



Forest Service
U.S. DEPARTMENT OF AGRICULTURE



National Forest
Foundation

FS-1243a | June 2024

nature connects us

playbook

This playbook is meant to provide a starting point for you or your organization to invite others to reflect on how **Nature Connects Us** and to share your connection with nature and public lands.

As you continue to drive this campaign forward, use these guidelines and assets to help maintain consistency in all materials you create.



contents

campaign overview	4
what?	5
where?	6
why?	7
when?	9
how?	10
how to get involved	11
understand call to action	12
use natureconnectsus.org	13
reach new and existing audiences	14
use assets	15
get creative	16
ask questions	17
use questions	18
make Tribal connections	19
find places to reach the audience	20
be who we are	21
make space for storytelling	22
social media	23
guidelines	24
key messaging	25
templates	26
graphics overview	27
colors	28
typography	29
lockup	30
questions	31
textures	32
graphic elements	33
photography	34
trusted voices	36
landscapes	37
video	38
strategic alignment	40
with other Forest Service programs	41





campaign
overview

campaign overview

what?



Nature Connects Us centers individuals and their unique experiences with national forests and grasslands by exploring a sense of place. By leading with humble curiosity and questions that help individuals consider and refine where their individual sense of place might be, the campaign invites conversation and connection.

The Forest Service, an agency of the U.S. Department of Agriculture, and the National Forest Foundation have established this campaign to awaken and strengthen ALL people's connection to and understanding of the physical, spiritual, mental, emotional, and economic benefits provided by national forests and grasslands.

All people share an interdependence to their resources, and to each other. Within the connection is a place that can empower others and help them feel whole, awakened, and strengthened. It is through this relationship that we can learn how to connect, both to nature and to one another. It is through this relationship that people can feel welcome.

campaign overview

where?

about national forests and grasslands

One of the places you can find nature is on national forests and grasslands. There are 154 national forests and 20 national grasslands. These forests are located in 43 States, Puerto Rico, and the U.S. Virgin Islands. The natural resources on these lands are some of the Nation's greatest assets and provide physical, spiritual, mental, emotional, and economic benefits.

National forests and grasslands are also the ancestral homelands of American Indian and Alaska Native Tribal Nations. Many of those lands and waters lie within areas where Tribes have reserved the right to hunt, fish, and pray by ratified treaties and agreements with the United States.

National forests provide opportunities for recreation in open spaces and natural environments. You can enjoy a wide variety of activities, including hiking over a challenging trail, floating down a river, enjoying the views along a scenic byway, or fishing in a great trout stream. These lands include specially designated wilderness areas, wild and scenic rivers, national monuments, research and experimental areas, and other unique natural and cultural treasures.

Even people who do not visit national forests and grasslands are connected to them through benefits like clean air, wildlife habitat, and drinking water. National forests supply drinking water to more than 180 million people and sustain more than 3,000 species of wildlife. National forests and grasslands support the economic activity of the Nation through goods and services from timber production, livestock grazing, mineral production, and other activities. This land provides resources like water and timber, as well as recreation opportunities, across the country.

The Forest Service and National Forest Foundation help people share and enjoy the forest, while conserving the environment for generations to come.



campaign overview

why?

humble curiosity

Representation matters.

empowering others

Relationships matter.

releasing ownership

Belonging matters.



campaign overview

why?

“Mitákuye Oyás’iŋ is a Lakota concept meaning “we are all related.”

As Reed Robinson, director of the Forest Service national Office of Tribal Relations and Sicangu Lakota and enrolled member of the Rosebud Sioux Tribe noted, “Nature and people are not different, but one in the same and equal, living in a relationship of reciprocity.”

Grounded in honoring ancestral Tribal homelands through respectful and mindful visitor experiences, **Nature Connects Us** was born out of the need to grow and understand the respect that public lands require on a deeper level and honor cultural connections and Indigenous Knowledge. Specifically, use of the campaign can:

- Amplify the power of Indigenous storytelling, opening doors for meaningful messengers to uplift the rich history and perspective, past, present, and future.
- Awaken and strengthen all people’s connection and sense of belonging with nature and sustain a lifetime of respectful and inclusive partnership with public lands.
- Empower employees, partners, Tribes, and others to show up in ways that are caring, respectful, inclusive, curious, reliable, and trustworthy.

The Forest Service and the National Forest Foundation are proud to support a campaign to awaken and strengthen ALL people’s connection to and belonging in the physical, spiritual, mental, emotional, and economic benefits provided by national forests and grasslands.



campaign overview

when?



Nature Connects Us universally and holistically.
It is in everything we do and all that we are.
It's a part of our history and it awaits us in the future.

Learning about each of our unique ties to nature
helps us to foster a more meaningful and
sustainable relationship with it.

campaign overview

how?

#natureconnectsus

centers individuals and their unique experiences with national forests and grasslands by exploring a sense of place.



asking humble questions

helps us center others first and consider and refine where our individual sense of place might be. Having a better understanding of this connection helps us to thrive, give back, and nurture our public lands.



exploring our sense of place

gives us each a better understanding of the interdependence of nature. It is through this relationship that we learn how to connect, both to nature and to one another.





how to get
involved

how to get involved

understand call to action

This playbook provides ideas, guidance, and tools that can help you encourage others to be part of the narrative around all things nature including national forests and grasslands. Everyone has the capacity to connect. The key to the success of this campaign, however, begins with you. How will you connect and bring this campaign to life?

