

IGBC INFORMATION, EDUCATION AND OUTREACH EVALUATION



IMPORTANT QUESTIONS ABOUT INFORMATION, EDUCATION & OUTREACH

- What's its role in recovery & delisting?
- What does it do?
- What investment has the IGBC made?
- What has been accomplished?
- How effective are current efforts?
- Where to from here?

THREE ESSENTIAL ELEMENTS FOR RECOVERY AND DELISTING

Science

Management



Information, Education & Outreach

WHY IE&O MATTERS

- It influences human behavior:
 - Securing attractants
 - Being smart & safe around bears
 - Reducing conflicts
- It influences human opinions/beliefs:
 - Fear of grizzly bears
 - Anti-ESA/government sentiment
 - Reduced support for litigation

Strategy Developed in 2011 to:

- **Provide clear direction**
 - Link IE&O effort to primary barriers to recovery
 - Target appropriate audiences
 - Identify needed resources
- **Improve coordination across ecosystems**
 - Message consistency
 - Leveraging experience and resources

Evaluating the IE&O Strategy

- I&E Strategy adopted in 2012
- Mid-way through IGBC – WMI agreement
- IGBC Executive Committee Budget Discussion
 - Need context for decisions on I&E

YOUR INVESTMENT - IGBC – WMI COOPERATIVE AGREEMENT FUNDING

Fiscal Year	IGBC Base	IGBC Grant	WMI	Total
2011			\$5,600	\$5,600
2012	\$40,000		\$21,500	\$61,500
2013	\$51,400	\$19,600*	\$21,750	\$92,750
2014	\$51,400	\$14,400**	\$35,585	\$101,385

2013 – additional \$16,400 in grants administered by USFS

2014 – additional \$21,600 in grants administered by USFS

ADDITIONAL FUNDS RAISED IN 2011

Source	Amount
UDAP	\$2,500
Counter Assault	\$1,000
Rcky. Mtn. Elk Foundation	\$1,000
MT Outfitters & Guides	\$1,000
Idaho Fish & Game	\$1,000
Montana FWP	\$1,000
Washington DW	\$1,000
Wyoming Game & Fish	\$1,000
Total	\$9,500

IGBC – WMI AGREEMENT PROGRAM COMPONENTS



Website



**Bear-resistant
container outreach**



Printed media




**New projects &
issue-focused I&E**



Grant program



Igbconline.org Website



IGBC Interagency Grizzly Bear Committee



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Threatened grizzly bear populations and their recovery

Published on Wednesday, 10 October 2012 11:38 | Written by U.S. Fish and Wildlife Service |  | 

In North America, grizzly bears previously ranged from Alaska to Mexico and as far east as the western shores of Hudson Bay. When Lewis and Clark explored the West in the early 1800s, an estimated 50,000 grizzly bears roamed between the Pacific Ocean and the Great Plains, across vast stretches of open and unpopulated land. However, when pioneers moved in, bears were persecuted and their numbers and range drastically declined. As European settlement expanded over the next hundred years, towns and cities sprung up, and habitat for these large omnivores--along with their numbers--shrunk drastically. Today, with the western United States inhabited by millions of Americans, only a few small corners of grizzly country remain, supporting about 1,200 - 1,400 wild grizzly bears. Of 37 grizzly populations present in 1922, 31 were extirpated by 1975.

In 1975, the U.S. Fish and Wildlife Service listed the grizzly bear as a threatened species in the Lower 48 States under the Endangered Species Act, placing the species under federal protection. Today, grizzly bear distribution is primarily within but not limited to the areas identified as **"Recovery Zones"**

Bear-resistant container outreach



Problem



Bear-Resistant Products Testing Program

CERTIFIED BEAR-RESISTANT PRODUCTS

Methods for Complying with Food Storage Regulations on Public Lands

IGBC-certified containers are one of the methods available to meet food storage regulations on National Forests to greatly bear failure. Other methods for compliance are also available, for instance electric fencing is authorized in some ecosystems and under certain conditions. When you are in National Parks, check their regulations for food storage requirements and methods. Regardless of your location or destination, we recommend contacting local land management offices for more details on the use of electric fences or other products and methods to comply with food storage regulations because requirements may vary by location.

