





Education is a Recovery Tool

Hélène Gaulin

National Coordinator, Education and Outreach

Species at Risk

Canadian Wildlife Service

كيفية ربط الماشية

صحيح



خطأ



المميزات

- لا تسبب آلام
- ومريحة للحيوان
- شهية جيدة
- إنتاجية جيدة

العيوب

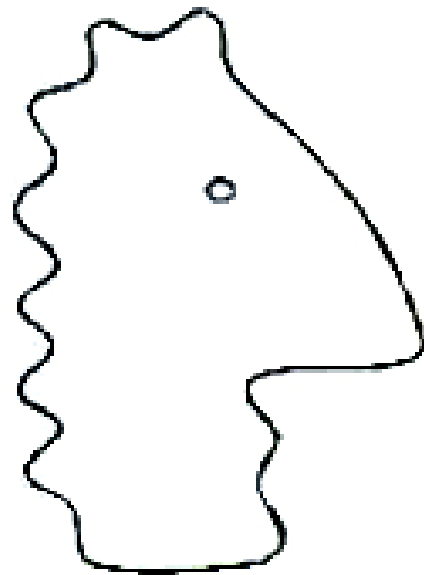
- تسبب آلام والتهابات
- وقطع بالأذن
- ضعف الشهية
- إنتاجية أقل

The *Mysterious Cow* Campaign Results

- Farmers never went to school, so could not read the text.
- Farmers focused on the drawing on the right, and were really intrigued by the 2 sticks on the cow's nose...
- Farmers know that cows don't cry; tear was perceived as an eye infection.
- And in the end, the people who take cows to pasture are children aged 5-8; they use this technique because it controls the cows easily.

