



# The “People” Part of Waterfowl and Wetlands Conservation: Expanding the NAWMP for the Future

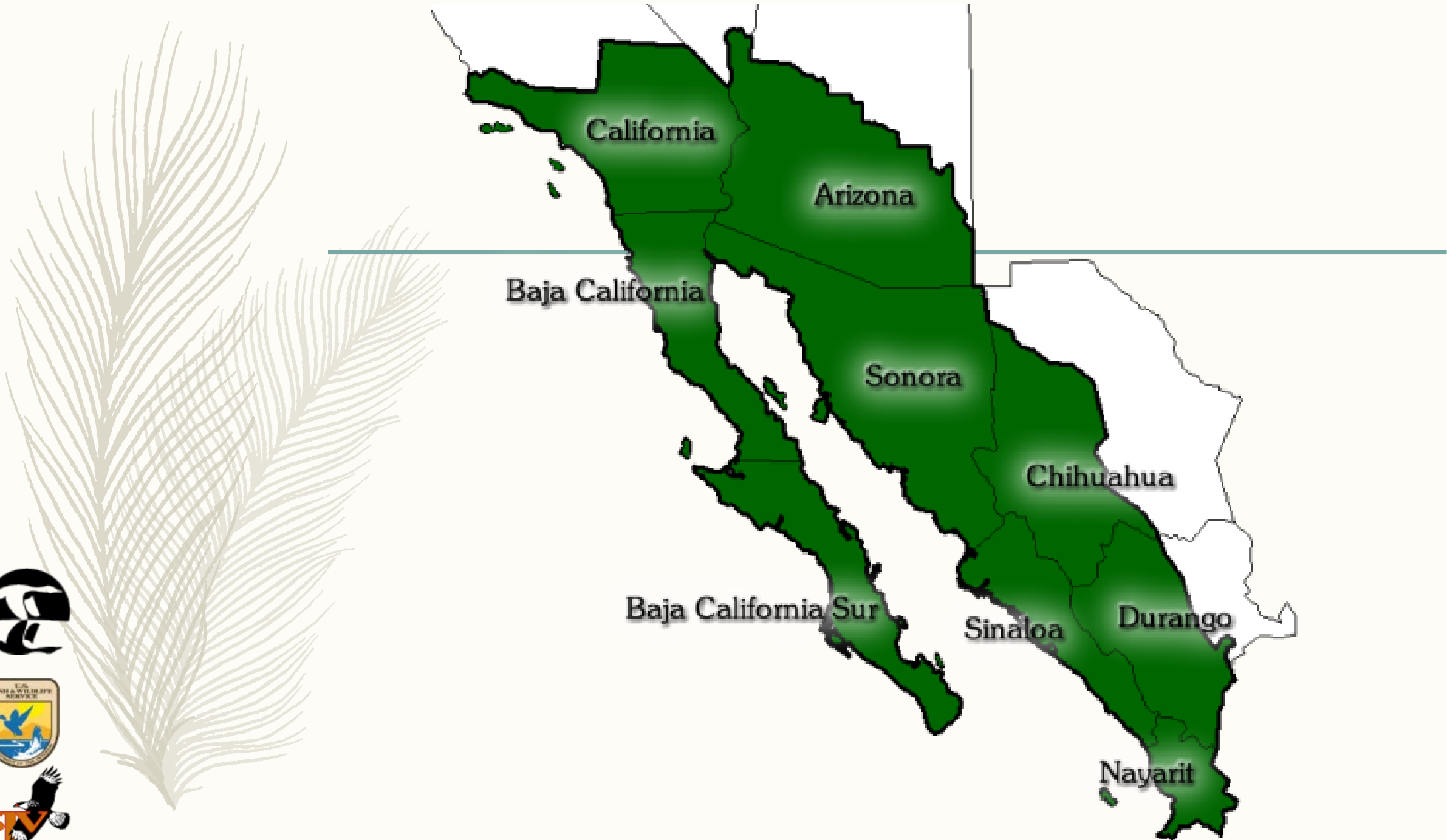
Jennie Duberstein, Coordinator  
Sonoran Joint Venture