The products listed below are those that have passed the IGBC testing protocol and that have been approved by the IGBC as bear resistant. This means these products meet IGBC bear-resistant design and structural standards, but it is not a guarantee that a grizzly bear cannot gain

Certified Product List



IGBC Testing Protocol



Possible BRC Solution

Media Project 1 FY13

Revised & printed WWO's
Bear Safety Brochure

***Available from IGBC
or WWO***



Media Project 2 FY13



IGBC
Interagency
Grizzly Bear
Committee

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IGBC Bear Spray Brochure-Print Your Own

Published on Sunday, 06 October 2013 18:59 | Written by IGBC Executive Committee | |

The 2013 "What You Should Know about Bear Spray" brochure has been developed by the Wildlife Management Institute (WMI) for the Interagency Grizzly Bear Committee (IGBC). The information offered in this brochure follows the [IGBC's Bear Spray Guidelines](#) and is supported by the [IGBC Bear Spray Report \(June 2008\)](#).

If you, your company or your agency would like to duplicate copies of this brochure, please use the attached instructions for [Printing](#) or [Copying](#) the IGBC Bear Spray Brochure. Choosing one of the two duplication methods, printing or copying, depends on the number of brochures needed, your budget and the need for quality. Check pricing of copies vs. printing in your area.

The templates can be obtained by clicking on one of the following links. Note that the templates are designed for 14" x 8.5" legal size paper, folded with a double parallel fold:

For copying from a personal computer:

[Click here to download the Acrobat PDF for copying from a personal computer](#)

For sending to an offset color printer:

[Click here to download the ".eps" file for the inside of the brochure, to send for offset printing](#)

[Click here to download the ".eps" file for the outside of the brochure, to send for offset printing](#)

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What You Should Know About Bear Spray



If you enjoy the outdoors in bear country, you need to know how to use bear spray.



Media Project 3 FY13



Bear Spray Demonstration for Hunters





Potential projects & Issue-focused I&E

- **Educational footage using trained grizzly**
- **Longer “tutorial” bear spray video**
- **Other issues:**
 - **North Cascades EIS?**
 - **NCDE/YES Delisting?**



Grant program

2014 I&E grant awards	Benefiting Ecosystems
Western Wildlife Outreach Bear Education Trailer Support*	NC
IDF&G Selkirk Bear Education Project*	S/C-Y
IDF&G Bear Tech*	YES
WDF&G Bear Education Trailer Support*	YES
USFS Bear Rangers	S/C-Y, NCDE & YES

