



**Engaging the public
with the values and
benefits of saltmarshes
#TeamSaltmarsh**

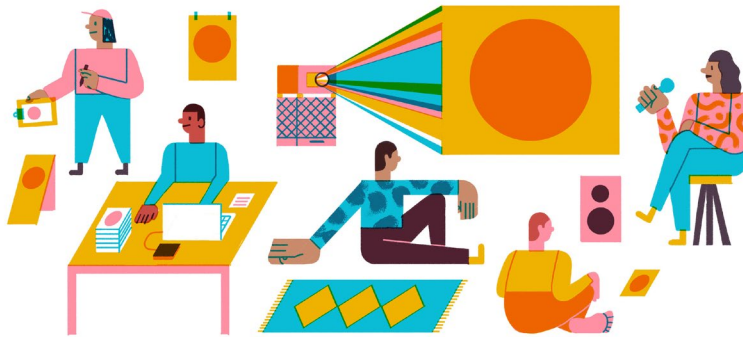
**Emma McKinley
@EmmaJMcKinley**



Why engage?

“the communication of science to the public is part of a researcher's responsibility”

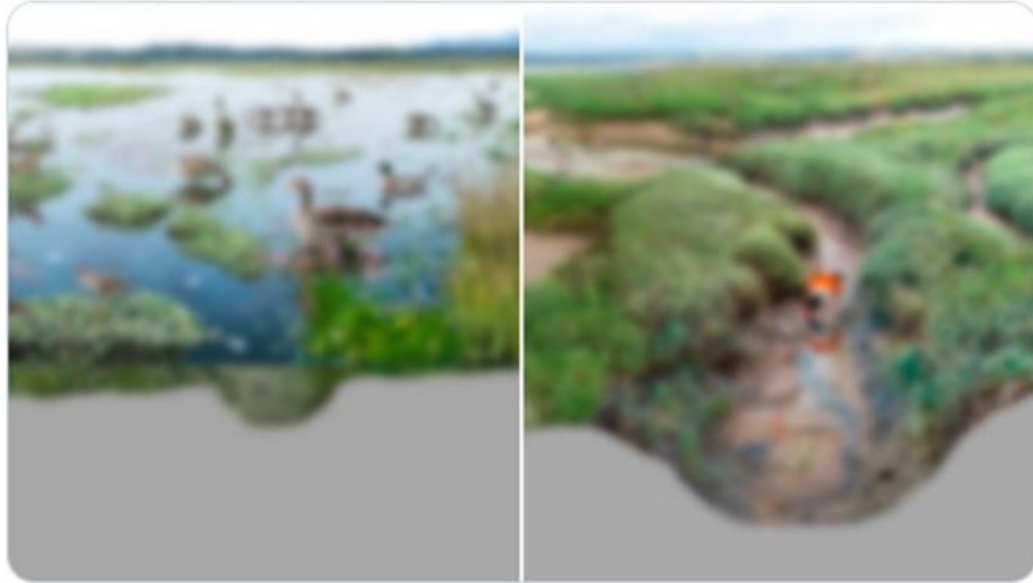
“Public engagement describes...ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.”



Twitter campaign “The Big Reveal”

CoastWEB @coastwellbeing · 18 Mar

We're starting a thread to highlight the ecology of salt marshes, and how they benefit human [#wellbeing](#). We'll start the journey from the low marsh and we'll move upwards until we finally uncover the full [#saltmarsh](#) [#marshSTEM](#) [#Teamsaltmarsh](#)



CoastWEB @coastwellbeing · 18 Mar

At the level reached by neap tides (between new and full moon), sparse cordgrass (*Spartina*) patches mark the transition between [#mudflats](#) & the [#saltmarsh](#). Many invertebrates live within the sediment here & birds of all kinds have a feast at low tide. [#marshSTEM](#) [#TeamSaltmarsh](#)



CoastWEB @coastwellbeing · 27 Mar

Given their heavy bodies & small feet, sheep & cows compact the [#saltmarsh](#) soil, which can make grazed marshes more stable, & less prone to erosion. However, in great densities, animals might actually have the opposite effect by increasing erosion of creek edges [#Teamsaltmarsh](#)



