



Using social science in your SWAP

Learning Series #17

Date: May 15, 2024

Time: 2:00pm-3:30pm (ET)

Meeting Link: <https://fishwildlife-org.zoom.us/j/89208947355?pwd=9hTACWYyAQaSrKCGY6rkOrVWpRCSKrv.1>

Meeting ID: 892 0894 7355 **Passcode:** 519922

One tap mobile: +13017158592,,89208947355#,,,,*519922# US

Overview: Broad public participation is one of the eight required elements¹ for developing SWAPs. But what does public participation look like? The field of human dimensions (HD) can provide the answers. HD includes diverse approaches for using social science to understand and improve environmental policy, practice, and outcomes. Human dimensions of natural resources conservation addresses the relationship of people to the land and wildlife. This Learning Series will cover an overview of human dimensions and what it means to SWAPs, along with case studies to help managers ensure that public participation supports SWAP development and implementation in a meaningful and productive way.

¹Required Element #8: Congress also affirmed through this legislation, that broad public participation is an essential element of developing and implementing these plans, the projects that are carried out while these plans are developed, and the Species in Greatest Need of Conservation that Congress has indicated such programs and projects are intended to emphasize.

MEETING AGENDA

Time (ET)	Topic	Speaker(s)
2:00 PM	Welcome and Introductions (5 min)	Jason Goldberg, FWS; Mark Humpert, AFWA
2:05 PM	Human Dimensions 101 and applications to State Wildlife Action Plans (30 min)	Danielle Ross-Winslow, USFWS
	A Guide to Incorporating Social Science in Bird Conservation and its application to SWAP (10 minutes)	Kathleen Holland, Virginia Tech
	Using Human Dimensions in the North Carolina SWAP (10 min)	Cindy Simpson, North Carolina
2:55 PM	Q&A / Discussion	
3:05 PM	Breakouts	
3:20 PM	Reconvene – Share highlights from breakout sessions	
3:30 PM	Adjourn	

Human Dimensions 101 and applications to State Wildlife Action Plans (Danielle Ross-Winslow)

- Why
 - We're wildlife people. Why do we need people people? Because we have some wicked problems.
 - (Unclearly defined, involves changing how people think, will make some people unhappy, a problem will still exist even when partially solved, etc. – Open-ended, complex, no clear solutions)
 - Wicked problems are rich spaces for problem-solving.
 - What is important to you? We're making value-based decisions, may have to prioritize one action over another.
 - There's a practical need to having people people. Need social science to examine moral and ethical elements of decisions. There are legal reasons, laws/policy requiring involvement of public. Social science also supports well-being.
 - Social science is too "touchy-feely."
 - Social science is a hard science. It addresses challenging issues. Dismissing and ignoring the issues it addresses makes us more reactive and ignores important challenges.
- What – Human-Nature Relationships
 - Human communities beliefs, attitudes, and behaviors toward the natural world and plant, animal, and fish communities.
 - It influences how people interact with other living things and the environment.
 - Worldviews – Complex, answers big questions like Why are we here? Brings together attitudes, values, beliefs, stories, and expectations that shape how we view the world. We are often unaware of them until we come into conflict with others.
 - For example, some people perceive that we are separate from nature, while others believe that people are part of nature.
 - The worldview affects the management decisions we make, from anthropocentric to protectionism to ecomodernism to others.
 - Wildlife values
 - Domination Orientation (e.g., wildlife are to be used for human benefit) v. Mutualism Orientation (e.g., wildlife are part of one's social community). Values will be different, as will issues people are more likely to be concerned about. Will also lead to different management decisions.
 - Some opinions can vary about specific species. For example, wolves raise strong emotions in people.
- What – Social Science Applications to the way we work
 - Affects Working With Others (e.g., Public Participation, Building Trust), Communication (e.g., Understanding Audiences, Biased Processing), Decision-Making (e.g., Frameworks/Processes), Change (e.g., Behavior Change)
- What – Social-Ecological Integration
 - What does this look like within an adaptive management cycle of Assess, Plan/Design, Implement, Monitor, Evaluate, Adjust, and back to Assess. Different social elements can be brought to each of these along with ecological. Best together from the outset than tacking on social science later in process.
 - Assess

