meeting, interviews of multi-stakeholder representatives, and province-wide telephone survey) presented similar information about levels of awareness and current and future use of the *Report*. For the purposes of this study, these data sources provided adequate understanding of the degree to which Nova Scotians have become aware of the *Report* and how they are using or plan to use the information available in the three versions of the *Report*.

The limited citation data is largely due to the *Report*'s recent publication in December 2009. Only eight months had passed since its release at the time of the detailed citation analysis (August 2010). Less detailed searches in January 2011 did not retrieve any citations. Ebrary statistics in January 2011 also did not provide new statistics on use. The *Report* is likely to be cited over time as the printed materials already in libraries and online databases become more widely known. However, citation searching will need to be repeated to determine usage as measured by citations.

While the recent release of the *Report* prevents measuring and studying its influence in any detail, influence of the *Report* at this early date (Fall 2010) can be identified in terms of indirect benefits. For example, the data obtained in this study show there was increased

collaboration among provincial departments and stakeholder groups during the preparation of the *Report*. Also since the release of the *Report*, news media attention and a number of publications by some non-governmental organizations, for example, the Ecology Action Centre (Graham, 2010) and the Coastal Coalition of Nova Scotia (CCNS, 2010), have increased public coastal awareness.

Specifically, this study aimed to gain an understanding about *The 2009 State of Nova Scotia's Coast Report* with regard to the broad themes of distribution, awareness, use, and influence, which were explicitly addressed in three questionnaires, the interview protocol, and other measures. Overall, the data offer a substantial indicator of initial (early) awareness and use of the *Report*. Email social networks played a key role in promoting awareness of the *Report* among established groups which historically/traditionally respond to government surveys and interviews. The *Report* seems to be fulfilling its intended purpose as a first step in guiding decision making and increasing public participation in decision-making. However, adoption of additional methods is needed to ensure that wider audiences across the province are reached, outside of the established networks.

The findings in this study are consistent with other research, particularly investigations of state of the marine environment reports and global environmental assessments (Mitchell, 2010; Mitchell et al. 2006; Wells, 2003). Limited communication of scientific information to wider audiences has been identified as one of the main issues involved in increasing public participation in decision making (Eden, 2011; Holmes and Clark, 2008; Soomai, Wells, and MacDonald, 2011). A state of the coast report is by nature, broad and multidisciplinary, requiring multiple stakeholder involvement in its production and use. These stakeholders include policy and decision makers, resource users, and the general public who also need to be aware of important scientific and technical information in order to make informed decisions (Evans and Reimer, 2009; Healy and Ascher, 1995; Holmes and Savgard, 2008; McNie, 2007).

7. Recommendations

The objective of releasing the *Report* was to encourage public participation in development of a coastal strategy for the province (personal communication, PON). This study showed that Nova Scotians reached in the public consultations can be described as consisting of two groups: the “interested public” and the “general public.” Members of the interested public may be better able to inform policy and include individuals who are already active in coastal zone conservation or related matters in which they have a personal stake and who also belong to existing networks. The general public includes individuals who have been following coastal issues but are not involved in a group or an NGO that would foster knowledge about the *Report*, and individuals who are less likely to think about the coast and issues that may be

affecting it. Since the release of the *Report*, public expectation for action has increased, and an increasingly informed public has developed. The Government of Nova Scotia initiated a positive process but implementation of the coastal development strategy will necessitate continued public interest and involvement.

The findings of this study have prompted both general recommendations and recommendations aimed more particularly at the interested public and the general public.

1. Awareness and use of the *Report* as well as interest in addressing coastal and ocean issues generally will be enhanced by ongoing communication initiatives. Overall, continued sensitization of the general public about coastal and ocean issues is recommended. Moreover, in order to keep the momentum proceeding, the interested public must continue to be engaged, particularly the range of key stakeholder organizations already identified as important in the development of the coastal development strategy. This effort should emphasize maintaining existing relationships through partnerships, more focused communication with the range of stakeholder organisations within the government, industry, and communities throughout the province, and creating new means of continuous public participation. Additional stakeholder groups to participate in development of the coastal development strategy might also be identified.

Methods for promoting the *Report* should be linked to the government's agenda for moving forward with the coastal strategy development process. Institutionalization of the process of consultation is recommended so that communication with the public continues into the period after the coastal management strategy is developed. Effective relationships with stakeholders are based on developing mutual trust and respect over a considerable period of time and need to be considered in developing strategies for continued promotion of the *Report* as well as implementation of the strategy.

2. Increased use of all forms of media (print and digital) to promote awareness and use of the *Report* by all audiences is recommended. Globally, social media has become a major element of everyday life and business and is increasingly important for delivering information and achieving public engagement. Recently, guidelines have been developed for the use of social media in the work of the public service in provinces across Canada as well as other countries (Government of British Columbia, 2011; Lawless, 2009; Shaw, 2010). Social media has become a means "to speak directly to citizens and communities" and can be used "not only [for] communication, but consultation, stakeholder and citizen engagement, policy development and service delivery" (Government of British Columbia, 2010).

The affiliations of persons participating in the public consultations demonstrated the important role of advocacy and to a large extent it was the NGOs who were responsible for drawing attention to coastal issues to their members and to other stakeholder groups through their social networks. The coasts are of concern to the population of Nova Scotia and the government could make concerted efforts to harness the social media to provide an opportunity for all interested members of the general public to provide input. With broad band services now covering most of the province, social media communication methods can reach wider audiences, whereas methods, such as open houses, while important, can be limiting in terms of geographic coverage and public accessibility to particular locations. Incorporating social media into government's efforts to promote the *Report* and the forthcoming coastal management strategy will be important in reaching wider audiences, particularly younger segments of the population. The ability to share ideas via social media is comparable to the comment pages provided at the open houses, which were viewed positively by visitors to those events.

In keeping with the Nova Scotia government's guidelines on social media (Government of Nova Scotia, 2010d), one or more of discussion forums, blogs, wikis, and podcasts dedicated to the *Report* and/or the draft coastal management strategy could be used to engage the public.

3. Engaging members of the general public not reached during the public consultations, including individuals outside of established networks, is recommended. Focused communication should be expanded to include youth organizations and school systems in order to engage the younger sections of the population of the province. The existing *Our Coast* Web site, Web-links, and media reports reached largely urban and computer literate sections of the population. While more and more people are becoming connected to digital networks, which suggests focusing communication strategies on digital methods, a suite of activities to promote awareness and use of publications like *The 2009 State of Nova Scotia's Coast Report* is still needed if all relevant audiences are to be reached. For example, communication through talk shows on contemporary radio music channels could be considered to reach members of the public who are less likely to read newspapers or follow news in other media.
4. In its communication with governmental and non-governmental organizations, the Provincial Oceans Network could extend awareness of its initiatives by requesting those organizations to incorporate links to the *Our Coast* Web site in their Web sites. Such interlinking has a direct relationship to how search algorithms (such as Google's) select and present results to users. By encouraging more external links to the *Our Coast* Web site, the likelihood increases that the site will be found during Google searches for information about Nova Scotia's coast. Increased traffic at a Web site is also a factor in how search algorithms select Web pages to present in search results.

5. Citation analysis could be repeated at future intervals. Citations are an informative indicator of the awareness and use of the *Report*. As time progresses since the release of the *Report*, citations should also increase if the level of awareness increases. Since the *Report* is grey literature, coverage by traditional databases such as Web of Science will be limited. Therefore, it is also recommended that a copy of the *Report* be submitted to databases that document grey literature, such as the Aquatic Science and Fisheries Abstracts (ASFA), which is coordinated by the Food and Agriculture Organisation (FAO) of the United Nations.

The results and recommendations provided in this study are intended to guide future publications and communication materials related to coastal management in Nova Scotia. The EIUI research initiative is also seeking comments on this study from the Government of Nova Scotia, in order to guide future research studies on the awareness, use, and influence of scientific information.

