



# Engaging Diverse Audiences at Protected Natural Areas

Environment for the Americas

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Environment  
for the Americas



Connecting People to Bird Conservation

# About EFTA

## International Migratory Bird Day





# Know Your Audience

- What are the demographics near your site?
- Who are you currently reaching?
- Who do you want to reach?



# Pros & Cons of Evaluation

## Pros

Know your audience

Better awareness of your needs

Opportunity to target outreach

## Cons

Cost

Time

Expertise





# Barr Lake State Park Colorado, USA



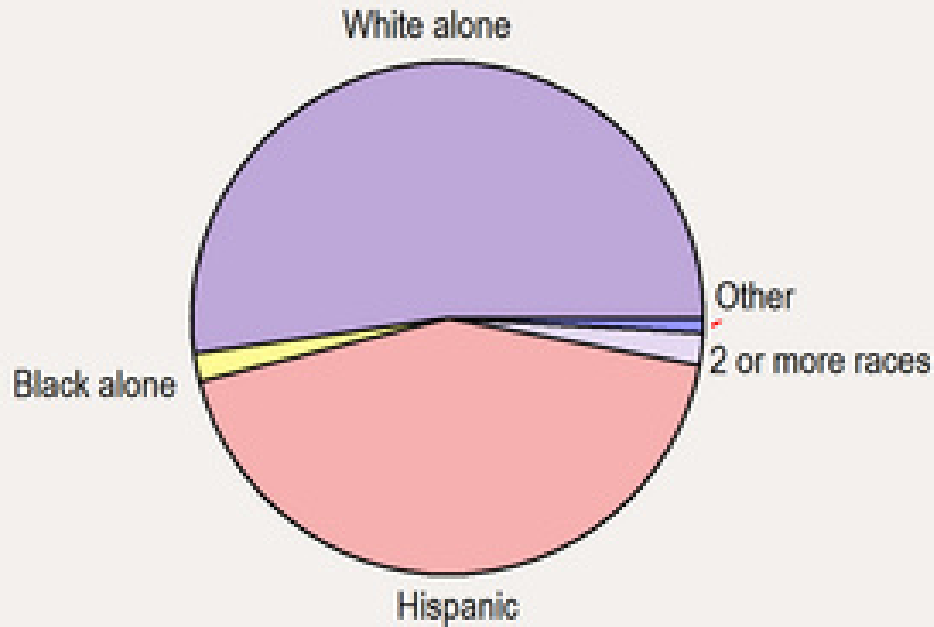
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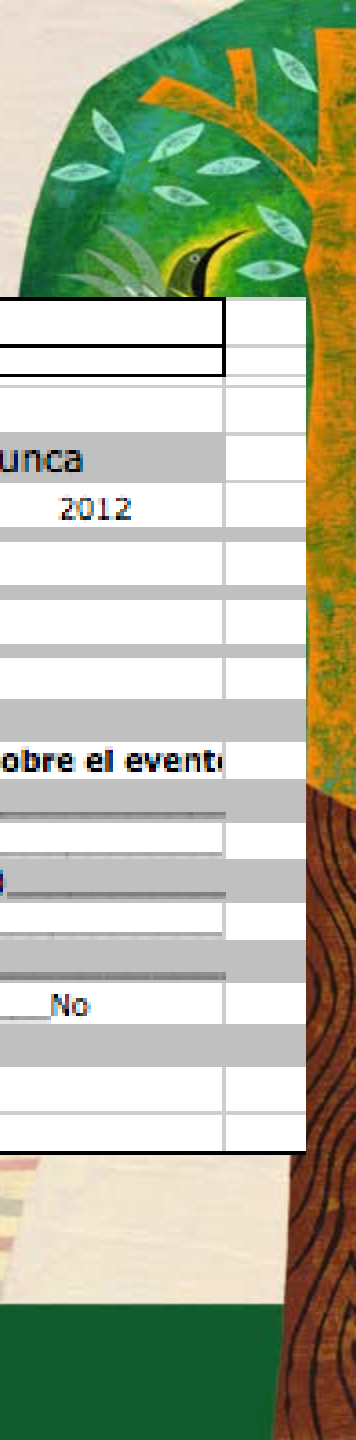
Connecting People to Bird Conservation