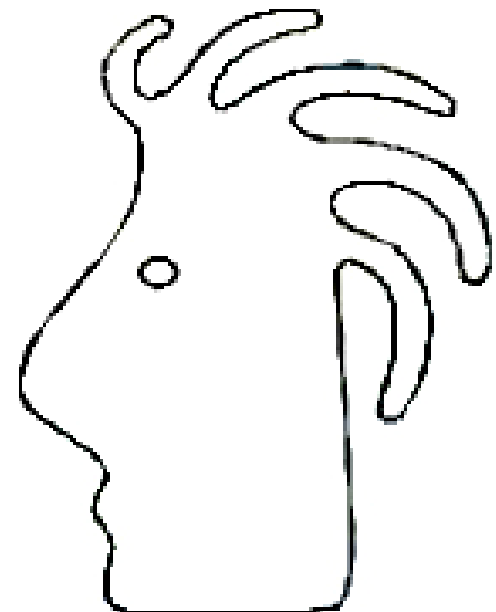


Simplified Communication Model



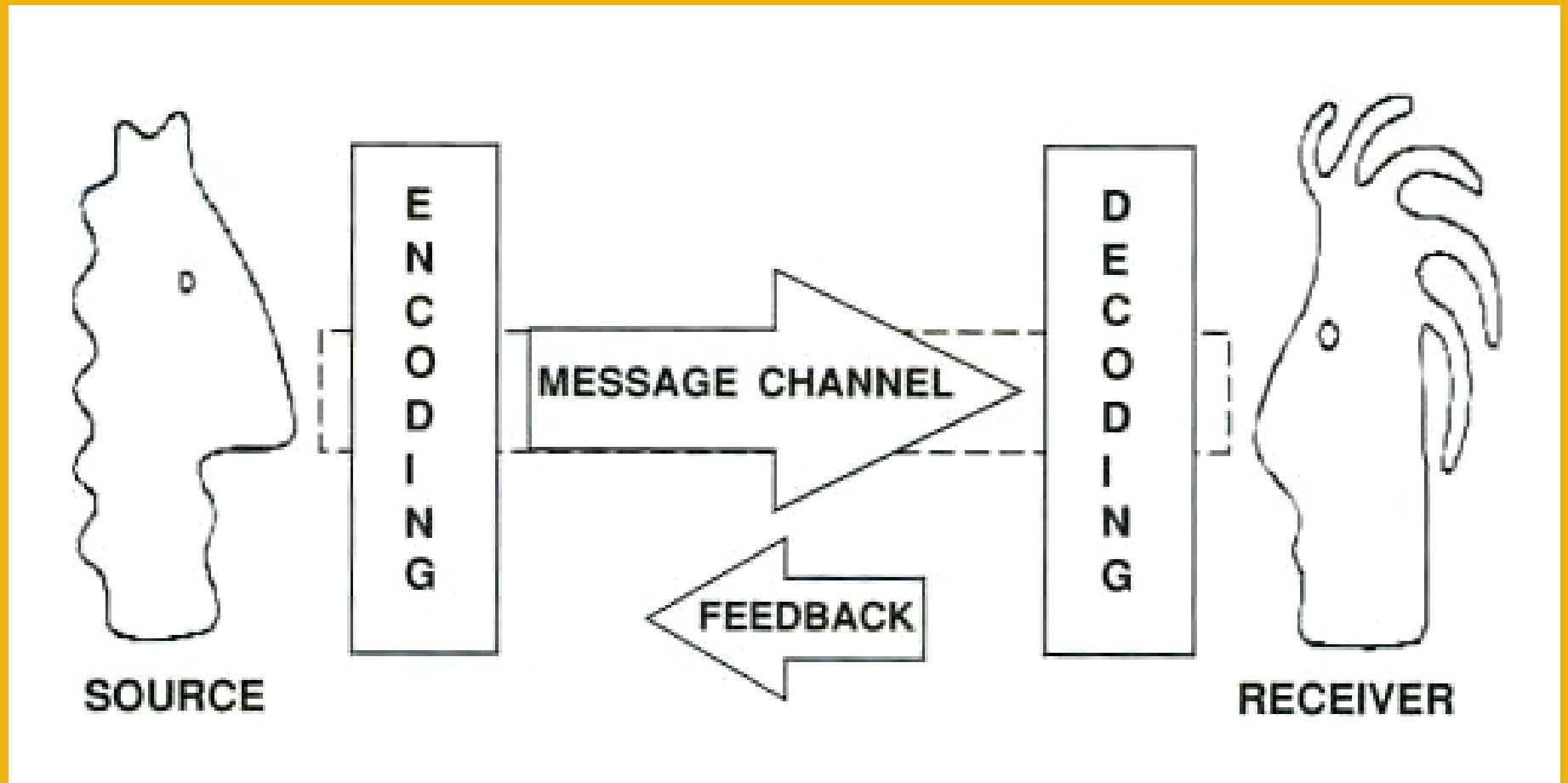
SOURCE

MESSAGE

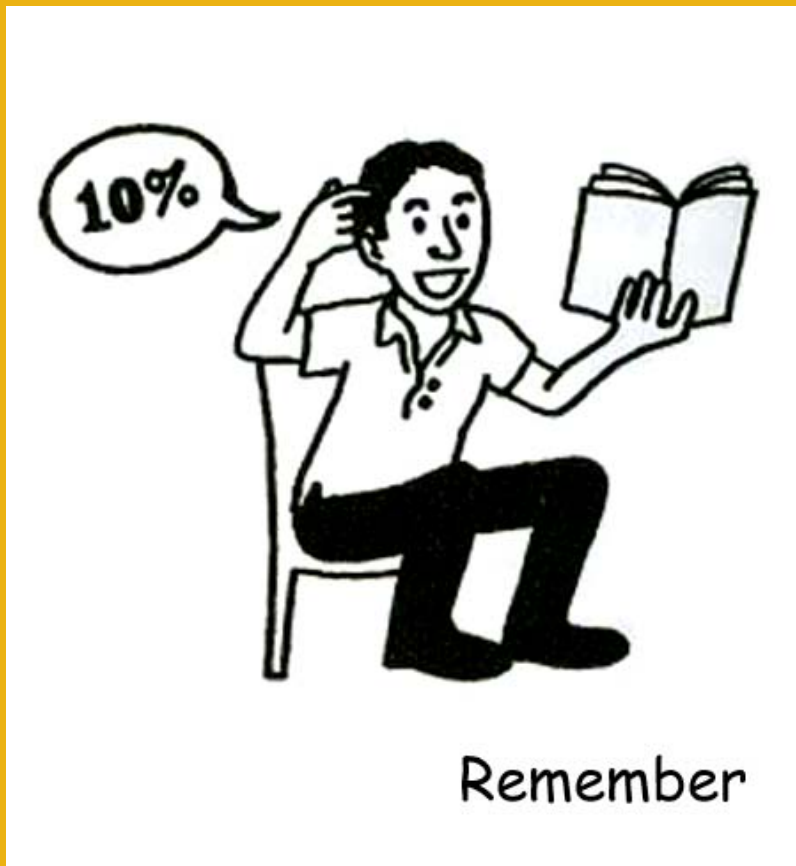


RECEIVER

But the Reality is Rather...



We Remember:



- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 80% of what we say
- 90% of what we say and do

Where Do I Start?

- Right at the beginning of the recovery planning!
- Don't assume anything: get to know your audience:
 - Surveys
 - Focus groups
 - Meetings, interviews
- Consult education specialists
- Read about education

Suggested Readings

Jacobson, Susan K. 1999. *Communication skills for conservation professionals*. Island Press. 351 p.

If you have only one book to read, I recommend this good standard reference, ideal for recovery biologists. Covers planning, targeting your audience, choosing the right media, evaluating your program, and more. Lots of case studies.

Hesselink, Frits. 1997. *Communication: restoring the forgotten priorities of Rio*. IUCN World Conservation 1-2/97.

Short article on fundamentals of communication for conservation; case studies.

Many more references in your workshop binder.

Resource Persons

Hélène Gaulin

National Coordinator, Education and Outreach, Species at Risk
Canadian Wildlife Service of Environment Canada
351 St. Joseph Blvd.
Gatineau (Québec)
K1A 0H3
Phone : (819) 997-1687
helene.gaulin@ec.gc.ca

Shawna Lee Currie (for species occurring in national parks)

Heritage Presentation Specialist, Species at Risk
Parks Canada Agency
25 Eddy St.
Gatineau (Québec)
K1A 0M5
(819) 956-9984
shawna.lee.currie@pc.gc.ca