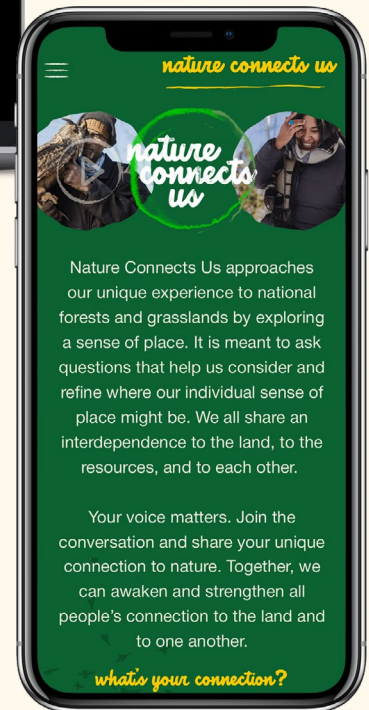
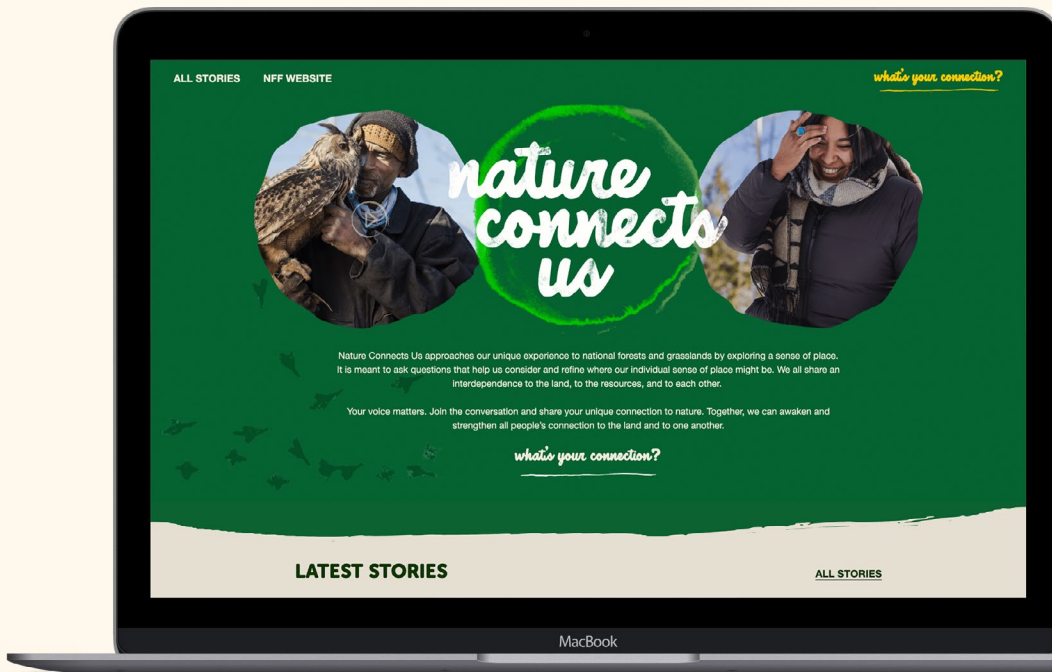
Making those connections begins with simple conversations in the office, in the field, at small gatherings, in meetings, and at events. Asking questions, investing in conversation, and the relationships that will develop will make **Nature Connects Us** successful.

See the following pages for ideas on how to use campaign components to identify and engage audiences you are in service to.



how to get involved

use natureconnectsus.org



The natureconnectsus.org microsite is where the conversation begins and how the connection flourishes. When amplifying the campaign, always consider directing your audience to this site. Invite people to visit natureconnectsus.org and encourage them to join the conversation. At the website, they can share why nature matters to them and how they connect with it by answering questions and sharing their unique story.

The call to action in this campaign is to get the public to dig deep in themselves and share their own meaningful stories in how they are connected to nature. The website showcases shared stories from all over the United States and serves as a platform for us all to connect through our own personal stories. Users have the option to upload photos of themselves in context to their stories, making them visually available for others to connect.

how to get involved

reach new and existing audiences

what's
**your
connection?**

**we all have the
capacity to connect.**

Help people join the conversation by asking the question
"What's your connection?"

This campaign is intended to raise awareness of all that national forests and grasslands have to offer so that ALL people feel safe and welcome and connected. All people includes:

- New people from all racial and ethnic communities who have not yet felt welcome or have not had the opportunity to engage.
- Members of Tribal Nations who have long-standing histories with the land.
- Existing users who understand how a connection with these lands has benefited them but may need a reminder of the connection to Tribal lands.

To reach these audiences, use trusted voices, invite conversation, and identify new outreach opportunities and events. Share your ideas and success stories. The examples on the following pages will highlight ideas and provide guidance for connecting with Tribal members and raise awareness of respectful visitation.

how to get involved

use assets



The campaign stickers are the easiest way to engage with the campaign—to lead out from where you are and meet people where they are. For Forest Service employees, check with your local public affairs office to get stickers. Additional stickers may be [ordered from the USDA Warehouse](#). Please consolidate orders from your unit. For large orders, please work with your regional printing specialist to print copies. Stay tuned and watch for new products on the [Forest Service communication toolkit](#). For our partners, feel free to print stickers with art from the [natureconnectsus.org](#).

Reaching people begins with the simple act of sharing a sticker and inviting a conversation. For example, display and hand out stickers at the front desk and at community meetings, school visits, and events. Carry a pack of stickers with you as you do your job in the field. Other examples are carry them in your rig and as you're hiking on a trail, cleaning a campground, skiing, planting trees, patrolling, doing stream surveys, etc., anywhere you may meet and engage with people.

In addition to messaging, the creative elements of this campaign center on items that are culturally significant to many Tribal Nations, from the plants and animals to the circle of life—symbolizing togetherness and unity, without a beginning or end.

how to get involved

get creative

The tools and assets are intended to help you get creative. Use the creative assets available as is or create your own content with the campaign fonts, shapes, textures, and photography that resonate with the landscapes you work in and the people you serve. Building in the questions and passing the microphone to partners and the people you serve will bring the campaign to life and make it relevant in your community.

See page 27 of this playbook for specific branding guidance for the campaign.



how to get involved

ask questions

The primary messaging in **Nature Connects Us** is meant to engage users in the form of simple, humble, and thoughtful questions. These questions are posed to help us reflect and understand our sense of place within national forests and grasslands. They are meant to appeal to a broad audience—from those who are intimately aware of how interaction and caring for public land are meaningful for them, to new users who may not be aware of their inherent connection to nature.

