

Engaging Stakeholders in Wetland Stewardship Activities



Western Hemisphere Shorebird Reserve Network

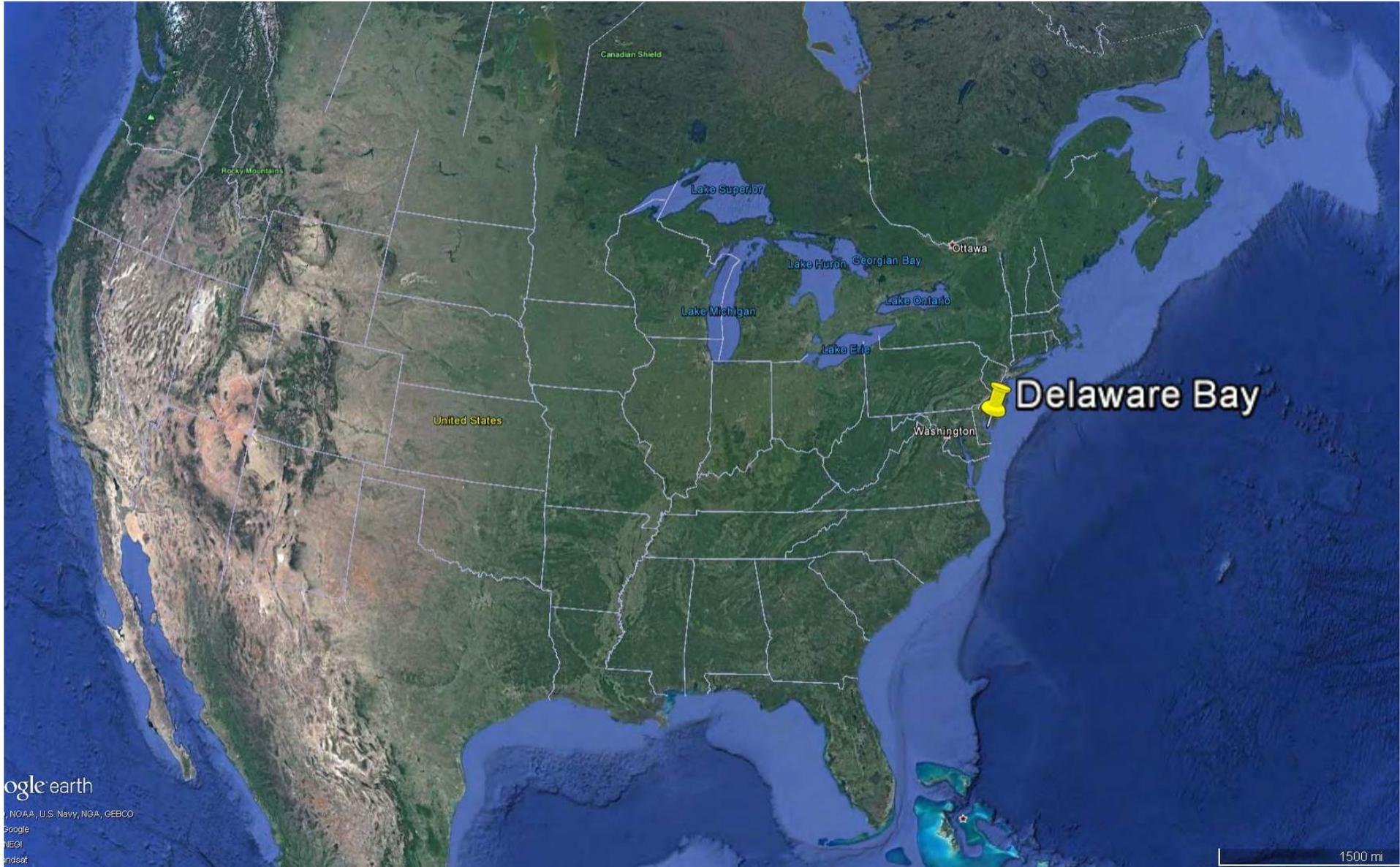
96 sites

15 countries

36.7 million acres

Over 300 partners





Google earth

NOAA, U.S. Navy, NGA, GEBCO
Google
NASA
NASA
NASA

1500 mi



First WHSRN Site
in 1986

Threats

- Overharvesting
- Biomedical Industry
- Human Disturbance
- Habitat Loss

30 mi

BA, GEBCO

AA

May on the Bay



Photo: Andrew Harper



What was needed?

A stronger constituency of people willing to take action for the Delaware Bay.

Better understanding of how to get people involved in conservation on the Delaware Bay.

Reduced disturbance on beaches



Why Build a Constituency?

Increase pro-conservation behavior.

Increase stewardship actions for conservation needs.

Improve monitoring and data collection.

Improve support for conservation needs.