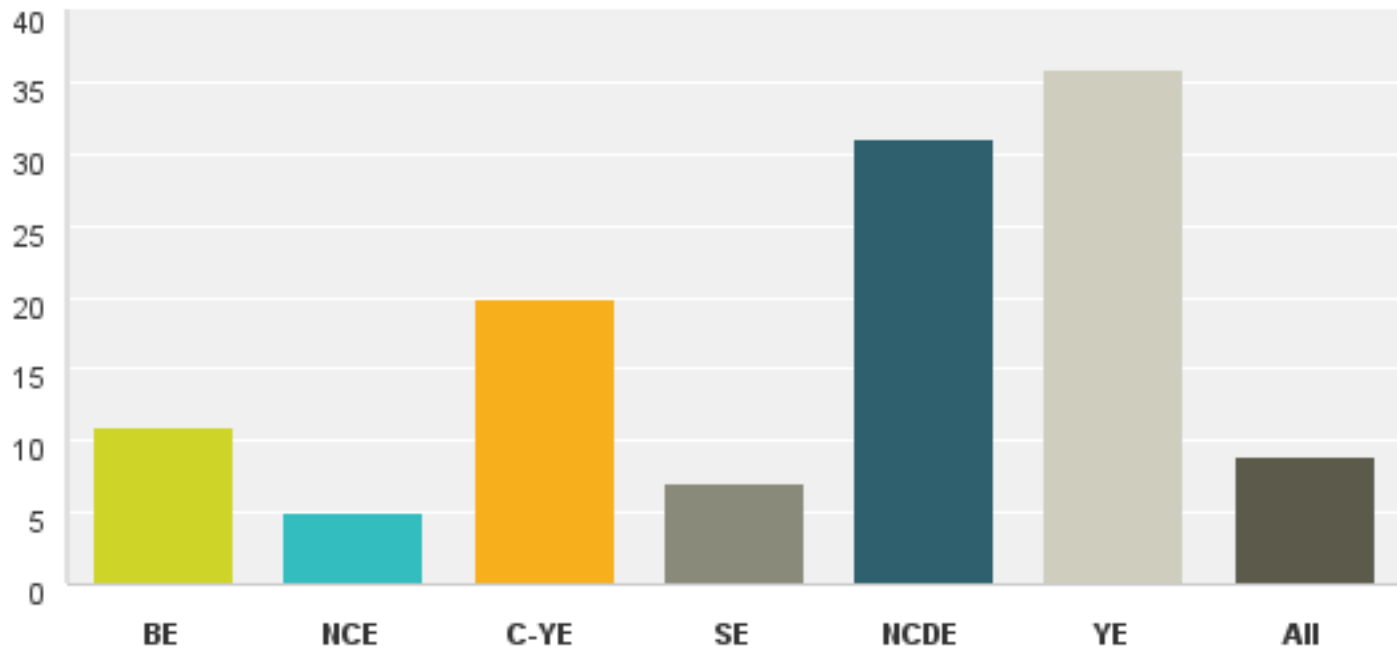
*Funding administered by WMI

Evaluating the IE&O Strategy

- Online survey
- Subcommittee discussions
- In-depth interviews

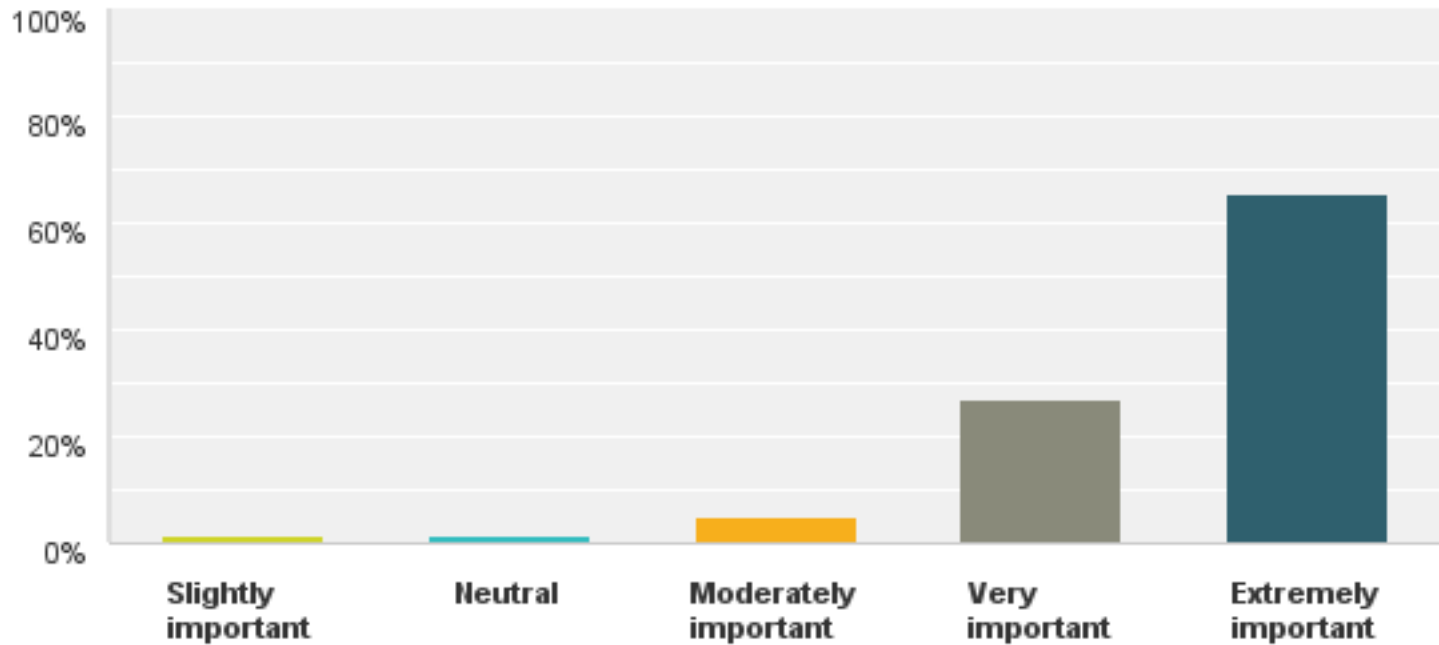
Q1 I work or volunteer in the following IGBC ecosystems.