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Appendix 1: Provincial government departments represented in the Provincial Oceans Network

(Source: <http://www.gov.ns.ca/coast/documents/PON-departments-list-2009.pdf>)

Provincial Oceans Network

Agriculture

Economic and Rural Development

Energy

Emergency Management Office

Environment

Finance

Fisheries and Aquaculture Natural Resources

Service Nova Scotia Municipal Relations (GeoNOVA)

Intergovernmental Affairs

Natural Resources

Office of Aboriginal Affairs

Policy and Priorities Committee

Service Nova Scotia Municipal Relations

Tourism, Culture and Heritage

Transportation and Infrastructure Renewal

Appendix 2: Presentations by the Provincial Ocean Network to promote the *Report* (June 2008 to December 9, 2009)

| Date | Meeting/Forum | Location |
|-------------|--|---------------|
| 2008 | | |
| June | Marine Affairs Coastal Workshop | Halifax |
| June | Coastal Zone Canada Conference | Vancouver, BC |
| June | NS Environment | Halifax |
| June | International Oceans Institute (class) | Halifax |
| June | NS Native Council | Truro |
| June | Gulf of Maine Council on the Marine Environment | Salem, MA |
| August | Southern Gulf Research Institute | Moncton, NB |
| September | Eastern Scotian Shelf Integrated Management (ESSIM) Stakeholder Advisory Council | Dartmouth |
| September | School of Planning, Dalhousie University | Halifax |
| October | Institute of Public Administration of Canada (IPAC) | Halifax |
| October | Natural Resources | Halifax |
| November | ESSIM Forum | Halifax |
| December | NS Deputy Minister's Forum On Sustainable Competiveness | Halifax |
| 2009 | | |
| March | Union of Nova Scotia Municipalities (UNSM) | |
| May | Environment Canada | Halifax |
| May | World Maritime University (visiting class from Sweden) | Halifax |
| May | Fall River High School | |
| June | International Oceans Institute | Halifax |
| July | NS Long Term Planning Council | |
| July | NS Senior Officials Group (multiple departments) | |
| September | Deputy Ministers Forum on Sustainable Competitiveness | |
| September | NS Parks Panel of Expertise | |
| September | Minister's Round Table on the Environment | |

| Date | Meeting/Forum | Location |
|----------|---|-------------|
| October | NS Fisheries Sector Council | |
| November | NS Environmental Network | |
| November | Union of Nova Scotia Municipalities (UNSM) | |
| November | The Assembly of Nova Scotia Mi'kmaq Chiefs | |
| November | Atlantic Institute of Planners | St. John's |
| November | Regional Committee on Coastal and Ocean Management | Dartmouth |
| December | Maritime Museum of the Atlantic (<i>Report</i> launch event) | Halifax |
| December | Oceans Connections Conference | Guysborough |

Appendix 3: Media release for the launch of the *Report* on December 9, 2009

Province Releases *State of Nova Scotia's Coast Report*

Fisheries and Aquaculture

December 9, 2009 5:00 PM

Note: A social media version of this release, with downloadable high-res photographs, video and audio clips will be available Thursday, Dec. 10, at <http://gov.ns.ca/news/smr/2009-12-10-coastal.asp>.

Nova Scotians are invited to review the province's first *State of Nova Scotia's Coast Report*, released today, Dec. 9. The report is the first of its kind in Atlantic Canada.

The report will be of interest to many Nova Scotians as most of the province's population live or work in coastal communities.

"The *State of Nova Scotia's Coast Report* provides an overview of the condition of our coast and information on priority coastal issues," said Fisheries and Aquaculture Minister Sterling Belliveau. "We must look at ways to protect the coast where we live, work, and play. It is vital to who we are and a way of life that is valued by Nova Scotians."

The report looks, in detail, at six priority issues: sea-level rise and storm events, public coastal access, working waterfronts, coastal water quality, coastal ecosystems and habitats, and coastal development.

The report includes a detailed examination in a technical report and six fact sheets.

"This report is a snapshot of the current state of the province's coast, including its history," said Justin Huston, chair of the Provincial Oceans Network, the group of 15 departments and agencies that oversaw the development of the report. "Using feedback from Nova Scotians, as well as information in the report, a coastal strategy will be developed for release in 2010."

Copies of the summary document, fact sheets, and technical report are available at www.gov.ns.ca/coast.

FOR BROADCAST USE:

Nova Scotians are invited to review the province's first *State of Nova Scotia's Coast Report*, released today (December 9th) in Halifax. The report is the first of its kind in Atlantic Canada.

The report will be of interest to many Nova Scotians as most of the province's population live or work in coastal communities. Fisheries and Aquaculture Minister Sterling Belliveau says we must look at ways to protect the coast. He says it is vital to who we are and our way of life.

Copies of the report are available at W-W-W dot gov dot N-S dot C-A slash coast.

Media Contact: Tim Conrad
Department of Fisheries and Aquaculture
902-424-8258
E-mail: conradts@gov.ns.ca

Appendix 4: Request list in 2009-2010 for *The 2009 State of Nova Scotia's Coast Report*

| Organization | Contact |
|--|-------------------------------------|
| Government | |
| Agriculture Canada | Andrew Rollin |
| Annapolis Royal, Nova Scotia | |
| Cape Breton Regional Municipality | Council Office |
| Climate Change Division | |
| Department of Fisheries and Oceans - Gulf | Roland Cormier |
| Department of Fisheries and Oceans - Maritimes | Glen Herbert |
| Department of Fisheries and Oceans - Population Ecology Division | Alida Bundy |
| Digby Economic Development Agency | Terry Thibodeau Wanda Van Tassel |
| Environment Canada | Larry Hildebrand |
| Halifax Regional Municipality- Lower Sackville | Elizabeth Publicover |
| Legislative Library - Halifax | |
| Municipality of Clare, Meteghan River | Germaine Comeau |
| New Brunswick Department of Fisheries and Aquaculture | Russell Henry |
| New Brunswick Department of the Environment | Rob Capozzi |
| Newfoundland Department of Fisheries and Aquaculture | Nicole Hynes |
| Nova Scotia Department of Environment Library | Sophia Foley |
| Municipality of the District of Chester | Cindy Lamson |
| Pictou - Antigonish Regional Library | Shirley Graham |
| Provincial Library - Halifax | |
| Protected Areas Division | |
| Provincial Oceans Network (PON) representatives | PON Departments |
| Region of Queens Municipality- East Berlin | Chris Walker |
| Tourism, Culture and Heritage - PON | Heather Yule |
| Union of Nova Scotia Municipalities | President |
| Water Strategy Coordinator | Jessica Paterson |

| Inter-Governmental | |
|--|---------------------------------------|
| Gulf of Maine Council on the Marine Environment (GOMC) | Michele Tremblay Christine Tilburg |

| Organization/Location | Contact |
|---|-----------------|
| Non-Governmental Organizations | |
| Atlantic Coastal Zone Information Steering Committee (ACZISC) - International Ocean Institute of Canada | Michael Butler |
| Ecology Action Centre | Jennifer Graham |
| Fishermen and Scientists Research Society | Patty King |
| North Mountain Coastal Group | Jim Hannalore |
| Kingsburg Coastal Conservancy, Rose Bay, Nova Scotia | Heather White |

| Organization | Contact |
|-----------------------------------|----------------|
| Industry | |
| Dartmouth, Nova Scotia | Peter Sheehan |
| Dartmouth, Nova Scotia | Dan Walmsley |
| Mining Association of Nova Scotia | Lindsey Moore |

| Organization | Contact |
|--|-----------------------------|
| Academic Institutions | |
| Bras d'Or Institute for Ecosystem Research, Cape Breton University | Bruce Hatcher |
| School of Information Management, Dalhousie University | Dr. Bertrum MacDonald |
| School for Resource and Environmental Studies/Marine Affairs program, Dalhousie University | Dr. Peter Wells |
| Nova Scotia Agricultural College Library | Jolene Reid |
| School of Planning, Dalhousie University | Cities and Environment Unit |
| Department of Biology, St. Francis Xavier University | Dr. David Garbary |
| Marine Science/Environmental Studies Saint Mary's University | Tony Charles |

