



Christina Wiegand  
SAFMC Staff

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THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

## **Conservation Outreach and the Use of Social Norms: *a series of case studies.***

**Best Fishing Practices Outreach Evaluation Workshop**

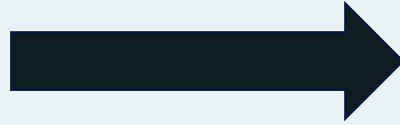


**Why are case studies outside of fisheries outreach important to understand?**

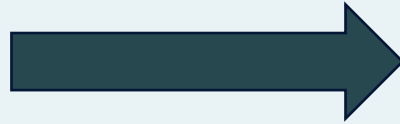


# What can we learn?

Wildlife Viewing in  
National Parks



Landowner Behavior  
in Minnesota



Best Hunting  
Practices




# Wildlife Viewing at National Parks

Abrams KM, Leong K, Melena S and Teel T. (2020) Encouraging Safe Wildlife Viewing in National Parks: Effects of a Communication Campaign on Visitors' Behavior, Environmental Communication, 14:2, 255-270.



## Assateague Island

National Park Service  
U.S. Department of the Interior  
Assateague Island National Seashore



Sometimes the best relationship is a **long-distance relationship**

*Distance gives us new perspective.*

40 ft / 12 m  
about one bus-length for wild horses

*Distance makes the heart grow fonder.*

150 ft / 46 m  
about three bus-lengths for seals

You didn't come to a zoo or wildlife refuge today. You came to a *national park* —a place to truly treasure and let wildlife be wild. Help keep this place unique by always maintaining the safe distance and never feeding or giving water to any of our wildlife. We know you'll do the right thing.

With all wildlife, feeding (even grasses or leaves), luring, calling to, and violating distance regulations are ticketed and fined.



Credit: Carioti/The Washington Post



Credit: Cenicola/The New York Times

# Wildlife Viewing at National Parks

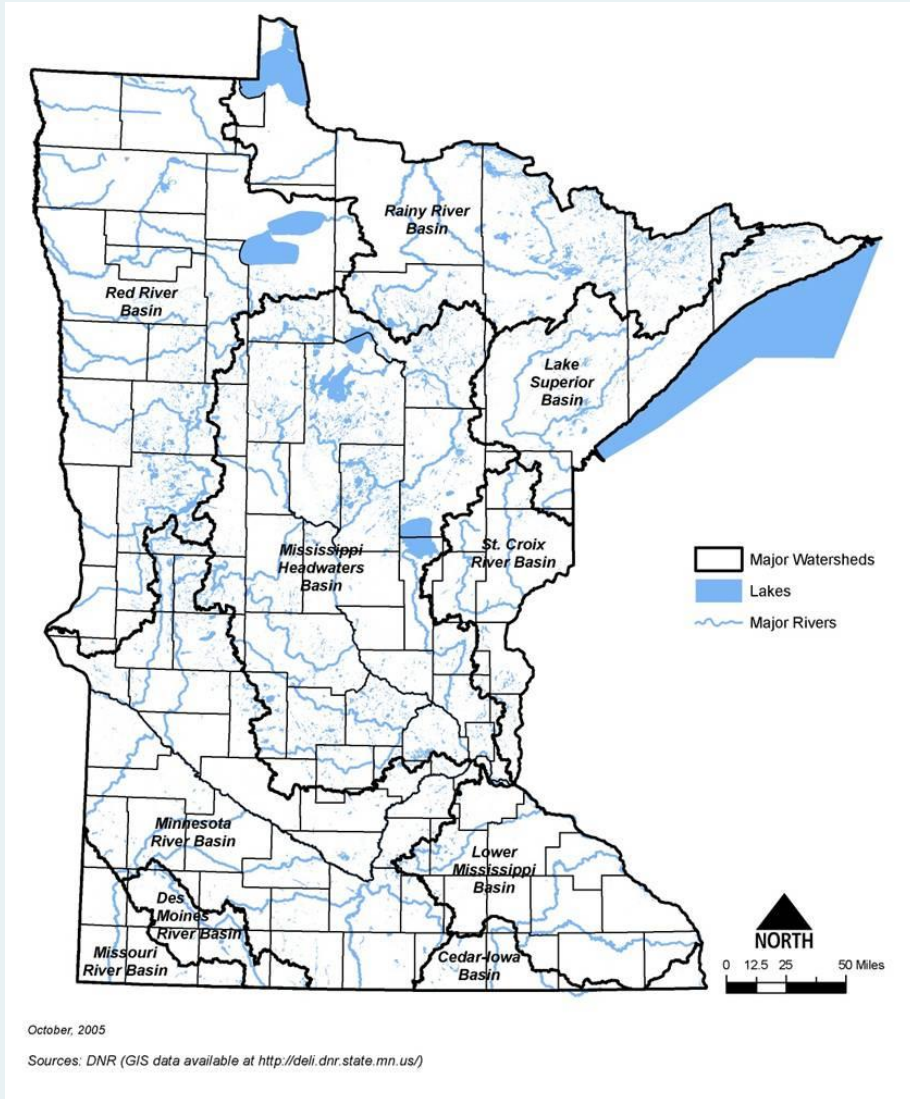
Abrams KM, Leong K, Melena S and Teel T. (2020) Encouraging Safe Wildlife Viewing in National Parks: Effects of a Communication Campaign on Visitors' Behavior, *Environmental Communication*, 14:2, 255-270.