Answered: 78 Skipped: 0



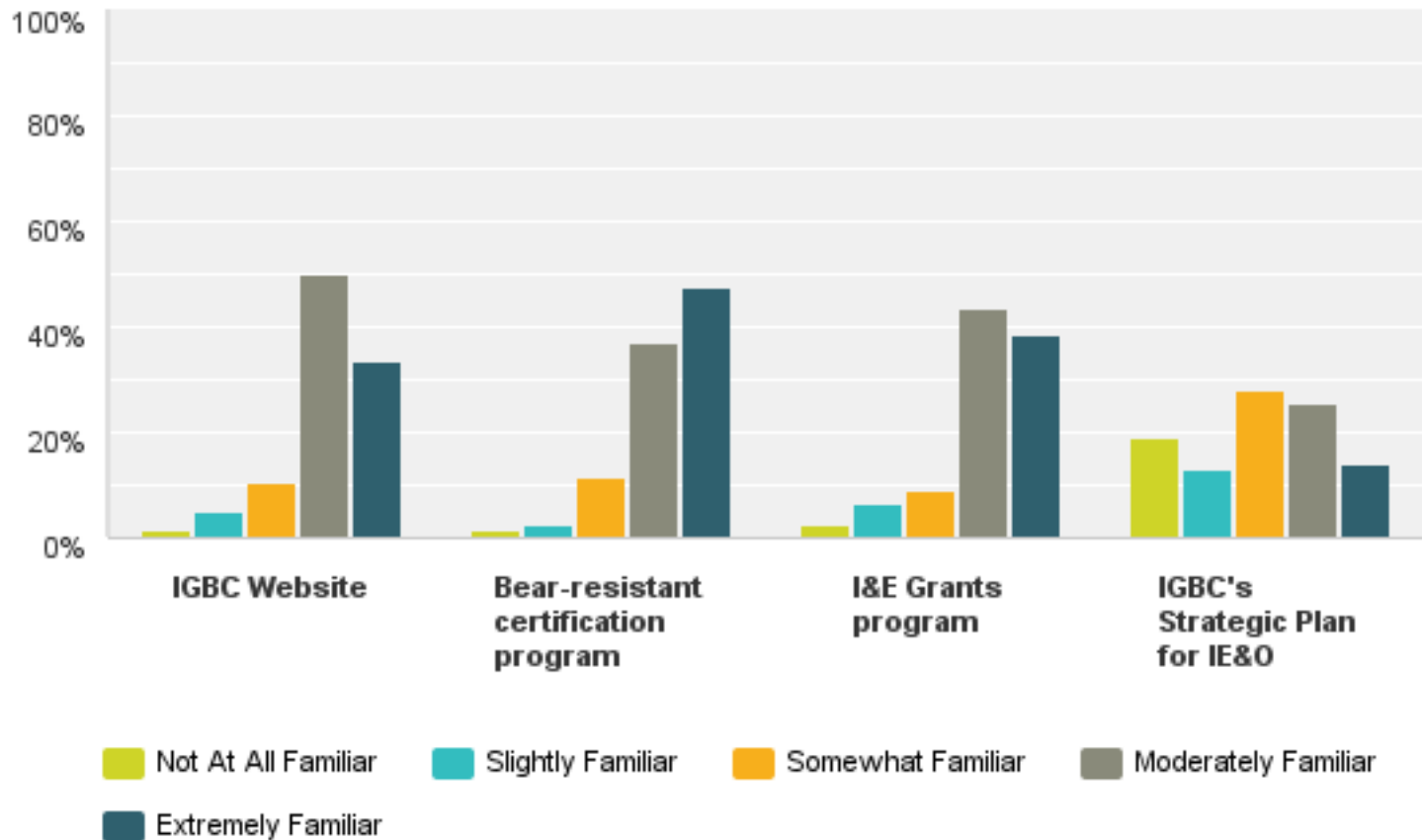
Q3 How important is public information, education and outreach for recovery, delisting and future conservation of grizzly bears?

