

# SWOT

The State of the World's Sea Turtles



February 2007

The impact of collaboration and the importance of community are exemplified in *SWOT Report*. This second volume demonstrates the commitment of hundreds of scientists around the world to share information in an effort to understand the state of the world's sea turtles and how we all affect—and can improve—their conservation.

In this Toolkit, we set out to create a resource that is accessible, inspirational, and effective for creating positive change for anyone who cares about making a difference in sea turtle conservation. It builds upon the first edition of *SWOT Outreach Toolkit*, and expands it to include additional audiences and numerous success stories. Thank you to all of those who provided advice, insight, and ideas in this effort.

The premise of the Toolkit is the fact that knowledge alone will not protect sea turtles. It takes the active commitment of many individuals, and the collaboration of communities, to ultimately succeed. The first step is for each of us to pick something that excites us, and try to get others involved. Within this Toolkit are references to many individuals and organizations who are reaching out to the communities where they live and work; we can all learn from their examples and adapt strategies for our own projects and the places we live.

This document is a work in progress, and it will continue to grow and change with new successes, lessons learned, and feedback from sea turtle researchers and conservationists around the world. We encourage you to send us your feedback, additions, and success stories so that we can share them with the global community. If you are inspired to reach out to your community, we invite you to apply for a *SWOT Report* Outreach Grant.

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# SWOT

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# Reaching Out to Businesses

From multinational corporations to locally owned small businesses, companies in your community can be valuable allies in your conservation campaign. In addition to providing funds or sponsorship for activities, companies trusted by the local community can be excellent instruments for raising awareness and proliferating conservation education. These benefits are enhanced when long-term partnerships are established.

## Step 1: GET INVOLVED WITH YOUR LOCAL BUSINESS ASSOCIATIONS

Contacting and becoming active in your local Chamber of Commerce, Rotary Club, or other business-focused membership will help you to build alliances with local stakeholders, educate local industries about conservation issues and how they can help, and identify local companies that would be good partners in your sea turtle conservation campaign. If joining the Chamber of Commerce is an option, membership should be pursued to help demonstrate your commitment.



Articles in SWOT Report, Volume II can help illustrate for businesses how sea turtle conservation in your local area is important on an international scale. Three articles may be of particular interest to businesses: "The Mystery of Their Purpose" (p. 8), "How Tourism, Tourists and Coastal Residents Can Be Stewards of Sea Turtles" (p. 36), and "One Small Bag for Tourists Brings Big Benefit" (p. 38).

Making a presentation on the state of sea turtles, threats to their survival, and the importance of their populations to different business groups like the Chamber of Commerce will help to raise necessary awareness within the business community.

Keep in mind that businesses might not be aware of their role or negative impacts they cause, and they will need information and education like any other interest group. When presenting or attending your first meeting, bring along copies of *SWOT Report, Volume II* for the officers of the organization and interested members.

## Step 2: TARGET SPECIFIC BUSINESSES WITH SPECIFIC MESSAGES

Your participation with the Chamber of Commerce will also help you to identify companies that may be willing to contribute to your long-term conservation goals.

When addressing the business community or individual corporations, there are several facets of conservation that need to be communicated, including:

- How the presence of sea turtles benefits the local communities and businesses, and can be a cause for community pride. You can point out how sea turtles are related to tourism in your area or show them all the segments of your community that are directly or indirectly affected by the presence of sea turtles. Likewise, loss of sea turtles and their habitats can affect businesses, local livelihoods, and the local economy.

- How conservation contributes to the welfare of people in your area.
- Hazards to sea turtles and their habitats specifically in your area.
- How individual businesses can become local leaders in sea turtle conservation by following best practices.
- How sea turtle conservation ties into greater ocean and coastal conservation issues.

Be sure to bring copies of *SWOT Report, Volume II* and other literature to entice them to become involved. These materials can be sent before your meeting as background information or shared when you meet in person. During the meeting you can comment on specific issues presented in the articles that are related to your area.

If approaching businesses that may directly impact sea turtle populations or their habitats—such as those involved in the fishing industry, beach tourism, or sea turtle products—it’s critical to be strategic in your approach. Reach out to these businesses with concepts of sustainability, and express how conservation benefits the local community and economy.

### Step 3: DEVELOP WAYS TO COLLABORATE

When approaching any individual business or corporation, be sure to identify specific ways in which each company can join your sea turtle conservation effort. Work with each business to identify their needs and interests. Think collaboratively; consider options that will benefit the business and the conservation effort. Ask for the company’s own ideas about how they would like to be involved. It is essential to keep these ideas in mind in order to build an effective partnership together.

Remember that this partnership will be more successful if it is advantageous to their business in some way. Perhaps they would be interested in having their name or logo included in promotional materials (in the products that you will produce, on your website, etc.). Is their donation eligible for a tax-deduction? If so, let them know.

Some ways in which corporations might collaborate:

- Sponsor an event such as a local sea turtle festival, street theater performances, puppet shows for schools, or a newsletter.
- Produce posters, brochures, field guides, or other elements of your campaign—and provide these to their employees and clients.

#### IDEAS in PRACTICE

Although conservation is of critical importance to you, remember that businesses will have other priorities. Work with individual businesses to try and find common ground: how will the business, the area, or the market benefit from sea turtle conservation? Caribbean Conservation Corporation’s “A sea turtle is worth more alive than dead” campaign is an example of this strategic approach. Think about their business needs and consider specific changes or improvements that won’t affect their bottom line and could possibly increase it—perhaps through spending less money on materials, competitive advantage, or overall market improvement.



- Donate products to your organization—photos, hotel lodging, a percentage of sales, etc. Customize the donation based on the business’s strengths and your needs.
- Collaborate on sea turtle-friendly beach lighting and coastal development programs. This is especially appropriate for power companies, real estate developers, beachfront hotels, and tourism operations.
- Distribute industry-specific educational materials to employees and/or clients. For instance, fishing vessels might post sea turtle bycatch guidelines onboard; real estate agents can distribute beach lighting guidelines to new property purchasers; retail stores can post signage about plastic bag use (and proper disposal).

### Step 4: BE APPRECIATIVE, AND CONTINUE THE RELATIONSHIP

Remember to say “thank you” to your supporters for their efforts—both personally and by publicly recognizing individual businesses or membership organizations for their help. Include your business partners’ and supporters’ logos and names in event materials, newsletters, or promotional products.

Another way to thank supporters and cultivate their involvement is by giving feedback to the businesses that help you—in the form of season reports, pictures, samples of artwork, or quotes from visitors. Highlight the importance of their contribution and the impact that it has made. Be as specific and tangible with the results of your collaboration as possible. Ask for their feedback as well: do they have suggestions for improvements?

**IDEAS in PRACTICE**  
The Caribbean Conservation Corporation works with hotels to distribute adopt-a-turtle packets to guests.



To get the most out of this collaborative effort, it is important to base your partnership on long-term commitment. The hard part is initiating the relationships; once established, these businesses can continue to support your cause or develop deeper involvement. Being appreciative, giving and receiving feedback, and continuing communication with the company or membership organization will promote long-term ties.

### SUCCESSFUL EXAMPLES

ARCHELON, the Sea Turtle Protection Society of Greece: ARCHELON is an environmental NGO founded in 1983 to study, protect, and raise awareness about sea turtles and their habitats in Greece. The areas where turtles nest are some of the most popular tourist destinations in the Mediterranean, and ARCHELON works directly with tour operators to raise awareness, promote sustainable development, and minimize the impact of tourism on the environment. Over the past years, ARCHELON has established strong partners. Those businesses range from big companies that give financial support to local markets that donate fish to feed turtles at the Rescue Center. For more information, visit [www.archelon.gr/eng/xopigoi.htm](http://www.archelon.gr/eng/xopigoi.htm) or contact Aliko Panagopoulou ([aliko@archelon.gr](mailto:aliko@archelon.gr)).

Bay Area Green Business Program: Established 10 years ago, the Bay Area Green Business Program in California, USA, assists and recognizes businesses that voluntarily implement measures to conserve energy and water, reduce solid waste, and prevent pollution. Over the years they have established close relationships with a number of the businesses they have certified. Local coordinators set up and/or participate in networking opportunities where businesses can come together to share their experiences, learn about new environmental technologies or best practices, and otherwise interact with like-minded businesses as well as public agency and utility company staff.

The Bay Area Green Business Program also works with local chambers of commerce and trade associations to help them understand what it means to be green and the value of improving their practices. It is important to demonstrate that “green” practices not only help the environment, but they also contribute to a more productive, healthier workplace. If the business is more efficient

with energy and water consumption and generates less waste, it saves money.

Below is a list of benefits businesses have reported when asked why they participate in a program such as theirs:

- More constructive relationship with government
- Compliance assistance
- Access to incentives/rebates
- Roadmap for environmental improvements
- Cost savings
- Healthier workplace
- Employee motivation/productivity
- Positive recognition/public relations
- Competitive edge