Appendix 5: Recipients of notification letters

| Organisation | Contact |
|---|---|
| Industry | |
| Aquaculture Association of Nova Scotia | Cassie Benjamin |
| Association of Professional Engineers of Nova Scotia | |
| Canada-Nova Scotia Offshore Petroleum Board | |
| Canadian Association of Petroleum Producers | Paul Barnes |
| Clean Current Power Systems Incorporated | Glen Darou |
| Construction Association of Nova Scotia | |
| Environmental Services Association Nova Scotia | |
| Licensed Professional Planners Association of Nova Scotia | President - Doug Foster, MCIP, LPP, Director of Planning |
| Minas Basin Pulp and Power Company Limited | John Woods |
| Mining Association of Nova Scotia | Michelle Landreville |
| Nova Scotia Home Builders' Association | |

| Organisation | Contact |
|--|--|
| Non-Governmental Organization | |
| ACAP Cape Breton Inc. - Centre for Sustainable Communities | Eleanor Anderson |
| Bluenose Coastal Action Foundation | Brooke Nodding |
| Clean Annapolis River Project | Stephen Hawboldt |
| Clean Nova Scotia | |
| Coastal Coalition | Karen Traversy |
| Coastal Community Network | Ishbel Munro , Executive Director |
| Canada Parks and Wildlife Society (CPAWS)- Nova Scotia Chapter | |
| Ducks Unlimited | |
| Eastern Shore Forest Watch | |
| Ecology Action Centre | Jennifer Graham, Coastal Issues Coordinator |
| Greater Halifax Partnership | |
| Kingsburg Coastal Conservancy | |

| Organisation | Contact |
|---|------------------|
| Non-Governmental Organization | |
| Nature Conservancy of Canada | |
| Nova Scotia Environmental Network | |
| Nova Scotia Nature Trust | |
| Partnership for Sustainable Development of Digby Neck and Islands Society | Ms. Carol Mahtab |
| Pictou Harbour Environmental Protection Project | Bob Christie |
| Sable Island Preservation Trust | Rick Welsford |
| St. Margaret's Bay Stewardship Association | |

| Organisation | Contact |
|--|----------------|
| Government | |
| Antigonish Regional Development Authority | |
| Annapolis/Digby Economic Development Agency | |
| Cape Breton County Economic Development Authority | |
| Colchester Regional Development Agency | |
| Cumberland Regional Economic Development Association | |
| Guysborough County Regional Development Authority | |
| Hants Regional Development Authority | |
| Kings CED Agency | |
| Lunenburg Queens Regional Development Agency | |
| Pictou Regional Development Commission | |

| Organisation | Contact |
|-------------------------------|------------------------------|
| First Nations | |
| Native Council of Nova Scotia | Chief/President Grace Conrad |

**Appendix 6: Recipients of notification letters – academic institutions
(primary distribution list)**

| Organization | | Name | Position |
|--|---|-----------------------|--|
| Acadia University | | | |
| 1 | Acadia Centre for Estuarine Research | Dwight Muschenheim | Research Associate |
| | | Trefor Reynoldson | Research Associate |
| | | Michael Brylinsky | Research Associate |
| | | Graham Daborn | Research Associate |
| | | Anna Redden | Director |
| 2 | Arthur Irving Academy for the Environment | Edith Callaghan | Director |
| 3 | Department of Biology | Trevor Avery | Professor of Biology |
| | | Soren Bondrup-Nielsen | Professor of Biology |
| 4 | Department of Earth and Environmental Science | Barr Sandra | Department Head |
| 5 | Department of Economics | Brian VanBlarcom | Professor of Economics |
| 6 | Department of Recreation Management and Community Development | Glyn Bissix | Professor of Recreation Management and Community Development |
| | | John Colton | Professor of Recreation Management and Community Development |
| | | Susan Markham-Starr | Professor of Recreation Management and Community Development |
| Centre of Geographic Sciences/Nova Scotia Community College | | | |
| 7 | Applied Geomatics Research Group | David Colville | Research Scientist |
| | | Chris Hopkinson | Research Scientist |
| | | Bob Maher | Senior Researcher |
| | | Timothy Webster | Research Scientist |
| Atlantic Coastal Zone Information Steering Committee (ACZISC) | | | |
| 8 | ACZISC Secretariat | Paul Boudreau | COIN Atlantic Project Manager |
| | | Michael Butler | Director |

| Organization | | Name | Position |
|--|--|-------------------------|--|
| University College of Cape Breton | | | |
| 9 | Bras d'Or Institute for Ecosystem Research | Bruce Hatcher | Director of the Bras d'Or Institute for Ecosystem Research |
| Dalhousie University | | | |
| 10 | Centre for Environmental and Marine Geology/Dalhousie University | David Scott | Director |
| 11 | Department of Biology | Paul Bentzen | Professor of Biology |
| | | Jeffrey Hutchings | Professor of Biology/Chair of COSEWIC |
| | | Heike Lotze | Assistant Professor of Biology |
| | | Tamara Romanuk | Assistant Professor of Biology |
| | | Daniel Ruzzante | Associate Professor of Biology |
| | | Robert (Bob) Scheibling | Professor of Biology |
| | | Hal Whitehead | Professor of Biology |
| | Boris Worm | Professor of Biology | |
| 12 | Department of Economics | Melvin Cross | Associate Professor of Economics |
| 13 | Department of Oceanography | Robert (Bob) Fournier | Professor of Oceanography |
| | | Jonathan Grant | Professor of Oceanography |
| | | Paul Hill | Professor of Oceanography |
| | | Chris Taggart | Professor of Oceanography |
| 14 | Environmental Programs | Deborah Buszard | Director of Environmental Programs |
| | | Peter Mushkat | Professor of Environmental Programs |
| | | Shannon Sterling | Professor of Environmental Programs |
| 15 | Faculty of Management | David Wheeler | Dean of Management |
| 16 | Marine & Environmental Law Institute | Aldo Chircop | Professor of Law |
| | | Meinhard Doelle | Associate Professor of Law |
| | | Phillip Saunders | Dean of Law |

| Organization | | Name | Position |
|--------------|---|--------------------|--|
| | | David VanderZwaag | Director |
| 17 | Marine Affairs Program | Richard Apostle | Professor of Marine Affairs, Sociology and Social Anthropology |
| | | Marian Binkley | Professor of Marine Affairs, Sociology and Social Anthropology |
| | | Elizabeth De Santo | Professor of Marine Affairs |
| | | Ann Dwire | Professor of Marine Affairs, Sociology and Social Anthropology |
| | | John Kearney | Professor of Anthropology/Marine Affairs |
| | | Ian McAllister | Professor of Marine Affairs and Economics |
| | | Moira McConnell | Professor of Marine Affairs and Law |
| | | Hugh Williamson | Professor of Marine Affairs |
| | | Liz Wilson | Interdisciplinary PhD Student |
| 18 | School of Business Administration and School for Resource and Environmental Studies | Lorn Sheehan | Director |
| 19 | School for Resource and Environmental Studies | Michelle Adams | Professor of Resource and Environmental Studies |
| | | Alexi Baccardax | Graduate Student |
| | | Karen Beazley | Professor of Resource and Environmental Studies |
| | | Peter Bush | Professor of Resource and Environmental Studies |
| | | Heather Castleden | Professor of Resource and Environmental Studies |
| | | Raymond Cote | Professor of Resource and Environmental Studies |
| | | Peter Dunker | Director |
| | | Peter Tyedmers | Professor of Resource and Environmental Studies |
| | | Martin Willison | Professor of Resource and Environmental Studies/Professor of Biology |

| Organization | | Name | Position |
|--------------------------------------|--|------------------------|--|
| 20 | School of Planning | Jill Grant | Director |
| | | Patricia Manuel | Associate Professor |
| 21 | International Ocean Institute | Michael Butler | Director |
| | | Madeleine Coffen-Smout | Program Officer |
| | | David Griffiths | Senior Research Fellow |
| | | Peter Wells | Adjunct Professor of Resource and Environmental Studies and of Marine Affairs/Chair of BoFEP |
| St. Francis Xavier University | | | |
| 22 | Department of Biology/ Interdisciplinary Studies in Aquatic Resources | David Garbary | Professor of Biology/Program Coordinator |
| 23 | Department of Biology | Taylor Barry | Professor of Biology |
| | | Ricardo Scrosati | Professor of Biology/ Canada Research Chair in Aquatic Ecology |
| | | Jim Williams | Professor of Biology, Interdisciplinary Studies in Aquatic Resources |
| 24 | Department of Sociology | Rod Bantjes | Professor of Sociology |
| | | Dan MacInnes | Professor of Sociology |
| | | John Phyne | Professor of Sociology |
| 25 | Environmental Science Program | William Marshall | Dean of Science |
| Saint Mary's University | | | |
| 26 | Department of Biology | Jeremy Lundholm | Assistant Professor of Biology |
| 27 | Department of Economics | Mark Raymond | Professor of Economics |
| | Department of Geography | Cathy Conrad | Chairman and Associate Professor of Geography |
| | | Bob McCalla | Professor of Geography |
| | | Hugh Millward | Professor of Geography |
| 28 | Environmental Studies Program/Faculty of Science | Georgia Pe-Piper | Professor of Environmental Studies |
| | | Tony Charles | Professor of Management Science/ Environmental Studies |