Answered: 78 Skipped: 0



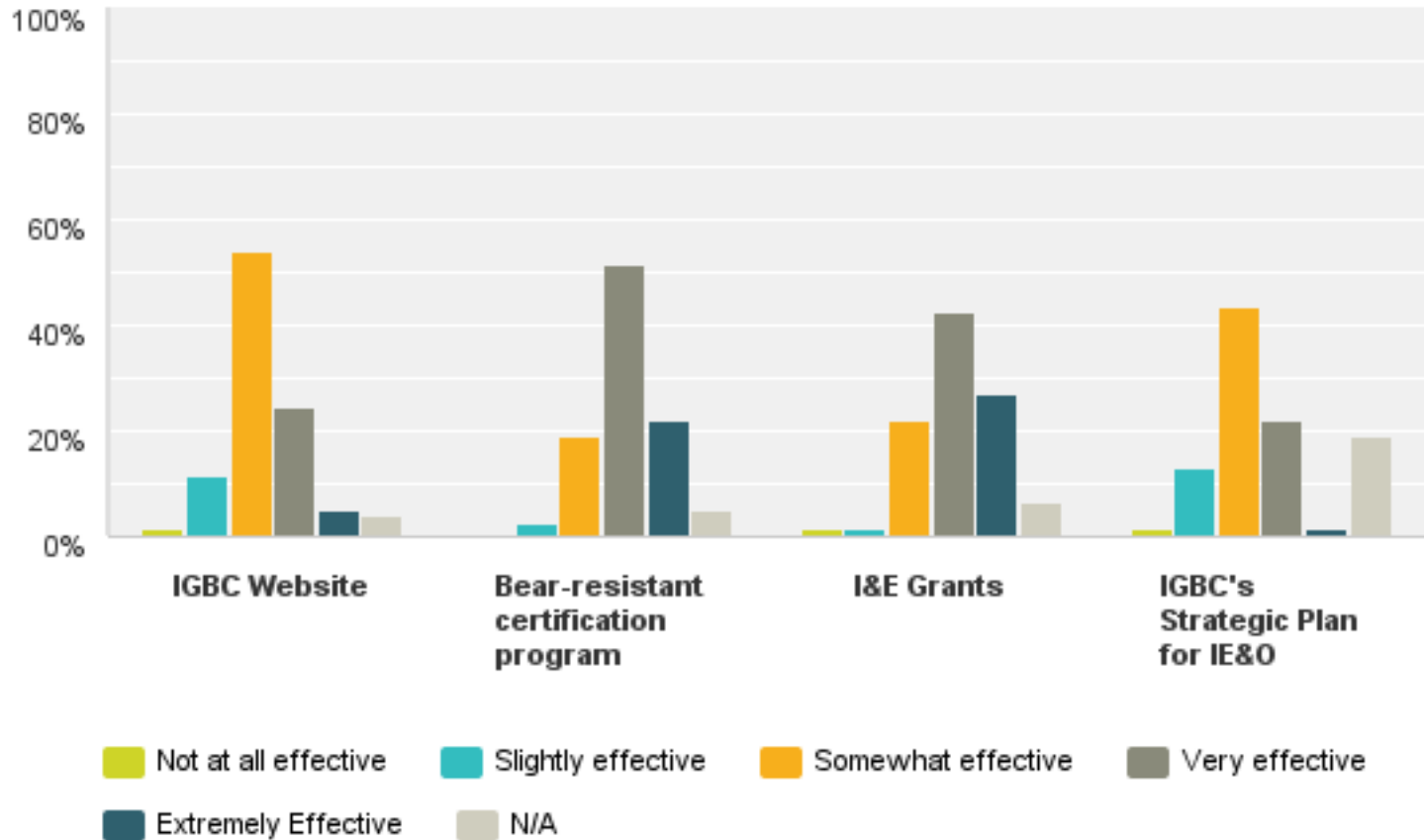
Q4 How familiar are you with the following IGBC IE&O elements?