# Who is in your community?

Races in Brighton, CO



# Participation Survey



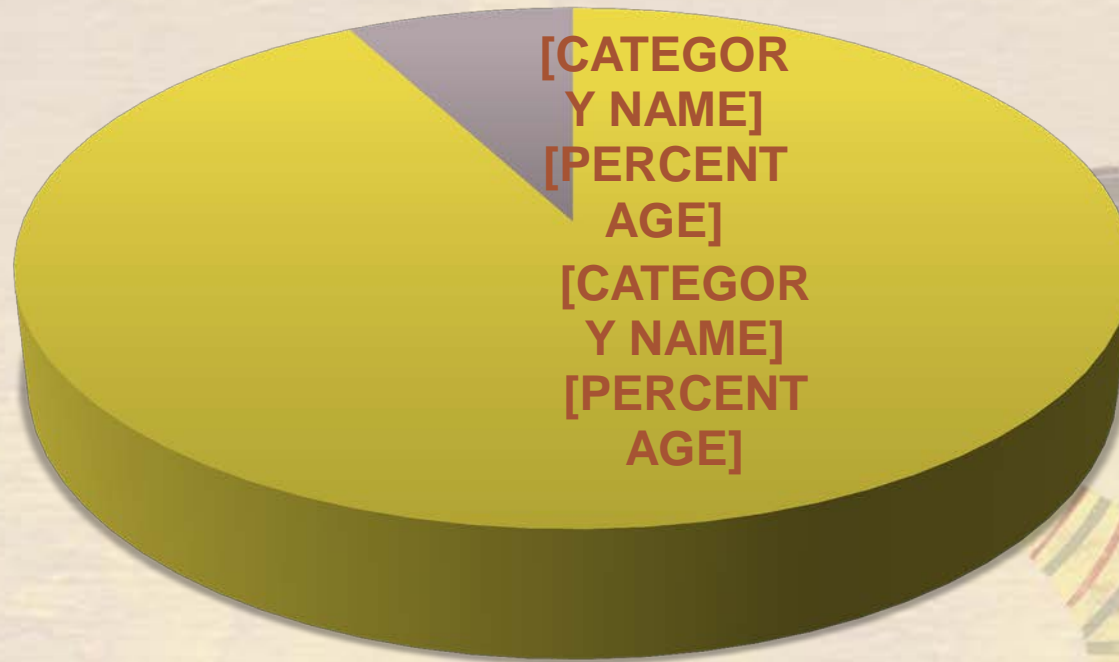
Encuesta del Evento :				Surveyor:				Date:					
<b>1. ¿Aproximadamente cuando fue el ultimo mes y año que visitó (Location)?</b>													
Rotas con un círculo:	Ene	Feb	Marzo	Abril	Mayo	Junio	Julio	Agosto	Sept	Oct	Nov	Dic	Nunca
Rotas con un círculo:	2005	2006	2007	2008	2009	2010	2011	2012					
<b>2. ¿Cuántas personas están en su grupo hoy? _____</b>													
<b>3. ¿Está visitando con un grupo hoy? _____ No</b>													
<b>4. ¿Eres español, hispano, o _____ Sí No</b>													
<b>5. Por favor indique su raza. Marque todas las que aplican:</b>													
a.	<input type="checkbox"/>	Americano Nativo o Eskimo Americano						<b>¿Cómo escuchaste sobre el evento?</b>					
b.	<input type="checkbox"/>	Caucásico						periódico (cual?) _____					
c.	<input type="checkbox"/>	Asiático						radio (cual?) _____					
d.	<input type="checkbox"/>	Africano-Americano						Volante (dónde?) _____					
e.	<input type="checkbox"/>	Polinesio/Islas del Pacífico						Me contaron _____					
f.	<input type="checkbox"/>	Otro _____						Otro _____					
<b>6. a. ¿Ha participado alguna vez en el Día Internacional de las Aves Migratorias? _____ Sí _____ No</b>													
<b>b. ¿Planeó o planea participar hoy en una actividad de la Fiesta? _____ Sí _____ No</b>													
<b>7. Por favor indique el código postal donde vive. _____</b>													
<b>8. a. ¿Usted vino a (Location) específicamente para la Fiesta? _____ Sí _____ No</b>													





# Participation Results at Barr Lake State Park

## Participation



■ Non-Latino ■ Latino/Hispanic ■ ■





# Surveying the Community



**Community Survey:** City \_\_\_\_\_ Zip Code \_\_\_\_\_ Location \_\_\_\_\_

08/22/09

**Section 1: Describe if you agree or disagree with the following:**

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>
My family is interested in education programs about the environment and nature.	1	2	3	4	5
Education programs about the environment and nature are valuable to my family.	1	2	3	4	5