The language that is used in these questions is intended to relate to all. By considering our own answers, we learn of our pathways to connection with each other and to nature.

Find what questions resonate with you from within the 12 on the following page in this playbook and share your response with your audience. Help give your answers more meaningful context by combining them with personal photos of places and experiences that have meaning to you or to those with whom you pass the mic.



how to get involved

use questions

what
makes
you
curious?

why
does
nature
matter
to
you?

where
do
you
find
nature?

how
can
nature
empower
you?

which
seasons
bring
you
joy?

what place
in nature
feels
like
home?

how
do
you
care
for
nature?

how
does
nature
take
care
of
you?

what
inspires
you?

what
can
you
learn
from
nature?

how
does
nature
connect
you
to
others?

how
is
nature
part of
your
culture?

how to get involved

make Tribal connections

The launch of this campaign is part of the Forest Service's fulfillment of [Strengthening Tribal Consultations and Nation-to-Nation Relationships: A USDA Forest Service Action Plan](#) to "develop an awareness-generating external campaign to welcome diversity and inclusivity and create connections, respect, and responsibility on national forests and grasslands, while honoring cultural connections and Indigenous Knowledge." Use these guidelines to help meet the intent and build awareness and understanding:

- For Forest Service staff, connect with your [Tribal Relations program manager](#).
- Collaborate with Tribes when telling Tribal stories. Work with Forest Service Tribal Relations staff to reach out and engage with local and affiliated Tribes to collaborate on telling the story of the past and present land and people. Use any of the questions provided in the playbook, including "How is nature part of your culture?"
- Encourage Tribes, Tribal organizations, and Tribal members to share their stories on www.natureconnectsus.org.
- Watch for social media from new trusted voices this fall, 2024. Follow and share the Tribal trusted voices social media engagements (Instagram, X, Facebook): Len Necefer (Navajo) and Jade Begay (Navajo) from the spring launch.
- Find ways to engage at Tribal community events, such as annual Pow-wows. Ask your local Tribal Relations program specialists about key events to attend. Continue to work with your Forest Service Tribal Relations program manager to understand cultural protocols. Use the stickers and postcards to help engage Tribal members and encourage them to share their story.
- When engaging with Tribes, ask for permission to share Tribal stories and imagery. Not all information is meant to be shared with the public. Identify when information is just being shared to help form an understanding of Tribal history. This information may be confidential and subject to prohibition on disclosure under the [Cultural and Heritage Cooperation Authority](#). It is important to continuously request and receive permission when sharing Tribal stories.



**together, we can take
care of nature as
nature takes care of us.**

how to get involved

find places to reach the audience

The following are ideas on how you can make connections. Use of **Nature Connects Us** is limited only by your imagination.

Create a calendar of events and outreach opportunities: A monthly calendar may help you organize the many ways you can put this campaign to use. Work with your public affairs staff and tie into media, social media, and onsite meetings and events. Nearly all the campaign assets can be integrated into existing programs, amplifying or leveraging your work.

Attend existing community events, meetings, conferences, and outreach and hiring events: **Nature Connects Us** is a broad and diverse campaign. One of the most successful ways to implement the campaign may be through the infrastructure of existing events on the forest or in your local community. Use your campaign tent, if appropriate, and share stickers, postcards, and other materials. Think about how the campaign can leverage a national or agency observance. This could be anything from National Public Lands Day, Arbor Day, Earth Day, or National Forest Week. Tie into what your national and local public affairs office is doing.

Consider existing spaces and new perspectives: Look at the existing spaces you work and meet communities in. Consider bringing together a diverse group to think about how an existing space, such as a front desk area where maps are sold or a lunch space for employees, can be a place that “passes the mic” or empowers diverse ways of knowing and being with nature. What other images, displays, content, etc. would be a form of co-storytelling about that place or landscape? Consider taking an objective look at shared meeting spaces with an eye for inclusivity, interdependence, co-storytelling, and more. Does your artwork or messaging tell just one story or idea of what nature means or who can participate in it? Who (what perspective) is missing and why?

Look for new outlets to attend: Including everyone means also including people who aren't necessarily visiting national forests and grasslands but who are nonetheless connected to them (such as Tribes) through the benefits they provide to everyone. Find ways to meet people and communities where they are. Look for opportunities where the Forest Service or your organization may not typically show up. Check out your local community calendar to see what is coming up and challenge yourself to think outside of the box. For example, find ways to participate in farmers markets, Cinco De Mayo celebrations, Native American Heritage Month, Indigenous Peoples Day, and Juneteenth events.

Host a digital outreach/listening event: Not all events need to occur in person. Consider hosting a **Nature Connects Us** X chat or Facebook community engagement event around forest happenings. **Nature Connects Us** may serve as a great framework that invites communities to explore the questions, find commonalities, and learn about the local forest and opportunities for deeper engagement. Share a video from one of the trusted voices and engage with your audience on how they relate to the video.



how to get involved

be who we are

Share leadership: Strive to strike the right balance between exhibiting courageous leadership and actively listening for where and how to grow other leaders inside and outside the agency.

Nature Connects Us is a powerful way to release ownership and create meaningful space for others to grow and thrive in supporting the larger conservation mission. Forest Service employees can learn more about shared leadership as a part of [This Is Who We Are](#).

Explore, interconnect, express: Be a curious learner who begins dialogue by asking rather than telling. Explore what matters to the people and communities you seek to engage. Help people connect what they care about with what nature provides.

Leverage the humble/expert dynamic tension: When you are humble in bringing your experience and expertise to the table, you invite—and are able to consider and celebrate—the perspective, expertise, and experience of others. **Nature Connects Us** should challenge you to lean in to humble curiosity as you center diverse ways of knowing and being with nature.