Research to Understand Audience

- In-depth interviews
- Phone survey - 400 households
- Asset map of existing programs
- 4 community listening sessions
- Pre and post surveys from volunteers and leaders
- Intercept surveys on beaches



Findings

- People nearly unanimously value and appreciate the Bay.
- But they lack specific knowledge
- Hands-on contact is transformative
- Many existing and successful projects



Good News

Bayshore residents care.

Many engaged organizations, communities, and individuals

- Existing projects
- Opportunities for action
- Untapped ideas





Celebrate
Delaware Bay
was created

Community Engagement Strategies

- Recruit new audiences and increase action
- **Build base with stewardship and citizen science**
- Change behavior with social marketing
 - Beach stewards
 - Student signs
- Conduct leader education



Stewardship:

Horseshoe Crab Rescue

10 partners

18 beaches



RETURN
the **FAVOR**

RETURN the FAVOR



Funding Provided by:



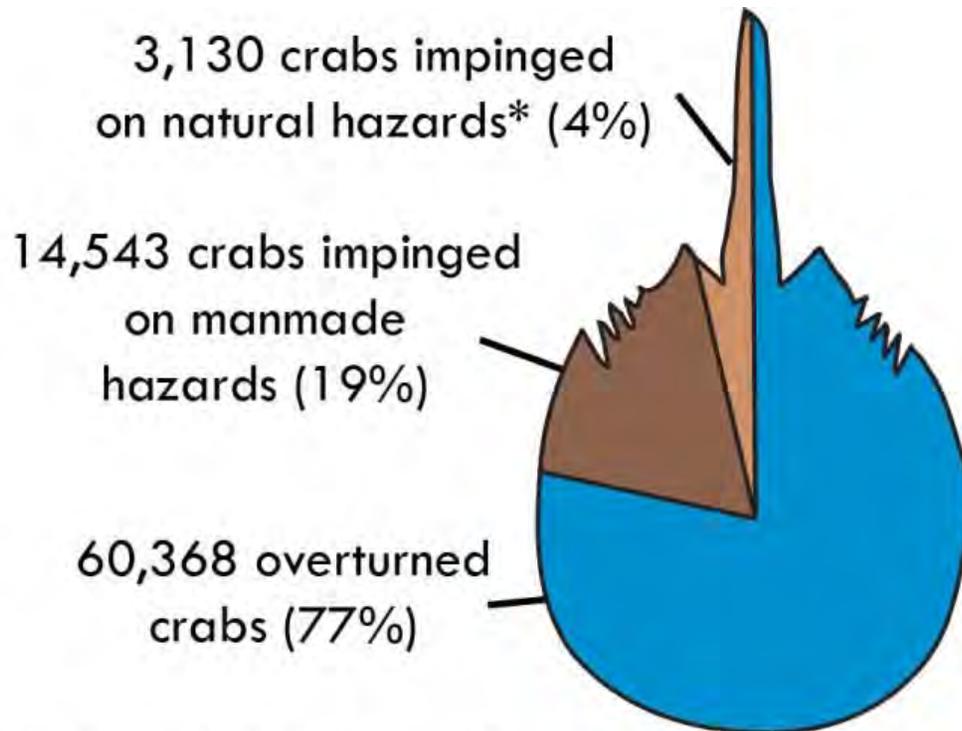
Results for reTURN the Favor

Over 78,000 horseshoe crabs rescued



Results for reTURN the Favor

Types of Horseshoe Crab Strandings in 2016



* Includes crabs that were rescued from above the high tide line.

A small volunteer project at East Point Lighthouse boat ramp resulted in a **drop from 77 to 10 impinged crabs/walk**



Why it works

People have an intrinsic desire to help horseshoe crabs.
- But beaches were closed for shorebirds.

Create a tangible connection.

Self-directed with a flexible schedule.

Easy to recruit others. Volunteers become the teachers.

More likely to take action on other horseshoe crab issues.



Citizen Science: Tagging and Survey



Since 2014

10,300 tags released

3,260 volunteer hours





Citizen Science: Tagging and Survey

Why it works

Data is needed by biologists.

People want to take action.

Create a tangible connection.

More likely to take action on
other horseshoe crab issues.



Education and Stewardship: Youth Signs

Stewardship projects
for students



NEW JERSEY
AUDUBON
www.njaudubon.org



Education and Stewardship: Youth Signs

Why it works?

Positive, empowering messages.

Students take action.