**Section 2: How do each of the following factors influence your decision to take part in an education program about the environment and nature.**

	<i>No Influence</i>	<i>Neutral</i>	<i>Some Influence</i>	<i>Strong Influence</i>
Day of the Hjek ____ M-F ____ Weekend (Mark your preference)	1	2	3	4
Cost of the education program	1	2	3	4
Transportation to the education program.	1	2	3	4
Language spoken at the education program.	1	2	3	4
Topic of the education program.	1	2	3	4
Familiarity with the organization offering the education program.	1	2	3	4

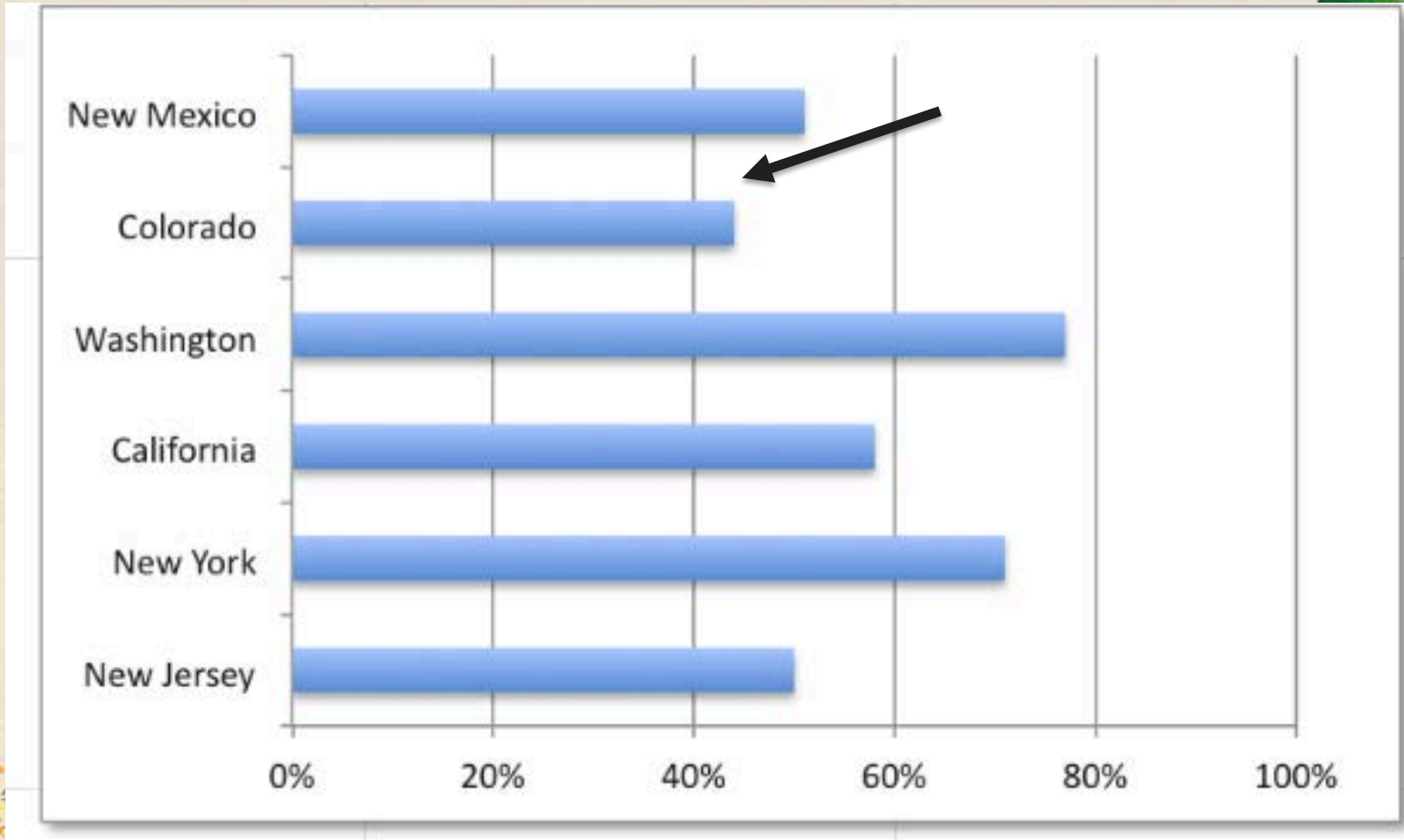
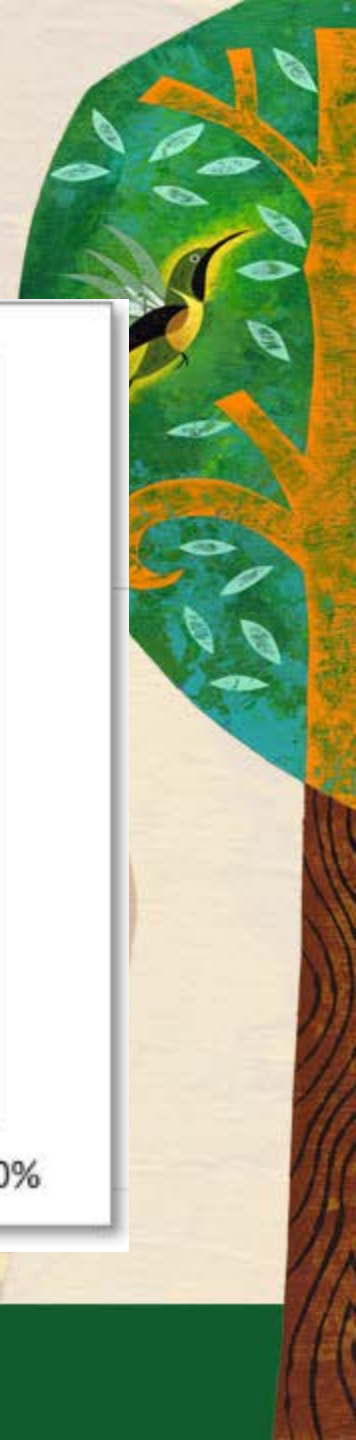
**Section 3: Describe if you agree or disagree with the following:**