- Social, cultural, economic, and political factors influence conservation outcomes. Identifying concerned communities and communities that could be impacted by actions/decisions.
 - Social science can help identify factors that can lead to solutions, as demonstrated in the example of how to reduce bycatch in sea turtles.
 - Plan/Design
 - Designing social science-based solutions that are matched to the problem, and help inform a more inclusive process.
 - Adjust – Examples:
 - Defining indicators for social outcomes.
 - Informing methods
- What – Public Engagement
 - Public participation planning can involve facilitated brainstorming, assessment, and engagement methods.
 - We don't want to ignore the community – it sends clear message that they're perceived as marginalized.
 - Different ways of reaching out to the public from Inform → Consult → Involve → Collaborate → Defer To. These all involve different levels of power.
 - FWS developed an [Engagement Wayfinder](#) to help work through the Engagement Process.

A Guide to Incorporating Social Science in Bird Conservation and its application to SWAP (Kathleen Holland)

- Katie works with North American Bird Conservation Initiative.
- General acceptance of idea in bird community that human dimensions is needed, but often spun as people are the problem with anthropogenic causes. However, we're going to protect species and habitats with people – people are also part of the solution, if we can engage them.
- [The Guide is online.](#) Starts off with overview of Human Dimensions and Conservation Social Science (which are different things).
 - Human Dimensions is anything related to conservation that is not wildlife and not habitats.
 - Wildlife, habitats, and people are not always thought of together when we plan, manage, or study bird conservation even though the reality is they are inseparable.
 - Conservation Social Science is a general term that refers to the many scientific disciplines that facilitate research to examine or evaluate the human dimensions or integrate aspects of wildlife, habitats, and human behavior or social processes. Involves many fields from human dimensions to psychology to recreation.
- Key areas of consideration
 - Engagement
 - Research
 - Guide gives resources and ideas on where to start.
- The Guide offers a guide for incorporating human dimensions into conservation strategies.
 - Phase 1: What do you need to know to successfully incorporate human dimensions in your work? (See Guide for specific issues, links, directories, and more.)
 - List your major conservation priorities, threats, and pressures.
 - Identify human elements and contributions influencing those threats.
 - Explore examples of HD and CSS implementation.

- Develop initial list of HD/CSS question areas to be answered.
 - Find CSS collaborators and/or experts to provide guidance and input.
- Phase 2: How to move forward and put human dimensions into practice. (See Guide for specific issues.)
 - Review sources of HD/CSS information with CSS collaborator to inform your work.
 - Prioritize HD purpose and needs specific to your work.
 - Create a plan for implementation, monitoring, and evaluation.
 - Undertake the work.
 - Evaluate results and connect them to conservation outcomes.
 - Share results
 - Plan and adapt to improve current and future efforts based on results.
- Guide has several resources, including examples of human dimensions and case studies achieving bird conservation goals.
- The Guide includes a logical mode to follow.
- Kkholland@vt.edu
- NABCI Resources: <https://nabci-us.org/how-we-work/human-dimensions/>

Using Human Dimensions in the North Carolina SWAP (Cindy Simpson)

- All conservation issues have a human element.
- Integration of HD includes exploring what people think and do as it relates to conservation.
- North Carolina employs 3 social scientists.
- Work has traditionally focused on topics and species related to hunting, fishing, trapping, shooting, and outdoor recreation activities.
 - Helps understand constituent populations, etc. and support development of policies.
- In 2022, North Carolina survey had a small response rate of less than 1%. Results showed that 39% of respondents participate in wildlife viewing only, which is not what NC considers traditional constituents. A large number of fishers also participate in wildlife viewing.
- NC residents participate in wildlife-associated recreation activities in large numbers.
- Some barriers to entry – economic disadvantage, disability, exposure (people may not have ideas of how to pursue outdoor recreation).
- Respondents had trust in NCWRC to manage wildlife resources.
- Human dimensions used to help develop education and outreach efforts, so we can understand changes in target audiences. What are the different attitudes and needs? How do they feel about actions the state takes for wildlife conservation, or actions that different audiences can take?
- Past human dimension surveys have addressed work such as prescribed fire – what are barriers to using prescribed fire? We also met with other state agencies to better understand their land conservation activities. Such info can be used to identify missed partnership opportunities and support collaboration to improve conservation outcomes.
- Upcoming projects include surveying private landowners to get input about proposed reintroductions of freshwater mussels and fish, as well as work they do to manage or create wildlife habitat. Can help inform whether outreach efforts or partnerships are needed and whether new resources should be offered to assist private landowners with achieving conservation goals.
- Several methods used to engage the public
 - Hosting workshops and attending symposiums

