



The voice of fish and wildlife agencies

Hall of the States  
444 North Capitol Street, NW  
Suite 725 • Washington, D.C. 20001  
Phone: 202-624-7890  
Fax: 202-624-7891  
E-mail: [info@fishwildlife.org](mailto:info@fishwildlife.org)  
[www.fishwildlife.org](http://www.fishwildlife.org)

## Top Core Concepts and Key Messages for Conservation Education *Frequently Asked Questions*

### **Q: Why did the Association develop core concepts for conservation education?**

**A:** Developing concepts was an important first step in moving the Association's *North American Conservation Education Strategy* forward. To be effective in our efforts, we need to speak with one voice and clearly state what we want every citizen to know and understand. Having this consistency throughout all conservation education programs of the Association's members is the key to the Strategy's success.

### **Q: How were the core concepts developed?**

**A:** The concepts are a nationally agreed upon set of impressions that support the mission and vision of the North American Conservation Education Strategy. The concepts, designed by a diverse group of conservation education, fish and wildlife professionals and conservation organizations, address only that part of conservation education which focuses on fish, wildlife and their management. They were approved by the entire membership of the Association of Fish and Wildlife Agencies, including the 50 state agencies and all federal and Canadian partners.

### **Q: How important are the concepts for the conservation education efforts of the fish and wildlife community?**

**A:** From a national perspective, speaking with one voice provides synergy and opportunities to strengthen conservation programs internally and to further expand conservation educational efforts by partnering/working with individuals, educational institutions, businesses and non-profit outside the fish and wildlife community. The top concepts can also be integrated into marketing efforts of the Association and its members.

### **Q: What's the difference between concepts and messages?**

**A:** We live in a world that is inundated with hundreds of ideas, advertisements and messages. To deliver the conservation education core concepts to the masses meant that the Association would have to pare down some of these important thoughts into easily understood sound bites. These messages are targeted for those who know nothing or very little about the importance of conservation education. These messages can be used alone, but are more powerful when used in concert with each other.

### **Q: How important are these messages in reaching the public?**

**A:** These simple messages are the most important part of conservation as a whole. To reach people on a personal level, they need to feel connected. These messages are designed to point out the intrinsic link between fish, wildlife and people, and the places we all call home. They make the case that it is our responsibility to maintain a balance between the needs of people

with those of nature. Conservation education is a way for people to make a stronger connection and learn how to better take care of the natural world around us.