Answered: 78 Skipped: 0



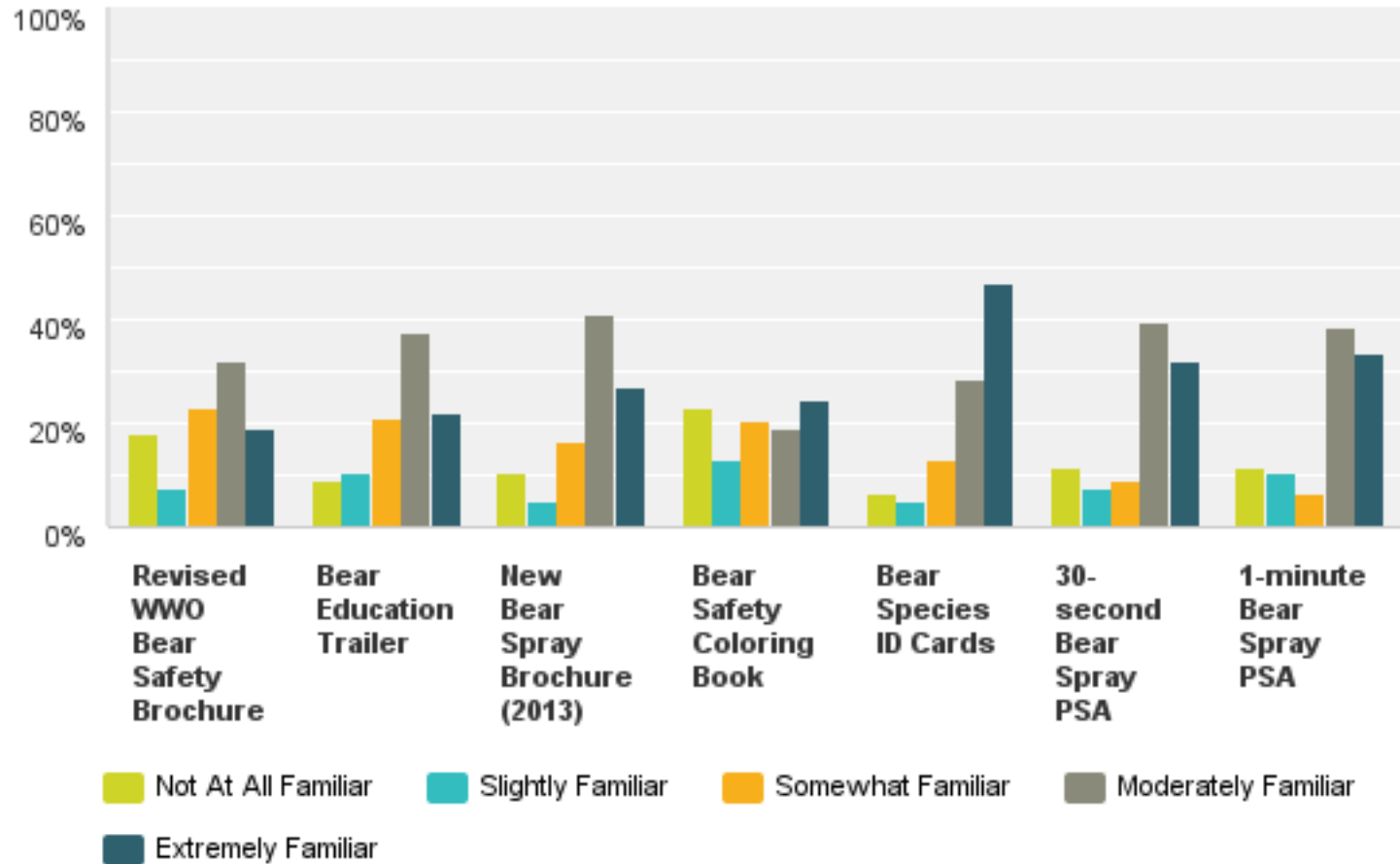
Q6 How effective are the IGBC IE&O elements?