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>	<i>Don't Know</i>
The \$5 program fee Leavenworth Bird Festival programs is a problem for my family.	1	2	3	4	5	<i>Don't Know</i>
I do not know about the programs offered at Leavenworth Bird Festival.	1	2	3	4	5	<i>Don't Know</i>
I have confidence that the Leavenworth Bird Festival will meet the needs of my family.	1	2	3	4	5	<i>Don't Know</i>
I would like to participate in a program at the Leavenworth Bird Festival in the next 12 months.	1	2	3	4	5	<i>Don't Know</i>
Yes, I do know about the programs offered at the Leavenworth Bird Festival.	1	2	3	4	5	<i>Don't Know</i>

**Section 4: Is it more or less likely that you would take part in a program at the Leavenworth Bird Festival if....**

	<i>Much Less Likely</i>	<i>Somewhat Less Likely</i>	<i>No Effect</i>	<i>Somewhat More Likely</i>	<i>Much more Likely</i>
Your entire family could participate	1	2	3	4	5
The program was offered in your neighborhood.	1	2	3	4	5
The program teaches your children about different opportunities for their future.	1	2	3	4	5
The program is developed in collaboration with an organization that you know (such as your church).	1	2	3	4	5
The program is presented by another Latino/Hispanic.	1	2	3	4	5
The program is given in Spanish.	1	2	3	4	5