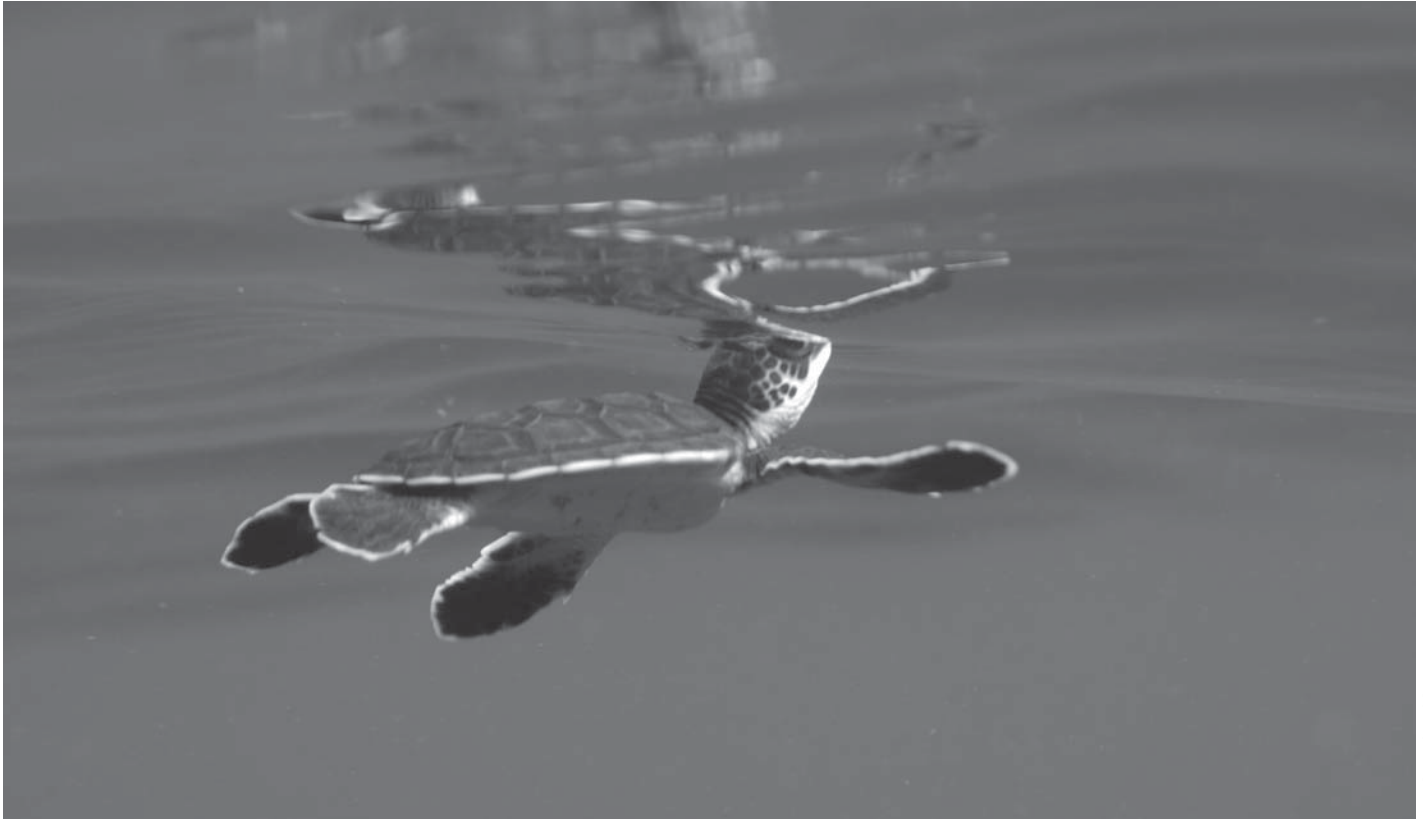
Demonstrating to their community that their business is a good neighbor is another benefit. In the case of sea turtles, if the turtles contribute to the potential for ecotourism, the case can be made that conserving them aids the local economy. For more information, visit [www.greenbiz.abag.ca.gov](http://www.greenbiz.abag.ca.gov) or contact Ceil Scandone ([ceil@abag.ca.gov](mailto:ceil@abag.ca.gov)).

Caribbean Conservation Corporation (CCC): The CCC website shares a variety of ways in which businesses have contributed to their cause and how they have creatively acknowledged each business’ support. For more information visit <http://cccturtle.org/corpcorrib.htm> or contact Daniel Evans ([dreavens@cccturtle.org](mailto:dreavens@cccturtle.org)) or David Godfrey ([david@cccturtle.org](mailto:david@cccturtle.org)).

Fundación Ecológica Bahía Principe: The “Bahía Principe Clubs & Resort” hotels in Mexico created this NGO in the Riviera Maya in order to preserve ecosystems. They have a special program directed at sea turtle conservation: [www.eco-bahia.org/es/tortugas/tortugas.htm](http://www.eco-bahia.org/es/tortugas/tortugas.htm).

TAMAR Project is an example of a successful partnership between business and a non-profit organization. TAMAR has found different local partners in each site where they work. For example, a partnership between TAMAR and Petrobras, a Brazilian petroleum company, began when TAMAR approached the company to request a donation of gas for three beach patrol jeeps. Petrobras agreed to donate the fuel for the beach patrols. Later TAMAR requested that Petrobras also fund internships. Eventually this partnership evolved, so that Petrobras has become the main sponsor for the entire project, including a variety of community and educational programs. Contact Luciano Soares ([Isoares@tamar.org.br](mailto:Isoares@tamar.org.br)), or visit <http://www.projectotamar.org.br/parcerias.asp> for more information.





# Reaching Out to Fishers

From traditional fishing communities to industrial fisheries, fishing often has a negative effect on sea turtle populations. When engaged in conservation efforts, fishers can positively impact sea turtle populations and set a precedent for others in the fishing sector.

## Step 1: CHOOSE YOUR TARGET AUDIENCE AND YOUR STRATEGY

Depending on the circumstances in your community and the main goal of your project, you will work with different fishers and will need different strategies. The first step is to determine which type of fishery is most influential in your area: are you dealing with traditional and small scale fishers who incidentally capture sea turtles? Does it involve commercial fishing industries? Or does the fishing community hunt turtles for meat and eggs as a source of protein or income?

## Step 2: START YOUR CAMPAIGN

After identifying the specific fishing audience, you'll need to develop a strategy. To facilitate this, we offer examples of strategies for three different types of fishers.

### INDUSTRIAL FISHING:

When working with industrial fishers, it is important to realize that their fishing techniques are primarily determined by corporate policies. However, it is still effective to share information, educate, and create awareness with those whose attitudes and actions have a direct impact on sea turtle populations. According to Martin Hall, effective conservation programs focus on “deriving solutions that will allow fishers to continue to earn a living from the ocean, while simultaneously protecting the marine environment in the long term” (*SWOT Report, Volume I, 2006*). Hall described a

Articles in the *SWOT Report, Volume II* can help illustrate for fishers how sea turtle conservation in your local area is important on an international scale. Two articles may be of particular interest to fishers: “Baja Fishers Work to Conserve Loggerhead Foraging Grounds” (p. 18) and “The Net Gain of Working with Fishers to Reduce By Catch” (p. 34).

program with the Ecuadorian fishing industry that involved four main components:

- Replace J hooks with circle hook and test their efficacy
- Provide tools and training for fishers to release sea turtles
- Establish an observer program to document the results
- Develop communication and outreach programs in the fishing community

If the main goal of your program is to exchange types of hooks to reduce incidental capture, you'll need to establish contact with the fishing industry. You should first contact the relevant governmental agencies to inform them about your action plan, as well as the fishing companies and cooperatives. Try to make an appointment with a manager or other decision-maker who can help you share information with others in the company and eventually gain approval to participate in your program.

You will need the owner's or director's approval in order to implement such a fundamental change in their protocols and will need to be prepared to convince them (usually with statistics and case studies) about the importance of their participation. There is plenty of literature available about data, advantages, and disadvantages of changing hooks or other fishing gear.

Approach the company executives in a respectful and collaborative way. Explain the problem and seek common ground for a solution. Stress the implications of high bycatch. For instance, you can provide them with an introduction to sea turtles' ecological roles and conservation status. Again, it is important to seek solutions that include the industry's and the fishers' interests.

Once you are successful in getting a company's authorization and establish a partnership, it is time to contact the fishers. One option is to organize workshops explaining the ecological role of sea turtles, their major threats, and the difference that individual fishers can personally make to improve sea turtle survival. It is likely that not all of them will feel personally involved or excited about their role, but it is worthwhile to recognize any efforts they do make. Explain what your program will be doing (e.g., switching hooks and adding an observer to each boat) and work with them to determine how this process should take place. The observer can help fishers use the new equipment (focusing on both interests: recovering the hooks and keeping sea turtle populations healthy) and monitor bycatch and their fishing quantities.

### IDEAS in PRACTICE

TAMAR Project, in Brazil, successfully involved the local fishing community by hiring fishers and ex-poachers in sea turtle conservation and management activities.



When making a switch in hooks, the following is recommended:

- use the same number of hooks to guarantee the fishing effort won't increase, and
- keep the J hooks so that you can return them if the fishers do not think there are benefits from the change.

Since this is a long-term program, plan for follow up meetings to discuss and monitor the results with the fishers.

#### **LOCAL COMMUNITY FISHERS:**

Sometimes, traditional fishing communities are not initially open to changes in their traditional practices. It is important to establish a trusting and long-term relationship, because some communities have already had poor experiences with projects that started with specific promises and, after getting what they needed, left with these promises unfulfilled. The resulting lack of trust can be a challenge for new projects and ideas.

A good example to follow when working to reduce direct and/or indirect capture of sea turtles in artisanal fisheries is being carried out by the Brazilian organization TAMAR. They work with the local community by incorporating humanitarian and social issues into their conservation efforts as a multi-level approach that addresses both their community's and the conservation organization's concerns.

#### **1. Incidental Capture in Artisanal Fisheries:**

If you are starting your outreach program with artisanal fishers, it is important to gather as much information as you can about their activities in your area. A good way to start is by contacting the fishing cooperative. When you schedule an appointment with them, bring background information about sea turtle populations in the region and your project. You can employ strategies similar to what you would use to engage the general public (see the "Reaching Out to the General Public" section in this Toolkit, p. 8). Discuss specific conservation issues related to their activities and how they can be involved in your program. At the same time, it is important to give them space to share their



ideas and expectations. Most likely, you will need to identify and address some of their needs in order to get them interested, invested, and involved with your cause. Some of the issues that are beneficial both to fishers and to sea turtle conservation are relevant laws, sea turtles' ecological roles, and damage of gear.

It is also useful to provide instructions and orientations about what to do when they accidentally catch turtles. Provide a number they can call if a tagged turtle is captured, instruct them how to read and record the tag number, and instruct fishers how to resuscitate stunned turtles. An example of a brochure for instructions with this information can be found (in Portuguese) at: [http://www.tamar.org.br/download/cartaz\\_rede.pdf](http://www.tamar.org.br/download/cartaz_rede.pdf). Once a few fishers are open to these ideas, trained, and involved, they can become advocates and assist in your outreach to other fishers in the region.



The following links offer a guide to aid fishers on how to release and recover sea turtles.

