

# Inspiring Conservation Action: Reflection and Application



This worksheet accompanies a webinar from the eeINSPIRE webinar series presented by the North American Association for Environmental Education (NAAEE) and the US Forest Service. [Watch the recorded webinar here.](#)

Questions are abridged from [Tools of Engagement: A Toolkit for Engaging People in Conservation](#). Additional information and resources for fully considering and responding to these questions are available throughout the [toolkit](#).

## **GETTING STARTED: MAPPING YOUR VISION**

*Accompanies Chapter 2 in [Tools of Engagement](#), adapted from page 28.*

To achieve your conservation goals and improve the status of your biodiversity and human welfare targets, it's important to know what you're aiming for.

Ask yourself the following questions:

1. What is the geographic scope of your project
2. What is your overall vision for your project? If you are successful, what will your project area look like when you are done?
3. What are your biodiversity and/or human welfare targets?
4. What are your measurable goals for each target?

## **GETTING STARTED: TEAMING UP FOR SUCCESS**

*Accompanies Chapter 1 in [Tools of Engagement](#), adapted from page 22.*

To create a strong conservation plan, start by thinking through your team, partners, and stakeholders, and consider what information you'll need to guide your efforts.

Ask yourself the following questions:

1. Have you assembled a core team? Have you mapped out the key individuals and groups who care about your project and can help your efforts?
2. Do you know who is already working on the issues, and could be a great partner?
3. Do you have all the information you need to make decisions about your work? If not, how will you gather it?
4. Do you know the community well enough to move forward? Have you thought about environmental, political, cultural, economic, and other issues? Consider conducting a community assessment or add members to the core team who have a good sense of the community. See pages 122 and 126 of the [Toolkit](#) for resources that might help you think about a community assessment.

## **UNDERSTANDING THE PROBLEMS AND CONTEXT**

*Accompanies Chapter 3 in [Tools of Engagement](#), adapted from page 38.*

To be successful in your conservation project, understanding why your targets are in trouble is critical, and examining the underlying causes or motivations behind the current situation is essential.

Ask yourself the following questions:

1. What are the direct threats to your targets? Consider all the reasons why your targets are in trouble or need to be protected.
2. For each threat, dig into the root causes that are motivating the behavior or have the potential to cause harm to your targets.
3. For each threat, identify meaningful opportunities as well as potentially insurmountable barriers. This will be helpful as you plan your strategies.
4. What characterizes this community? What makes it tick? Consider conducting a community assessment to gather the information you need to really understand the communities and people you will be working with.

## **THE PEOPLE FACTOR**

*Accompanies Chapter 4 in [Tools of Engagement](#), adapted from page 50.*

One of the most important decisions you will make in your project planning will be identifying your target audiences.

Ask yourself the following questions:

1. Which individuals or groups are the drivers—or are the people directly causing the problems?
2. Are there people who can influence the people causing the problems?
3. What motivates the current action or behavior?
4. What are alternative behaviors that you want your audiences to adopt, and what are the barriers to behavior change?
5. How can you overcome the barriers?

These questions just scratch the surface on how to find out more about your target audiences. To help you dig deeper, see Chapters 5 and 6 of the [Toolkit](#). The important thing to remember is that you will need to do your homework to really understand your audiences, how they feel about the issues you are working on, and the messages that will resonate with them to move them to action.

## MOVING FROM PLANNING TO ACTION

Accompanies Chapters 7 & 8 in [Tools of Engagement](#), adapted from pages 86 & 107.

Consider the range of strategies that will help you achieve your ultimate goals. For example, **social marketing** can be effective for moving people to do a *specific, concrete action*, or when combined with **advocacy**, for *changing policies and laws* or *enhancing law enforcement*. Alternatively, **education and communication** can be effective for *addressing knowledge gaps* and *influencing values and attitudes*.

Ask yourself the following questions:

1. Have you reviewed the research about what works in different situations and considered multiple strategies to achieve your goals?
2. Can you articulate your theory of change? Which tools will you use? (Logic models, results chains, etc.? More info starting on page 90 of the [Toolkit](#)).
3. What are the best indicators to measure progress?
4. What is your evaluation strategy, and what data do you need to collect?
5. How will you analyze your data and use the information to continuously improve your project?

## ABOUT THE EEINSPIRE WEBINAR SERIES

### **eeINSPIRE: Sparking Innovation in Environmental Education**

NAAEE and the US Forest Service are pleased to continue eeINSPIRE—a new webinar series designed specifically to offer new ideas and thinking for USFS conservation educators, who provide the public with high quality environmental education programs across the country and around the world.

## UPCOMING EEINSPIRE WEBINARS

### **May 28, 3:00-4:00 ET “New Approaches to Fostering Collaborations and Engaging Communities”**

This webinar will take a deep dive into NAAEE’s *Guidelines for Excellence: Community Engagement*, a resource created for environmental educators who want to work in partnerships with communities to strengthen the underpinnings of well-being—environmental quality, social equity, shared prosperity, and the capacity to pursue these goals together. The *Guidelines* offer insights to help leverage the diversity in your communities, and tools, resources, and case studies that can be tailored to best meet your needs and deliver more effective programs, partnerships, and results.

**Speakers:** Bora Simmons (National Project for Excellence in Environmental Education)  
Anne Umali (NAAEE)

**THE SERIES WILL BREAK FOR THE SUMMER FIELD SEASON, AND RESUME IN THE FALL (NOVEMBER 2019).**

**Additional topics will include:** increasing civic engagement through education and service learning, becoming a natural and effective storyteller, citizen science in education, building a diverse and inclusive field, and more.

**Stay tuned for updates & register for events upcoming [here](#).  
We look forward to seeing you online!**