Answered: 78 Skipped: 0



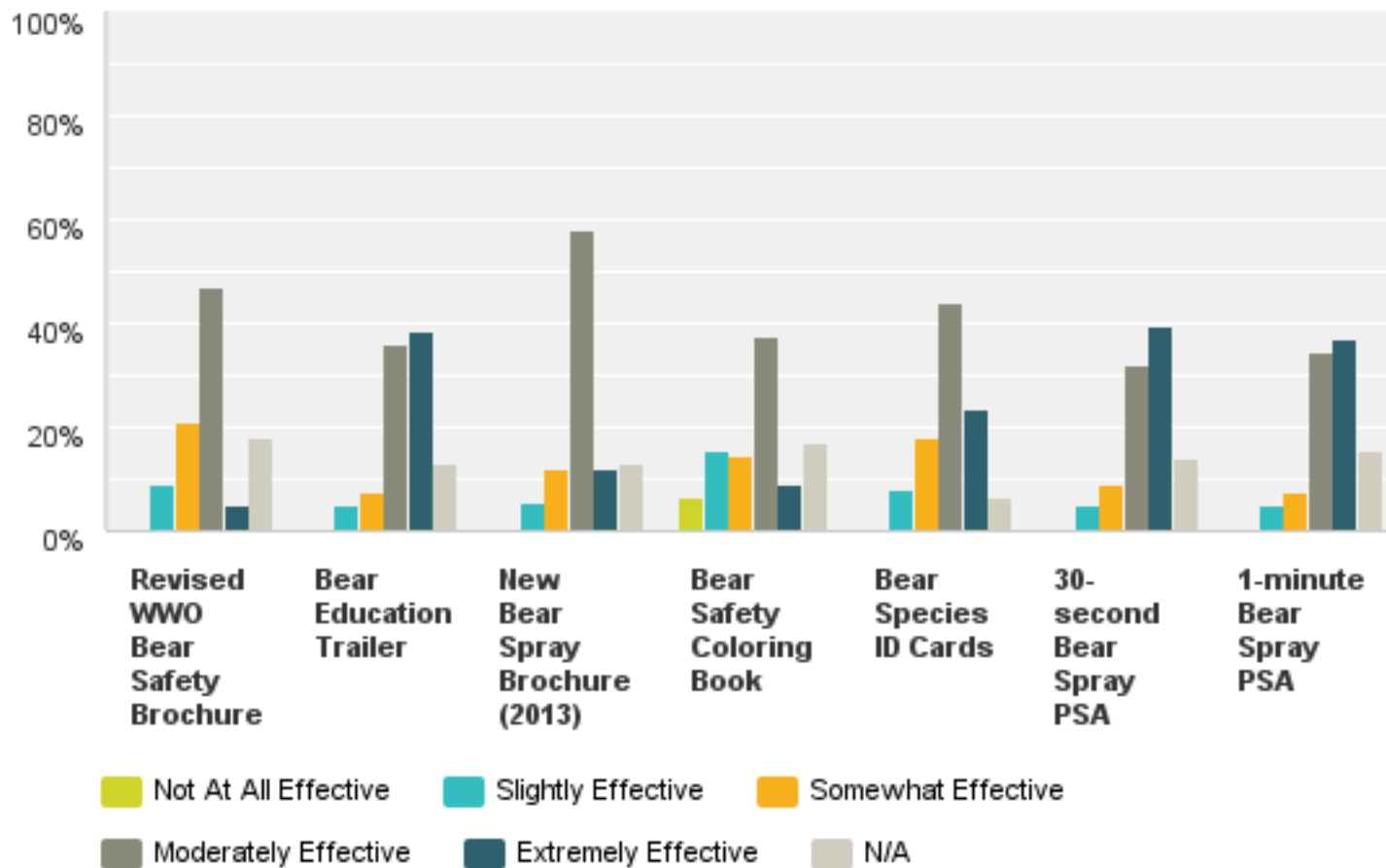
Q5 How familiar are you with the following IGBC IE&O tools?

