

## Stronger by Sharing: Shared messaging for November 2019

### ***Native American Heritage Month***

- This #NativeAmericanHeritageMonth, take some time to learn about the Chesapeake region's earliest inhabitants and the tribes that live in the area today.  
[https://www.chesapeakebay.net/discover/history/archaeology\\_and\\_native\\_americans](https://www.chesapeakebay.net/discover/history/archaeology_and_native_americans)
- #DidYouKnow? Many familiar names throughout the Chesapeake region come from indigenous languages. #NativeAmericanHeritageMonth  
[https://www.ydr.com/story/opinion/2019/07/25/lost-language-susquehannocks/1827789001/?fbclid=IwAR3Y1\\_oINbiYMAIYKo50YY7QpYuqqrm1IVQXs\\_620OicpJdj1tZOgxYNm3o](https://www.ydr.com/story/opinion/2019/07/25/lost-language-susquehannocks/1827789001/?fbclid=IwAR3Y1_oINbiYMAIYKo50YY7QpYuqqrm1IVQXs_620OicpJdj1tZOgxYNm3o)
- Powwows are traditionally for members of various tribal groups to gather and compete, but the Mattaponi specifically welcome non-native peoples to join for both entertainment and education. #NAHM  
[https://www.chesapeakebay.net/news/blog/preserving\\_culture\\_through\\_dance](https://www.chesapeakebay.net/news/blog/preserving_culture_through_dance)
- For 383 miles, the Potomac River flows steadily down from West Virginia, through the nation's capital and past Maryland's Point Lookout State Park until it reaches its final destination: the Chesapeake Bay. For the group of Ojibwe women leading the Potomac River Nibi Walk, their destination is the same as the river's. #NAHM  
[https://www.chesapeakebay.net/news/blog/a\\_walk\\_for\\_the\\_water](https://www.chesapeakebay.net/news/blog/a_walk_for_the_water)
- The Pamunkey tribe has run a shad hatchery on the reservation in the York watershed since 1918, helping to restore shad populations. The Pamunkey River shad runs are some of the healthiest among the tributaries of the Chesapeake Bay. #NAHM  
[https://www.chesapeakebay.net/news/blog/virginias\\_original\\_inhabitants\\_help\\_to\\_restore\\_shad](https://www.chesapeakebay.net/news/blog/virginias_original_inhabitants_help_to_restore_shad)
- Celebrate #NativeAmericanHeritageMonth at the Smithsonian with the "Return to a Native Place: Algonquian Peoples of the Chesapeake" exhibit. Through photographs, maps and interactive displays, the exhibit provides an overview of the history of the Nanticoke, Powhatan and Piscataway tribes from the 1600s to the present.  
[https://www.chesapeakebay.net/news/blog/hear\\_the\\_stories\\_and\\_experiences\\_of\\_people\\_from\\_across\\_the\\_chesapeake\\_at\\_th](https://www.chesapeakebay.net/news/blog/hear_the_stories_and_experiences_of_people_from_across_the_chesapeake_at_th)

- Supporting content:
  - Maryland Department of Natural Resources – [Piscataway-Conoy: Rejuvenating ancestral ties to southern parks](#)
  - Native Land site: <https://native-land.ca/>
  - NOAA Ocean Service: [National American Indian Heritage Month](#)
  - **What else?**
- Related hashtags:
  - #NativeAmericanHeritageMonth, #NAHM

### ***November 28: Thanksgiving***

- A great way to show your thanks for the incredible beauty of our region is by giving back. Here are some ideas for ways to volunteer in your community.  
[https://www.chesapeakebay.net/news/blog/five\\_ways\\_volunteers\\_can\\_help\\_protect\\_the\\_chesapeake\\_bay](https://www.chesapeakebay.net/news/blog/five_ways_volunteers_can_help_protect_the_chesapeake_bay)
- More than 2,000 species across the world are considered endangered or threatened—we're #thankful these Chesapeake species have made a comeback!  
[https://www.chesapeakebay.net/news/blog/six\\_of\\_the\\_chesapeakes\\_endangered\\_species\\_success\\_stories](https://www.chesapeakebay.net/news/blog/six_of_the_chesapeakes_endangered_species_success_stories)
- We're #thankful for the Chesapeake Bay! From the first blue crab of the season to the last day out on the water, the Bay brings us so much joy that we have to share it.  
[https://www.chesapeakebay.net/news/blog/fourteen\\_reasons\\_to\\_love\\_the\\_chesapeake\\_bay](https://www.chesapeakebay.net/news/blog/fourteen_reasons_to_love_the_chesapeake_bay)
- They say the quickest way to the heart is through the stomach, so that may be why we can't stop talking about the delicious foods the Chesapeake region has to offer. Will any of these foods be a part of your Thanksgiving feast?  
[https://www.chesapeakebay.net/news/blog/seven\\_foods\\_to\\_create\\_a\\_chesapeake\\_feast](https://www.chesapeakebay.net/news/blog/seven_foods_to_create_a_chesapeake_feast)
- Supporting content:
  - Bay Program blogs:
    - The woman behind a Thanksgiving tradition:  
[https://www.chesapeakebay.net/news/blog/the\\_woman\\_behind\\_a\\_thanksgiving\\_tradition](https://www.chesapeakebay.net/news/blog/the_woman_behind_a_thanksgiving_tradition)