Appendix 7: Recipients of notification email for forwarding to their institutional mail listing (secondary distribution list)

| | Organization | Name |
|--------------------------------------|---|---|
| Acadia University | | |
| 1 | Acadia Centre for Estuarine Research | Leanna McDonald (Administrative Secretary) |
| 2 | Arthur Irving Academy for the Environment | |
| 3 | Bay of Fundy Ecosystem Partnership Secretariat/Acadia Centre for Estuarine Research | Leanna McDonald (BoFEP Secretariat) |
| Nova Scotia Community College | | |
| 4 | Applied Geomatics Research Group/Centre of Geographic Sciences | Brenda Veinot (Administrative Assistant) |
| Dalhousie University | | |
| 5 | Centre for Environmental and Marine Geology | |
| 6 | Department of Biology | Julie Walker (Administrative Officer) |
| 7 | Environmental Programs | |
| 8 | Faculty of Management | Amy Endert (Executive Assistant) |
| 9 | Interdisciplinary PhD Program | Elizabeth Clark (Administrative Secretary) |
| 10 | Marine & Environmental Law Institute | Lauri MacDougall (Administrative Assistant) |
| 11 | Marine Affairs Program | Becky Field (Administrator) |
| 12 | School for Resource and Environmental Studies | Brenda Smart (Administrative Secretary) Peter Tyedmers (Professor) |
| 13 | School of Planning | Carol Madden (Secretary) |
| 14 | Atlantic Coastal Zone Information Steering Committee (ACZISC) Secretariat | Claudette LeBlanc |
| 15 | The International Ocean Institute (IOI) Canada | |
| 16 | Department of Oceanography | Pamela Larivee (Secretary) |
| St. Francis Xavier University | | |
| 17 | Environmental Sciences Program | |
| 18 | Department of Biology | |
| 19 | Interdisciplinary Studies in Aquatic Resources (ISAR) | |

| | Organization | Name |
|--------------------------------|---------------------------------------|------------------------|
| Saint Mary's University | | |
| 20 | Department of Geography | Anne Baker (Secretary) |
| 21 | Environmental Studies Program | Tara Inman (Secretary) |
| 22 | Coastal CURA/ | Michelle Studley |
| Industry | | |
| 23 | Offshore Energy Research Associations | |

Appendix 8. Media communication on the public consultations

1. Communication provided by the Government of Nova Scotia to the print Media Houses

Coastal Consultations

by: Government of Nova Scotia | Apr 28th, 2010

The province wants to hear what Nova Scotians have to say about the future of their coast.

Open houses will be held in eight communities during May to help gather information for a provincial coastal strategy.

“Our coastal areas and resources have played an essential role in making Nova Scotia what it is today,” said Sterling Belliveau, Minister of Fisheries and Aquaculture. “A strategy focused on addressing pressing coastal issues will help ensure the sustainability of our coast so we can pass on this legacy to future generations.”

The development of the strategy follows the release of the State of Nova Scotia’s Coast Report. In this report, the government identified six priority coastal issues including, coastal development, sea levels and storm events, public coastal access, working waterfronts, sensitive coastal ecosystems and habitats and coastal water quality. The strategy will be based on information from the report, input from interested groups and the general public.

“The State of Nova Scotia’s Coast Report is a starting point for discussions on the complex issues that are involved with improving management of the coastline. We want to hear from people about the issues raised in the report,” said Justin Huston, coastal advisor, Department of Fisheries and Aquaculture.

Those planning to attend are encouraged to have a look at the State of Nova Scotia’s Coast report at www.gov.ns.ca/coast/state-of-the-coast.htm. The open houses are from 4 p.m. to 8 p.m. at the following locations:

- Bridgewater, May 4, Bridgewater Curling Club, 90 Dominion St.
- Yarmouth, May 5, Rodd Grand Hotel, 415 Main St.
- Digby, May 11, Digby Fire Hall, 163 First Ave.
- Wolfville, May 12, Acadia University, Athletic Complex, Main St. (across from University Ave.)
- Truro, May 18 NS Agricultural College, Cumming Hall, 62 Cumming Drive (off College Rd.)
- Antigonish, May 19, Royal Canadian Legion, 294 Main St.
- Sydney, May 20, Days Inn, 480 Kings Rd.
- Dartmouth, May 26, NSCC Waterfront Campus, 80 Mawiomi Place (off Pleasant St.).

The open houses will be held in English, but bilingual representatives will be available in Digby, Wolfville, and Dartmouth. In addition to the open houses, feedback can also be provided by completing an online questionnaire, or in writing by mail to:

Nova Scotia Dept. of Fisheries and Aquaculture
c/o Coastal Coordinator
P.O. Box 2223
Halifax, NS B3J 3C4

or email to ourcoast@gov.ns.ca .

The deadline to provide input is June 30.

2. Communication from the Government of Nova Scotia for Radio Broadcast

FOR BROADCAST USE:

The province wants to hear what Nova Scotians have to say about the future of their coast.

Open houses are being held in eight communities in May to gather information for a coastal strategy.

Fisheries and Aquaculture Minister Sterling Belliveau says the strategy will focus on addressing pressing coastal issues and will help ensure the sustainability of our coast for future generations.

Those planning to attend are encouraged to have a look at the State of Nova Scotia's Coast report. It can be found on the Department of Fisheries and Aquaculture website. A list of locations and times for the open houses and a questionnaire can also be found there.

The deadline to provide input is June 30.

Media Contacts: Jennifer Bourque
Fisheries and Aquaculture
902-424-8258
E-mail: bourquja@gov.ns.ca

Susan Mader Zinck
Fisheries and Aquaculture
902-424-8963
E-mail: madersd@gov.ns.ca

Appendix 9: Questionnaire used at the open houses in May 2010

Survey of the *State of Nova Scotia's Coast Report*

a) Awareness/Role in the Production of the 2009 *State of Nova Scotia's Coast Report*

1) What organization do you represent?

2) How did you become aware of the 2009 *State of Nova Scotia's Coast Report*?
(Check the boxes that apply)

- | | | | |
|--------------------------|----------------------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | Received a Notification Letter | <input type="checkbox"/> | Media Coverage |
| <input type="checkbox"/> | Received a Printed <i>Report</i> | <input type="checkbox"/> | Networks (e.g., email list) |
| <input type="checkbox"/> | Involved in its Production | | |

Other (Please specify):

b) Use of the *State of Nova Scotia's Coast Report*

3) a. Indicate which one of the following versions of the *State of Nova Scotia's Coast Report* is/would be most useful to you?

- | | | | | | |
|--------------------------|------------------------------|--------------------------|---------|--------------------------|--------|
| <input type="checkbox"/> | Summary <i>Report</i> | <input type="checkbox"/> | English | <input type="checkbox"/> | French |
| <input type="checkbox"/> | Fact Sheets | <input type="checkbox"/> | English | <input type="checkbox"/> | French |
| <input type="checkbox"/> | Full Technical <i>Report</i> | | | | |

b. How have you or will you use this version of the *Report*?

