

# Benefits and Barriers to Bushmeat Education

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# 2001 Survey: Most Useful Materials

- 24% training materials
- 22% interactive teaching tools
- 17% activities for schoolchildren
- 11% curriculum
- 10% graphics and images
- 8% takeaways

# Institutional Efforts - 2003

72 institutions reported bushmeat actions (includes future plans)

- 54% bushmeat signage
- 54% bushmeat education or action in other ways
- 51% planning zoo programming on bushmeat
- 33% BCTF supporting members
- 18% training sessions on bushmeat
- 16.6% support for bushmeat field projects (BCTF membership excluded)
- 12.5% formal education on bushmeat
- 9.7% evaluation of other bushmeat activities

# BERG Distribution

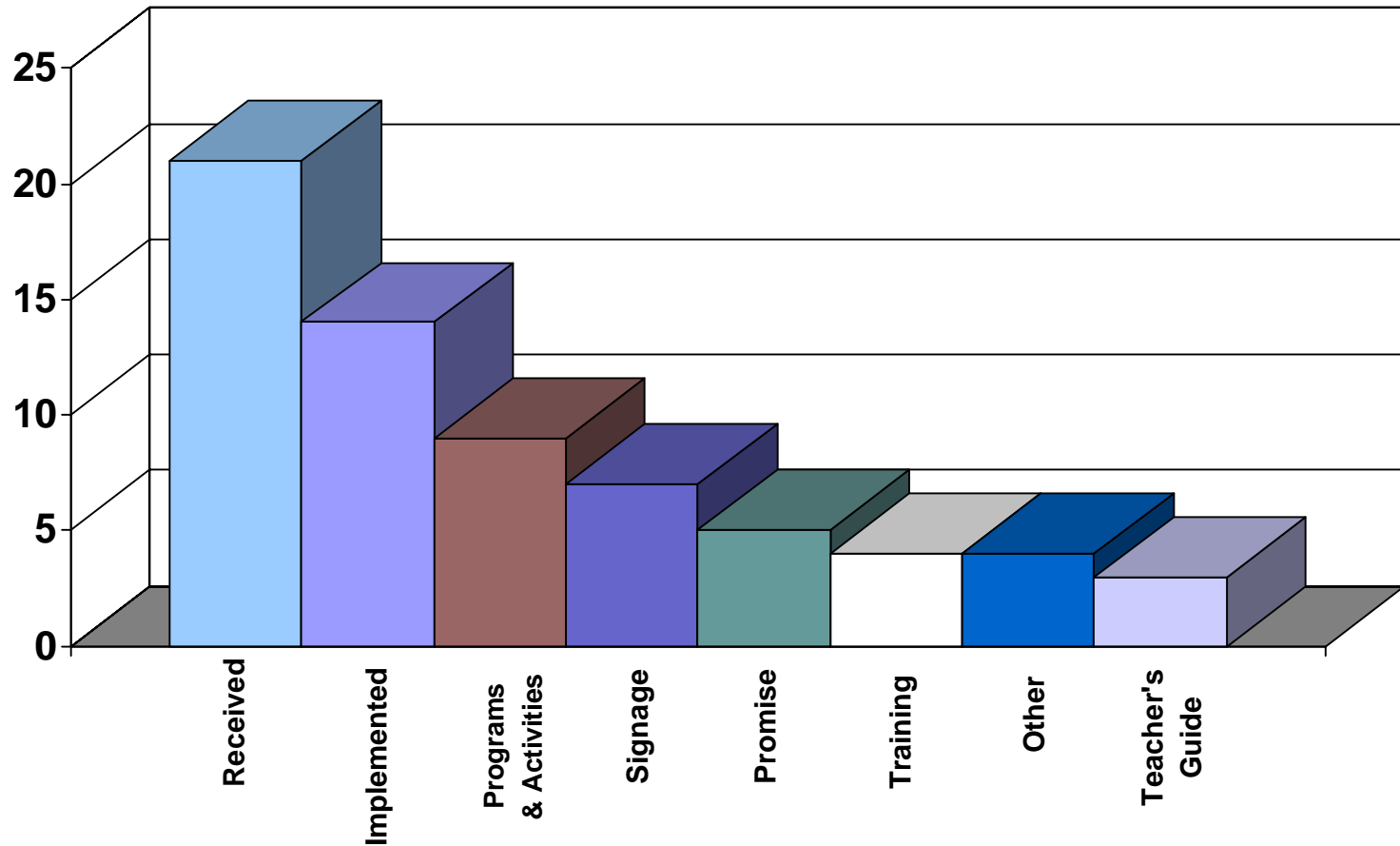
The BERG was launched at the 2003 AZA Annual Conference and 200 copies of the set of 6 CD-ROMs have been distributed.

