

Stronger by sharing: Shared messaging for January 2020

Cold Weather Activities

- As the days shorten, the last of the leaves fall and temperatures start to drop, we often find ourselves spending more time huddled indoors than discovering the landscape. But the Chesapeake region still has plenty to offer in the winter months—whether you decide to brave the outdoors or explore from the warmth of your own home.
<https://www.chesapeakebay.net/news/blog/six-ways-to-enjoy-the-chesapeake-region-in-winter>
- Don't let the cold weather stop you from experiencing the Bay! Check out our list of six indoor places where you can learn about the Bay and its rivers, wildlife and history.
<https://www.chesapeakebay.net/news/blog/six-places-to-learn-about-the-chesapeake-bay-indoors>
- Due to its location on the Atlantic Flyway, the Chesapeake Bay region is full of great places for birding. But if you want to be able to enjoy birds from the comfort of your home, there are many things you can do to make your home bird-friendly, even in winter.
<https://www.chesapeakebay.net/news/blog/photo-of-the-week-in-winter-the-bay-can-be-paradise-for-both-bird-and-bird>
- Looking for something to brighten up the winter landscape? These native plants look great any time of year. #WatershedWinter
<https://www.chesapeakebay.net/news/blog/nine-native-chesapeake-bay-plants-that-look-beautiful-in-winter>
- Don't let the cold weather get you down! The Chesapeake Bay watershed has plenty of activities and beauty to experience even when it seems impossible to leave the house. Check out a few ways to break your cabin fever. <https://www.allianceforthebay.org/2019/02/winter-watershed-activities-to-get-you-through-the-cold-months/>
- Supporting content:
 - Bay Program Blogs:
 - <https://www.chesapeakebay.net/news/blog/cold-weather-contradiction>
 - <https://www.chesapeakebay.net/news/blog/walking-through-a-snowy-woods>
 - <https://www.chesapeakebay.net/news/blog/photo-essay-winter-wildlife-in-the-chesapeake-bay-watershed>
 - <https://www.chesapeakebay.net/news/blog/showing-up-in-numbers>

- https://www.chesapeakebay.net/news/blog/the_northern_shovelers_spoonbill_sets_it_apart
- https://www.chesapeakebay.net/news/blog/how_six_chesapeake_bay_cottontails_survive_the_winter
- https://www.chesapeakebay.net/news/blog/six_chesapeake_bay_animals_best_seen_in_winter
- https://www.chesapeakebay.net/news/blog/by_the_numbers_87
- https://www.chesapeakebay.net/news/blog/cold_snap_transforms_the_chesapeake
- https://www.chesapeakebay.net/news/blog/a_woman_and_her_woods
- https://www.chesapeakebay.net/news/blog/six_great_spots_to_explore_the_outdoors_this_winter
- Alliance for the Chesapeake Bay blogs:
 - <https://www.allianceforthebay.org/2019/03/a-reading-list-of-books-about-the-chesapeake-bay-watershed/>
 - <https://www.allianceforthebay.org/2019/02/winter-watershed-activities-to-get-you-through-the-cold-months/>
 - <https://www.allianceforthebay.org/2019/01/four-simple-ways-to-greenify-your-office-in-2019/>
 - <https://www.allianceforthebay.org/2019/01/whats-that-conifer-1-of-2/>
 - <https://www.allianceforthebay.org/2019/02/whats-that-conifer-2-of-2/>
- What else?
- Related hashtags: #OptOutside, #GetOutside, #WatershedWinter

Environmental Education

- Looking to incorporate environmental education into your curriculum? Check out Bay Backpack for funding opportunities, field studies, and curriculum guides and lesson plans related to the Chesapeake Bay. <http://baybackpack.com/>
- Working on environmental education? This free online course was created to provide in-depth understanding of the Meaningful Watershed Educational Experience (MWEE) for all educators. https://www.chesapeakebay.net/news/blog/making_education_meaningful
- Teachers on the Estuary workshops give educators the opportunity to explore coastal habitats, interact with scientists and experience hands-on field activities. https://www.chesapeakebay.net/news/blog/photo_of_the_week_education_program_gets_teachers_on_the_estuary
- Supporting content:

- Bay Backpack: <http://baybackpack.com/>
- Bay Program blogs
 - https://www.chesapeakebay.net/news/blog/making_education_meaningful
 - https://www.chesapeakebay.net/news/blog/photo_of_the_week_education_program_gets_teachers_on_the_estuary
 - https://www.chesapeakebay.net/news/article/watershed_leaders_call_for_environmental_education_for_all
 - https://www.chesapeakebay.net/news/blog/photo_essay_education_and_conservation_at_the_brock_environmental_center
- What else?
- Related hashtags: #EnvironmentalEducation #TeachingResources #EnviroEd

Other shared messaging opportunities:

January 1: New Year's Day

January 3: National Drinking Straw Day

January 4: National Trivia Day

January 5: [National Bird Day](#)

January 10: National Cut Your Energy Costs Day; National Save the Eagles Day

January 21: [Squirrel Appreciation Day](#)

January 22-23: Environmental Literacy Summit