- Six food traditions from across the Chesapeake Bay:  
[https://www.chesapeakebay.net/news/blog/6 food traditions from across the chesapeake bay](https://www.chesapeakebay.net/news/blog/6-food-traditions-from-across-the-chesapeake-bay)
- Seven recipes using invasive species:  
[https://www.chesapeakebay.net/news/blog/seven recipes using invasive species](https://www.chesapeakebay.net/news/blog/seven-recipes-using-invasive-species)
- Eight Old Bay recipes we adore:  
[https://www.chesapeakebay.net/news/blog/eight old bay recipes we adore](https://www.chesapeakebay.net/news/blog/eight-old-bay-recipes-we-adore)
- Eight trails that give a taste of the Chesapeake:  
[https://www.chesapeakebay.net/news/blog/eight trails that give a taste of the chesapeake](https://www.chesapeakebay.net/news/blog/eight-trails-that-give-a-taste-of-the-chesapeake)
- Bright eyed and bush tailed:  
[https://www.chesapeakebay.net/news/blog/bright eyed and bushy tailed](https://www.chesapeakebay.net/news/blog/bright-eyed-and-bushy-tailed)
- The Bay's bubbly visitor:  
[https://www.chesapeakebay.net/news/blog/the bays bubbly visitor](https://www.chesapeakebay.net/news/blog/the-bays-bubbly-visitor)
- Diving into love at 200 miles per hour:  
[https://www.chesapeakebay.net/news/blog/diving into love at 200 miles per hour](https://www.chesapeakebay.net/news/blog/diving-into-love-at-200-miles-per-hour)
- A second chance for injured owls:  
[https://www.chesapeakebay.net/news/blog/photo of the week a second chance for injured owls](https://www.chesapeakebay.net/news/blog/photo-of-the-week-a-second-chance-for-injured-owls)
- Volunteer as a Chesapeake Bay SAV Watcher:  
[https://www.chesapeakebay.net/news/blog/volunteer as a chesapeake bay sav watcher](https://www.chesapeakebay.net/news/blog/volunteer-as-a-chesapeake-bay-sav-watcher)
- Five ways to be a citizen scientist:  
[https://www.chesapeakebay.net/news/blog/five ways to be a citizen scientist](https://www.chesapeakebay.net/news/blog/five-ways-to-be-a-citizen-scientist)
- What else?
- Related hashtags:
  - #Thanksgiving, #thankful
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**November 29: #OptOutside**