The importances of communicating *alternative behaviors* as appealing and practical as opposed to focusing on *preventing* the problem behaviors.



# Landowner Behavior in Minnesota

Pradhananga A and Davenport MA. (2022) "I Believe I Can and Should": Self-efficacy, Normative Beliefs, and Conservation Behavior, *Journal of Contemporary Water Research and Education*, 175, 15-32.



October, 2005  
Sources: DNR (GIS data available at <http://deli.dnr.state.mn.us/>)

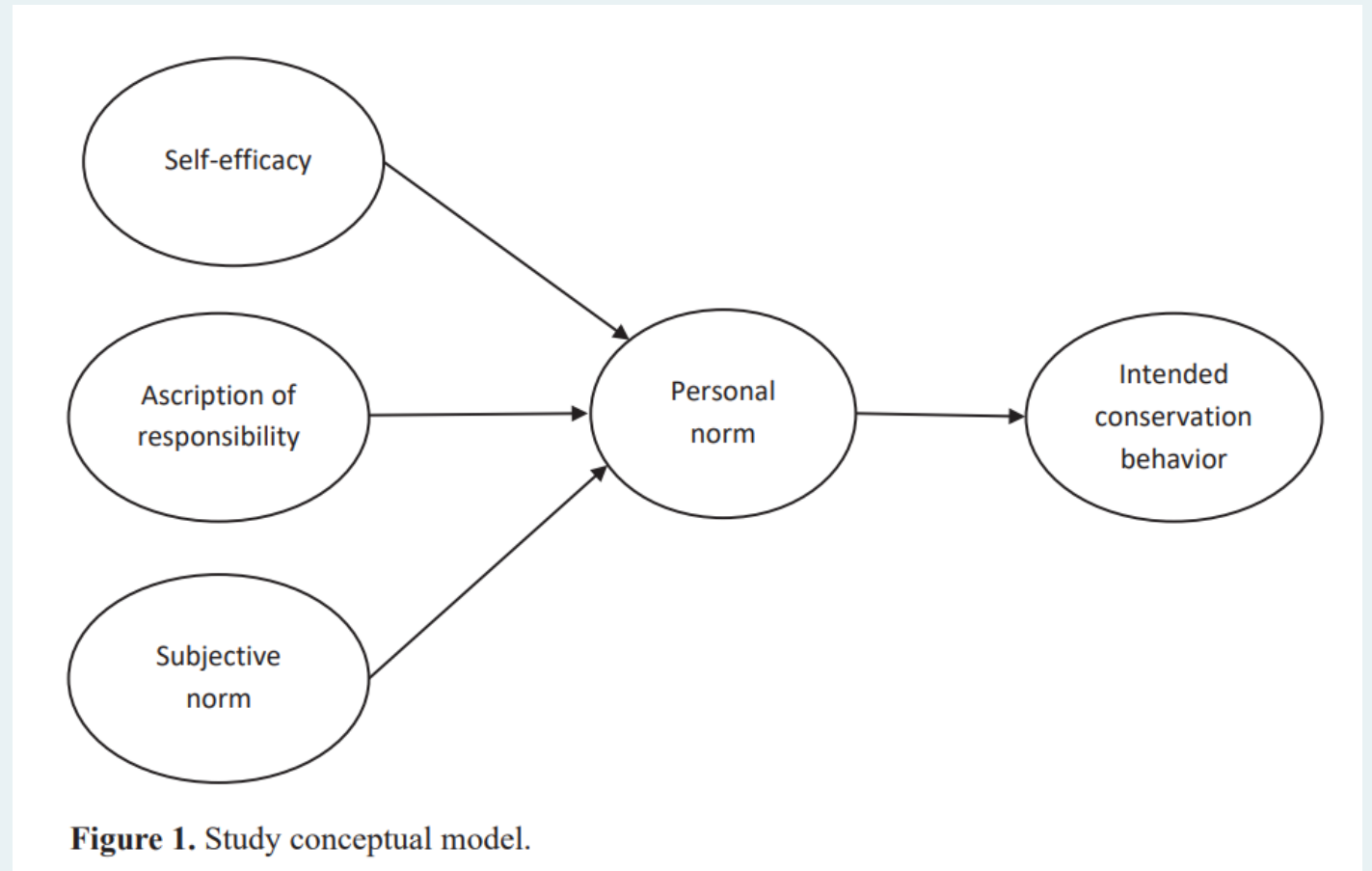


Figure 1. Study conceptual model.