4). a. Are you aware of the use of the *Report* by others? If so, which version was used (full technical report, summary or fact sheet)?

b How was it used? Please explain.

5) Are you taking steps to promote awareness of the *Report*? If yes, please describe the method(s).

Thank you for completing this questionnaire. Please leave your completed sheet in the box provided at the registration table.

Appendix 10: Questionnaire used in the multi-stakeholder meeting in June 2010

Survey of the *State of Nova Scotia's Coast Report*

a) Awareness/Role in the Production of the 2009 *State of Nova Scotia's Coast Report*

- 1) What organization do you represent?
- 2) How did you become aware of the 2009 *State of Nova Scotia's Coast Report*?

(Check the boxes that apply)

- | | | | |
|--------------------------|----------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Received a Notification Letter | <input type="checkbox"/> | Media Coverage |
| <input type="checkbox"/> | Received a Printed <i>Report</i> | <input type="checkbox"/> | Networks (eg email list) |
| <input type="checkbox"/> | Involved in its Production | | |

Other (Please specify):

b) Use of the *State of Nova Scotia's Coast Report*

- 3) a. Indicate which one of the following versions of the *State of Nova Scotia's Coast Report* is/would be most useful to you?

- | | | | | | |
|--------------------------|------------------------------|--------------------------|---------|--------------------------|--------|
| <input type="checkbox"/> | Summary <i>Report</i> | <input type="checkbox"/> | English | <input type="checkbox"/> | French |
| <input type="checkbox"/> | Fact Sheets | <input type="checkbox"/> | English | <input type="checkbox"/> | French |
| <input type="checkbox"/> | Full Technical <i>Report</i> | | | | |

b. How have you or will you use this version of the *Report*?

4). a. Are you aware of the use of the *Report* by others? If so, which version was used (full technical report, summary or fact sheet)?

b How was it used? Please explain.

5) Are you taking steps to promote awareness of the *Report*? If yes, please describe the method(s).

Appendix 11: Interview protocol: Questions used in the multi-stakeholder interviews in July 2010

Survey of the *State of Nova Scotia's Coast Report*

Awareness

1. When did you become aware of the 2009 *State of Nova Scotia's Coast Report*?
 - a. How did you become aware of it?
 - b. Who contributed to your awareness?
2. What version(s) of the *Report* did you read?
 - a. Which version did you prefer? Why?
3. Did you refer the documentation to others?
 - a. What type of people/groups (eg industry, department)?

Use

4. How did you use the *Report* to date?
 - a. Which version of the *Report* was the most useful to you? Why?
 - b. Does context matter?
5. Are you aware of examples of the use of the *Report* (e.g., citations in other documents, referred to in meetings)?

Influence

6. Are you aware of instances where the documentation has influenced decisions?
 - a. Are you aware of anyone/organisation who has changed their views on coastal issues because of the report?
7. Do think that this form of information is sufficient to guide decision making?

Format of the report

8. Do you have a preference for printed vs digital versions of the *Report*? Why?
9. Do you think that the format in which the *Report* is available (ie print, digital) makes a difference for the broad spectrum of the population to be reached?
 - a. Is the format of the material appropriate for meeting the needs of wider audiences?
 - b. Are the various avenues for accessing the report sufficient (eg Open House, website)?
10. Are there any other formats that can prove to be most useful?
 - a. Which techniques work most effectively for reaching the group that you represent?

Appendix 12: Questions used in the telephone survey in June – July 2010

(Questions 30-36 were provided by the EIUI research team for the telephone survey questionnaire (Government of Nova Scotia, 2010), under the section “Awareness of State of Nova Scotia’s Coast Report”)

30. Are you aware of the *State of Nova Scotia’s Coast Report*
 - a. Yes
 - b. No (go to question 50)

31. Where did you hear about the *State of Nova Scotia’s Coast Report*? (DO NOT READ - select all that apply)
 - a. news paper
 - b. radio
 - c. friend/family member
 - d. television
 - e. online
 - f. Educational institution
 - g. other (please specify) _____

32. Did you read the *State of Nova Scotia’s Coast Report*?
 - a. Yes
 - b. No (Go to question 50)

33. How did you access the *State of Nova Scotia’s Coast Report*? (DO NOT READ - select all that apply)
 - a. Print off the internet
 - b. Read online
 - c. Received a print copy
 - d. Don’t remember
 - e. other

34. I am going to read you a list of products in the *State of Nova Scotia’s Coast Report*. Which product did you find most useful (READ LIST - select one)
 - a. Full technical report
 - b. Summary document
 - c. Fact sheets
 - d. Website
 - e. Don’t remember
 - f. none
 - g. other (please specify) _____

35. How have you used information learned from the *State of Nova Scotia’s Coast Report*? (DO NOT READ - select all that apply)
 - a. shared with community groups
 - b. shared with family and/or friends
 - c. nothing
 - d. Don’t remember
 - e. other (please specify) _____

Appendix 13. Search strings used in link searches of organizational Web sites (conducted in August 2010)

State of Nova Scotia's Coast Report

2009 State of Nova Scotia's Coast Report

2009 State of the Coast

State of the Coast technical

State of the Coast Summary

NS State of the Coast

coastal development

NS coastal development strategy

NS Dept. of Fisheries and Aquaculture

NSDFA

Justin Huston

Appendix 14. Document titles for citation analysis (conducted in August 2010)

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Our coast: Live, work, play, protect: The 2009 state of Nova Scotia's coast technical report*. Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Our coast: Live, work, play, protect: The 2009 state of Nova Scotia's coast summary report*. Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Coastal development: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Coastal water quality: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Public coastal access: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Sea level rise and storm events: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Sensitive coastal ecosystems: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

CBCL Limited & Nova Scotia Department of Fisheries and Aquaculture. (2009). *Working waterfronts: The 2009 state of Nova Scotia's coast report*. (Fact sheet). Halifax, NS: Nova Scotia Department of Fisheries and Aquaculture.

Appendix 15. Search strings used in citation searches (conducted in August 2010)

Google and Google Scholar Citation Searches

- The 2009 state of Nova Scotia's coast summary report
- The 2009 state of Nova Scotia's coast technical report
- NS State of the Coast
- Nova Scotia State of the Coast
- State of the Coast Nova Scotia
- Our Coast: Live, work, play, protect
- *State of Nova Scotia's Coast Report*
- *State of Nova Scotia's Coast Report* summary
- *State of Nova Scotia's Coast Report* fact sheets
- CBCL Limited
- NS Fisheries and Aquaculture
- Nova Scotia Dept. of Fisheries and Aquaculture
- Nova Scotia Department of Fisheries and Aquaculture
- 2009 state of the coast: technical report
- 2009 state of the coast: summary report

Web of Science Citation Searches

The Cited Reference Search feature was used. Search strings include the field in which they were searched (in parenthesis).