CoastWEB @coastwellbeing · 3 Apr

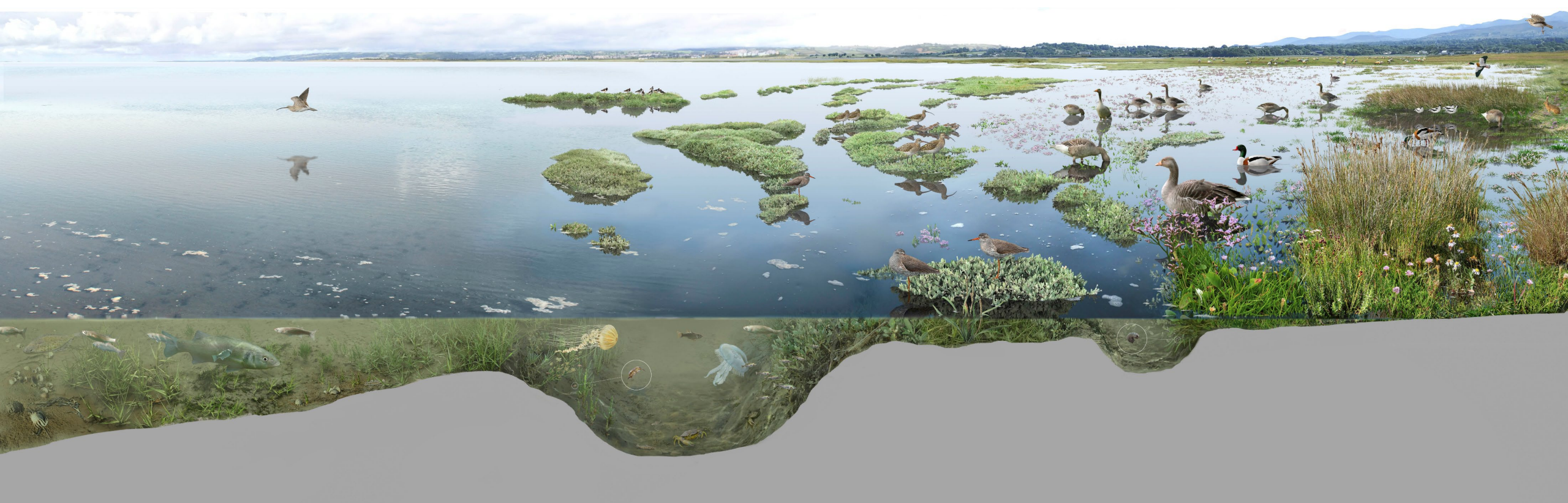
When covered by water during a [#storm](#) [#surge](#), the plant cover and bumpy surface of [#saltmarshes](#) causes waves to lose at least 15% of their height over a distance of only 40m, acting as a [#nature](#)-based solution for [#floodriskmanagement](#) [cam.ac.uk/research/news/...](#) (Photo @JA_Tempest)



Ann Lingard @solwaywalker · 5 Apr

This is such a great thread. If you don't know - or don't care - about saltmarshes, you'll enjoy reading this and finding out more. We **need** saltmarshes, they're important intermediaries. Thanks [@RESILCOAST](#) !