# Language is Important





# Awareness is Low

## Awareness is Low

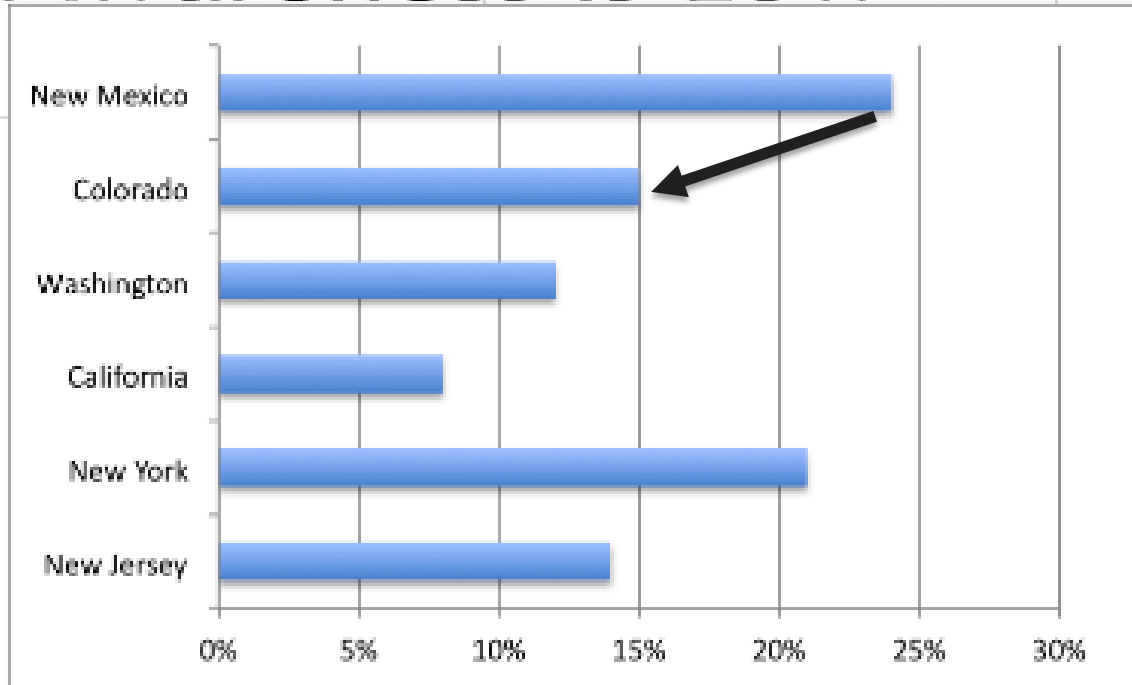
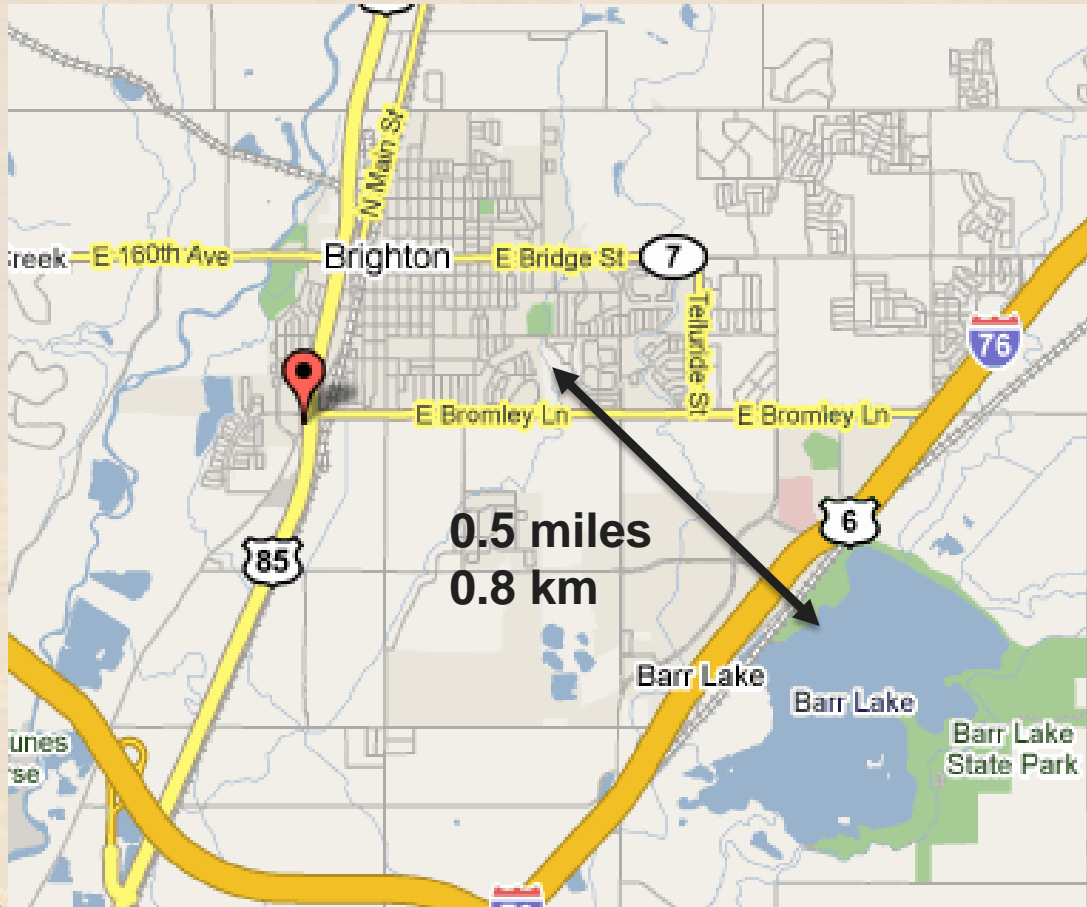


Photo by USFWS



# Barr Lake y the Community





# Making Changes



Acompáñanos para el 13<sup>avo</sup>

## Fiesta otoñal de aves en Barr Lake

Parque Estatal Barr Lake • Brighton  
Sábado, 8 de sept. 2012 • 7 a.m. - 12 p.m.

