



## Biodiversity Outreach Toolkit: Sustaining the Mission, Securing the Legacy

05-273

### Background:

Effective education, outreach, and conservation partnership skills can result in a better understanding of our nation's natural resources and their conservation needs among a variety of audiences.

"How Special We Are" was a narrated PowerPoint presentation developed by the Endangered Species program of US Fish and Wildlife Service (USFWS). It was designed to convey messages about the biodiversity and unique ecosystems of the United States, their conservation status, and need for stewardship.

### Objective:

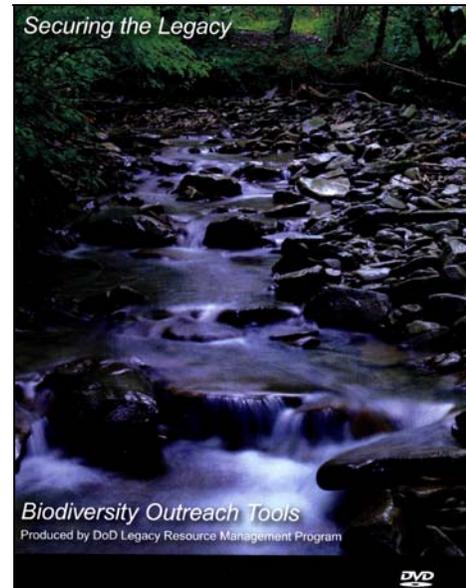
Noting the positive impact of the presentation at the 2004 Department of Defense (DoD) Conservation Conference in Savannah GA, USFWS and DoD Legacy Program determined that adapting this product for DoD natural resources would help promote DoD natural resource conservation efforts both on DoD lands and beyond the fence line.

### Summary of Approach:

The USFWS worked with the DoD Legacy Program and the military services to develop a package of integrated outreach and education tools for DoD/military services natural resource use by modifying and expanding the *How Special We Are* program developed by the USFWS. USFWS developed the information and images gathered into a 2 DVD set containing three presentations and supplemental materials.

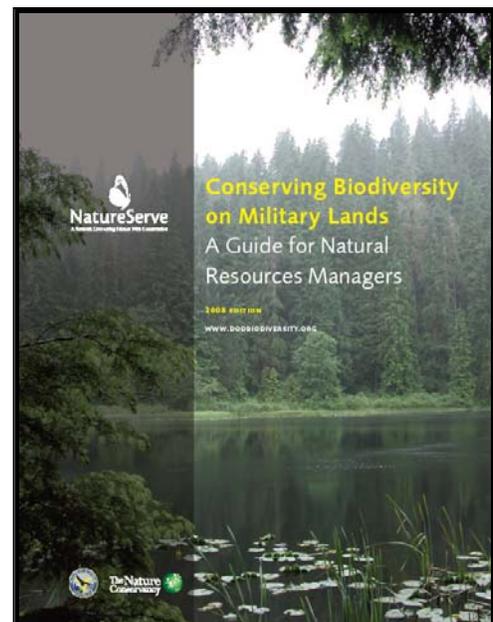
The USFWS also coordinated with NatureServe to incorporate products from a NatureServe Legacy project: *Revision of DOD Biodiversity Conservation Handbook* into the toolkit DVDs.

The first DVD contains three web-based fully narrated presentations containing materials geared to three specific audiences. *Information for Installation Leaders* provides information about the DoD's leadership role in conserving natural resources and biodiversity on military lands, and how this supports the training mission. *Information for Civilian Leaders-Beyond the Perimeter* provides an overview of the need for military installations and their civilian neighbors to work collaboratively for the sustainable management of shared natural resources. *The Military*



*Community* provides information for military personnel and their families on the importance of biodiversity, the natural resources DoD maintains, and how they can participate in their stewardship for the future.

The second DVD contains each presentation in PowerPoint so that each can be modified if so desired. DVD 2 also contains a PDF version of the *2008 Revised Biodiversity Handbook for Natural Resources Managers*. First published in 1996 by The Nature Conservancy on behalf of DoD, this hugely



successful handbook was distributed to all military natural resources managers as well as to other interested individuals and organizations. The 2008 edition updated by NatureServe contains information



on the latest innovations in conservation science and planning, landscape and ecosystem ecology, and adaptive resource management. The handbook also contains 17 case studies of installations that have successfully implemented the best conservation strategies.

In addition, the second DVD also contains slide templates, image links and other information so that any of the presentations can be customized with new slides as desired.



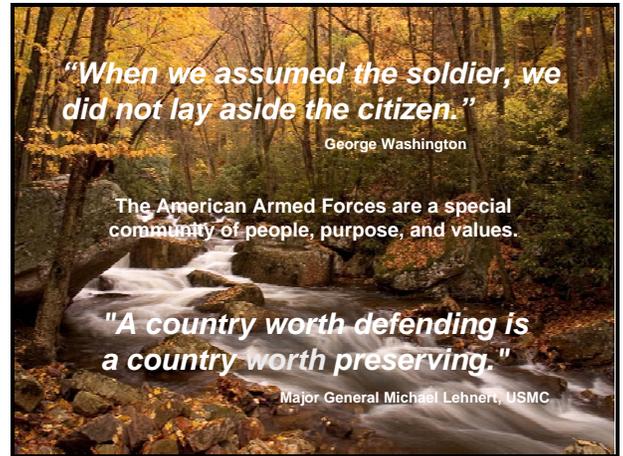
### Accomplishments:

The Biodiversity Outreach Toolkit has been distributed to the commanders, Public Affairs office, and natural resource managers at installations throughout the country, and at US installations in Europe, Asia, and the Caribbean. In addition to DoD sites, copies have been sent to State Fish and Wildlife Agencies, USFWS refuges, and fisheries, and to non-governmental agencies such as The Nature Conservancy.

### Benefit:

The end product of this project will help to increase DoD/Military Services' internal awareness of America's and DoD natural resource treasures. The hope is that the toolkit will further will educate DoD/military services natural resource managers and installation commanders about partnerships that can be developed with the FWS, states and other potential partners to create and achieve common resource conservation goals.

The toolkit will also publicize and educate NGOs and the general public regarding DoD natural resource conservation stewardship, challenges and successes and increase awareness of FWS and State biologists about the natural resource conservation activities of DoD/military services.



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