- English: [http://www.iacseaturtle.org/iacseaturtle/English/download/guia%20de%20liberacion%20\(ingles\).pdf](http://www.iacseaturtle.org/iacseaturtle/English/download/guia%20de%20liberacion%20(ingles).pdf)
- Spanish: <http://www.iacseaturtle.org/iacseaturtle/download/Guia%20de%20liberacion.pdf>
- Portuguese: [http://www.iacseaturtle.org/iacseaturtle/download/guia%20de%20liberacion%20\(portugues\).pdf](http://www.iacseaturtle.org/iacseaturtle/download/guia%20de%20liberacion%20(portugues).pdf)

Another example, in Spanish, is at: <http://www.auladelmar.info/crema/varamientos1.htm>.

Creating education and outreach programs to reach others members of the community can also be useful, because they can indirectly involve fishers in sea turtle conservation. If fishers' children and spouses are involved and are directly benefiting from sea turtle conservation, the fishers themselves will more likely want to be involved as well.

## 2. Harvesting for Meat or Eggs:

As opposed to the previous group where capture is accidental, in some areas people do intentionally hunt turtles for meat, eggs, or shells. In some communities, eating turtles or turtles' eggs were (or still are) part of their culture, and must be carefully approached. If this practice is still part of the communities in which you work, identifying potential key fishers that can act as leaders is a good place to start. These individuals will help you to disseminate a sea turtle conservation message. You can also reach out to fisher leaders in other communities in order to broaden the scope of your outreach efforts.

Whenever sea turtles or their products are also a source of income, economic alternatives should be a focus of your campaign.

Here are some ideas for activities that you might initiate. In parenthesis are some groups that have experience in organizing them:

- Introduction of alternative fishing methods or fishing products, such as oyster, mussel culture, fish farms, or the creation of artificial reefs and other fish attracting devices (TAMAR Project).
- Involving fishers' wives in handcrafts production where your program can act as facilitator to sell their products (Red de Humedales de Oaxaca, Mexico, <http://www.humedalesoaxaca.org.mx/html/proyectos.html> and TAMAR Project).
- Hire fishers or ex-poachers to implement tasks related to sea turtle conservation and management activities. For example, they can monitor the

## IDEAS in PRACTICE

CCC and WWF have written a report called “Money Talks” that shares examples from different communities where sea turtles have been proven to be worth more alive than dead. <http://www.cccturtle.org/pdf/presentations/Troeng&Drews24thSymposium.pdf>



beach and, if properly trained, can work as research assistants, guides, etc.

### Step 3: CONTINUE the RELATIONSHIP, and BE CONSISTENT

Once you have created the partnership, it is important to continue to cultivate the activities and involvement. Make sure that you provide follow-up and support for ongoing activities. Stay consistent with your message, and keep seeking new avenues to improve this relationship.

Keep in mind when establishing a long-term relationship with your local fishing community, that your activities will reach beyond sea turtle conservation. In many cases, follow-up activities should focus on economic and social needs.

### SUCCESSFUL EXAMPLES

The Karumbé project in Uruguay has found that most fishers have a deep respect for sea turtles and awareness for the ocean environment, through traditional knowledge, which helps create awareness and interest in searching for more responsible fishing alternatives.



SUZANNE LIVINGSTONE

Karumbé has implemented a program called “PRONACODA” (Programa de Marcaje y Colecta de Datos a Bordo), which involves tagging and data collection onboard industrial fishing boats. In tandem with that program, they organize meetings and workshops with industrial fishers, with the goal of raising their interest and awareness in sea turtle conservation. The great results they have accomplished inspired them to develop and create an “Education and Consciousness Program” directed at industrial fishers in 2004. Since the inception of PRONACODA through March 2006, the fishers have helped collect data from more than 200 sea turtles that were incidentally captured. Contact Alejandro Fallabrino ([karumbemail@gmail.com](mailto:karumbemail@gmail.com)) for more information.

PRETOMA works actively with the private fishery sector in Costa Rica to implement the Code of Responsible Fisheries of the United Nation’s Food and Agriculture Organization: <http://www.tortugamarina.org/content/category/5/77/63/lang.en/>. They have established a trusting relationship with fishers. Comments from a Costa Rican fishing captain can be found at: <http://www.tortugamarina.org/content/view/153/2/lang.en/>.

PROARCA/Costas, through the ALIDES (Alianza para el Desarrollo Sostenible) agreement, executed a survey in El Salvador, Honduras, and Nicaragua in an attempt to identify the artisanal fishing situation and fishers’ needs in Fonseca Gulf. See: <http://www.wwfca.org/php/proyectos/maresycostas/mares03b.php>.

TAMAR Project in Brazil recruited fishers to actively resuscitate stunned turtles. See: [http://www.tamar.org.br/download/cartaz\\_rede.pdf](http://www.tamar.org.br/download/cartaz_rede.pdf), or contact Luciano Soares ([Isoares@tamar.org.br](mailto:Isoares@tamar.org.br)) for more information.

Several different organizations conducted surveys that tested various fishing methods to determine which combination worked best to minimize sea turtle encounters in pelagic longline fisheries.

- Blue Water Fishermen’s Association, the Fisheries Research Institute, and NOAA Fisheries: <http://www.nmfs.noaa.gov/mediacenter/turtles/>
- World Wildlife Fund: <http://www.worldwildlife.org/turtles/results/hooks.cfm>; contact Moises Mug at [moisesmug@wwfca.org](mailto:moisesmug@wwfca.org).





MICHAEL JENSEN

# Reaching Out to the General Public

The general public encompasses many audiences—from coastal tourists and residents to national consumers who may purchase products that impact sea turtles. The public can be directly involved by participating in activities promoted by your organization or indirectly by providing financial support. Most importantly, the actions they take in their daily life can affect sea turtles and marine conservation.

## Step 1: CHOOSE YOUR TARGET AUDIENCE AND MESSAGE

Because the general public encompasses such a wide variety of interests, the first step is to decide what message you want to communicate in your campaign and which groups of people are the most important to reach with that message.

Your message will depend on your main goal, which may be to:

- promote your program,
- create awareness about specific issues related to sea turtle conservation,
- provide general information about sea turtles,
- raise money for part of your research and conservation programs, or
- something else.

Keep your message simple, and keep it focused. Too much information may confuse your audience. Your message should aim to alter your audience’s knowledge of the topic, its attitude toward sea turtles, and its behavior in relation to sea turtle conservation.

## Step 2: CHOOSE YOUR STRATEGY

When you identify the specific population group that you should work with (tourists, seafood consumers, children, local community, etc.) and what you want to

*Articles in SWOT Report, Vol. II can help illustrate for the general public how their actions affect sea turtle conservation and how sea turtle conservation affects them—for instance, “Zanzibar Cleans Up with Ban on Plastic Bags” (p. 33), “How Tourism, Tourists and Coastal Residents can be Stewards of Sea Turtles” (p. 36), and “Making the Connection: Human Health and Sea Turtle Consumption” (p. 39).*

tell them, next you'll need to choose the strategy that you will use to reach them.

One strategy is to participate in "Environment Week," "Earth Day," or other relevant events during which you can implement your campaign. Events can be good forums to begin disseminating your ideas, and they provide excellent opportunities to become more involved with the local community. Contact the organizers and explain your ideas. Share background information on sea turtles and the importance of their help. Ask them if there is any way in particular that they would like to contribute.

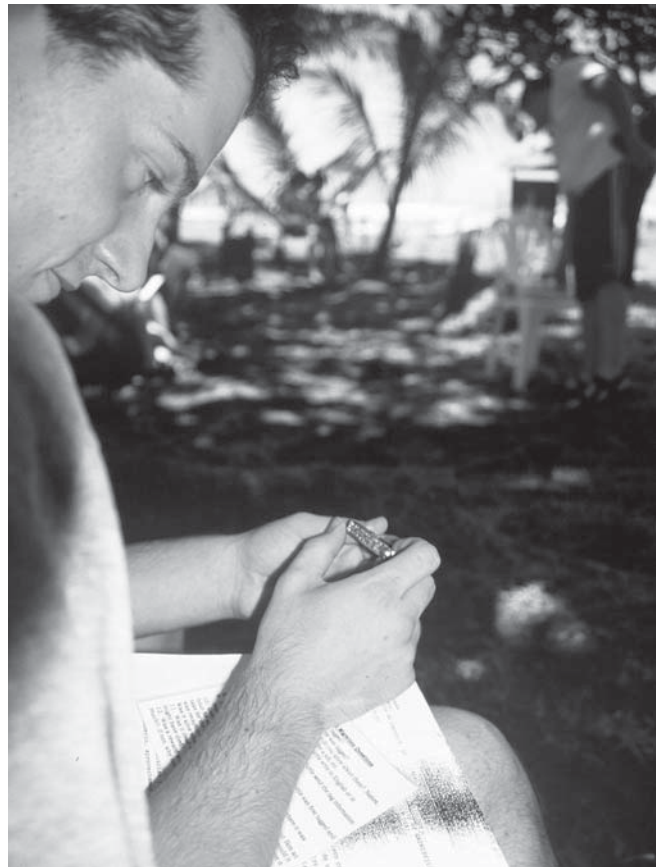
Here are some ideas for events that you might initiate; in parenthesis are some groups that have experience in organizing them. More information about these activities is listed in the "Successful Examples" section of this chapter and at the links below.

- Participate in or organize festivals. (ProPeninsula, TAMAR)
- Give slide shows and share information at hotels, on tourist boats, and at beaches. (ARCHELON)
- Organize and promote a beach cleaning day. A good way to get people involved is by starting with a talk about the threat trash represents to sea turtles (use the "Zanzibar Cleans Up with Ban on Plastic Bags" article as reference), followed by the clean-up activity.
- Organize workshops. (Conservation Society of Sierra Leone)
- Develop or expand a local community recycling program. (TAMAR <http://www.projetotamar.org.br/comu.asp>)
- Work with a theatre group to create a play about sea turtle conservation. If one doesn't exist locally, find a coordinator or person to be in charge of recruiting volunteers and directing a play that could be presented on a special day. (<http://www.wan-smolbag-theatre.org/environment.html>)
- Create information stations or place signposts at strategic areas close to the nesting beach. (ARCHELON)



#### IDEAS IN PRACTICE

The Grupo Tortuguero organizes festivals in Baja California Sur, Mexico.  
<http://www.grupotortuguero.org/content/2/2/7.html>



SCOTT PANKRATZ

- Produce relevant informational material (displays, leaflets, etc.) to be used in the events you organize. (ARCHELON)
- Use the media to attract attention and generate support from the general public (e.g. press releases, TV and radio interviews).