Actividades en inglés y español

Gran diversión hay algo para todos

¡Comida gratis!

¡15% de descuento en todos los artículos de la librería y la ropa en la tienda de regalos en Barr Lake!



### Actividades incluyen:

- Aves cantoras en vivo, con estación de anillamiento
- Caminatas guiadas de aves (a las 7, 8, 9am)
- Excursiones conducidas del Eagle Express
- Aves rapaces en vivo
- Actividades educativa y de artesanía para niños

Caminata bilingüe a las (10am)

La Fiesta Otoñal de Barr Lake está patrocinada por:



PRAIRIE CENTER



Más información: (303) 659-6005

Entrada al parque: \$7.00 por vehículo o carnet de los parques estatales requerido

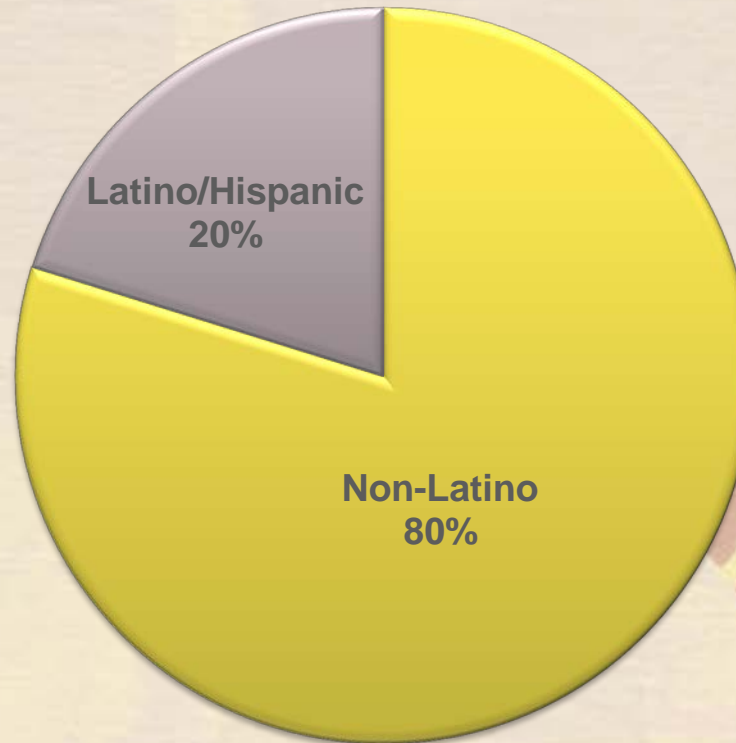
Parque Estatal Barr Lake está localizado al norte del Aeropuerto Internacional de Denver

**Direcciones (desde Denver):** • Toma la autopista I-76 al noreste. Toma la salida Bromley Lane • Dobla al este hasta Picadilly Road • sigue al sur hasta la entrada del parque

**Direcciones (E-470):** • Toma E-470, hasta la salida 34 (Avenida 120) • Dirijase al este, dobla izquierda en Tower Road • y izquierda en Picadilly Road • La entrada se queda una milla adelante en la izquierda

# The Results

Participation by Race/Ethnicity



■ Non-Latino ■ Latino/Hispanic ■ ■





# Impacts of the Program

- Assessing changes in knowledge are more difficult.



# Knowledge, Attitudes & Behaviors in Jamaica

Leo Douglas\*, Luke Powell\*\*, Lisa Sorenson\*,  
Lorraine Cook\*\*\*, Sue Bonfield\*\*\*\*, & Peter  
Marra\*\*.

BirdsCaribbean\*, Smithsonian Migratory Bird  
Center\*\*, University of the West Indies, Mona\*\*\*,  
Environment for the America's\*\*\*\*.