Build community: Building community is about who we can be on our best days. Think about fun and engaging ways to show up at events. Perhaps create a photo booth with the hashtag **#natureconnectsus**. Have a white board or chalkboard where people can answer the campaign questions, and then capture their response and have conversations. Have campaign materials—stickers and postcards—available. A **Nature Connects Us** event tent template has been created for use in the Forest Service. Forest Service employees can visit the [Forest Service communication toolkit](#) for ordering directions and details for customizing it to your unit.

Nurture the relationship loop: Invest in relationships to get work done and to do it in a way that improves people's lives. Get to know people (their values, history, needs, resources, etc.) as a core approach to your work. The a la carte menu of questions in **Nature Connects Us** empowers you with ready-made options to get to know people first and center their unique perspectives in all you do.

Live core values: Focus on safety in all ways. When planning an event or activity, consider the social and psychological safety, in addition to the physical safety, of those around you. Consider cultural differences and experiences with uniforms, seals of government, and timing when developing seating arrangements, meeting agenda orders, etc. These small but meaningful decisions can help make the connection be experienced as caring, respectful, and trustworthy.



how to get involved

make space for storytelling

At the core of this campaign is storytelling. Use the campaign assets and questions to initiate conversations. Pass the microphone to partners and other trusted voices. Listen and learn.

Consider partners, local community leaders, Tribal members, and local and State government representatives for co-storytelling. These stories can lead with one of the many campaign questions. Stories may develop around the partner mission—the shared purpose, work, and accomplishment. Stories can be captured at events, through interviews, etc. and shared in real time, in print, and on social media.

Identify trusted voices in community members that have an interesting story to tell. Is this a Tribal member? A teacher? A business owner? A volunteer? A rancher? Someone from a nonprofit organization? How might you feature and share their stories? Consider writing blog posts, making videos to share on social media, participating in hosting a school essay or poster competition, engaging in speaking opportunities at different events, etc.

Use press releases/press packets, as well as social media for outreach for events. Promote the event with the digital assets and creative elements developed for the campaign to present a consistent look and feel.





*social
media*

social media guidelines

Invite your audience to join us in **#natureconnectsus** using the guidelines, assets, and messaging in this playbook as a starting point.

Use a slide, image, or texture provided or capture your own content with the provided direction to share on your social channels along with a combination of:

- Suggested or personalized, appropriate messaging
- Tag **@nationalforests**
- Link to **natureconnectsus.org**
- Hashtag **#natureconnectsus**

When sharing with your community through your social media accounts, please consider these guidelines by platform:

Facebook, Instagram, and X standard post

- Tag **@nationalforests** in the imagery or use in the post copy
- Include **#natureconnectsus** in the post copy

Instagram story

- Include both **@nationalforests** and **#natureconnectsus**

TikTok

- Tag **@nationalforests** in post copy and use **#natureconnectsus**



social media

key messaging

When an influencer, storyteller, and really, anyone has a story to tell around how they connect with nature, sharing it on social media channels is one of the best ways to create a connection with others! We've included some direction on how you can tie in the inspiration from **Nature Connects Us** with your personal content and how to get others to engage.

primary message

The primary message to engage with your social media viewers is by sharing your own connection or the story of a trusted voice. Post photos from your personal experiences or from your partner (refer to the [photography guidelines](#)).

secondary message

Tie in the overarching **Nature Connects Us** slides (see next page for visual context and where to download them).

tertiary message

Tie in the campaign questions with your personal stories you're sharing (see next page for visual context and where to download them).

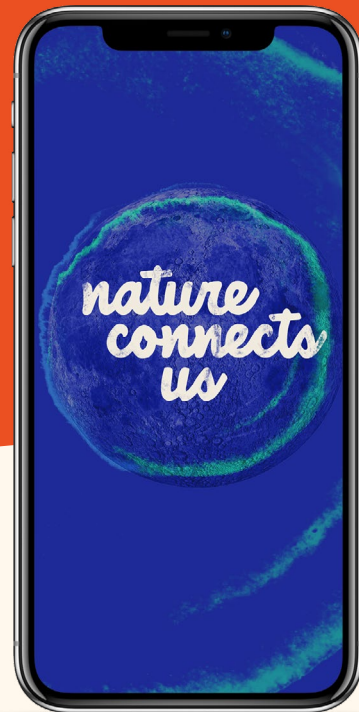
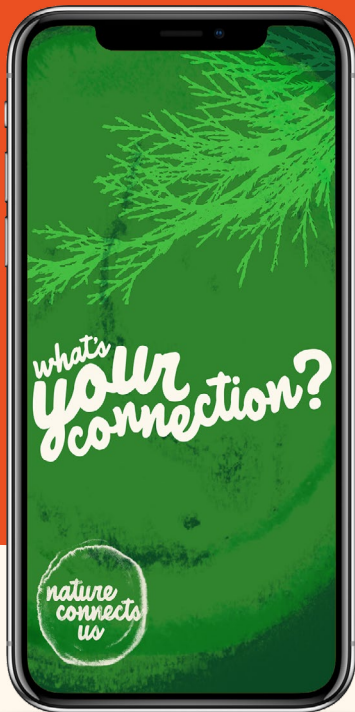
influencers

Choose a question from the campaign question slides that most resonates with you and how you connect with nature. You can answer it in a proceeding slide along with a personal photo that visually accompanies your answer of a place or activity that is relevant to your answer.

Engage others by inviting them into this conversation that you've started. Encourage them to reflect on their own response to that question.



social media templates



Download these and all other templates from our [Forest Service toolkit](#).

overarching campaign slides

The images above are examples of the overarching slides that communicate the high-level **Nature Connects Us** theme with our typographical questions and messaging. If you're posting a series of stories to share your connection, or the story of a trusted voice from a partner, Tribe, or community; use these slides as bookends to either the beginning or to the end of those story series.

campaign question slides

You can also pick slides that communicate the different campaign questions. Intersperse these question slides with your own personal photographs in your Instagram and Facebook stories. Choose a question or two that best resonates with the experience or location of the content in your photos you are choosing to share. You're encouraged to get others to engage, so invite your viewers to share their connections, too! Don't forget to include **#natureconnectsus**.