CBCL Limited (author)

CBCL (author)

NSDFA (author)

NS fisheries and aquaculture (author)

Nova Scotia fisheries and aquaculture (author)

NSDFA (cited work)

CBCL (cited work)

NS Sta Coa (cited work)

NS St* Co* (cited work)

No* Sco* Tech* Re* (cited work)

Nova Scotia Coast* (cited work)

2009 (year)

Appendix 16: Open houses - stakeholder group affiliations obtained from the questionnaires

| Government | |
|---|---|
| Department of Fisheries and Oceans (DFO) | Municipality of District of Shelburne |
| Annapolis Digby Economic Development Agency | Municipality of the County of Kings |
| Agriculture Marshland Conservation Commission | NS Department of Agriculture |
| Department of Natural Resources | NS Department of Environment |
| Digby Town Council | NS Environment Climate Change Directorate |
| District of Lunenburg Municipal Council | Oakland Advisory Committee |
| Halifax Regional Municipality | Public Service Commission of Bridgewater |
| Harbour Authorities | Public Works and Government Services Canada |
| Kings County Council | Strait-Highland Regional Development Authority |
| Mabou Harbour Coastal Planning Committee | Wolfville Council |
| Municipality of Colchester | Yarmouth Municipal Council |
| Non-governmental Organisations (NGOs) | |
| Antigonish Harbour Watershed Association (AHWA) | Friends of Port Mouton Bay |
| Antigonish Rivers Association | Friends of Pugwash Estuary |
| Antigonish Sustainable Development | Girl Guides |
| Atlantic Coastal Action Program (ACAP) | Green Bay and Area Society |
| Bird Studies Canada | Helping Nature Heal Inc |
| Bluenose Coastal Action Foundation | Isle Royale ATV Club |
| Bay of Fundy Ecosystem Partnership (BOFEP) | Kingsburg Coastal Conservancy |
| Broad Cove Community Association | LaHave River Watershed Committee |
| Canadian Yachting Association | Leatherback Turtle Group |
| Canoe Kayak Nova Scotia | Mahone Bay Coastal Action Committee |
| Clean Annapolis River Project (CARP) | Mahone Bay Islands Group |
| Dynamite Trail Association | Mahone Islands Conservation Association |
| Clean Nova Scotia | Musquodobit Harbour and Area Residents |
| Coastal Coalition of Nova Scotia | Nature Conservancy |
| Coastal Communities Network | Nature Nova Scotia |
| CoinAtlantic/ACZISC | Nova Scotia Nature Trust |
| Cole Harbour Rural Heritage Society | Partnership for the Sustainable Development of Digby Neck and Islands |

| | |
|---|---|
| Council of Canadians | Pathways of Cape Breton |
| CPAWS | Piping Plover Conservation Program |
| Ducks Unlimited | Sea Turtle Network |
| East Coast Environmental Law (ECELaw) | Shubenacadie Watershed |
| East End Neighbourhood Association | Sierra Club |
| Ecology Action Centre | Sisters of St Martha |
| Environmental Protection Society | South Shore Club |
| Fresh Air Society | South Shore Naturalists |
| Friends of Crescent Beach | St Margaret's Bay Stewardship Association |
| Friends of Martinique Beach | Tusket River Environmental Protection Association (TREPA) |
| Friends of McNabs Island Society | Wallace Area Development Association |
| Friends of Nature | Nova Scotia Environmental Network (Water Caucus) |
| Industry | |
| Aquaculture Association of Nova Scotia (AANS) | Independent Consultant |
| Bay of Fundy Marine Resource Center | John T Kearney & Associates |
| Big Bras D'or Fisherman's Group | Maritime Fishermen's Union |
| Claussen Walker and Associates Real Estate | Ratepayers Association |
| Climate and Energy Consultant | Southwest Paddlers Association |
| Digby Harbour Port Association | The Advertiser (News paper) |
| Economic Development Corp | Upper Bay of Fundy Inshore Fisherman's Association |
| Erdene Resource Development Corporation | Yarmouth Argyle Barrington District Planning Association |
| Fisherman | Yarmouth Waterfront Development Corp. |
| Fundy Fixed Gear Council | Digby/Annapolis Political Association (Liberal) |
| Academic Institutions | |
| Acadia University | Dalhousie University (School of Planning, Dept of Oceanography) |
| First Nations | |
| Eskasoni Fish and Wildlife Commissions | Maritime Aboriginal Peoples Council - Ikanawtiket |
| KMKNO (Mi'kmaq Rights Initiative) | Maritime Aboriginal Peoples Council (MAPC) |

Appendix 17: Figures showing awareness, use, and preferences by stakeholder group (using responses from the open houses in Section 5.1)

1. Version of the *Report* which was most useful within each stakeholder group attending the Open Houses (N = 256 and n = number of responses in each stakeholder group).

| Stakeholder Group | Percentage of responses | | |
|-----------------------------|-------------------------|-------------|------------------|
| | Summary | Fact Sheets | Technical Report |
| Academic Institutions (n=7) | 57 | 0 | 57 |
| First Nations (n=4) | 75 | 75 | 75 |
| Industry (n=12) | 36 | 55 | 36 |
| General Public (n=122) | 49 | 45 | 28 |
| Government (n=30) | 47 | 53 | 50 |
| NGO (n=81) | 61 | 52 | 41 |

2. How each stakeholder group at the Open Houses will use the *Report*

| Category of use | Percentage of responses | | | | | |
|---|-------------------------|------------|-------------------|---------------------|-----------------------------|-----------------|
| | General Public (n=122) | NGO (n=81) | Government (n=30) | First Nations (n=4) | Academic Institutions (n=7) | Industry (n=12) |
| Education and awareness building | 34 | 18 | 17 | 50 | 43 | 27 |
| Monitor government and lobby for change | 13 | 17 | 3 | 0 | 14 | 0 |
| Policy development and planning | 0 | 0 | 2 | 0 | 0 | 0 |
| Public participation in Decision-making | 8 | 28 | 10 | 0 | 0 | 9 |
| Work | 7 | 1 | 13 | 25 | 0 | 0 |
| Not sure | 5 | 1 | 3 | 0 | 0 | 0 |

Appendix 18: Organisations represented in the multi-stakeholder questionnaire responses

| Organisation | Number of Individuals |
|--|-----------------------|
| Acadia University | 2 |
| Aquaculture Association of Nova Scotia (AANS) | 1 |
| Canadian Parks and Wilderness Society | 1 |
| Coastal Coalition of Nova Scotia | 1 |
| Dalhousie University | 3 |
| Department of Fisheries and Oceans | 2 |
| Ducks Unlimited Canada | 1 |
| East Coast Environmental Law Association | 1 |
| Fisheries and Oceans Canada | 1 |
| Geomatics Community | 1 |
| Halifax Regional Municipality | 1 |
| Joggins Fossil Institute | 1 |
| Kwilmu'kw Maw-klusuaqn Negotiation Office | 1 |
| Marine & Environmental Law Institute, Dalhousie | 1 |
| Municipality of the County of Kings | 1 |
| Nova Scotia Association of Realtors | 1 |
| Natural Resources Canada | 1 |
| Southern Gulf of St Lawrence Coalition on Sustainability | 1 |
| St Margaret's Bay Stewardship Association | 1 |
| Tourism Industry Association of Nova Scotia (TIANS) | 1 |
| Total | 24 |

Appendix 19: Figures showing awareness, use, and preferences by stakeholder group (using responses from the multi-stakeholder meeting in Section 5.2)

1. How stakeholders at the meeting became aware of the *Report* (% of stakeholder group)

| Stakeholder Group | Percentage of responses within each stakeholder group | | | | | |
|-----------------------------|---|----------------------------------|----------------------------|----------------|------------------------------|---------------|
| | Received a Notification Letter | Received a Printed <i>Report</i> | Involved in its Production | Media Coverage | Networks (e.g., email lists) | Other Methods |
| Academic Institutions (n=6) | 67 | | | 17 | 67 | 50 |
| First Nations (n=1) | 100 | | | | | |
| Industry (n=3) | 33 | | | | | 67 |
| Government (n=6) | 33 | 17 | 33 | 17 | 50 | 17 |
| NGO (n=8) | 50 | 25 | 38 | 25 | 50 | 13 |

2. Preferences given by stakeholders at the meeting for the versions of the *Report* (% of stakeholder group, n=number of stakeholders)

| | Percentages within stakeholder groups | | | | |
|-----------------------------|---------------------------------------|------------------|-----------------------|----------------------|------------------|
| | Summary (English) | Summary (French) | Fact Sheets (English) | Fact Sheets (French) | Technical Report |
| Academic Institutions (n=6) | 67 | 0 | 17 | 0 | 50 |
| First Nations (n=1) | 0 | 0 | 100 | 0 | 100 |
| Industry (n=3) | 67 | 0 | 67 | 0 | 0 |
| Government (n=6) | 33 | 17 | 17 | 0 | 50 |
| NGO (n=8) | 75 | 13 | 75 | 13 | 75 |