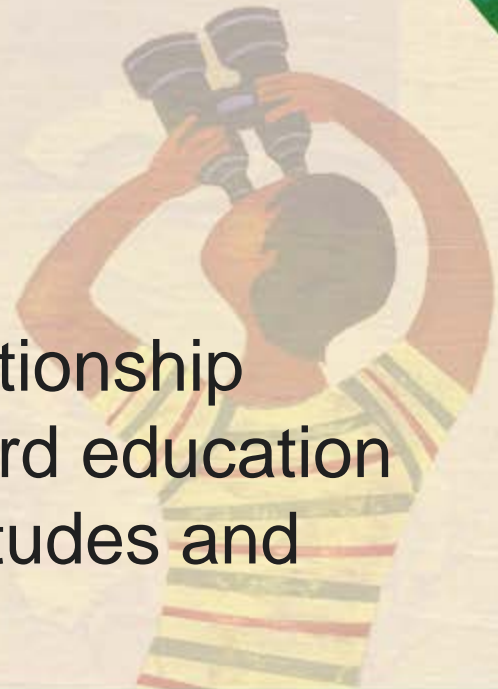


# Research Question & Hypothesis:

**Overarching Question:** Does participation in “bird education” activities influence:

- Knowledge about birds?
- Attitudes towards birds?
- Self-reported Behaviors?

**Null Hypothesis:** There is no relationship between student participation in bird education activities and their knowledge, attitudes and behavioral intentions.



# Methods

- Study group – 430 students from 13 high schools on Jamaica.
- Approximately 30 students in their second year of high school.
- **7 experimental group** schools & **6 control group** schools.
- **Experimental Group** - Workshop and Field Based Activities
- **Control Group** – Only completed questionnaires.
- All students completed pre-and post-test questionnaires.





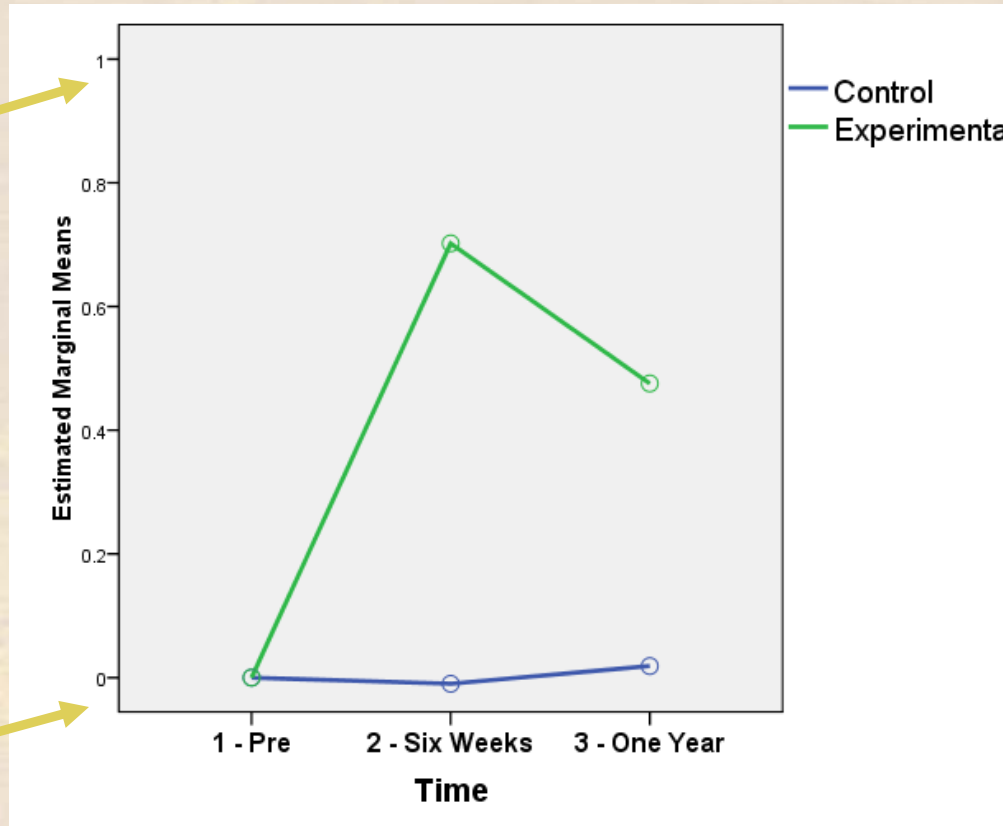
# International Migratory Bird Day



# Knowledge

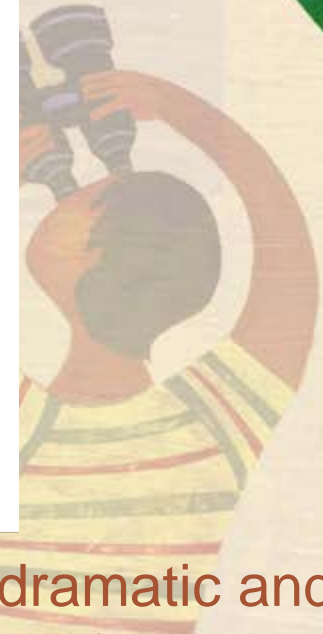
## How many types of birds are found only on Jamaica?