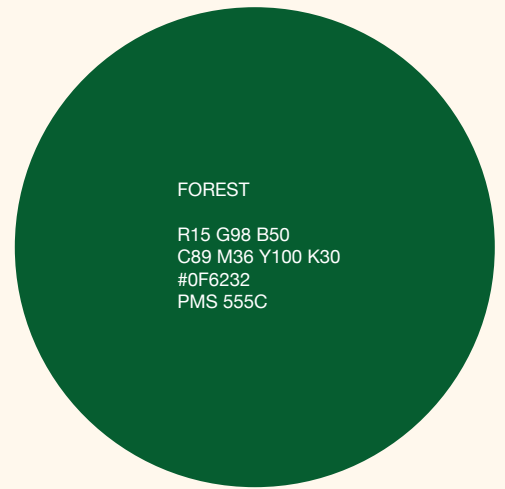
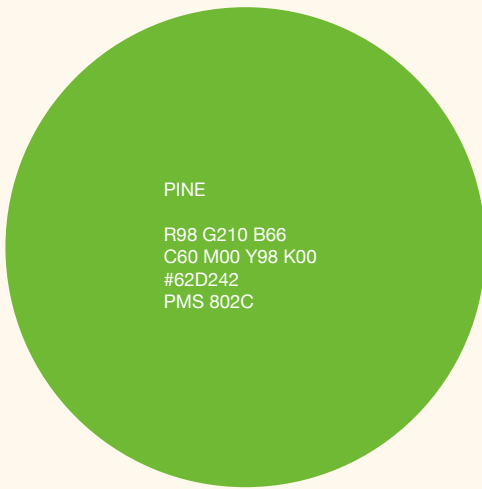
*graphics
overview*

graphics overview

colors

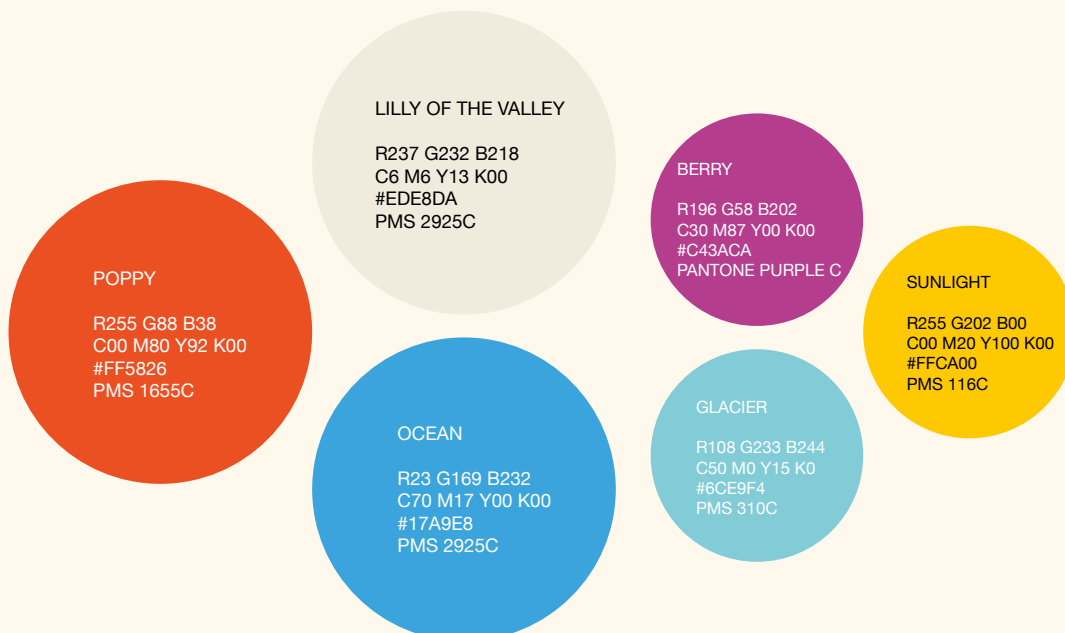
These are the primary colors that are used throughout the campaign. Use these for large color blocks such as backgrounds.

Main Color Palette



These secondary colors may be used to complement the primaries. Use these to brighten and contrast layouts in type, graphic elements, and textures.

Secondary Colors



Museo Sans Rounded - 500 - Headline and Questions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Museo Sans Rounded - 900 - CTA + URL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Coniferous Bold - Lockup and Select Words, Questions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue - Tertiary - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

graphics overview

lockup

These are the **Nature Connects Us** lockups.

The lockup serves as the identity for this campaign and should be used consistently to represent it.

nature
connects
us

nature
connects
us

nature
connects
us

what's
your
connection?

We want to encourage everyone to be part of the narrative around shared public land. Help people join the conversation by using the call to action and asking the question: **"What's your connection?"**

graphics overview

questions

These are the questions we use in the campaign that help us to engage and to connect. You can download all of these lockups from the [Forest Service Box folder](#).

