



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

---

**ENGAGEMENT AND EDUCATION COMMITTEE Notes**

**Chair:** Amanda Wuestefeld (IN)

**Vice-Chair:** Judy Camuso (ME)

**Thursday, April 2, 2026**

**91<sup>st</sup> North American Wildlife & Natural Resources Conference**

**3:30pm - 5:30pm (local time)**

Attendees: 30

Introductions and Welcome- *Amanda Wuestefeld (IN), Judy Camuso (ME)*

- Updating our format to be an engaging facilitated discussion and not a report-out; trying to meet the needs of our committee

Presentation Ceremony of the Project WILD Lifetime Achievement Award – *Elena Takaki (AFWA)*

- Celebrate our longtime coordinators for Project WILD.
- Jen Dennison (Ohio) is this year's recipient.

Facilitated discussions [meeting the needs] – *Jen Newmark (WMI)*

- One Health [BACKGROUND]– *Jason Sumners (MO)* [[download presentation](#)]
  - This committee created through a presidents task force
  - One health is about leverage; increasing relevancy of conservation on the current landscape; interested in developing the story around this subject
  - All of use here at the NA wish for natural resource concerns to be top of mind and top of budget for our stakeholders.
  - Reaching out to relevant committees for input and help
  - How would nature and health help people? Want to appeal to a larger constituency
  - Have an animated video [viewed during meeting] to help with this promotion; unbranded; still updating; will be available to agencies (unbranded) when done → states can brand with their logo if desired.
  - How do we share messages within our network?
  - Question 1: mapping current work
    - Write an engagement/education campaign with which you are involved on the post it note.
  - Question 2: Mapping current work
    - Consider what you are already doing through a One Health lens. Consider existing and new: stakeholders, collateral beneficiaries
  - One Health Action Checklist:
    - Restores ecosystems
    - Improves land health
    - Benefits human well-being

- Identifies and mitigates risks
  - Builds cross-sector relationships
  - Prepares for global threats
  - Communicates benefits
  - Engaged new stakeholders
- Discussion: add 'health cost savings' to the conversation may help gain some traction with the intended audience.
- Fish & Wildlife Health- Lead/Non-Lead [BACKGROUND] -*Tricia Fry (MAFWA), Keith Warnke (MAFWA)*
  - Working on issues related to lead ammunition → working with a very diverse group of organizations interested in this subject
  - Creation of the Voluntary BMPs for reducing unintended ingestion of lead ammunition and tackle residue in wildlife → supported by AFWA via resolution that passed in 2025.
    - Main charge of this working group is to implement the voluntary BMPs.
- **FACILITATED DISCUSSION:**
  - There is an opportunity here to have this committee help with outreach strategies and messaging
    - Need help identifying the groups we need to reach out to; what do they care about; and how we can approach them
      - It is important that the message is consistent and not creating confusion or bad cross messages with other groups
    - The Lead discussions will be a little different than the One Health messaging
      - We need to include the groups that we want to communicate with in the discussion NOW; 'don't do anything for us without us'; they need to be part of the conversation initially, not after the fact.
    - How do we develop the resources so the public doesn't have to figure everything out on their own?
    - How do we get past perceived barriers vs real barriers?
    - May not want to prioritize lead as a topic → gives opportunity to villainize hunters/anglers; may be better to prioritize One Health
      - May be better to keep the BMPs (Lead) and One Health messaging separate.
    - What do state messages/NGO/partners need to deliver the message (once the message(s) have been developed).
  - We need to make sure when we phrase things, it's in ways the public can understand (NOT just us...biologists). The message needs to be simplified and relatable to help the public make better informed choices.
  - Focus groups and surveys can help guide what the messaging needs to be.
    - Clean air, clean water, wildlife for future generations → three phrases that resonate with the public.
  - The EEC can involve ourselves in these committees/working groups to help develop the messages and strategies; and do this alongside our target audiences.
  - The Relevancy Communication Toolkit is a good place to start with some of this messaging.
    - Will reach out to EEC email list to see if there are subgroups to help with messaging for Lead WG and the One Health (2 separate groups) → help implement the relevancy communication toolkit. **ACTION**
      - Possible future MSCG

- The PATH FORWARD
  - Creation of the groups/point person(s) (within EEC + One Health; EEC + Lead WG) to help with the messaging/strategy development **ACTION**
    - Likely through the Outreach & Marketing WG be the lead (within the EEC)
  - This can be a project for this committee(s) for the next 6 months; reach out to the EEC list in the next few weeks to get things started; have this be a report-out during the quarterly member calls.
  - The Education WG can help incorporate the messaging within existing education materials.

#### Video production discussion

- Highlight state conservation history in conjunction with 250<sup>th</sup> country anniversary **ACTION**

#### Roundtable/ Report Outs (as time allows)

#### Wrap-up & Adjourn