**Appendix 20: Results extracted from the report of the telephone survey
(Government of Nova Scotia, 2010)**

| Are you aware of <i>The State of Nova Scotia's Coast Report</i>? | | | |
|---|------------------|----------------|----------------------|
| Response | Frequency | Percent | Valid Percent |
| Yes | 41 | 6.8 | 6.8 |
| No | 559 | 93.2 | 93.2 |
| Total | 600 | 100.0 | 100.0 |

| Where did you hear about <i>The State of Nova Scotia's Coast Report</i>? | | |
|---|----------|----------------|
| Most Common Means | N | Percent |
| News paper | 8 | 25.0 |
| Radio | 3 | 9.4 |
| Friend/family member | 4 | 12.5 |
| Television | 10 | 31.3 |
| Online | 5 | 15.6 |
| Educational institution | 2 | 6.3 |
| Total | 32 | 100.0 |

| Where did you hear about <i>The State of Nova Scotia's Coast Report</i>? | | |
|---|----------|----------------|
| Other Means | N | Percent |
| Can't remember | 1 | 0.2 |
| CBC | 3 | 0.5 |
| Development board | 1 | 0.2 |
| Government | 3 | 0.5 |
| Meeting | 1 | 0.2 |

| | | |
|------------------|----|-------|
| Public relations | 1 | 0.2 |
| Town office | 1 | 0.2 |
| Workplace | 2 | 0.3 |
| Total | 13 | 100.0 |

| Have you accessed <i>The State of Nova Scotia's Coast Report</i>? | | | | |
|--|------------------|----------------|----------------------|---------------------------|
| Response | Frequency | Percent | Valid Percent | Cumulative Percent |
| Yes | 9 | 1.5 | 22.0 | 22.0 |
| No | 32 | 5.3 | 78.0 | 100.0 |
| Total | 41 | 6.8 | 100.0 | |

| How did you access <i>The State of Nova Scotia's Coast Report</i>? | | |
|---|------------------|----------------|
| Means | Responses | |
| | N | Percent |
| Print off the internet | 2 | 22.2 |
| Read online | 3 | 33.3 |
| Received a print copy | 4 | 44.4 |
| Total | 9 | 100.0 |
| How did you access <i>The State of Nova Scotia's Coast Report</i>? | | |
| Other Means | N | Percent |
| Received at a meeting | 1 | 0.2 |
| Total | 600 | 100.0 |

| Did you read <i>The State of Nova Scotia's Coast Report</i>? | | |
|---|------------------|----------------|
| Response | Frequency | Percent |
| Yes | 9 | 1.5 |
| No | 591 | 98.5 |
| Total | 600 | 100.0 |

| Which product did you find most useful? | | |
|--|------------------|----------------|
| Version | Frequency | Percent |
| Full technical report | 1 | 11.1 |
| Specific chapters or chapter in the technical report | 1 | 11.1 |
| Summary document | 4 | 44.4 |
| Fact sheets | 2 | 22.2 |
| Web site | 1 | 11.1 |
| Total | 9 | 100.0 |

| How have you used information learned from the <i>State of Nova Scotia's Coast Report</i>? | | |
|---|------------------|----------------|
| Main Uses | Responses | |
| | N | Percent |
| Shared with family and/or friends | 3 | 50.0 |
| Shared with public official | 1 | 16.7 |
| Nothing | 2 | 33.3 |
| Total | 6 | 100.0 |

| How have you used information learned from the <i>State of Nova Scotia's Coast Report</i>? | | |
|---|------------------|----------------|
| Other Uses | Frequency | Percent |
| Coastal college NS | 1 | 0.2 |
| Did not | 1 | 0.2 |
| Myself | 1 | 0.2 |
| To write a submission | 1 | 0.2 |
| Total | 600 | 100.0 |

Appendix 21. Web links to *The State of Nova Scotia's Coast Report* (search conducted August 2010)

| Organization | Web Site | Link to <i>The 2009 State of Nova Scotia's Coast Report</i> | Link Description |
|--|---|--|---|
| Governmental Organisations | | | |
| Government of Nova Scotia | http://www.gov.ns.ca/ | www.gov.ns.ca/coast | This link can be found at http://www.gov.ns.ca/news/smr/2009-12-10-coastal.asp , which is a news release posted on the government of Nova Scotia's Web site. There are two links to www.gov.ns.ca/coast on this page: one titled "Coastal Management Web site" and the second titled, <i>State of Nova Scotia's Coast Report</i> . |
| Government of Nova Scotia - Department of Fisheries and Aquaculture | http://www.gov.ns.ca/fish/ | http://www.gov.ns.ca/coast/ | The Department of Fisheries and Aquaculture has a direct link to the Our Coast Web site from its home page. |
| Halifax Regional Municipality | http://www.halifax.ca/ | http://www.gov.ns.ca/coast/ | The pdf version of the HRM's January 2010 Coastal Management and Climate Change Adaptation Council Report contains an active link to the Our Coast Web site, and mentions <i>The State of Nova Scotia's Coast Report</i> and the Coastal Development Strategy. The summary report of <i>The State of Nova Scotia's Coast Report</i> is attached to this HRM report. This link was found by searching for the <i>State of Nova Scotia's Coast Report</i> in the search bar available on the HRM's Web site. |
| Inter-governmental Organisations | | | |
| Gulf of Maine Council on the Marine Environment (GOMC) | http://www.gulfofmaine.org/ | www.gov.ns.ca/coast & http://www.gov.ns.ca/news/smr/2009-12-10-coastal.asp | There is a link from the Ecosystem Indicator Partnership page under the News Archive. Links to the Our Coast page are located in the second news entry from the top. The <i>Gulf of Maine Times</i> also reported on the <i>State of Nova Scotia's Coast Report</i> . Both links are contained in the news article (http://www.gulfofmaine.org/gomt/?p=224), but the www.gov.ns.ca/coast is not an active link. These links were found on the GOMC site by using the search bar at the bottom left of the Home page. |

| Organization | Web Site | Link to <i>The 2009 State of Nova Scotia's Coast Report</i> | Link Description |
|--|---|---|--|
| Non-governmental Organisations | | | |
| Atlantic Coastal Zone Information Steering Committee (ACZISC) Secretariat | http://aczisc.dal.ca/ | http://www.gov.ns.ca/coast/ | Select 'ACZISC Meeting Reports and Other Documents' link on the home page; click on the link titled Overview of Nova Scotia's Coast Report under the heading ACZISC Meeting Minutes and other Documents, ACZISC Meeting #59. The link to the Our Coast Web site is contained on the last slide of the PowerPoint presentation (http://aczisc.dal.ca/59NSCoast.pdf). |
| Coastal Coalition | http://ccns.chebucto.org/ | http://www.gov.ns.ca/coast/views.htm | Linked directly from the Home Page under the heading "Coastal Coalition urges Nova Scotia to Speak Up for the Coast." The link is connected to the Our Coast Share Your Views page. |
| Ecology Action Centre | http://www.ecologyaction.ca/ | http://gov.ns.ca/coast/views.htm | Click on the Take Action tab and follow the link "Have Your Say." The Coastal Strategy is listed as a possible venue for public consultation. |
| Friends of Crescent Beach | http://www.crescentbeach.ca/ | http://www.gov.ns.ca/coast/state-of-the-coast.htm . | This is not an active link. However, there is a news posting on the home page which notifies readers of the opportunity to comment on the development of the Coastal Development Strategy. |
| Nature Nova Scotia | http://www.natures.ca/ | www.gov.ns.ca/coast | A link titled "State of the Coast - Nova Scotia." is found on the home page in the list of news items. The news item urges readers to visit the Web site to post their opinions and comments on the status of the health of the coast. |
| Nova Scotia Environmental Network | http://www.nsen.ca/ | www.gov.ns.ca/coast/ | The link is found under the heading Water Caucuses, under the Caucuses and Working Groups tab on the left hand side of the home page. |
| Riverport, Nova Scotia | http://www.riverport.org/ | http://www.gov.ns.ca/coast/state-of-the-coast.htm | (Note: while a direct link was found in August 2010, this link was not found during a search in January 2011) |
| St. Anne's Harbour Community Portal | http://www.stanns.ca/ | www.gov.ns.ca/coast | A link to www.gov.ns.ca/coast is listed under the Local Interests column on the main page. The link is titled SCDS (Coastal Dev. Strategy). |
| Industry | | | |
| Aquaculture Association of | http://www.aansonline.ca/ | http://www.gov.ns.ca/coast/ | Link found on the home page under news items from Scotian Pride Week 2010. The |