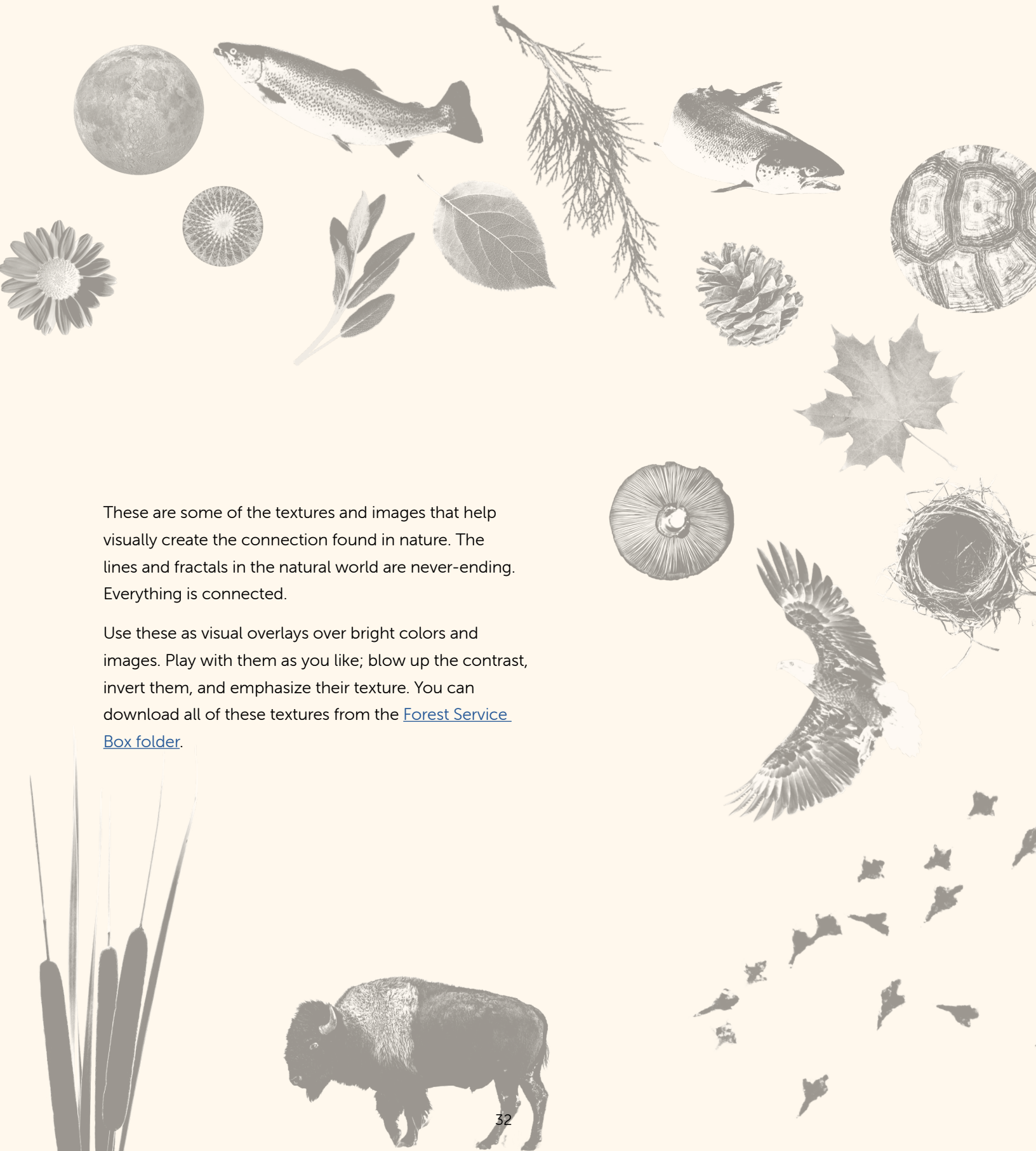
what makes you curious?	why does nature matter to you?	where do you find nature?
how can nature empower you?	which seasons bring you joy?	what place in nature feels like home?
what can you learn from nature?	how do you care for nature?	how does nature connect you to others?
how does nature take care of you?	how is nature part of your culture?	what inspires you?

Please use best judgment when changing the colors of the question lockups.

The primary, large word in each question that is displayed in the Coniferous Bold font can utilize any color from the palette, as long as it is complementary to the background color or photo that it sits on. The rest of the words in the question in the Museo font should only be displayed in Forest or Lilly of the Valley, depending on the contrasting color background.

graphics overview

textures

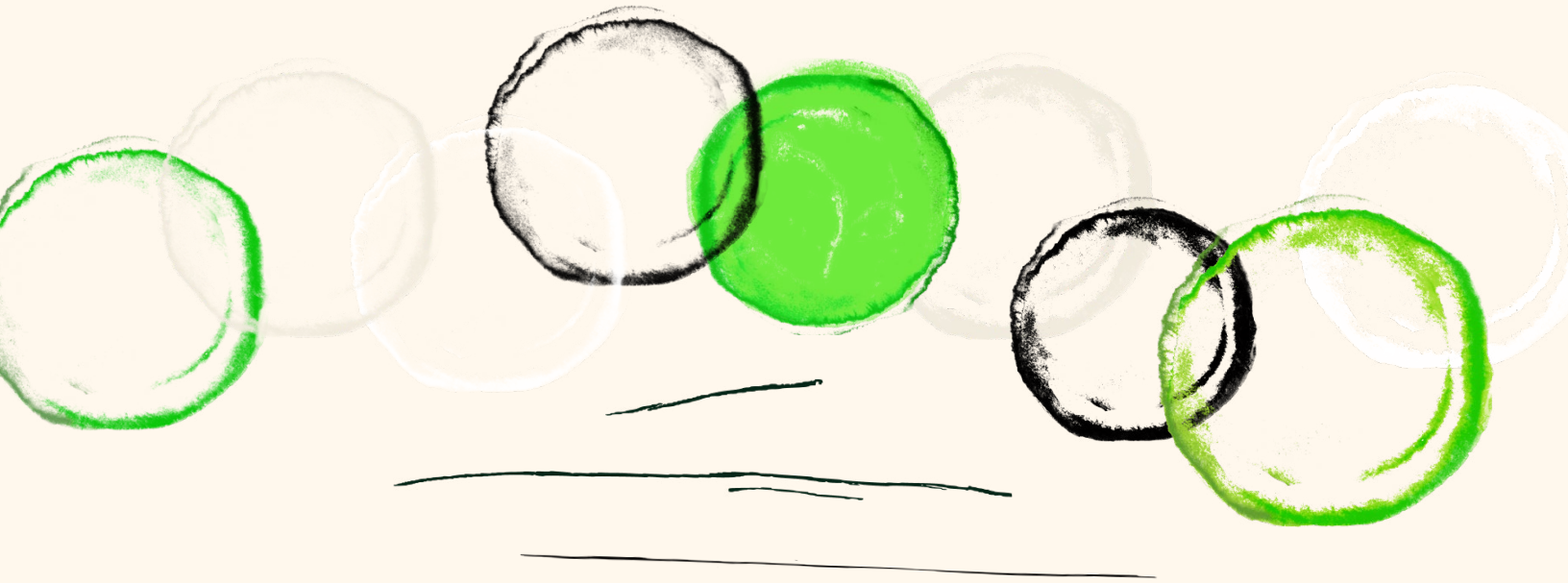


These are some of the textures and images that help visually create the connection found in nature. The lines and fractals in the natural world are never-ending. Everything is connected.