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Future of Waterfowl Workshop 2  
National Conservation Training Center  
Shepherdstown, West Virginia  
September 26-27, 2017







# Waterfowl in the Sonoran Desert?

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- Over 80% of wintering Pacific Brant
- 70% of Pacific Flyway's wintering Redheads
- Over 25% of Pacific Flyway's wintering Surf Scoters
- Salton Sea: More than 25,000 wintering Snow Geese and Ross's Geese and over 50% of Pacific Flyway's Ruddy Ducks
- Mexico west coast: 15% of North America's wintering waterfowl
- Sinaloa: 22.5% of Mexico's wintering migratory waterfowl

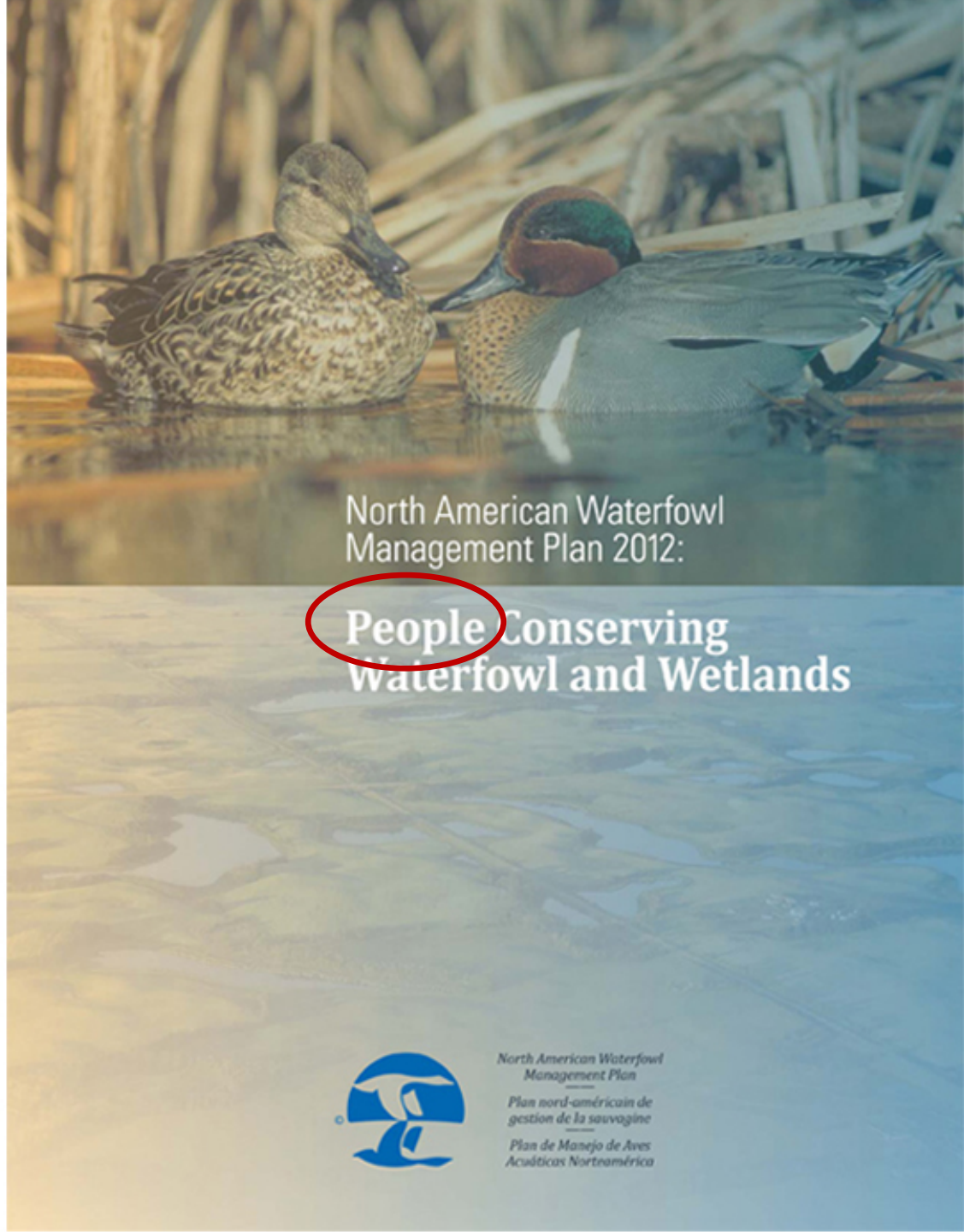




“There are two things that interest me: the relation of people to each other and the relation of people to the land.” –Aldo Leopold