- 50% AZA members institutions
- 18% US conservation organizations & individuals
- 11.5% African institutions
- 10.5% PASA member sanctuaries
- 5% CITES Bushmeat Working Group members
- 5% Others

# BERG Sections Implemented

14 Institutions responded to question

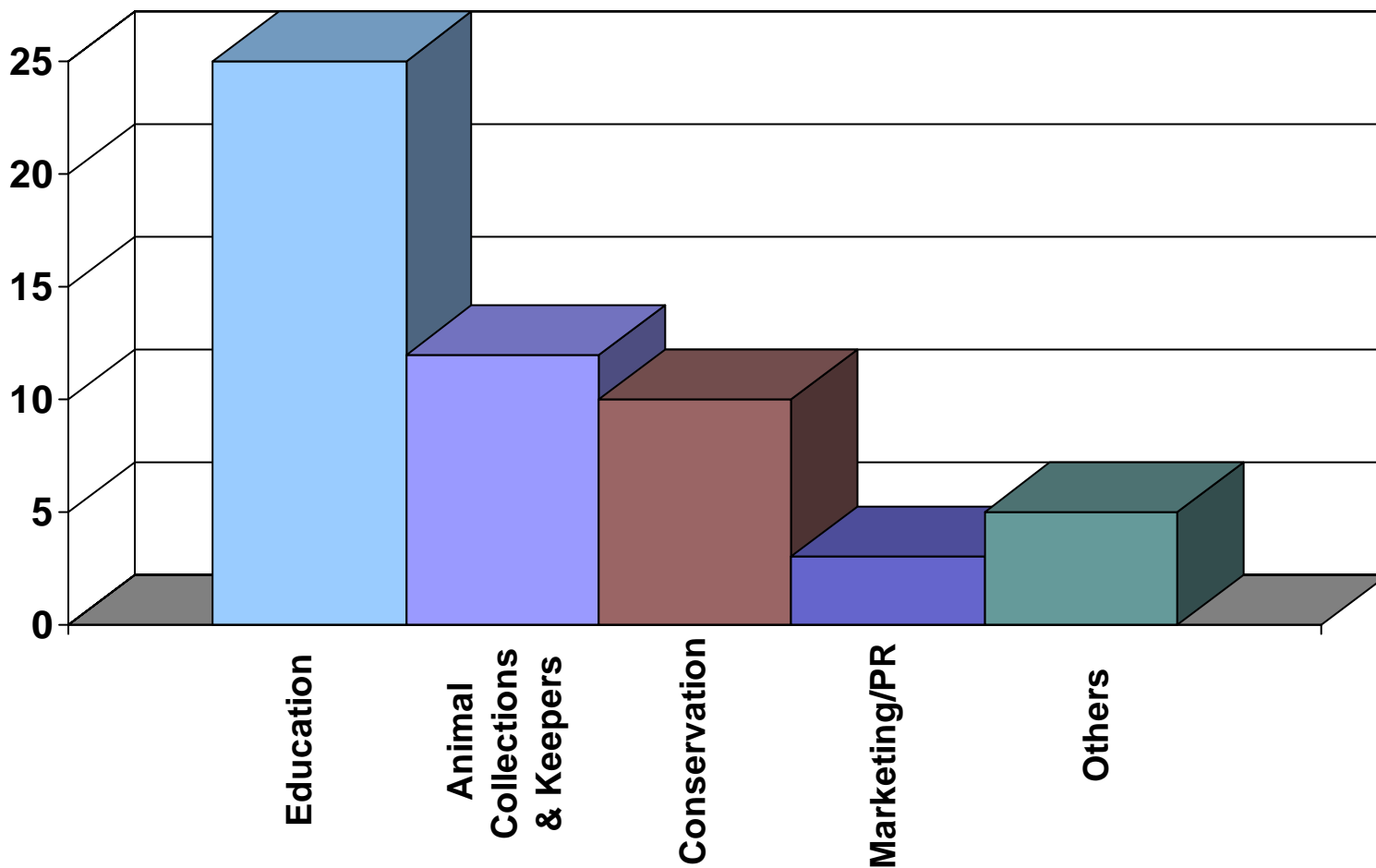
Total sections implemented = 32



# Departments Interested in using BERG

27 Institutions responded to question

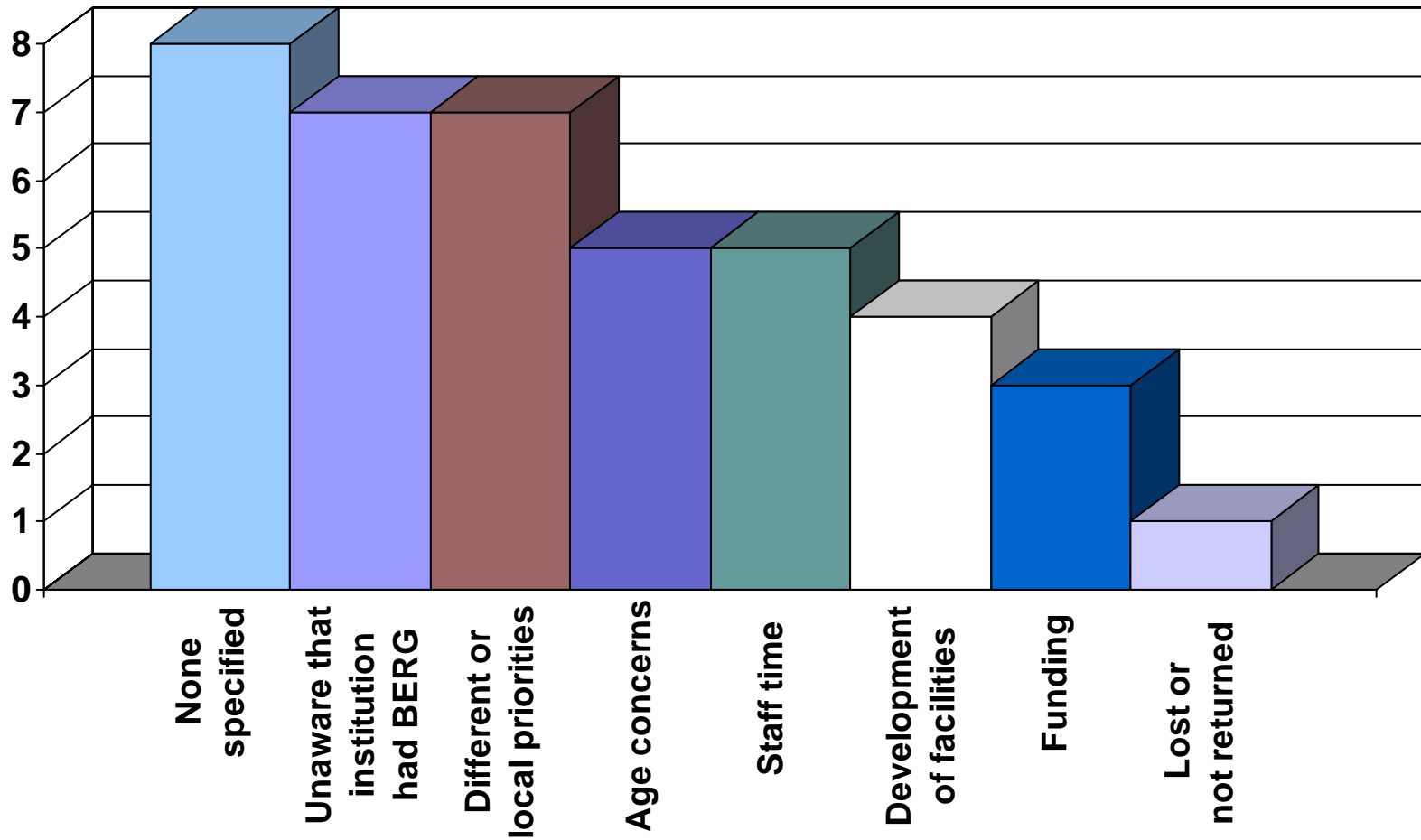
Total departments interested = 55



# Barriers Chart

28 Institutions responded to survey

Total barriers mentioned = 37



# BERG Results

- Several have made connections to African field programs:
  - *Commercial Industry Game used in Education Center in Uganda*
  - *BERG used as a resource to produce recycling flyer for local schools. Proceeds from cell phone recycling used to support primate conservation.*

# BERG Results

- Many indicated a heightened level of awareness:
  - *Few people were aware of the crisis before we implemented the BERG. Many want to know more about what is being done to address the crisis.*
  - *BERG signage has enlightened visitors about what bushmeat is.*
  - *The BERG programs generated interest in the crisis. We will continue to have themed weekends and “close encounters” on the bushmeat crisis.*
  - *Middle school & up program has been successful with good teacher/educator reviews.*

# BERG Results

- Several drew attention to the importance of using docents or keepers to connect with visitors
  - *Teen volunteers were very committed and instrumental in getting the word out.*
  - *Primate keepers are promoting the Bushmeat Promise.*
  - *We include a snare in our “Illegal Trade of Wildlife” docent station bin and hope to implement more.*

# BERG Results

- The importance of connecting the issue to local choices was also illustrated:
  - *Bushmeat incorporated into a main program resulted in weak audience response, as we didn't connect with actions very well. Plan to emphasize connections to sustainable seafood choices in the future.*

# Points to Ponder

- How does this feedback stack up with your experience?
- We need your input! Longer evaluations are included with each section of the BERG – please return them as you use the resource.
- Next steps include further evaluation and feedback, development of high school and higher education resources.
- African education and public awareness is a top priority for BCTF Phase II and we need your help – please get involved!

# The BERG is Now ONLINE!

Please visit [www.bushmeat.org/BERG](http://www.bushmeat.org/BERG) to view and download the BERG's resources on:

- Training
- Programs and Activities
- Signage
- Curriculum
- References & Resources
- Evaluation

