



# 41st International Sea Turtle Symposium

## Workshop Proposal for ISTS41

### **Title of Proposed Workshop:**

Creating Behavior Change Campaigns for Sea Turtle Conservation

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**Suggested Duration of Workshop:** Half Day (4 hours)

### **Description and Justification of the Workshop:**

Team BEACH (BE A CHangemaker) is an initiative started by the State of the World's Sea Turtles (SWOT) Program at Oceanic Society and Disney Conservation with the support of AZA-SAFE that aims to encourage human behavior change campaigns and education programs that will result in successful conservation of sea turtles and their habitats. Since its creation in 2018, Team Beach has built a network of projects from around the world that have worked together, shared ideas and resources, and hosted several educational webinars. While many sea turtle conservation organizations implement outreach programs in their communities, not all of them are designed with tangible behavior change goals and evaluation plans. The goal of Team BEACH is to create a network of sea turtle conservationists and behavior change experts who can share case studies, best practices, instructional materials, and stories so that outreach efforts drive behavior change for sea turtle conservation. Prior to ISTS, we will request that members of the Team BEACH network submit real-world conservation issues in their communities that they feel could be addressed through a targeted behavior change campaign. After an introductory presentation in which we discuss how to create a successful outreach campaign and associated evaluation, we will ask workshop participants to form small groups and brainstorm effective behavior change programs for each of the case studies. We will then ask them to present these solutions back to the larger group and facilitate open discussions about each solution with the group. By the end of the workshop, participants will have learned about tools from behavior change specialists and will have applied those tools to real-life scenarios that sea turtle

conservation professionals are facing. They may even create strategies that could be developed and implemented by Team BEACH members.

### **Expected Outcomes of the Workshop:**

The overarching goal of this workshop is to bring attention to the best practices, tools, and resources for developing effective behavior change campaigns that will have the greatest impact on mitigating human-related threats to sea turtles. The outcomes that we expect to achieve through the exercise are:

1. Convey the important role that implementing and measuring the impact of behavior change and outreach practices in sea turtle conservation efforts have in reducing threats to turtle populations
2. Provide useful tools and knowledge for creating effective behavior change and outreach campaigns that attendees can take home and implement within their projects.
3. Create actionable outreach campaigns for real-life case studies. We hope that these campaigns will be implemented on the ground with the aim of mitigating a threat facing sea turtle populations.