North American Waterfowl  
Management Plan 2012:  
**People** Conserving  
Waterfowl and Wetlands

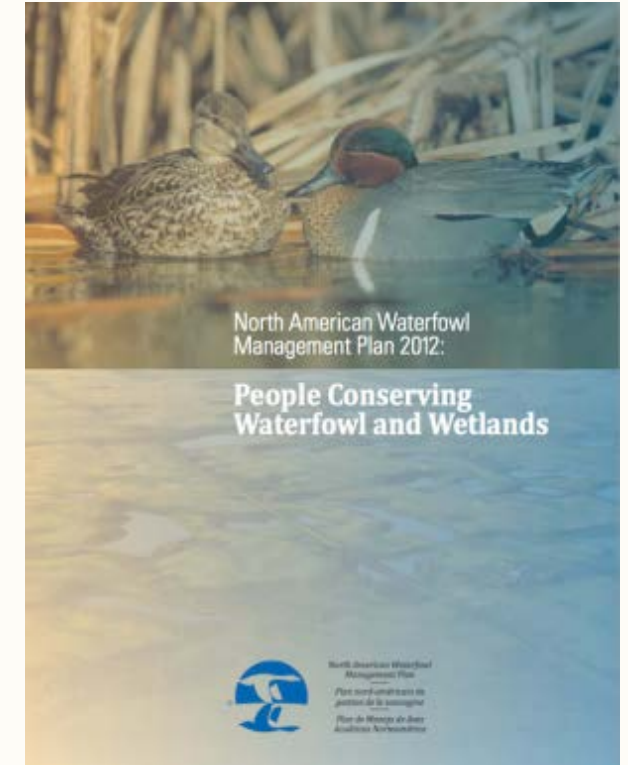


North American Waterfowl  
Management Plan  
Plan nord-américain de  
gestion de la sauvagine  
Plan de Manejo de Aves  
Acuáticas Norteamérica



# 2012 NAWMP Revision

“This Plan focuses...on expanding an engaged community of users and supporters [including] hunters and a nonhunting public, both committed to conservation and valuing waterfowl and their habitat as essential characteristics of the North American landscape.”



# NAWMP 2012 Goals

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- Abundant and resilient waterfowl populations to **support hunting and other uses** without imperiling habitat
- Wetlands and related habitats sufficient to sustain waterfowl populations at desired levels, while **providing places to recreate and ecological services that benefit society**
- Growing numbers of waterfowl hunters, other conservationists, and citizens who enjoy and actively support waterfowl and wetlands conservation