Twitter campaign



artwork by Toni Llobet

Toni Llobet 2018

At high tide

Twitter campaign



artwork by Toni Llobet

Toni Llobet 2018

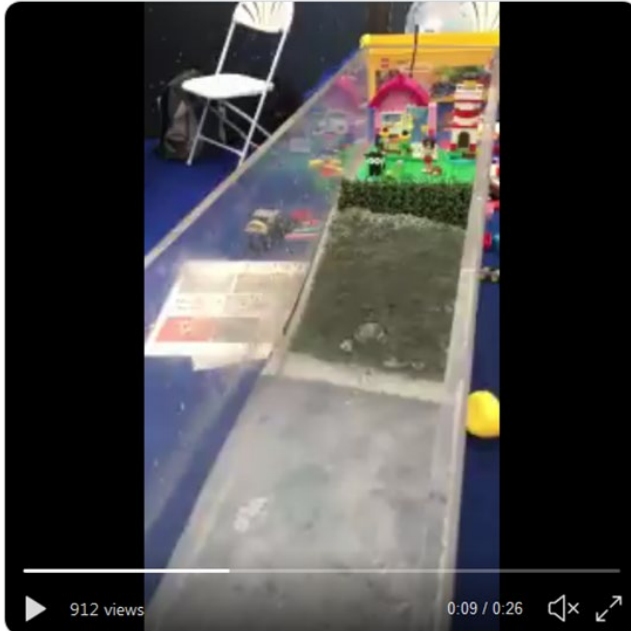
At low tide

Public outreach

#TeamSaltmarsh



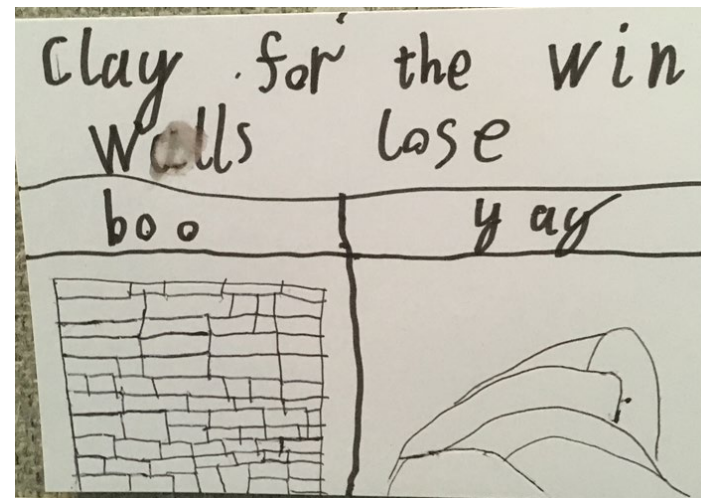
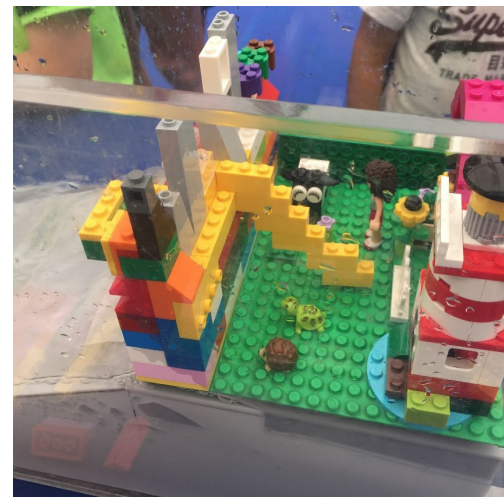
Meghan Alexander @DrMeg_Alexander · 5 Aug 2018
#saltmarshes protecting #coasts against #floods #CUeisteddfod2018
#PCsteddod2018 @CU_EARTH @coastwellbeing @RESILCOAST



<https://twitter.com/i/status/1026752890382233600>

Public outreach

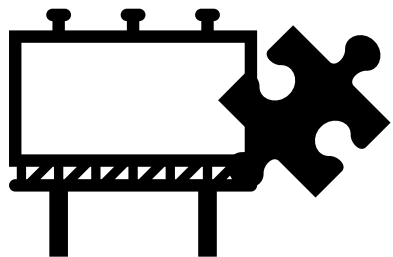
Despite some creative seawalls saltmarshes win!



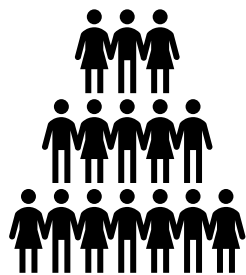


4

days



29 stands



6000 across the weekend



1200 school kids

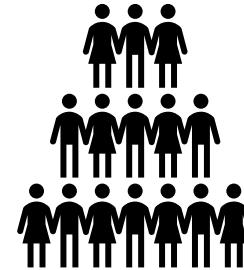


#UnEarthed2017 trended in Scotland = beating Pudsey





160,000
attendees



20000 across
4 days





Thank you for
showing us some
cool science!

Thanks for Teaching about
the water rising in a
fun way
!!
😊

SO interesting!
loved it!
Thanks
brunswick 02
Clay for the Win
Walls lose
boo yay

PML | Plymouth Marine Laboratory
Marine Matters
My little brother &
I ♥ Salt
Marshes! They help
protect people from
floods as they are
very absorbent!
By Lydia
13 yrs

Salt marshes help to protect the villages
I learnt that the salt marsh can stop waves from flooding (lego) people

It was fun and
interactive and
I learned more than I would have if it wasn't that exciting
Thanks



Josh
I liked trying to
the duck off the
grass! In the end
did it.

the idea
Save the marshes

earth because
is family friendly it
and science you can understand
way in a better way
with your family
spend time

This was really interesting! I
didn't know how much of a
difference Salt Marshes make.
I definitely learned something today.
Thank you!
mw

So why engage?



- Enriches team building and strengthens relationships.
- Supports wellbeing
- Engagement and outreach are an integral part of science.
- Feedback is great (for morale and for evaluating impact!)
- Stickers are ESSENTIAL! (as are pens.....)
- The messier, the better!
- Science Communication and outreach at this scale is EXHAUSTING but a lot of fun!



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UNDERSTANDING WALES' SALTMARSHES; AN EXHIBITION FROM THE COASTWEB PROJECT

Tuesday 11th February 2020

12:00 - 17:00

Norwegian Church, Cardiff Bay

**Come along to our exhibition to explore all the wonderful
ways wetlands shape our environment, society, culture,
history and more!**



VALUING NATURE

For more information about the event,
contact severn@cardiff.ac.uk