Use these as visual overlays over bright colors and images. Play with them as you like; blow up the contrast, invert them, and emphasize their texture. You can download all of these textures from the [Forest Service Box folder](#).

graphics overview

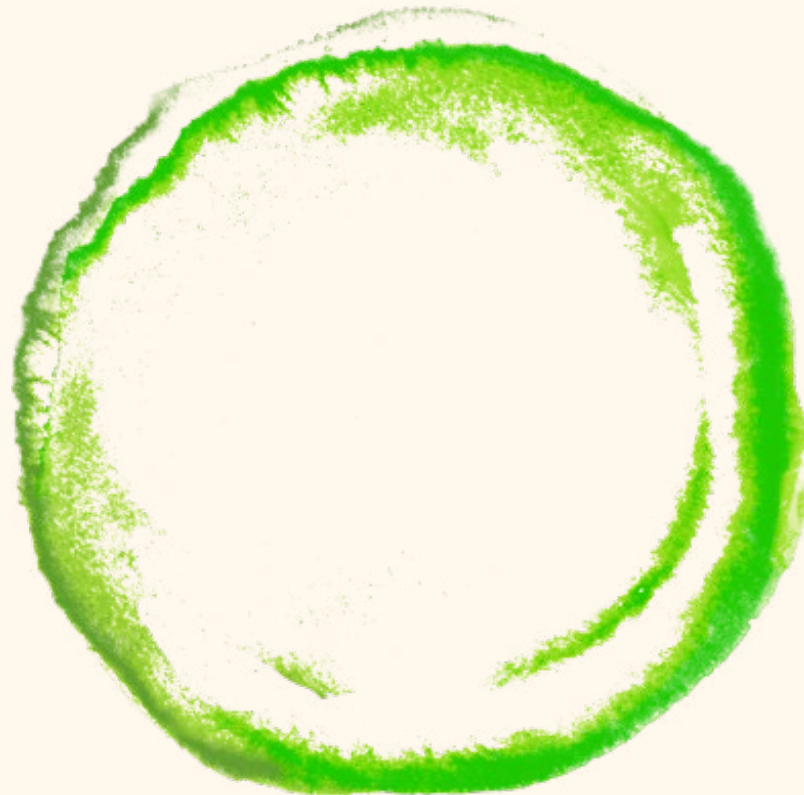
graphic elements



There are additional circular elements in the toolkit that help add texture in layouts.

Use these as a rough frame around circular image crops, with the **Nature Connects Us** lockup or anywhere else that an organic, subtle framing element can be utilized.

You can download all of these additional graphic elements from the [Forest Service Box folder](#).





photography

photography



Nature Connects Us uses photography that is consistently placed in natural, circular shapes. Activity photos do NOT have to be recreation-based. We want to portray interaction with nature in all its forms. For some, that connection can be recreational. For others, the activity can be simpler and portray stillness in nature or engagement that is not necessarily recreational. Use these examples as inspiration.

Photos should be original, grounded, and respectful. For the Forest Service, photos should follow caption and credit standards.

Use the mask provided in the [Forest Service Box folder](#) to create crops of campaign imagery in your layouts.



photography

trusted voices



Rodney Stotts
Master Falconer



Dr. Len Necefer
Founder of Natives Outdoors



Dani Reyes-Acosta
Mountain Athlete, Land
Cultivator, Storyteller



Jade Begay
Indigenous Rights and Climate Policy
Expert

Only use imagery of these trusted voices in connection with the **Nature Connects Us** campaign products. For these photos and related content, please include the following: Courtesy photo by Thom Schroeder. All rights reserved by the National Forest Foundation and Woolley Creative.

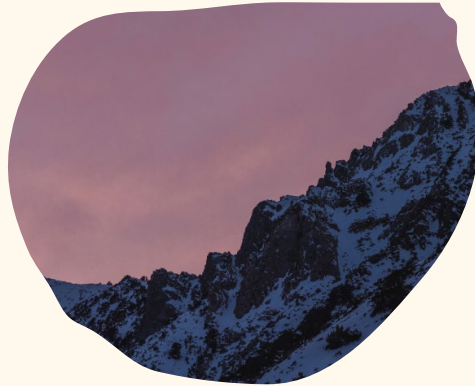
Include the following caption and credit information, consistent with Forest Service standards and where possible:

- Dr. Len Necefer, member of Navajo Nation and founder of Natives Outdoors, at the Winter Park Ski Resort and the Arapaho National Forest, CO, in January 2024.
- Rodney Stotts, African American master falconer, at his place in Virginia in February 2024.
- Jade Begay, member of the Navajo Nation and Indigenous rights and climate policy expert, on the Santa Fe National Forest, NM, in February 2024.
- Dani Reyes-Acosta, Latin and Asian Pacific Islander mountain athlete, land cultivator, and storyteller, and Frances Reyes-Acosta at Convict Lake, Mammoth Mountain Ski Resort on the Inyo National Forest, CA, in February 2024.

Request access to trusted voices photos at natureconnectsus.org.