### Step 3: START YOUR CAMPAIGN

Because your goal is to work with a lot of people, it is better to not try to do all of the outreach yourself. You'll need to create working teams with potential leaders. These leaders can discuss and help create an action plan, and then implement the plan with your help and supervision. Make it fun, and celebrate the results of your team's work. Involve others (media, businesses, websites) to help promote the activity and goals.

When sharing information, be sure to summarize your main messages and emphasize them multiple times. Leave your audience with concrete examples of "everyday decisions" that they can take that will make a difference for the environment and for sea turtles. Engage their creativity, and bring the message home by asking your audience for their ideas.

## Step 4: INSPIRE ACTION

Get people involved by emphasizing the ways that they can contribute and connect to the issue—for example, through adopt-a-turtle programs, volunteer work, purchases of sea turtle-friendly products at stores and products that raise money to help in your conservation program.

Conservation International and the IUCN Marine Turtle Specialist Group have produced a targeted poster listing specific actions the general public can take to protect sea turtles. These five simple activities connect each individual's everyday actions to sea turtles and helps make their role in conservation tangible:

- Choose your seafood wisely.
- Support turtle-friendly development along coastlines.
- Don't purchase or consume sea turtle products.
- Don't put anything into the ocean that didn't naturally occur there.
- Reduce carbon emissions by your family and your business.

Download a copy of the poster in English or Spanish at: <http://www.seaturtlestatus.org/Main/Resources/OutreachTools.aspx>.



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## Step 5: CONTINUE THE RELATIONSHIP, AND BE CONSISTENT

Once you have created momentum, it is important to continue to cultivate the activities and involvement. Make the event an annual tradition, or provide follow-up support for a recycling program or other ongoing activity. Stay consistent with your message and continue seeking new avenues to share the information.

### SUCCESSFUL EXAMPLES

Conservation Society of Sierra Leone (CSSL): In November 2006, the CSSL organized a workshop with members of the media, government ministries, universities, schools, colleges, coastal communities, the police, and businesses to discuss the first *SWOT Report* and make recommendations for the improvement and expansion of sea turtle conservation in the country. More details are in the “*SWOT Report in Action*” section of this Toolkit, pg. 24.

Ecology Project International: At each of its project sites, EPI organizes an annual Student Science Symposium to which members of the community and participating school groups are invited. Students give presentations, showcase their work, and celebrate their accomplishments, plus get inspired by others who are actively involved in local sea turtle conservation efforts. For more information visit: [www.ecologyproject.org](http://www.ecologyproject.org).

ProPeninsula/Grupo Tortuguero: The annual Festival de las Caguamas (Loggerhead Sea Turtle Festival) was launched in Puerto López Mateos, BCS, Mexico, in 2003 to celebrate the unique value loggerhead turtles have as a local treasure. Hundreds turn out for a weekend of festival activities, such as a parade through town, mini-marathons, carnival rides, soccer games, and live entertainment including dancing, singing and music. For more details, visit: [www.propeninsula.org](http://www.propeninsula.org).

World Wildlife Fund-Malaysia: In 2003, WWF established the Banggi Environmental Awareness Centre on Banggi Island. In the fall of 2006, the BEAC conducted a series of evening events to publicize the first *SWOT Report* and increase the awareness of sea turtle conservation in the park. More details are in the “*SWOT Report in Action*” section of this Toolkit, pg. 24.





JULIE OSBORN

# Reaching Out to the Media

Newspapers, magazines, and television programs will enable you to reach a broader audience than you can reach by yourself. They are very useful tools to raise awareness and increase information about key issues. Effective involvement of the media will increase your community's awareness of and spread the word about sea turtle conservation.

## Step 1: DISTRIBUTE A NEWS RELEASE

Conservation activities with the community are a good way to attract the media's attention. You could start your local media campaign by sending a news release about an activity that is going to take place. Contact newspapers, television and radio stations, and the government information/media office in your local area. Invite them to the activity, and meet them there. You can arrange future meetings to exchange more information, or provide them with a fact sheet if they were unable to attend the event. For sample news releases, visit: [http://www.seaturtles.org/press\\_release.cfm](http://www.seaturtles.org/press_release.cfm).

If you haven't already established media contacts, send the news release with a cover letter to your local newspaper editor and any environmental writers on staff, the manager of your local television and radio stations, and producers of any shows with audiences who would be interested in sea turtle conservation.

## Step 2: MEET THE MEDIA

Knowing journalists by face and name is important. It is often possible to gain media contacts by asking

### IDEAS IN PRACTICE

Malaysia's Save our Turtles Outreach Program, STOP, has an agreement with a national TV channel that allows them to broadcast turtle conservation activities. <http://www.kustem.edu.my/seatru/>

other local NGOs for their contacts. Also, keep an eye out in local publications for reporters who often cover environmental or human interest stories. Plan to meet with your local media contacts to further explain your project or organization's mission. Come prepared to the meeting with information and fact sheets about local sea turtle conservation issues. Bring along any printed materials you plan to use in your campaign, including a copy of *SWOT Report* to demonstrate the global significance of sea turtles. Be sure to stress that local conservation efforts have an impact on these global animals.

It is important to draw a connection between sea turtle conservation and ocean/coastal conservation, and how these affect the welfare of people in your area—through public health, economics, livelihoods, tourism, food sources, sustainability of natural resources, or other ways.

Also highlight the connection between sea turtle conservation and the need to raise awareness and ultimately change human behavior. Specifically explain to the media what the threats to sea turtles are and what alternative behaviors would help reduce these threats.

Describe the ways in which your campaign can help to change individuals' attitudes and behaviors, and the media's role in this important effort.

### Step 3: PLAN A MEDIA FIELD TRIP

A great way to engage local media in sea turtle conservation issues is by giving them opportunities to observe sea turtles in their habitats and to participate in conservation efforts, which can instill in them a sense of responsibility and respect.

Invite journalists to visit your project, so they can witness the kinds of activities you conduct with the community, such as festivals, symposia, workshops, public talks, or hatchling releases. If that is not possible, invite them—either as a group of journalists or as individuals—on other trips in which they can understand sea turtles, threats to their survival, and conservation options. Accompany them on the tours and emphasize that conservation depends on human behavior. Some examples of what individuals can do to help sea turtles are found on the inside panel of the “Turning the tide” poster created by Conservation International and IUCN Marine Turtle Specialist Group.

*Articles in SWOT Report, Vol. II make reference to many different sea turtle issues of global and local importance, and are among the most up-to-date scientific research available. Journalists may find many of the articles interesting, and they will be most useful if you can provide local examples to illustrate the articles.*



### Step 4: REACH AN AGREEMENT

Once you have discussed the issues and how the journalist(s) can help sea turtle conservation by reaching a larger audience, try to reach an agreement on how many articles or programs they will produce and the frequency at which they will be published. This will increase the effectiveness and consistency of the message, and all parties will understand the commitment involved.

### Step 5: MAINTAIN THE CONNECTION

If you have been able to establish strong media contacts, keep in touch with them, and continue involving them in your outreach campaigns. If at first you don't succeed, try again, as some media relationships must be cultivated over time. Invite your contacts to other events, and speak to them regularly to update them on your activities.

Even if there are no new activities, it would be useful to keep in touch with them periodically to keep them abreast of sea turtle conservation news, as newspapers might publish this kind of article when they have space—not necessarily only when an event takes place.

### SUCCESSFUL EXAMPLES

Conservation International (CI): At the 26th annual Sea Turtle Symposium in Crete, Greece, CI initiated an international media campaign to raise awareness about sea turtle and marine conservation issues and to launch the first annual *SWOT Report*. CI brought a handful of journalists from around the world to the event and communicated with journalists in their home countries through a daily blog. The campaign reached more than 14 million people in Latin America, southeast Asia, the

**IDEAS IN PRACTICE**

Brazilian organization TAMAR has a database with more than 10,000 photos and 300 hours of video available for media to use. Images are powerful and help generate an emotional response from viewers.



U.S., and the Mediterranean region: [http://www.conser-  
vation.org/seaturtles](http://www.conser-<br/>vation.org/seaturtles).

Save our sea Turtles Outreach Program (STOP) is a program of the Sea Turtle Research Unit of the Faculty of Science and Technology, University College of Science and Technology Malaysia (KUSTEM). In September 2006, a Memorandum of Understanding was signed by KUSTEM University, Aquaria KLCC, and TV3 to provide TV3 rights to air turtle conservation activities to a few million viewers in Malaysia. In addition, STOP has planned media events for the release of captive-raised hatchlings. Contact ehchan@kustem.edu.my or visit <http://www.kustem.edu.my/seatru/> for more information.

Marine Turtle Newsletter: This website has specific and updated information on sea turtle conservation issues: <http://www.seaturtle.org/mtn/>.

Oceana, an international non-profit that campaigns to protect and restore the world's oceans, has mailing lists that spread the word about sea turtle conservation and ocean conservation issues in general: <http://www.oceana.org>.

PRETOMA is a Costa Rican non-profit, marine conservation organization that works to promote sustainable fisheries and protect sea turtles, sharks and marine biodiversity. They have many press releases available online. Usually these articles are in Spanish and English, to reach a larger number of people: <http://www.tortugamarina.org/content/view/153/2/lang,en/>.

TAMAR Project, a sea turtle conservation organization in Brazil, has hired a press liason to maintain continual contact with the media: [www.tamar.org.br](http://www.tamar.org.br).

WILDCOAST protects and preserves coastal ecosystems and wildlife in the Californias and Latin America by building grassroots support, conducting media campaigns and establishing protected areas. During the 2006 world football cup, WILDCOAST carried out a sea turtle awareness campaign that reached about 300 million people: [http://www.wildcoast.net/sitio/index.php?option=com\\_content&task=view&id=133&Itemid=104](http://www.wildcoast.net/sitio/index.php?option=com_content&task=view&id=133&Itemid=104).



RODERIC B. MAST



# Reaching Out to Policymakers

Policymakers can make widespread changes through laws and regulations that can reverse sea turtle trends around the world. There are different levels at which policy is made, so you first have to determine at which level you are going to work—from international laws and treaties to local regulations and rules. The higher level you want to target, the more people you should involve, and the more people you'll need to support you.

