

# NORTH AMERICAN CONSERVATION EDUCATION STRATEGY:

## Core Concepts

1. In North America fish and wildlife are public trust resources managed by governmental agencies.
2. Since most wildlife live on private lands, private landowners play an important role in sustaining and improving habitat.
3. Sustainable natural resources depend on the support of an informed and responsible citizenry.
4. The health and well-being of fish, wildlife, and humans depend on the quality of their environment.
5. Loss and degradation of habitat are the greatest problems facing fish and wildlife; therefore, enhancing and protecting habitat is critical to managing and conserving them.
6. Conserving biodiversity is important.
7. Fish and wildlife can be conserved and restored through science-based management, which considers the needs of humans as well as those of fish and wildlife.
8. Everyone impacts fish and wildlife and their habitats and as human populations grow, impacts on natural resources increase.
9. Regulated hunting, fishing and trapping are important tools for managing some wildlife populations and habitats.
10. Within the U.S., state fish and wildlife management is funded primarily through hunting, fishing and trapping licenses and through federal excise taxes collected from the sale of hunting, target shooting and fishing equipment and motor boat fuels.
11. Wildlife-based activities, such as hunting, fishing, viewing and photography provide people with millions of days of outdoor recreation each year and generate billions of dollars for the economy.



### Conservation Education = Conservation

The North American Conservation Education Strategy Core Concepts are a nationally agreed upon set of impressions communicating what every citizen should know and understand about fish, wildlife and their management in order to unify and strengthen conservation education efforts and advance the North American Model of Fish and Wildlife Conservation.

A Project of the Association of Fish and Wildlife Agencies' North American Conservation Education Strategy

Funded by a Multistate Grant of the Sport Fish and Wildlife Restoration Program  
June 2009