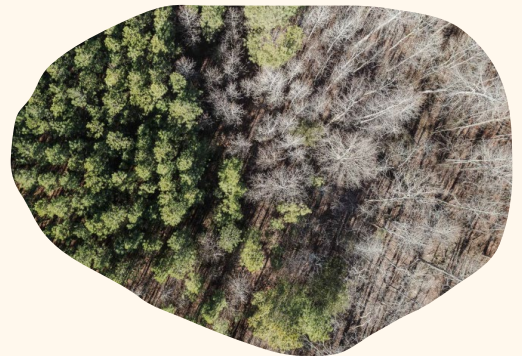
photography

landscapes



Nature Connects Us to diverse ways of knowing and being with nature. Our country is full of some of the most diverse landscapes on the planet, and we want to encourage people to share their part of the world. This includes urban, rural, and public land.

Sharing original imagery of a place or places that hold meaning for you is encouraged. Consider capturing tighter crops to show details in addition to big, sweeping views.



Nature Connects Us features a diverse set of stories about connection with nature from trusted voices. These stories are centered around the campaign questions and explore how nature connects them to their sense of place and belonging.

what's your *connection*?

share your connection at natureconnectsus.org

photography

video

how can nature *empower* you?



Dr. Len Necefer
Founder of Natives Outdoors

how does nature take *care* of you?



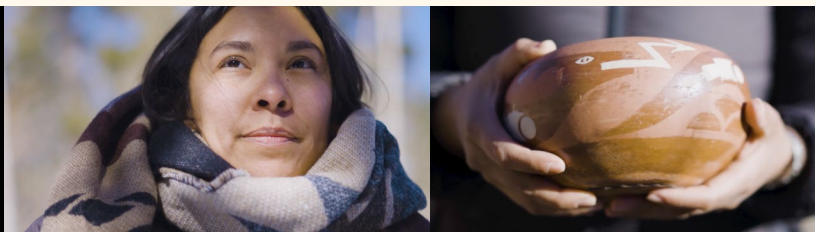
Rodney Stotts
Master Falconer

what place in nature feels like *home* to you?



Dani Reyes-Acosta
Mountain Athlete, Land Cultivator, Storyteller

how is nature part of your *culture*?



Jade Begay
Indigenous Rights and Climate Policy Expert



*strategic
alignment*

strategic alignment

with other Forest Service programs

The **Nature Connects Us** campaign strongly aligns with current Forest Service action plans and strategies. The National Forest Foundation will release its Justice, Equity, Diversity, and Inclusion (JEDI) plan in 2024. This alignment crosswalk will be updated to include that strategy once it is formally released.

This Is Who We Are

[This Is Who We Are](#)

Module 1: Mission, Purpose, and Value	Sustaining the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations by connecting people to the land and to one another.
Module 2: Core Values	Anchoring to our shared core values of service, interdependence, conservation, diversity, and safety.
Modules 3 and 4: Voice and Story of Conservation	Having our actions speak louder than our words in how we live this campaign so that the Forest Service is experienced by all people and communities as caring, respectful, inclusive, curious, responsive, and trustworthy.
Modules 5 and 6: Dynamic Tensions and Leader's Stance and Habits	Being humble in our perspective and experiences to invite, consider, and celebrate the rich and diverse ways of knowing and being connected with nature for underserved individuals and communities. Exploring, interconnecting, and expressing how nature connects us and why it matters in that context.

Forest Service DEIA Action Plan

[Advancing Diversity, Equity, Inclusion, and Accessibility \(DEIA\): A USDA Forest Service Action Plan](#)

Goal 1: Build a culture that drives trust, belonging, transparency, accountability, and employee empathy.	Advancing equity for all employees through internal campaign conversations, workshops, representation, and storytelling that uplifts diverse ways of knowing and being connected with nature and one another.
Goal 2: Achieve a workforce representative of Americans that inspires development of innovative ideas and best practices.	Promoting and practicing innovative and bold outreach and awareness strategies that brand the Forest Service as an employer of choice for individuals of all backgrounds, experiences, and abilities.

Forest Service Equity Action Plan

[Forest Service Equity Action Plan: 2023–2024](#)

Action 1: Position the Agency and Tribes for Success in Co-Stewardship	Continuously "passing the mic" externally to Indigenous voices and creators. Being respectful and mindful of imagery, design, and representation.
Action 2: Enhance Engagement with Underserved Communities through Culturally Relevant Strategies and DEIA-focused Partnerships	Centering the voices, diverse needs, and unique perspectives of Tribes and underserved community stakeholders. Working with key DEIA-focused partners, influencers, and internal communities of practice to ensure culturally relevant and meaningful approaches to the campaign.
Action 7: Expand Urban and Community Forestry Benefits to Underserved Communities	Expanding urban forestry benefits by increasing access, providing education, and promoting urban and community ways of knowing and being in nature. Reducing barriers to underserved audiences with diverse connections to natural resources and public lands.
Action 8: Promote Access to Recreation and Outdoor Experiences in Underserved Communities	Utilizing research-based strategies to reduce barriers and increase visitation by underserved communities and promoting use of the Native American Tourism and Improving Visitor Experience (NATIVE) Act in support of Tribal culture and the tourism enterprise.

Forest Service Tribal Action Plan

[Strengthening Tribal Consultations and Nation-to-Nation Relationships: A USDA Forest Service Action Plan](#)

Action 1; a,b: Strengthen Relationships Between Indian Tribes and the USDA Forest Service	Expanding the scope and scale of Tribal engagement before, during, and after campaign launch through listening sessions, internal agency staff, employee resource groups, and with co-storytellers and creators.
Action 3; a,b,c: Enhance Co-Stewardship of the Nation's Forests and Grasslands	Modeling the principles of co-stewardship in storytelling and public engagement in a manner that recognizes and honors Tribal voices.
Action 4; b,c,d: Advance Tribal Relations Within the USDA Forest Service	Continually modeling curiosity and humility for Tribal ways of knowing and being with nature that centers youth voices and Indigenous Knowledge.

thank you

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