Levels for policy outreach include:

- **Community Policymakers (Neighborhoods, Ethnic Groups, Fishing Cooperatives):** Community administrators are sometimes in charge of natural resource use in their area; the cultural, ancestral, or local uses of sea turtles; sea turtle patrols at nesting beaches; and other activities.
- **Local Policymakers (City Councils):** City or County administrators might be in charge of the local law enforcement, including local sea turtle trade control, nesting beach access, land zoning and development policy, hotel and real estate lighting and impacts, artisanal fisheries, city illumination around the beaches or other sensitive areas, and other activities.
- **National Policymakers:** National administrators might be in charge of writing and executing laws that directly or indirectly affect sea turtles. They also often guide the declaration and management of protected areas, direct sea turtle protection, international sea turtle trade control, industrial fisheries and their impacts, tourism regulation and development, and other activities.
- **International Policymakers:** International administrators and agencies might be in charge of international treaties, industrial fisheries in international waters, international trade, the promotion of new treaties or rules, and other activities.

## Step 1: KNOW HOW THE POLICYMAKERS WORK

You'll need to get to know how the policymakers work in your local area and understand which laws, rules, and regulations exist regarding sea turtles. You should also be familiar with other sectors that can affect sea turtles, such as fisheries, coastal development, tourism and recreation regulations, and trade laws. The more you know, the more prepared you'll be to improve on what exists. Try contacting the local ministry of environment, chamber of commerce, city council, or NGOs active in legislation to learn more about local laws and regulations.

## Step 2: INVOLVE OTHERS WHO WANT TO MAKE A DIFFERENCE

Choose people, businesses, students, religious leaders, NGOs, and others from your area who want to improve sea turtle conservation. Explain to them how the proposed changes are going to improve their lives, their businesses, their local environment, their educational system, etc.

Work with these individuals to involve their contacts—colleagues, companions, and friends—to gain support from different social strata and regions. The more people who support you, the more pressure you can create for change.

With your extended network, promote policies by taking action in different ways, for example:

- Write letters and send them to government officials.
- Gather signatures for future laws, proclamations of protected areas, etc.
- Organize consumer action to drive the implementation of new regulations—for example, by encouraging consumers to forego products from fisheries that threaten sea turtle populations.

Several examples exist of ongoing policy efforts that you can support or adapt to your area:

- Monterey Bay Aquarium conducts programs related to ocean conservation, proposing new regulations and laws: [www.mbayaq.org](http://www.mbayaq.org)
- Sea Turtle Restoration Project lists various action items on their home page: <http://www.seaturtles.org/>
- PRETOMA offers ideas on how to collaborate easily from your computer on different local and national sea turtle issues and an international petition to the United Nations against longline fishing: <http://www.tortugamarina.org/content/category/5/84/99/lang,es/>

Articles in SWOT Report, Vol. II can help illustrate for policymakers how sea turtle conservation in your local area is important on an international scale. The Policy section of the publication (pp. 30–35) is specifically targeted to this audience.

**IDEAS IN PRACTICE**  
Gathering signatures around your community or through the internet is a good way to get support both from the people living around you and on the other side of the world.



- <http://www.tortugamarina.org/content/view/72/100/lang,es/>
- <http://www.tortugamarina.org/downloads/pdf/OpenLetterAd.pdf>
- The Leatherback Trust is working in similar arenas, trying to protect the nesting beach at Las Baulas National Park in northwestern Costa Rica: <http://playagrandeinfo.org>

### Step 3: CONTACT YOUR POLICYMAKERS

Once you understand the laws and rules and have gathered as much support as possible from the network, make contact with the people involved in the design of the rules and laws. Let them know about the sea turtles in their local area, and explain to them what needs to be changed for their protection. Share how these changes are going to benefit their community and their future as politicians and as citizens. Show them all the people and sectors that are supporting you with these demands. When attending meetings, bring along copies of *SWOT Report* for each person who will attend.

Be sure to address your goals to the right audience; do not mix policy levels. For example, presenting local lawmakers information about a national law will not likely be effective.

When the policymaker(s) have shown interest in cooperating, let them know how they can help and emphasize the benefits of these actions. Remember to express your gratitude for their time and consideration.

### Step 4: CONTINUE YOUR CONTACTS AND SHARE THE ACCOMPLISHMENTS

Once you have made the political contacts, continue working with them. Time your campaign and deadlines so that they do not conflict with elections, or you might have to start over again.

Use the media (newspaper, internet, posters, etc) to let people know what their government is doing for sea turtles. If any laws or regulations are changed, work with the media and your network to share the positive effects

on sea turtles and the environment as a result of their efforts.

Remember to acknowledge the main participants in this change, and how their support has made a difference. Let people know who implemented the new rules and how their government listened to their petitions. Celebrate the process when it succeeds!

### SUCCESSFUL EXAMPLES

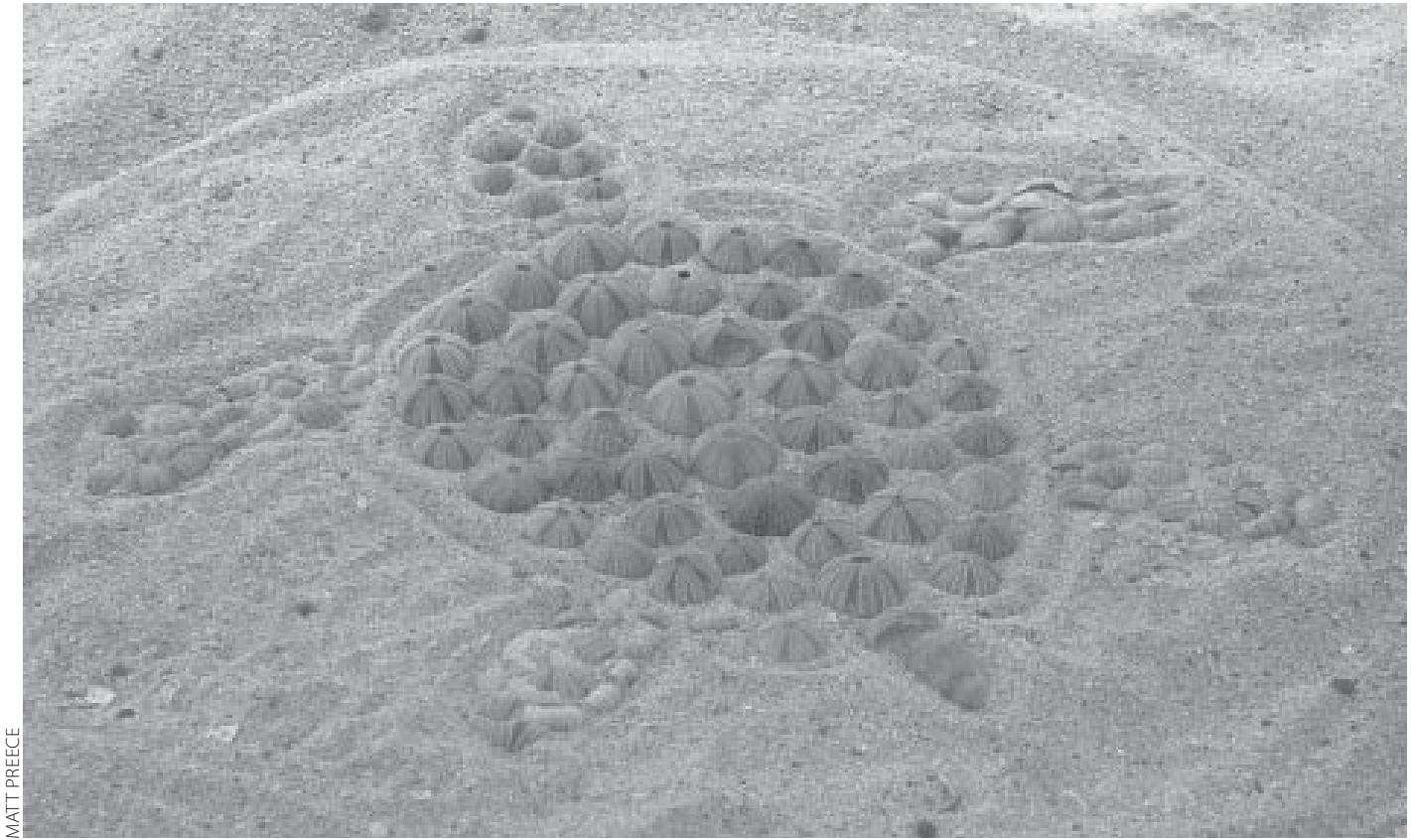
The Leatherback Trust has worked actively to change the protection status of a critical nesting beach for leatherbacks on the Pacific coast of Costa Rica. Its scientists were instrumental in founding a new national park, Parque Marino Las Baulas. They are still working to protect the land behind the beach by generating public support and private funds: <http://playagrandeinfo.org/index.htm>.

PRETOMA, the Sea Turtle Restoration Project in Costa Rica, spearheaded a campaign involving petitions, letter writing and other demonstrations of public support for sea turtle conservation that helped to create a new law in Costa Rica to protect sea turtles by prohibiting the trade of their eggs, meat, and other products such as oil, jewelry, and shells: <http://www.tortugamarina.org/>. Several petitions are available at the STRP website: <http://sea-turtles.org/takeaction.cfm#petitions>.

U.S. Government and the use of TEDs: National pressure from the U.S. government on industrial fisheries around the world encouraged the use of turtle excluder devices (TED) in shrimp fisheries, by imposing an embargo on shrimp imports from nations whose shrimp trawl fisheries interact with sea turtles and do not use TEDs: <http://www.tortugamarina.org/content/category/5/78/67/lang,en/>.

Longline fishing: International pressure in the form of citizen petitions, scientific recommendations, and letter writing is inciting a change from J hooks to G hooks (also known as circle hooks) on longlines all around the world, protecting sea turtles in all waters. See <http://www.oceana.org/index.php?id=629> and [http://oceana.org/uploads/media/Sea\\_Turtles\\_On\\_The\\_Hook.pdf](http://oceana.org/uploads/media/Sea_Turtles_On_The_Hook.pdf). A sample of an online letter to a representative is available at <http://seaturtles.org/actionalertdetails.cfm?actionAlertID=111>.