# Landowner Behavior in Minnesota

Pradhananga A and Davenport MA. (2022) "I Believe I Can and Should": Self-efficacy, Normative Beliefs, and Conservation Behavior, Journal of Contemporary Water Research and Education, 175, 15-32.



Outreach programs successfully motivate change are those that appeal to a landowner's sense of responsibility, personal norms, and self-efficacy.



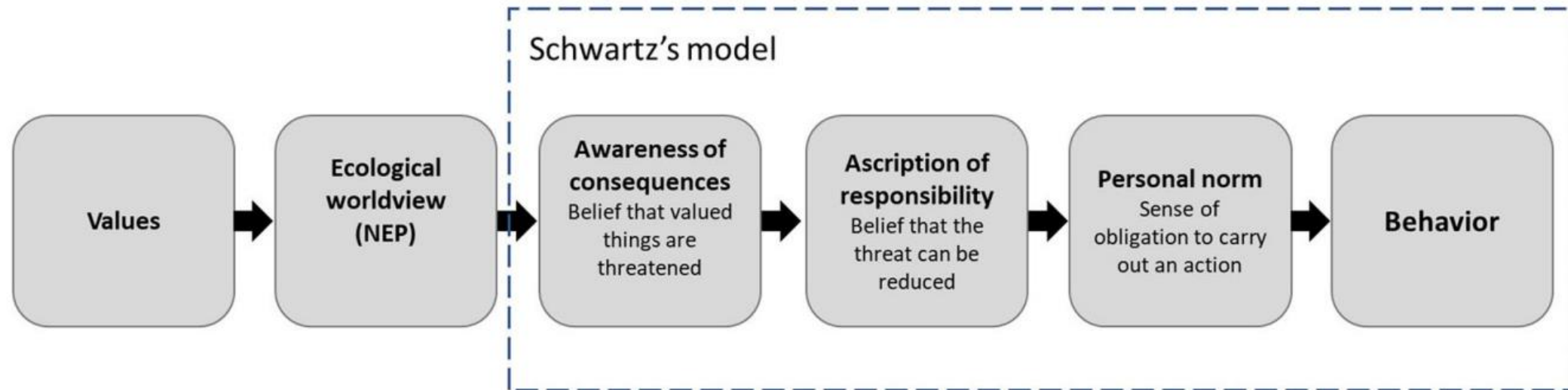
Credit: Minnesota Pollution Control Agency

# Best Hunting Practices

Chasemi B, Kely GT. (2023) Hunters' opposition to harmful hunting practices on ecosystems: values, beliefs, norms, and identities., Journal of Wildlife Management, 87, e22449.



Credit: Dean Pearson/Gun Dog Magazine



**FIGURE 1** The value-belief-norm (VBN) and Schwartz's norm activation model used to explain pro-environmental behavior. NEP, new environmental paradigm.



# Best Hunting Practices

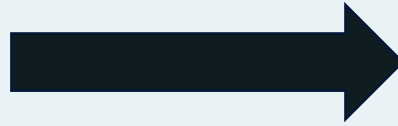
Chasemi B, Kely GT. (2023) Hunters' opposition to harmful hunting practices on ecosystems: values, beliefs, norms, and identities., Journal of Wildlife Management, 87, e22449.

Outreach programs should capitalize on hunter identities to internalize personal norms and highlight the role ecosystem stewardship in the long-term provision of hunting opportunities.



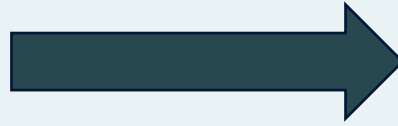
# What can we learn?

Communicate alternative behaviors as *practical* not just on preventing the problem behaviors.



How do we show best fishing practices as practical behaviors not just a solution to the release of snapper grouper species?

Outreach programs successfully motivate change are those that appeal to a landowner's sense of responsibility, personal norms, and self-efficacy.



How can our outreach programs better appeal to a fisherman's sense of sense of responsibility and self-efficacy?

Outreach programs should capitalize on hunter identities to internalize personal norms and highlight the role ecosystem stewardship in the long-term provision of hunting opportunities.



How can we better illustrate the role best fishing practices play in the broader science and management process?

**Questions?**

