

DoD Bird Conservation Focus Area: Communication and Education

Bird Conservation on Military Lands



Mission

To conserve migratory and resident birds and their habitats on Department of Defense lands.

DoD Bird Conservation — “Partners in Flight”

The Department of Defense (DoD) engages in a wide array of bird and habitat conservation activities. Collectively, these activities are known as Partners in Flight, to mirror related activities being implemented at the national and international levels. Through these efforts, DoD identifies strategies, goals, and priorities for key areas that support and enhance the military mission: stewardship, partnerships/cooperation, **communication and education**, habitat and species management, bird/animal aircraft strike hazard, monitoring, research, encroachment minimization, and quality of life. These goals and priorities outline DoD’s vision for developing and implementing conservation actions that support the mission while minimizing impacts to bird species and their habitats. These key focus areas enable DoD to better integrate programs for migratory and resident birds into existing natural resources and land management programs.

Goal: Information and Education

Identify and disseminate educational and outreach materials that inform the local community about installation mission and conservation efforts, and inform DoD personnel about key bird conservation issues, priorities, policy, and guidance.

Background

Successful bird conservation efforts enable birds to survive and reproduce over the long term. Human-created threats have compounded the natural challenges that birds constantly face from starvation, predation, and severe weather. Based on decades of research, conservationists have identified the most important threats to birds, especially habitat loss. Addressing these conservation challenges can help ensure a safe future for birds and improve the quality of life for people.

To be successful, bird and habitat conservation requires partnership-based action. Linking educators and communicators with ecologists and conservationists increases and improves awareness, attitudes, skills, knowledge, and behaviors among the public, stakeholder groups, decision makers, and land managers.

For DoD, the target audience also includes “inreach” to the training/testing communities, environmental planners, facilities/public works departments, and other intra-departmental environmental and operations programs.



Several partners have worked to share information about the Swainson's Hawk to better understand the species and its migration patterns. Photo: U.S. Fish & Wildlife Service

Priorities

DoD developed the following priorities to help achieve its information and education goals:

- Encourage DoD senior leadership awareness of national and regional bird conservation organizations and initiatives, and how they support DoD goals.
- Inform military and installation civilians about compliance with policy regarding migratory birds and bird conservation actions on DoD lands.
- Stay informed about current mission requirements.
- Promote and distribute existing outreach materials, such as the *Don't Let Your Cat Go AWOL* brochure, *Bird Conservation on DoD Lands* map, and installation bird checklists.
- Discourage installation residents and employees from feeding feral animals or creating cat colonies.
- Develop and/or distribute educational materials and facts on key issues, such as human structure impacts on birds (power lines, communication towers, wind turbines, building lights, windows) and other emerging conservation issues.
- Develop, distribute, and post success stories about conservation and mission interactions.

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Enabling the Mission, Defending the Resources
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