MATT PREECE

# Reaching Out to Religious Groups

Religion is often a strong motivator for people’s behavior, traditions, and practices, which makes it important to understand the religious traditions and customs in your field work area. Your knowledge of the local religious culture will allow you to be considerate of the people around you and help you develop effective ways to involve them in sea turtle conservation.

Because religion connects people with spirituality and a higher purpose, a conservation project could be an excellent opportunity to engage religious people through ethical motivations. By engaging local religious leaders and their congregations, you have an opportunity to develop long-lasting, strong ties with dedicated groups within

your community. However, keep in mind that religion is something very personal, and people may not easily trust information outside of their religious group. Be very respectful of their beliefs, and work to reach people through their religious leaders.

There are some religious precepts that can positively influence sea turtle conservation efforts. For example, many faiths encourage respect of animals and stewardship of nature. In other instances, religious customs may be less positive for sea turtles, such as traditions that discourage the consumption of certain meats, thereby indirectly encouraging the consumption of sea turtles as a source of protein.

.....  
 ▼ The following website contains information about how ecology and conservation are considered by different belief systems, from Baha’i to Zoroastrianism: <http://www.arcworld.org/>.

*The articles “The Mystery of Their Purpose” (pg. 8) and “Making the Connection: Human Health and Sea Turtle Consumption” (pg. 39) in SWOT Report, Vol. II may be of particular interest to religious groups.*

## Step1: INTRODUCE YOUR CAMPAIGN

Introduce your organization and yourself to the different religious leaders in your area with a letter or other personal communication. Your local business

telephone directory is a good place to find contacts. Try to customize your letters appropriately to respect different beliefs.

Let them know how important your campaign is to the region and explain the international importance of the sea turtles in your community and to marine conservation as a whole. Explain how they can help and try to involve them through the ethical values that conservation promotes.

In your letter, request a meeting with the main leaders in the near future.

## Step 2: MEET THE RELIGIOUS LEADERS

When you meet the religious leaders, bring along informational materials about your work, including *SWOT Report, Vol. II* for an international overview. Highlight the international relevance of their area for sea turtles and the importance of their cooperation and involvement.

Discuss the different hazards and threats to sea turtles and sea turtle habitats in your local area and around the world. Share ideas—brainstorm together—about how you could collaborate to avoid those threats.

You can also discuss specific beliefs and scriptures about caring for Earth and its flora and fauna. Offer to help the leaders develop these ideas and implement them with their parishioners, such as through sermons or charitable activities (like a beach cleanup). Invite them—the leaders and their parishioners—to take action for conservation and become involved in your projects by volunteering, hosting a meeting or fundraiser, or visiting a nesting beach to observe and help protect sea turtles.

Victoria Finlay from Alliance of Religions and Conservation (ARC) recommends that any such meeting should identify specific aspects of religious life that could be influential. Simply setting a moral

example or preaching about something misses most of the potential input of faiths. For a model letter of how to approach faiths in a respectful way, contact Victoria at [vicorlaf@arcworld.org](mailto:vicorlaf@arcworld.org). She suggests five areas to consider:

- **Land ownership:** Some religious groups actually own land, and this can be a major source of engagement. There are also historically sacred areas such as islands or coastal regions which may not be owned by the faith but over which they may have influence.
- **Faiths as producers.** Many faiths are major shareholders in industries and commercial ventures. Look at the role of religious groups as ethical investors. They are the third largest investing group in the world and can bring tremendous pressure to bear. Even apparently poor communities will have major investments, such as Christian monasteries or Hindu temples as the local banks.
- **Consumers.** Religious groups hold parties, have coffee and food after services, feed the poor, and host other gatherings. Look at the consumption patterns and see how it relates to sea turtle conservation.
- **Media.** The faiths are the largest providers of non-commercial media, TV, radio and newsprint in the world. Explore using these networks to get messages out, and do so by praising and acknowledging that their publications often carry more weight than secular ones.
- **Education.** Faith-based education, both formal and informal, are often highly organized. Treat them with as much respect and interest as you would a government education system.

## Step 3: KEEP IN CONTACT

Periodically visit the different religious groups' meeting points (churches, synagogues, mosques, pagodas), and stay in contact with their leaders and the religious community. Continue to extend invitations to the religious leaders and their community to join you in your activities to draw the connection between nature and spirituality. Visit nesting beaches during nest activities or during the emergence of hatchlings. Witnessing the creation of life on a nesting beach is a powerful experience, and a spiritual one for many people.

## SUCCESSFUL EXAMPLES

Local Ocean Trust (LOT) and Watamu Turtle Watch: In 2002 LOT initiated a specialized education program targeting the dominant Muslim fisher population on the coast of Kenya. Using an already established edu-



### IDEAS in PRACTICE

The relationship between sacred sites and biodiversity is increasingly being acknowledged; World Wildlife Fund and ARC recently published *Beyond Belief*, a book exploring how faiths can protect sacred forests, mountains, rivers, lakes, seas and deserts.

### IDEAS in PRACTICE

An international group of respected sea turtle researchers has petitioned the Pope to declare sea turtle meat as meat instead of fish, to help curb the spike in sea turtle slaughter and consumption during Lent, when Catholics are asked to abstain from eating meat. The Petition was originally made to John Paul II; Benedictus XVI has not yet responded.



cational slideshow which links principles of Islam to conservation, LOT is trying to create a greater conservation ethic through religion by carrying out workshops at local madrasas (Islamic religious schools) and eventually to adults through the mosques. More information at: [http://www.watamuturtles.com/WTW\\_Programmes.htm](http://www.watamuturtles.com/WTW_Programmes.htm).

Save our Turtles Outreach Program (STOP): In Malaysia, STOP encourages members of the public to adopt nests, marine turtles, and river terrapins monitored in the organization's hands-on turtle and terrapin conservation projects. The adoption program has proven to be very successful among Buddhist groups who honor the "release of life" or liberation of live animals. For more information, contact Prof. Chan Eng Heng, Institute of

Oceanography (INOS) at [ehchan@kustem.edu.my](mailto:ehchan@kustem.edu.my) and visit <http://www.kustem.edu.my/ctrec>.

World Wildlife Fund (WWF): With the help of Acharya Dwijendra Agni Homa (a local prayer community lead by Ida Pedanda Gde Bang Buruan), WWF was able to collect signatures of 30 Hindu high priests and 25 traditional leaders that support turtle conservation in Bali. In the light of this extensive support, the Indonesian Hindu High School (Parisadha Hindu Dharma Indonesia) declared that the use of sea turtles in offerings is not obligatory and that Hindu people should respect and follow the sea turtle protection law. For more information, see: [http://www.panda.org/about\\_wwf/what\\_we\\_do/species/news/species\\_successes/index.cfm?uNewsID=19410](http://www.panda.org/about_wwf/what_we_do/species/news/species_successes/index.cfm?uNewsID=19410).

A Christian initiative for building a more fair and sustainable future can be found at <http://www.earthministry.org/index.htm>.

For information on the petition to Pope John Paul II see:

- [http://www.wildcoast.net/site/index.php?option=com\\_content&task=view&id=233&Itemid=140](http://www.wildcoast.net/site/index.php?option=com_content&task=view&id=233&Itemid=140)
- <http://www.npr.org/programs/atc/features/2002/mar/seaturtles/index.html>.



SCOTT PANKRATZ



JEN PALMER

# Reaching Out to Schools

Working with local schools creates a non-confrontational access point into nearby communities that may be very influential in sea turtle protection and survival. Because schools are long-term community institutions, your investment in developing relationships with schools can result in long term continuity and results. Youth absorb new information like sponges, and improving their attitudes towards conservation can help make them responsible citizens in the future. In the words of Gandhi: “Educate a child, and you don’t have to punish an adult.”

## Step 1: CHOOSE YOUR SCHOOLS AND MOTIVATED TEACHERS

The selection of the schools with which you are going to work is important. Use your funds wisely, and be strategic in choosing your partner schools.

The schools closest to your field site will help you reach the people who are most closely correlated to sea turtle survival. The people who live near nesting beaches are typically the people who may eat

turtle meat or eggs, build near the coast, or otherwise directly impact sea turtles. Many of the students may be sons or daughters of local fishers, as well. It can help to contact administrators (the principal or director) to explain your ideas and get their support. You might consider bringing them a short, written overview describing your project or the student activities. You can also directly approach the teachers to find someone who is interested in being involved. The teachers and/or administrators can help you select students who they believe will get the most out of your activity. The more motivated the students are, the more successful your activity will be.

It may be helpful, at least in the beginning of your program, if you contact schools with experience in teaching outside of the classroom. Schools that already work with students in the field could help you focus your efforts on teaching about conservation instead of group dynamics. However, often it is the students that have no exposure to outdoor learning that will benefit the most from this type of experience.

## Step 2: EXCHANGE IDEAS

When you have established a partnership with the school(s) and/or teacher(s), try to engage the teacher(s) in the development of your educational project, and work with them to link the project to their school curricula. The greater the connection between the school activities and yours, the more reinforcement there will be for the students, and the stronger the partnership will be.

Involve the teachers, the parents, and other people surrounding the students so that the activity is not just a one-time experience but an integrated part of their lives. The stronger the connections between the activity and the students, the greater the impact it will have in their growth and development, and likely, the more responsible and respectful they will be in their actions.

## Step 3: DEVELOP YOUR PROGRAM

A wide range of activities can be carried out with the schools, depending on how much time you can spend with the students and the location of the activity. Delivery and methodology is important to keep in mind when developing sea turtle conservation projects with schools. The best results will be achieved if programs are taught as active, hands-on experiences.

Ideas include:

1. Sea turtle conservation workshops and presentations in the schools: Activities like this will reach a large number of students. It can be more difficult to make the learning a hands-on experience, but you can share with students how to get involved further and what little changes in their daily life can help sea turtles. Bring as many interesting visuals and props as possible. It is also a useful initial step to survey students' knowledge on sea turtles and their threats so that you can provide them with new and engaging information.

*Articles in SWOT Report, Vol. II offer some ideas of how student groups and school communities can be involved in sea turtle conservation. Examples include: "A Global Snapshot of Loggerheads and Leatherbacks" (pg. 20) and "The Art of Conservation" (pg. 41).*

2. Trips to a sea turtle gallery or recovery center:

Seeing injured sea turtles and learning why they are in that situation is quite dramatic, and it is something students will not soon forget. This is a good setting in which to explain threats to sea turtles and give examples of what each of us can do to minimize those threats.