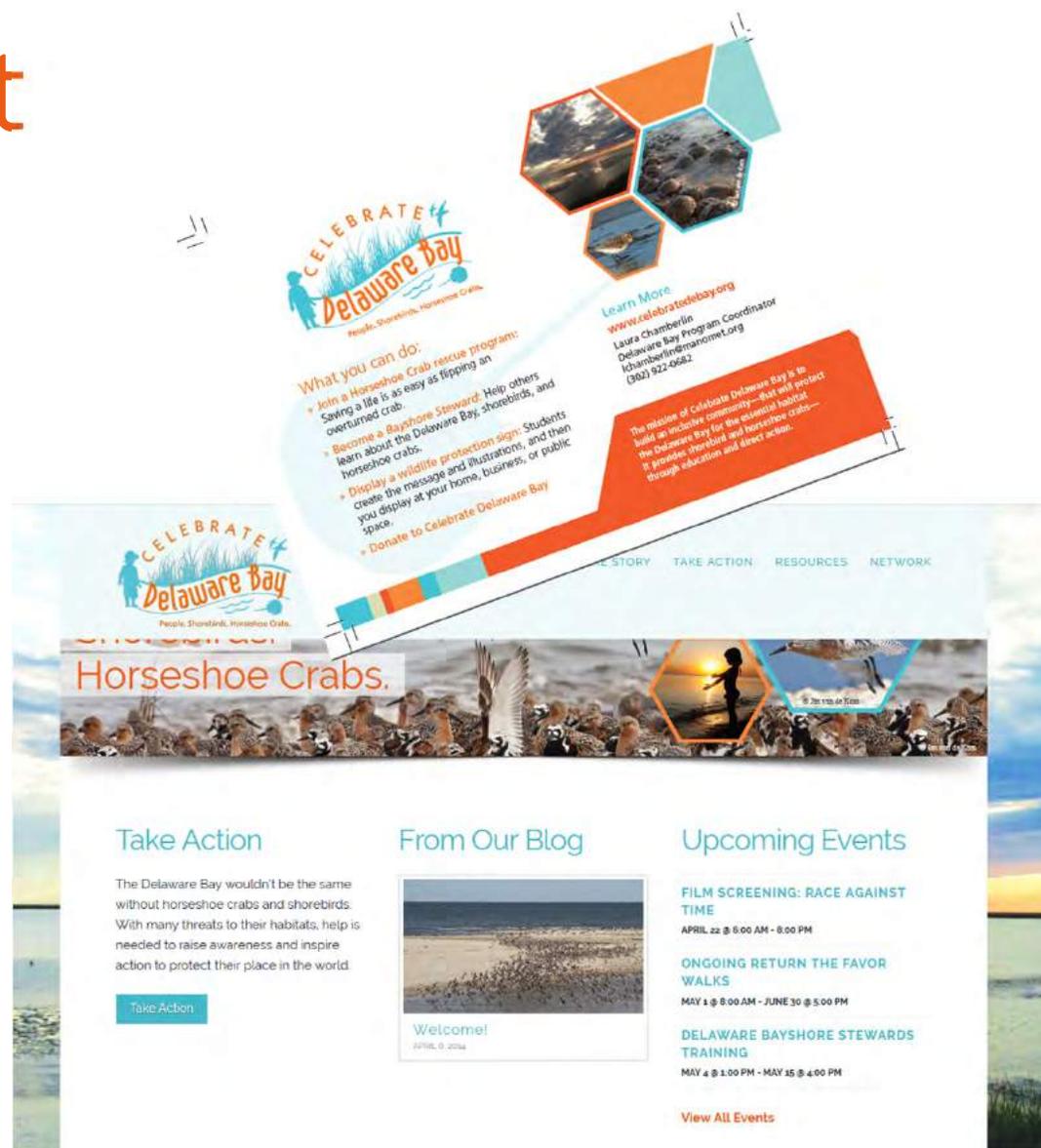
Demonstrates community support.

Minimal controversy.



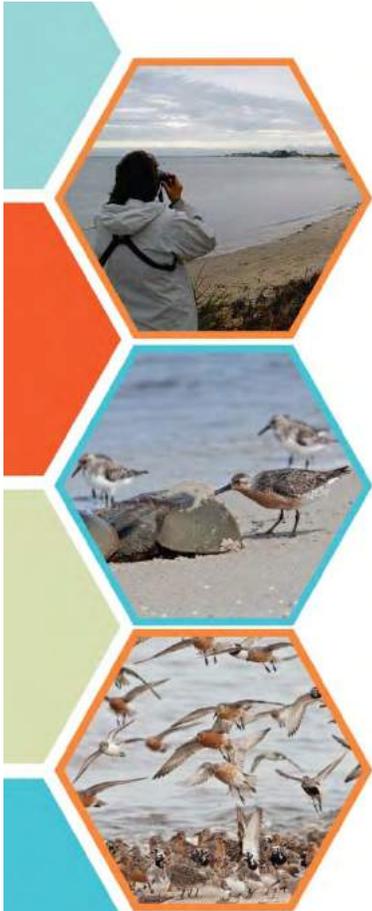
Recruitment

- Listserv
- Website
- Blog
- Social Media
- Calendar Postings
- Postcard/Brochure
- Infographics
- Media
- Community letters



Lessons Learned

1. Use social research tools to understand your audience.
2. Create clear and direct strategies/actions.
 - Tell people what to do.
3. Build a constituency- but guide them.
4. Determine the threats and solutions before starting the project.



Questions?



Photo: John King

Laura Chamberlin

Community Engagement Coordinator
WHSRN Executive Office
Manomet

lchamberlin@manomet.org

302-922-0682