human

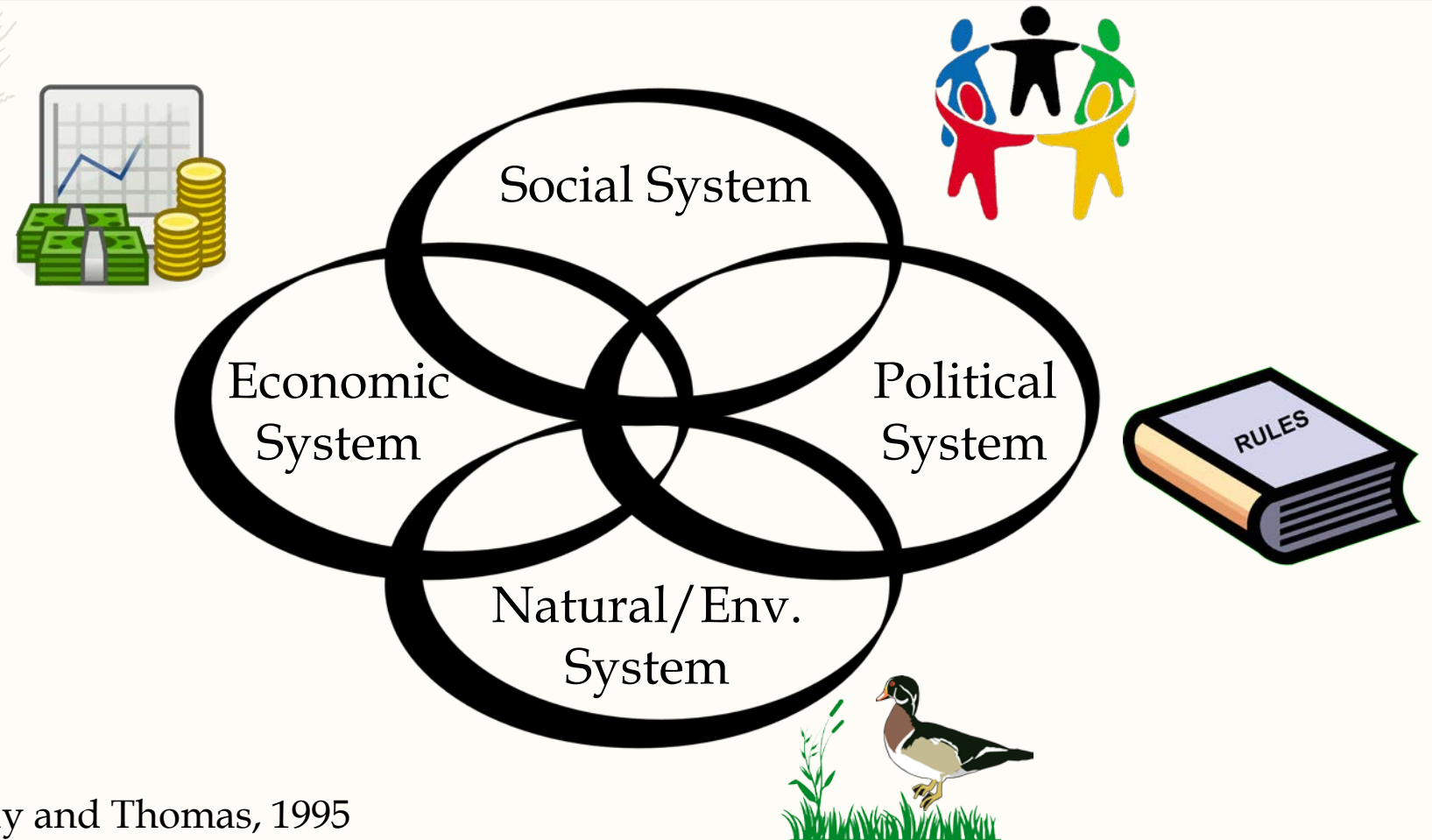
# Conservation is about behavior

- Start
- Keep
- Stop



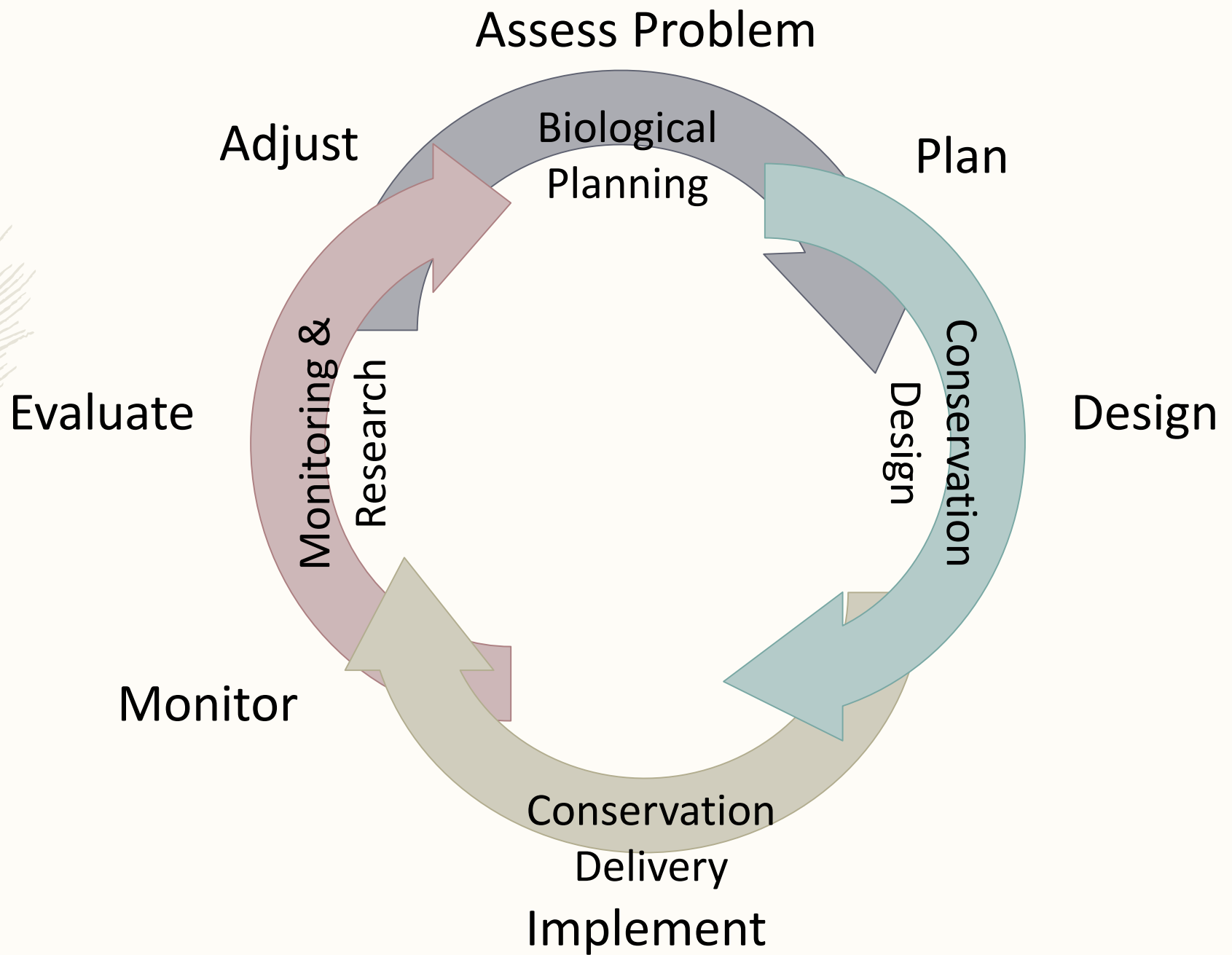


# Human Dimensions of Conservation

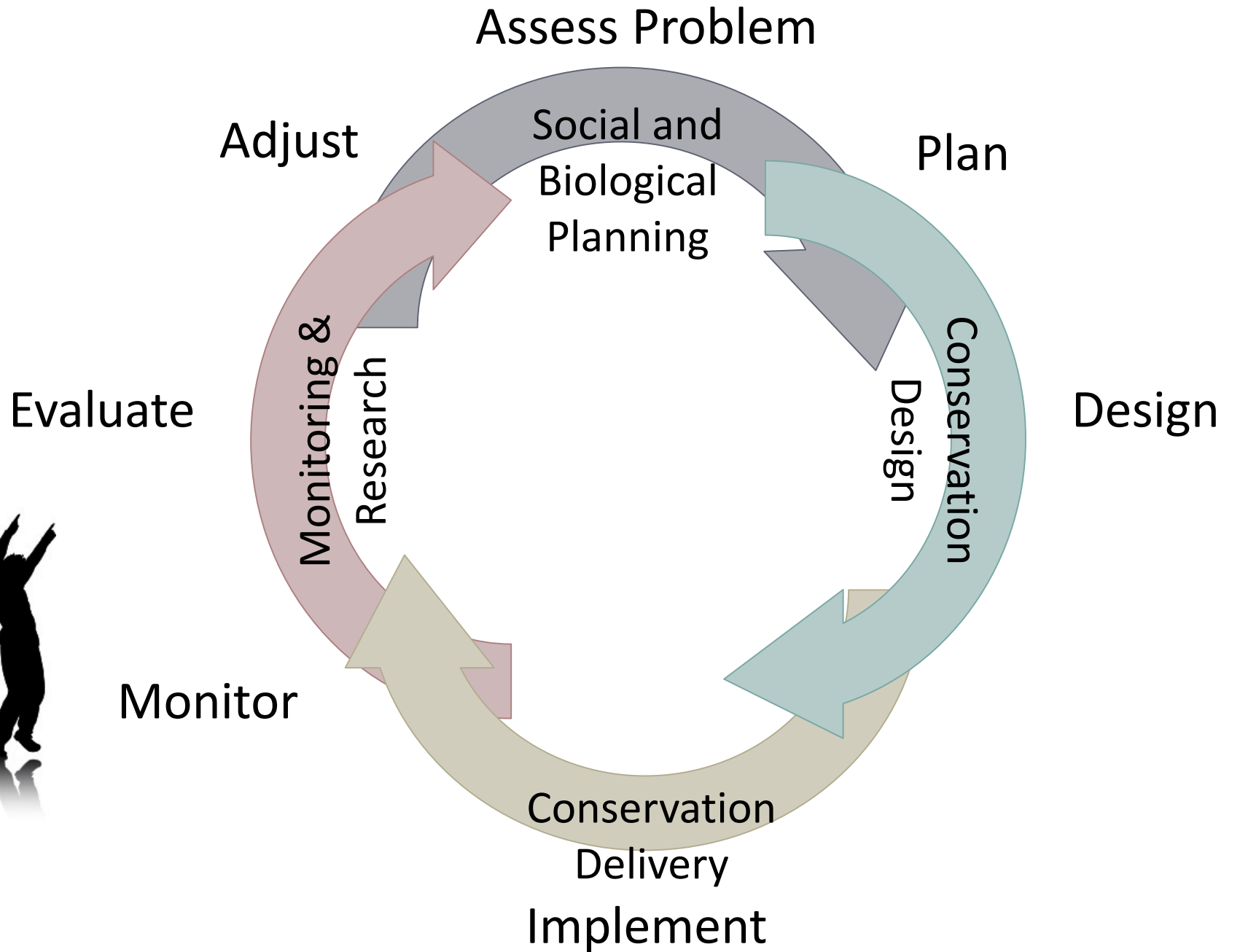


From Loomis, after Kennedy and Thomas, 1995









# NAWMP Human Dimensions Working Group and Public Engagement Team

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# Habitat Management Questions

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- What motivates people to participate in conservation and citizen science programs?
- What habitat features are desired by birders and hunters?



Photo: Greg Miller



# Population Management Questions

- What experiences are desired by birders and hunters without exceeding carrying capacity?
- How does population management contribute to desired recreational experiences?



Photo: Jennie Duberstein





# People Management Questions

- What social processes contribute to public engagement?
- Why do people get involved?
- What prevents involvement?
- What management actions will be most effective in welcoming people?



Photo: Kimberly Kaufman





# Birders, Hunters, and the Public: What Do We Want To Know?

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- How do they interact with the environment?
- What drives their preferences for hunting and viewing destinations?
- How can we engage them in wetlands/waterfowl conservation?



# Hunters

- Further develop and implement the 2008 Waterfowl Hunter Recruitment and Retention Strategy



Photo: USFWS





# Private Landowners

- Increase landowner participation in conservation programs



Photo: USFWS



# Birders/Wildlife Viewers

- Engage the birding/wildlife viewing communities and others in actions that contribute to waterfowl and wetland conservation



Photo: Jennie Duberstein





# Birds and the American Public

- 2.4 million migratory bird hunters
- 86 million wildlife watchers
- 45.1 million bird observers
- 38.1 million around the home
- 16.3 million away from home



Photo: D.L. Brubaker/USFWS

From 2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation







# Questions?



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