3. Activities and workshops in a museum:

Conducting the same activities that you can do in the classroom but in a different physical space (like a museum, gallery, or even at the beach without turtles) can more effectively engage students by changing their routine.

4. Festivals: Organize a gathering of different people for the same goal and around the same theme. In the festival you can have workshops, hatchling releases, puppet shows, games, art displays, and other interactive activities. This is a great way for students to gather friends and family outside of the school environment.

5. Trips to a nesting beach to observe nesting, emergence of hatchlings from their nests, or hatchling releases: Seeing animals in their natural environment is a captivating experience for most. Watching tiny hatchlings emerge from their nests and find their way into the sea can be especially poignant. Young children may not otherwise identify the link between the eggs and the hatchlings. Seeing a hatchling coming out the egg can help them connect both events and inspire them to not eat turtle eggs in the future, if they live in a community where this is common practice.

6. Trips to a nesting beach to assist with data collection for sea turtle research:

The more students are involved and the more they understand, the more invested they are likely to be in sea turtle conservation. Working with biologists to collect field data and monitor nesting turtles is one of the most exciting activities anyone can do. The more they know, the more they will care and thus advocate for protection.

### IDEAS in PRACTICE

Chagar Hutang Turtle Gallery on Redang Island in Malaysia is an exhibit of 20 posters, skeletal preparations, and mounted turtle specimens created specifically for students, tourists, and journalists.

## Step 4: CONTINUE THE RELATIONSHIP

Involve the students in conducting their own presentations about sea turtle conservation to other students, friends, or family. Sustain the student's enthusiasm by allowing them to help you with outreach activities in their own school or elsewhere. Share internship or volunteer opportunities that your project may have to particularly motivated students.

### SUCCESSFUL EXAMPLES

1. Sea turtle conservation workshops in schools:

- **ARCHELON**, in Greece, has a large volunteer program at the nesting beaches and an environmental education program. Since 1985 they have focused on children of all ages with the objective of raising awareness about sea turtles, animals that are threatened with extinction as a result of human action or lack of knowledge. The program includes live presentations, portable environmental kits, guided tours along nature trails, fieldwork, and distribution of educational publications: [http://www.archelon.gr/eng/edu\\_agogi.htm](http://www.archelon.gr/eng/edu_agogi.htm).

### IDEAS in PRACTICE

Ecology Project International (EPI) has worked with 2,500 students over the past seven years to help scientists collect data on nesting sea turtles. [www.ecologyproject.org](http://www.ecologyproject.org).

- **Karumbé** has given sea turtle talks to more than one thousand students from the coastal areas of Uruguay: <http://www.geocities.com/karumbe1999/>.
- **Marineliflife Alliance** in Bangladesh has a "School Awareness Program" involving different schools with different ages of students near the country's most important sea turtle nesting grounds. As a result, students have expressed interest in participating in more conservation activities, such as upcoming sea turtle awareness festivals. For additional details, contact Zahirul Islam ([explorewild@yahoo.com](mailto:explorewild@yahoo.com)).



SCOTT PANKRATZ





KIM OLSON

- **Sea Turtle Research Unit (SEATRU)** Turtle Research and Rehabilitation Group of Malaysia hosts many different activities, including workshops, talks, exhibitions, volunteer programs, and a sea turtle festival: [www.kustem.edu.my/seatru](http://www.kustem.edu.my/seatru).

- **Te Mana o Te Moana** strives to protect the marine environment of French Polynesia and to educate the public through research, conservation, communication and educational activities: [http://temanaotemoana.org/index\\_en.php](http://temanaotemoana.org/index_en.php).

- **WATAMU Turtle Watch**, a project of the Local Ocean Trust in Kenya, has a nest protection program that works in cooperation with local people and the Kenya Wildlife Service to protect all nests laid on Watamu and Malindi beaches: [http://www.watamuturtles.com/WTW\\_Programmes.htm](http://www.watamuturtles.com/WTW_Programmes.htm).

2. Trips to a sea turtle gallery or recovery center: **ARCHELON** organizes educational trips to their

Rescue Centre and Environmental Stations: [http://www.archelon.gr/eng/edu\\_rescue.htm](http://www.archelon.gr/eng/edu_rescue.htm).

3. Activities and workshops in a museum: On Redang Island, Malaysia, the **Turtle Research and Rehabilitation Group (SEATRU)** developed exhibits for a Turtle Gallery at an important nesting beach and a traveling exhibition. They have held talks on turtle conservation to divers and an educational event for students that included presentations and story-telling, posters, live music, games, food, art, craft-making, and face-painting, and the creation of a sea turtle play by students. Contact Eng-Heng Chan ([ehchan@kustem.edu.my](mailto:ehchan@kustem.edu.my)).

4. Festivals: ProPeninsula involves the local communities and schools where they work in the Baja Peninsula, Mexico, in annual festivals that celebrate sea turtles. Activities vary year-to-year, but past festivals have included environmentally themed booths sponsored by local groups, with face painting, coloring and games, plus contests for the best drawings, stories and sand sculptures of sea turtles. Local elementary school students have performed traditional dances for festival participants and a Turtle Festival King and Queen have been crowned, each earning their title by collecting the most recyclable trash from the town: <http://www.propeninsula.org>.

5. Trips to nesting beach to observe sea turtle hatchlings being released: SEATRU on Redang Island, Malaysia ([www.kustem.edu.my/seatru](http://www.kustem.edu.my/seatru)) has programs that bring students to nesting beaches during hatchling releases.

6. Trips to a nesting beach to assist with data collection: **Ecology Project International (EPI)** works with high school students at a Leatherback nesting beach in Costa Rica. Local students that visited Pacuare Nature Reserve as participants of EPI's Sea Turtle Ecology Program have returned to the Reserve as research volunteers, given presentations to elementary schools, and started fundraising and awareness groups to continue their support of sea turtle conservation: [www.ecologyproject.org](http://www.ecologyproject.org) and [www.turtleprotection.org](http://www.turtleprotection.org).



**IDEAS in PRACTICE**

Karumbé, Uruguay has given educational presentations to more than 1,600 students in coastal areas. [www.geocities.com/karumbe1999/](http://www.geocities.com/karumbe1999/).

# APPLY for a SWOT Report Outreach Grant!

## APPLICATION GUIDELINES

SWOT will award five US\$1,000 grants for short-term communication activities using *SWOT Report, Vol. II*. Appropriate activities include, but are not limited to, community outreach projects, media work, educational activities, and advocacy campaigns with *SWOT Report, Vol. II* at the heart of each campaign.

*Last year's grant recipients are highlighted on the following two pages of this toolkit.*

Your proposal for this grant should be limited to three pages and should include the following:

- I. Project summary
- II. Brief descriptions of
  - the sea turtle population and/or habitats affected
  - the hazards to sea turtles in this area
  - the target audience(s) of your project
- III. Project objective, expected outcomes
- IV. The specific role that *SWOT Report* plays in the project
- V. Timeline for implementation
- VI. Budget for project (with specific information about how the SWOT grant would be used)
- VII. Number of copies needed of *SWOT Report, Vol. II* \*
- VIII. Project coordinator name and contact information (including complete shipping/ mailing address)

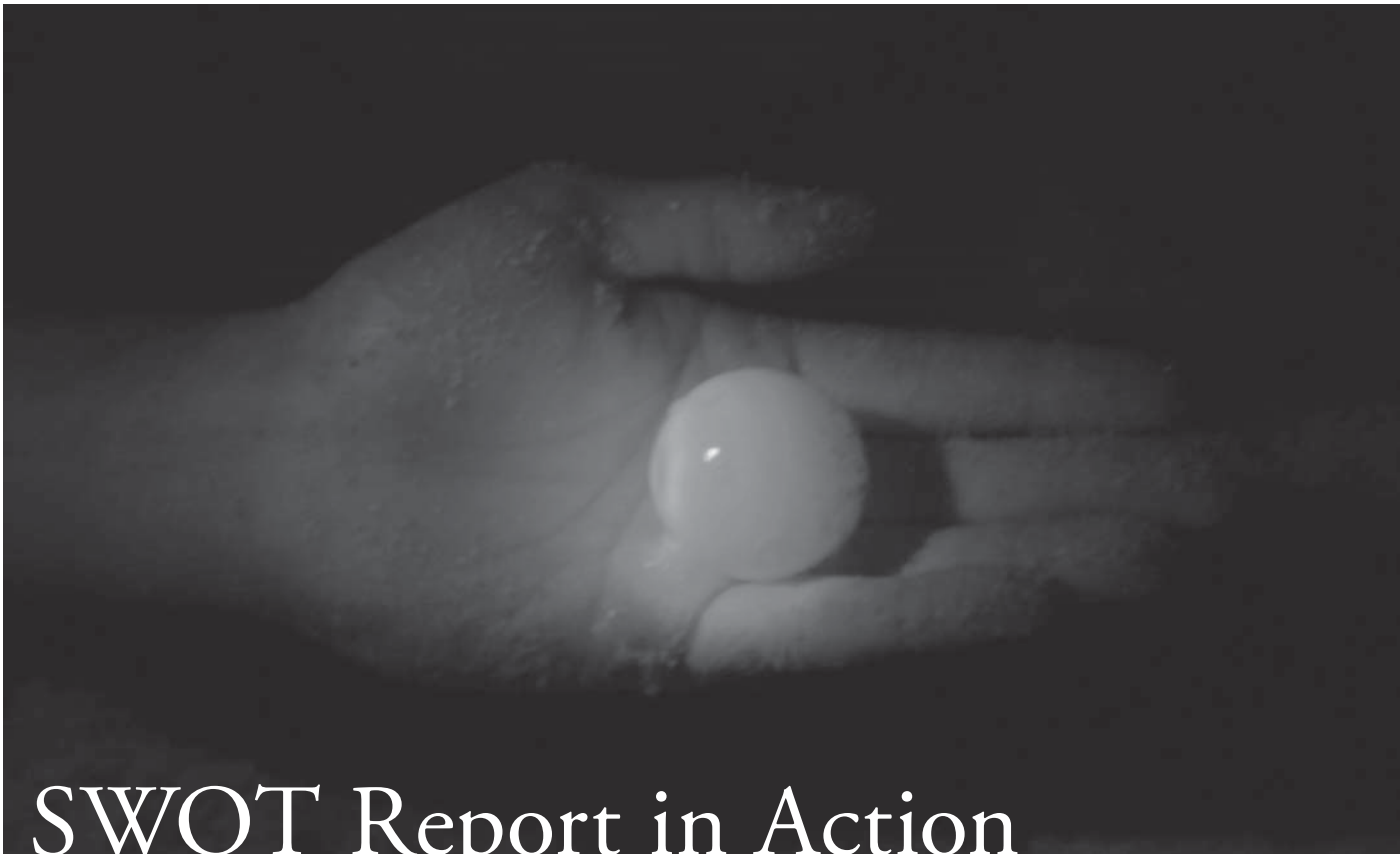
\* Copies of *SWOT Report, Vol. I* are also available, as are English and Spanish versions of the sea turtle poster included with this Outreach Toolkit.