| Organization | Web Site | Link to <i>The 2009 State of Nova Scotia's Coast Report</i> | Link Description |
|--|---|---|---|
| Nova Scotia | | | news item is listed as Justin Huston-Coast <i>Report</i> , linked to a PDF Powerpoint presentation containing a link to the Our Coast Web site on the last slide. |
| Environmental Services Association of NS | http://www.esans.ca | http://www.gov.ns.ca/coast/ | The link is found under the Industry Resources and Links tab on the left hand side of the home page. |
| VAIJAI.com Shopping and More | www.vaijai.com | http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_CD.pdf | This link was found while conducting citation searches for the <i>State of Nova Scotia's Coast Report</i> . The VAIJAI Web site is a shopping Web site with a section on coastal development. This link is to the Coastal Development fact sheet. This is the only link found to a specific coastal issue fact sheet. |
| Academic Institutions | | | |
| Marine Affairs Program(MAP)/ Dalhousie University | http://marineaffairsprogram.dal.ca | http://www.gov.ns.ca/coast/ | The MAP homepage has a link titled Coastal Management in Nova Scotia which links directly to the home page of the Our Coast site. |
| Libraries (within academic institutions and government) | | | |
| Cape Breton University (CBU) Library | http://www.cbu.ca/library/ | http://0-fs01.cito.gov.ns.ca.legcat.gov.ns.ca/deposit/b10604078.pdf | The CBU Library has non-circulating reference copies of the <i>Report</i> . NovaNet has an Internet link to the pdf versions of the technical report, summary report, and fact sheets in English and French. All universities in Nova Scotia in the NovaNet consortium can access the <i>Report</i> . |
| Dalhousie University Library | http://www.library.dal.ca/ | http://0-fs01.cito.gov.ns.ca.legcat.gov.ns.ca/deposit/b10604078.pdf | The Killam Library has non-circulating reference copies of the <i>Report</i> ; NovaNet also has an Internet link to the pdf versions of the technical report, summary report, and fact sheets in English and French. All universities in Nova Scotia in the NovaNet consortium can access the <i>Report</i> . |
| Department of Fisheries and Oceans - Maritimes | http://www.mar.dfo-mpo.gc.ca/e0006076 | http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Nov-09.pdf | From the DFO Maritimes home page, select 'Resources' which links to the DFO library. This connects to an interface for WAVES, the DFO library catalogue. Searching "State of Nova Scotia's Coast Report," finds the catalogue record with a link to the technical report pdf. |
| Nova Scotia Agricultural College Library | http://nsac.ca/library/ | http://0-fs01.cito.gov.ns.ca.legcat.gov.ns.ca/deposit/ | The McRae Library has non-circulating reference copies of the State of the Coast documents. NovaNet has an Internet link to |

| Organization | Web Site | Link to <i>The 2009 State of Nova Scotia's Coast Report</i> | Link Description |
|---------------------------------------|---|--|--|
| | | b10604078.pdf | the pdf versions of the technical report, summary report, and fact sheets in English and French. All universities in Nova Scotia in the NovaNet consortium can access the report. |
| St. Francis Xavier University Library | http://library.stfx.ca/ | http://0-fs01.cito.gov.ns.ca.legcat.gov.ns.ca/deposit/b10604078.pdf | The Angus L. MacDonald Library has non-circulating reference copies of the State of the Coast documents. NovaNet has an Internet link to the pdf versions of the technical report, summary report, and fact sheets in English and French. All universities in Nova Scotia in the NovaNet consortium can access the report. |
| St. Mary's University Library | http://www.smu.ca/administration/library/ | http://0-fs01.cito.gov.ns.ca.legcat.gov.ns.ca/deposit/b10604078.pdf | The Patrick Power Library has non-circulating reference copies of the State of the Coast documents. NovaNet has an Internet link to the pdf versions of the technical report, summary report, and fact sheets in English and French. All universities in Nova Scotia in the NovaNet consortium can access the report. |
| York University Library | http://www.library.yorku.ca/ | | An online version of the report documentation is available to registered York students through the library. Online use is limited since access is gained through the eBrary database, which is a subscription service. The URL that the York Library has linked to this catalogue record is unknown from this search method. |
| Media | | | |
| Canada Views | http://www.canadaviews.ca/2010/05/28/world-oceans-day-in-halifax/ | www.gov.ns.ca/coast | Posted on canadaviews.ca by the government of Nova Scotia. This is an advertisement for World Oceans Day in Halifax and states that the Department of Fisheries and Aquaculture will be available at this event to discuss <i>The State of Nova Scotia's Coast Report</i> . |
| Canada Views | http://www.canadaviews.ca/2009/12/09/province-releases-state-of-nova-scotias-coast-report/ | www.gov.ns.ca/coast & http://www.gov.ns.ca/news/smr/2009-12-10-coastal.asp | A news release from the Nova Scotia government specific to the release of the <i>State of Nova Scotia's Coast Report</i> , and is not related to World Oceans Day. |

Appendix 22. Online sites containing media communication (December 2009 – June 2010)

Atlantic Coastal Zone Information Steering Committee

(<http://aczisc.dal.ca/59NSCoast.pdf>)

Annapolis Digby Economic Development Agency

(http://www.annapolisdigby.com/index.php?option=com_content&view=article&id=817:province-to-hold-coastal-consultations&catid=1:latest-news&Itemid=50)

Canada Views

(<http://www.canadaviews.ca/2010/04/28/coastal-consultations/>)

<http://www.scotiaweb.ca/201004281723/nova-scotia/fisheries-and-aquaculture/coastal-consultations.html>

Cape Breton Post

(<http://www.capebretonpost.com/News/Local/2010-05-20/article-1131601/Open-house-today-on-coastal-strategy/1?action=sendToFriend>)

Nation Talk

(<http://www.nationtalk.ca/modules/news/article.php?storyid=30796>)
<http://www.kingscountynews.ca/photo/Coastal-open-house-764633>

Appendix 23. Web pages housing the three versions of *The State of Nova Scotia's Coast Report*

(Statistics were obtained from the NSDFA on the number of visits to and downloads from these pages)

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Appendix1.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Appendix2.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Appendix3.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Appendix4.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Appendix5.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter1.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter2.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter3.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter4.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter5.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter6.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter7.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter8.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter9.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Chapter10.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Contents.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Executive-Summary.pdf>

<http://www.gov.ns.ca/coast/documents/report/Coastal-Tech-Report-Nov-09.pdf>

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_CD.pdf

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_CD_FR.pdf

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_CWQ.pdf

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_CWQ_FR.pdf

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_PCA.pdf

http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_PCA_FR.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_SCEH.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_SCEH_FR.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_SLRSE.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_SLRSE_FR.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_Summary_FR.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_SummaryReport.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_WW.pdf
http://www.gov.ns.ca/coast/documents/state-of-the-coast/WEB_WW_FR.pdf

Key to pages with pdfs for the three versions of the *Report*:

1. Technical Report: Coastal-Tech-Report-

- Appendix 1-5
- Chapters 1- 10
- Contents
- Executive Summary
- Full *Report*

2. Fact Sheets in English and French: WEB_

CD- Coastal Development
CWQ- Coastal Water Quality
PCA- Public Coastal Access
SCEH- Sensitive Coastal Ecosystem Habitats
SLRSE- Sea Level Rise and Storm Events
WW- Working Waterfronts
FR- French

3. Summary Report in English and French: WEB_Summary_

Appendix 24. Open houses – selected photographs



General layout of the public Open houses showing attendees and staff of the NDFA



Attendees completing questionnaires and contributing comments on available sheets

Appendix 25. Multi-stakeholder meeting – selected photographs



General layout of the materials for the Multi-stakeholder Meeting



Stakeholder discussion groups