Correct Answer



Incorrect Answer

Participation in the education program had a dramatic and very strong effect on knowledge, with some atrophy after one-year.

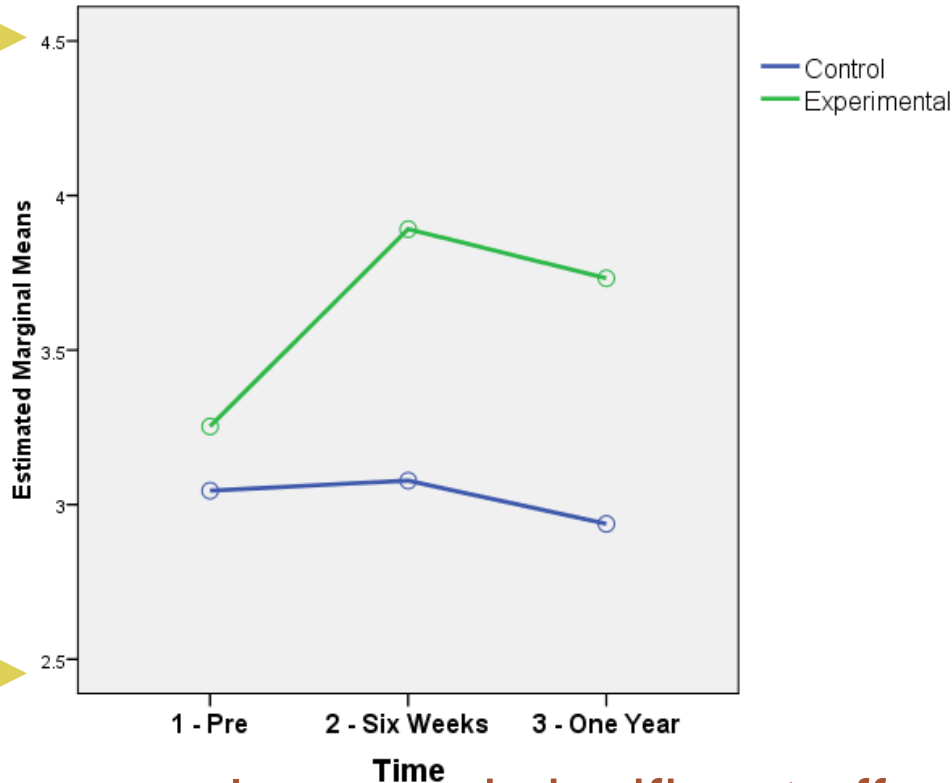
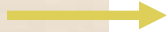




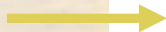
# Attitude

## How important are birds for Jamaica and its people?

Very Important



Not Important



There was a large and significant effect on attitudes. However not as dramatically as knowledge.



# Thanks for Joining Us!

- For more information

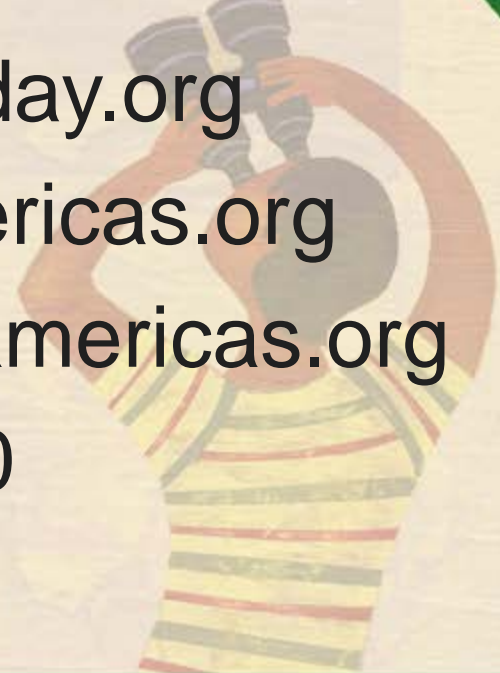
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