**To apply,** send your proposal to arrive by Mar. 31, 2007 to [lbailey@conservation.org](mailto:lbailey@conservation.org) or:

The State of the World's Sea Turtles  
C/O Conservation International  
2011 Crystal Drive  
Suite 500  
Arlington, VA 22202  
U.S.A.

## Timeline

- |                   |   |
|-------------------|---|
| • March 31, 2007  | Grant proposals due.  |
| • April 30, 2007  | Grant recipients will be announced.   |
| • October 1, 2007 | <i>SWOT Report II</i> Outreach Grant projects should be implemented and completed. Final reports due. |



LISA M. BAILEY

# SWOT Report in Action

When *SWOT Report, Volume I* was published in early 2006, the SWOT Team quickly realized that our job had only begun. The task was upon us to get *SWOT Report* into the hands of those people around the world who can make a difference—positive or negative—in sea turtle conservation. This broad audience includes scientists, conservationists, journalists, fishers, policymakers, coastal community members, and consumers at large.

To help our conservation partners spread the word about the state of the world's sea turtles, the SWOT Team launched its first annual Outreach Grants competition. Each of the five projects selected was granted US\$1,000 to carry out a proposed outreach project using *SWOT Report* to raise awareness and inspire action to benefit sea turtle conservation in their area of the world.

The five recipients of the first *SWOT Report* Outreach Grants competition were:

## **Conservation Society of Sierra Leone**

Using *SWOT Report* Outreach Grant funds, Edward Aruna at the Conservation Society of Sierra Leone (CSSL) designed an education/sensitization workshop around *SWOT Report*, using it as a curriculum to look at the worldwide status of sea turtles and Sierra Leone's place within that global view. Among the 55 attendees were university professors and students,

• police, secondary school teachers, officials from the  
• ministry of tourism and ministry of environment, NGO  
• representatives, coastal community members, harbor  
• masters, and journalists who covered the story in the next  
• day's news. Presentations based on specific articles from  
• *SWOT Report* helped participants examine conserva-  
• tion activities in other areas of the world and review the  
• current state of sea turtle conservation in Sierra Leone.  
• Before ending the workshop, the participants resolved to  
• become a network of people who will continue spreading  
• the word about sea turtle conservation in Sierra Leone  
• and support conservation activities in the future.

## **Banggi Environmental Awareness Centre**

• The Banggi Environmental Awareness Centre, estab-  
• lished by WWF-Malaysia in 2003, is located in the  
• proposed Tun Mustapha Park in the Kudat-Banggi region  
• of Sabah, a one million-hectare marine park support-  
• ing large populations of green and hawksbill turtles.  
• WWF-Malaysia staff coordinated a series of awareness  
• events during the fasting month of Ramadan to promote  
• sea turtle protection within the park. Each evening's  
• event consisted of a presentation based on *SWOT Report*  
• content, followed by activities such as constructing sea  
• turtle models from recycled materials, cleaning up the  
• beach, and children creating and performing a play based  
• on local sea turtle folklore. WWF-Malaysia and Sabah  
• Parks plan to visit 60 villages over the next six months

to build support for the Tun Mustapha Park and maintain the enthusiasm generated during the month of awareness activities.

### **Guyana Marine Turtle Conservation Society**

Recognizing the importance of education at the community level, the Guyana Marine Turtle Conservation Society (GMTCS) used *SWOT Report* content to develop “Save Our Natural Heritage” sea turtle posters to increase awareness amongst coastal fisheries responsible for sea turtle bycatch. GMTCS Project Coordinator Michelle Kalamandeen visited communities throughout Guyana and worked with media to raise awareness using *SWOT Report* and the posters. On Nov. 16, 2006, the campaign was presented during the Biodiversity Seminar held at Centre for the Study of Biological Diversity, University of Guyana, attended by staff and students from the University, representatives from the Environmental Protection Agency—Guyana, NGO staff, coastal community members and one member of Parliament. With the support of the Ministry of Fisheries, GMTCS is continuing the campaign by conducting community workshops on sea turtle conservation and training fisherman in sea turtle-friendly fishing techniques.

### **Marinelife Alliance**

The sea turtle awareness campaign initiated by Marinelife Alliance in Bangladesh encourages sea turtle conservation around Cox’s Bazar, the tourism capital of the country and the nexus of 120 km of threatened sea turtle nesting beach. Thus far, coordinated by Zahirul Islam at Marinelife Alliance, school awareness programs have been implemented in two schools in Cox’s Bazar,

with more than 50 students in each school studying the biological and ecological roles of sea turtles and the importance of conserving turtles. Brochures and posters derived from information in *SWOT Report* are provided to teachers in the schools to facilitate continued sea turtle education. Future plans for the campaign include sea turtle awareness festivals to be held in Cox’s Bazar and on nearby St. Martin Island, at which informational displays and large-print *SWOT Report*-based publications will be distributed.

### **Universiti Malaysia Terengganu**

Universiti Malaysia Terengganu’s Turtle Research and Rehabilitation Group, popularly known as SEATRU, conducts a marine turtle conservation program in Chagar Hutang on Redang Island, a primary nesting beach for green turtles in peninsular Malaysia’s state of Terengganu and popular tourist locale. To increase the understanding and appreciation of local sea turtle populations, Eng-Heng Chan and Pelf-Nyok Chen of the Turtle Research and Rehabilitation Group used *SWOT Report* content, along with local information, to develop 19 educational posters. During the beach’s seasonal closure from October to April, the posters are being used in a traveling exhibition; after April 2007, the posters will be permanently housed in the new Chagar Hutang Turtle Gallery, which is expected to be a popular attraction for students, tourists, SCUBA divers, and journalists who visit the island.



SCOTT PANKRATZ

# SAMPLE LIST OF COMMUNICATION AND EDUCATION TOOLS

<b>Print Media</b>	<b>Television</b>	<b>Radio</b>	<b>Electronic</b>
<ul style="list-style-type: none"> <li>• News stories</li> <li>• Feature stories</li> <li>• Editorials</li> <li>• Opinion editorials</li> <li>• Supplements</li> <li>• Advertisements</li> <li>• Booklets</li> <li>• Brochures</li> <li>• Fact sheets</li> <li>• Comics</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Feature stories</li> <li>• Documentaries</li> <li>• Talk shows</li> <li>• Public Service Announcements (PSAs)</li> <li>• Local dramas</li> <li>• Soap operas</li> </ul>	<ul style="list-style-type: none"> <li>• Talk shows</li> <li>• News</li> <li>• Call-in shows</li> <li>• Radio drama</li> <li>• Religious programs</li> <li>• Advertisements</li> <li>• PSAs</li> <li>• Jingles</li> <li>• Community radio</li> </ul>	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Banners</li> <li>• E-mails</li> <li>• Flash presentations</li> <li>• Screensavers</li> <li>• Mailing lists</li> </ul>
<b>Promotional</b>	<b>Events</b>	<b>Educational</b>	<b>Other</b>
<ul style="list-style-type: none"> <li>• Billboards</li> <li>• Posters</li> <li>• Songs</li> <li>• T-shirts</li> <li>• Caps</li> <li>• Bags</li> <li>• Stickers</li> <li>• Calendars</li> <li>• Pens and pencils</li> <li>• Key chains</li> <li>• Badges</li> <li>• Brochures</li> <li>• Banners</li> <li>• Postcards</li> <li>• Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Festivals</li> <li>• Contests (photo, essay, music, poetry)</li> <li>• Religious events</li> <li>• Community gathering</li> <li>• Conferences, workshops, seminars</li> <li>• Concerts</li> <li>• Theater/drama</li> <li>• Photo exhibitions</li> <li>• Video screenings</li> <li>• Booths at events</li> <li>• Parades</li> <li>• Clean-up events</li> <li>• Sporting events</li> <li>• Beauty pageants</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher's manuals</li> <li>• Teacher training</li> <li>• National curricula</li> <li>• Teaching charts</li> <li>• Library collections</li> <li>• School field trips</li> <li>• Cartoons and storybooks</li> <li>• Eco clubs</li> <li>• Parades</li> <li>• Children's contests</li> <li>• Experiments and research</li> <li>• Drama (puppet shows, skits, street theater)</li> <li>• Mobile exhibits</li> <li>• Newspaper inserts for kids</li> <li>• Murals</li> <li>• School gardens</li> <li>• Games</li> <li>• Conservation projects</li> <li>• Music (festivals, songs)</li> <li>• Traveling trunks with visual aids, games, puppets, interpretive items, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Interpretive centers and trails</li> <li>• Demonstration projects (like organic gardens)</li> <li>• Community exchanges</li> <li>• Community resource mapping</li> <li>• Capacity-building workshops</li> <li>• Celebrity ambassadors</li> <li>• Citizen science</li> <li>• Environmental awards</li> <li>• Journalist trainings</li> <li>• Field trips</li> <li>• List of site-specific communication</li> </ul>

**To download sea turtle educational posters and other communication tools, visit the Outreach portion of the SWOT website at [www.seaturtlestatus.org/Main/Resources/OutreachTools.aspx](http://www.seaturtlestatus.org/Main/Resources/OutreachTools.aspx).**



**ECOLOGY PROJECT**  
INTERNATIONAL



**CONSERVATION**  
INTERNATIONAL