Answered: 78 Skipped: 0



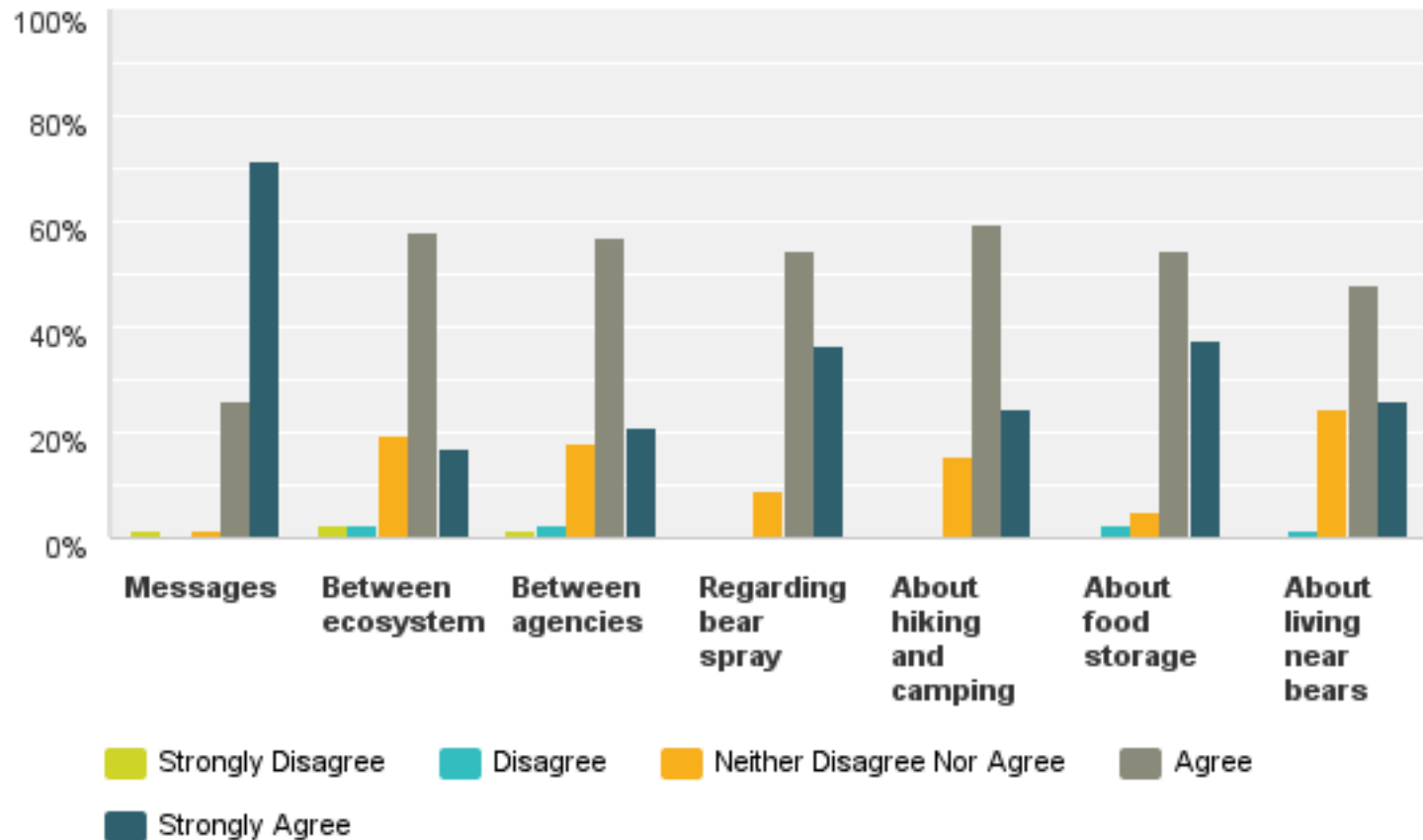
Q7 How effective are the following IGBC IE&O tools

Answered: 78 Skipped: 0



Q8 "Consistent messages are important and the IGBC has increased consistency of IE&O messages..."

Answered: 77 Skipped: 1



Interviews & Subcommittee Input

- Most recommendations remain relevant
- Additional resources needed
- Personal contacts are most effective
- Cuts will reduce effectiveness
- IGBC-WMI agreement adds capacity and consistency

RECOMMENDATIONS

- Increase awareness of IGBC strategy
- Continue to leverage resources
- Maintain or expand funding
- Define future priorities for IGBC