



RELEVANCY ROADMAP FACT SHEET

WHAT IS THE RELEVANCY ROADMAP?

The [Fish and Wildlife Relevancy Roadmap](#) is a practical guide that fish and wildlife conservation agencies can use to overcome barriers to broader relevance, public engagement, and support. The roadmap is not prescriptive and each agency will decide how best to use it. It provides multiple pathways to respond to the diverse social, economic, demographic, political, and environmental changes that agencies face. The Roadmap is a 'living' document which will be regularly updated as new information and resources become available.

HOW IS OUR RAPIDLY CHANGING SOCIETY AFFECTING CONSERVATION AND FISH AND WILDLIFE AGENCIES?

The social and ecological context for fish and wildlife conservation in North America is changing rapidly. Habitat loss, invasive species, declines in biodiversity, and the impacts of climate change are accelerating. At the same time, society is increasingly diverse, urban, and disconnected from nature. The number of hunters and anglers – the historic funding base for state fish and wildlife agencies – is declining. In response to these trends, fish and wildlife agencies must find ways to engage and serve broader constituencies and expand the financial and political support necessary to ensure the future of North America's conservation legacy.

WHY SHOULD FISH AND WILDLIFE AGENCIES CARE ABOUT BROADER RELEVANCY?

Fish and wildlife agencies depend on public support to fulfill their essential conservation mission. Historically, these agencies have enjoyed the backing of hunters, anglers, recreational shooters and boaters for whom these agencies are clearly relevant. Other publics who also benefit from conservation may be less aware of, or engaged with, fish and wildlife agencies. To address today's ever-growing challenges to conservation – from changing uses of fish, wildlife, and their habitats, to pollution of our waters, the spread of invasive

species, and loss of habitat – agencies need a broader umbrella of support

Interest in fish and wildlife relevancy is growing and recent research documenting societal changes is shedding new light on the urgency of the problem. [A 2018 study](#) by Colorado State University provides evidence of wildlife value orientation shifts in the U.S. and the [2017 Nature of American's study](#) shed light on the importance of healthy natural communities in helping Americans live happier and healthier lives.



WHO IS DEVELOPING THE RELEVANCY ROADMAP?

A diverse group of over 60 people from state, provincial, and federal fish and wildlife agencies, non-government organizations, and the private sector created the Relevancy Roadmap over the course of a year. It was adopted by fish and wildlife agencies at the AFWA annual meeting in September 2019.

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WHY DO AGENCIES NEED THE RELEVANCY ROADMAP?

The Relevancy Roadmap provides pathways to help fish and wildlife agencies overcome persistent barriers to engaging the diverse public in conservation. Increasing the relevancy of fish and wildlife agencies has been discussed for decades at professional meetings, workshops, and in academic papers. This has raised awareness that understanding changing societal interests and needs is important to agencies' ability to increase engagement with diverse publics. The Relevancy Roadmap provides practical strategies and tactics agencies can use to better engage and serve all members of the public.

WHERE CAN I LEARN MORE ABOUT THE RELEVANCY ROADMAP AND OTHER EFFORTS TO ENHANCE CONSERVATION THROUGH BROADER ENGAGEMENT?

For additional information about fish and wildlife relevancy and for updates on the development of the roadmap, visit www.fishwildlife.org/afwa-informs/resources/blue-ribbon-panel/relevancy-roadmap.



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[Download the Fish and Wildlife Relevancy Roadmap from the AFWA website.](#)

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