- Public outreach using e-mails, web site updates, and social media posts
- Personal interactions
- Citizen science helps involve the public in a hands-on way to help create a sense of ownership and accomplishment among participants. Often used more frequently than other human dimensions efforts. Efforts include those such as eMammal, working with individuals to check out a camera and upload images and get a sense of wildlife activity in different areas. New effort In the Southeast to develop a bumblebee atlas and understand distribution of populations.
- Five Conservation Priorities in NC Wildlife Action Plan that are informed by human dimensions
 - Surveys
 - Monitoring
 - Research
 - Management practices
 - Conservation programs and partnerships
- Efforts such as priorities for amphibians include conducting frog call surveys. Citizen science also used for bird activities.
- www.ncwildlife.org/plan

Discussion

- (Not held in lieu of breakouts.)

Breakout Group Discussion Trigger Questions

Question-What tools have you used to involve the public in the development of your SWAP?

Question- What are the ingredients for successful engagement of the public?

Question- Did you hear anything from today’s presentation that surprised you or that you think you might include moving forward?

Question-What resources would you need to better engage the public?

Links to Video and Notes from Past SWAP Learning Series and Tentative Future Topics

Date*	Topic (w/Recording Link)	Recording Password	Link to Notes
Wednesday, November 16, 2022	#1 Engaging Tribes and Indigenous People in State Wildlife Action Plans	0T?41Gz.	SWAP & Tribal Engagement Notes
Wednesday, December 14, 2022	#2 SWAPs and Climate Adaptation Guidance	XU.=69*j	SWAP & Climate Adaptation Notes
Wednesday, January 18, 2023	#3 State Wildlife Action Plans and Renewable Energy	=7NSqgQT	SWAP & Renewable Energy Notes

Wednesday, March 15, 2023	#4 Interactive data and tools for SWAP planning and implementation	+6@f9jQW	SWAP & NatureServe Notes
Wednesday, April 19, 2023	#5 Engaging Diverse Partners & Making your SWAP More Relevant	\$p?=-!g95	SWAP & Engaging Diverse Partners Notes
Wednesday, May 17, 2023	#6 Using the SWAP & Landscape Conservation Framework for Interjurisdictional Landscape Conservation	B=Jg^@8=	SWAP & Landscape Conservation
Wednesday, June 21, 2023	#7 Making Your SWAP RAWA-Ready	FnJane%1	Making SWAP RAWA-Ready
Wednesday, July 19, 2023	#8 Incorporating corridors into your SWAP	2r#+^r!a	Incorporating Corridors into SWAP
Wednesday, August 16, 2023	#9 Roundtable Discussion	LtnZ1x\$V	SWAP Open Discussion
Wednesday, September 20, 2023	# 10 SWAPs, Federal Planning, and the U.S. Fish and Wildlife Service	3v4O08?X	SWAPs and Federal Planning
October 18, 2023	#11 SWAPs and Bat Conservation	?2W2UA*B	SWAP and Bat Conservation
November 15, 2023	#12 Incorporating Fish & Wildlife Health into your SWAP	7XvFM&a\$	SWAP & Fish & Wildlife Health
December 13 th , 2023 (2 nd Wed of Dec.)	#13 2023 Round-up on Lessons Learned & Open Forum	M&md51We	
January 17, 2024	#14 Species of Greatest Conservation Need	?Zc7+aL3	
February 21, 2024	#15 Dashboards & Paperless SWAP	\$aBp*6Yt	
March 20, 2024	No Learning Series (See you in Portal, AZ for the WDPM Annual Meeting)		
April 17, 2024	#16 Incorporating Private Lands Conservation into your SWAP	F&q72Rt1	
May 15, 2024	#17 Using Social Science in your SWAP	exAMc#u1	
June 12, 2024 2 nd Wed of the month	#18 Addressing Full Lifecycle Bird Conservation in your SWAP		
July 17, 2024	#19-Topic TBD		
August 21, 2024	#20 Open Forum		

September 18, 2024	#21-Topic TBD		
October 16, 2024	#22-Topic TBD		
November 20, 2023	#23-Topic TBD		
December 18, 2024	#24-Topic TBD		
* Note all SWAP Learning Series sessions will be held from 2:00pm-3:30pm ET unless otherwise indicated.			