- Looking for ways to #OptOutside? Check out these events happening throughout the watershed. <https://www.chesapeakebay.net/action/attend>
- It's not just the food that's plentiful around Thanksgiving: between Black Friday, Small Business Saturday and Cyber Monday, there's also a bounty of shopping opportunities. Now, there's a growing movement to #OptOutside after the holiday, trading shopping for exploration. [https://www.chesapeakebay.net/news/blog/opt\\_outside\\_and\\_discover\\_the\\_chesapeake](https://www.chesapeakebay.net/news/blog/opt_outside_and_discover_the_chesapeake)
- Looking to #OptOutside? Keep the turkey trot energy going with an outdoor run. You can make your run extra Bay-friendly by "plogging": bring a trash bag and pick up any litter you come across while you're out.
- Choosing to #OptOutside can be a great mood-booster. We feel better in nature—and it turns out, there's a physiological reason for it. [https://www.chesapeakebay.net/news/blog/nature\\_rx](https://www.chesapeakebay.net/news/blog/nature_rx)
- Supporting content:
  - Bay Program blogs:
    - Travel back in time at these six historical Potomac River sites: [https://www.chesapeakebay.net/news/blog/travel\\_back\\_in\\_time\\_at\\_these\\_six\\_historical\\_potomac\\_river\\_sites](https://www.chesapeakebay.net/news/blog/travel_back_in_time_at_these_six_historical_potomac_river_sites)
    - Discover the beauty and history of the Susquehanna at these seven riverside sites: [https://www.chesapeakebay.net/news/blog/discover\\_the\\_beauty\\_and\\_history\\_of\\_the\\_susquehanna\\_at\\_these\\_seven\\_riverside](https://www.chesapeakebay.net/news/blog/discover_the_beauty_and_history_of_the_susquehanna_at_these_seven_riverside)
    - Explore nature and history along the Nanticoke River at these eight sites: [https://www.chesapeakebay.net/news/blog/explore\\_nature\\_and\\_history\\_along\\_the\\_nanticoke\\_river\\_at\\_these\\_eight\\_sites](https://www.chesapeakebay.net/news/blog/explore_nature_and_history_along_the_nanticoke_river_at_these_eight_sites)
    - Celebrate the Anacostia by visiting these six sites: [https://www.chesapeakebay.net/news/blog/celebrate\\_the\\_anacostia\\_by\\_visiting\\_these\\_six\\_sites](https://www.chesapeakebay.net/news/blog/celebrate_the_anacostia_by_visiting_these_six_sites)
    - Get on, by or near the water in Maryland, Pennsylvania and Virginia: [https://www.chesapeakebay.net/news/blog/get\\_on\\_by\\_or\\_near\\_the\\_water\\_in\\_maryland\\_pennsylvania\\_and\\_virginia](https://www.chesapeakebay.net/news/blog/get_on_by_or_near_the_water_in_maryland_pennsylvania_and_virginia)

- Seven National Park sites you've never heard of:  
[https://www.chesapeakebay.net/news/blog/seven\\_national\\_park\\_sites\\_youve\\_never\\_heard\\_of](https://www.chesapeakebay.net/news/blog/seven_national_park_sites_youve_never_heard_of)
- Searching for hidden treasures:  
[https://www.chesapeakebay.net/news/blog/searching\\_for\\_hidden\\_treasures](https://www.chesapeakebay.net/news/blog/searching_for_hidden_treasures)
- Take a geologic history tour at these eight sites:  
[https://www.chesapeakebay.net/news/blog/take\\_a\\_geologic\\_history\\_tour\\_at\\_these\\_eight\\_sites](https://www.chesapeakebay.net/news/blog/take_a_geologic_history_tour_at_these_eight_sites)
- Glimpsing Great Falls:  
[https://www.chesapeakebay.net/news/blog/glimpsing\\_great\\_falls](https://www.chesapeakebay.net/news/blog/glimpsing_great_falls)
- Fall forests beckon with a multicolored spectacle:  
[https://www.chesapeakebay.net/news/blog/fall\\_forests beckon\\_with\\_a\\_multicolored\\_spectacle](https://www.chesapeakebay.net/news/blog/fall_forests beckon_with_a_multicolored_spectacle)
- Visit Jug Bay Wetlands Sanctuary, an ecological wonderland:  
[https://www.chesapeakebay.net/news/blog/visit\\_jug\\_bay\\_wetlands\\_sanctuary\\_an\\_ecological\\_wonderland](https://www.chesapeakebay.net/news/blog/visit_jug_bay_wetlands_sanctuary_an_ecological_wonderland)
- Find Your Chesapeake: <https://www.findyourchesapeake.com/>
- Paddle the Susquehanna: <https://www.paddlethesusquehanna.com/>
- Paddle the Potomac: <https://www.paddlethepotomac.com/>
- Paddle the Sassafras: <https://www.paddlethesassafras.com/>
- Paddle the Chester: <https://www.paddlethechester.com/>
- Choose Clean Water Coalition graphics (will be shared through the google group)
- What else?
- Related hashtags:
  - #OptOutside, #FindYourChesapeake, #GetOutside

### ***Other shared messaging opportunities:***

#NoStrawNovember

November 8: National STEM Day

November 11: Veterans Day

November 11-17: Geography Awareness Week

November 13: World Kindness Day

November 15: [America Recycles Day](#) #BeRecycled

November 17: National Take a Hike Day (Choose Clean Water Coalition graphics; state specific)

December 3: Giving Tuesday