

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number*	FSWP 09 107
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* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Conversations with a Dreamfish

1.2. Proponent's Legal Name

Stream of Dreams Murals Society

1.3. Project Location

Lower Mainland

1.4. Contact for this report

Name: Joan Carne

Phone: 604-434-4304

Email: info@streamofdreams.org

1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$600	\$600	\$420	\$1920

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

Conversations with Dreamfish is a pilot project to develop a process where students who participate in the Stream of Dreams program can create little videos that let their painted Dreamfish share Stream of Dreams messages in a fun and creative way using social marketing tools. Two UBC Geography students worked with six elementary students to create four short videos, which have been posted on Facebook and YouTube to let Stream of Dreams Dreamfish speak their messages of water protection in a new way and to a wider audience.

OPTIONAL Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project.

3. Final Project Results and Effectiveness

3.1 Copy EXPECTED OUTCOMES from your detailed proposal and insert into this section. Add additional rows as needed. Then please list the FINAL OUTCOMES (the tangible end products resulting from this work) associated with expected outcome.

If FINAL OUTCOMES differ from the original EXPECTED OUTCOMES please describe why, and the implications for the project.

EXPECTED OUTCOMES	FINAL OUTCOMES
1. 20-30 educational, call to action video vignettes created and performed by elementary students' Dreamfish and posted on youtube to share what actions their 'Dreamfish' wants everyone to do for salmon and clean water.	Four videos were created to test out the technique. Time restraints on both SDMS staff and UBC students restricted the size of the pilot project.
2. Creation of a collected works DVD to be made available for participating school(s).	No DVDs created – project size too small.
3. Model that can be repeated at other schools.	With sufficient resources the project could be repeated.
4.	

3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Please identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.

- To empower elementary students to understand and teach others several concrete actions they can take for water protection for Fraser river salmon.
Students were able to recognize and share in an entertaining way some of the issues fish face in local waterway.
- Creating a larger web-based audience who will know specific actions they can take to reduce pollution into salmon bearing waters.
The videos are accessible on Facebook and YouTube and discuss car washing, litter and recycling, storm drain connections and pollution through dumping.
- Increased and reinforced knowledge in the larger school community (parents as well as students and staff) of the behavioral changes they need to make for Fraser salmon and the symbolism of the Stream of Dreams Mural.
The smaller scale and time required for the final editing meant this stage was eliminated.

3.3 Please attach all DOCUMENTATION of Final Outcomes, and LIST attachments here. These may include technical reports, maps, photos, evidence of communications, lists of

meeting participants, etc.

Videos can be watched on facebook at the Stream of Dreams page and on YouTube at the following URLs:

Conversations with Dreamfish 1 - Yellow Storm Drain fish

<http://www.youtube.com/watch?v=gtilqVqL9fw&feature=channel>

Conversations With Dreamfish 2, Safe Chemical disposal

<http://www.youtube.com/watch?v=Y7BI0KDmNGs>

Conversations of Dreamfish 3 - Recycle, don't litter

<http://www.youtube.com/watch?v=III-gS4o3Jg>

Conversations With Dreamfish 4 - Fish can't eat French Fries!

<http://www.youtube.com/watch?v=PK5VwBq4XmQ>

3.4 Please describe how the benefits of this project will be sustained and/or be built upon into the future. What are the planned next steps, or recommendations for further work, if applicable?

The model is in place as time permits the project is to be continued.

3.5 What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1. Using art can be a gentle and humorous way to communicate serious issues.
2. Working in and with schools is process based and gives youth a chance to reflect and create further outreach.
- 3.