

# DoD PIF Key Focus Area: Information and Education

## *Bird Conservation in the Military*



### Mission

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

### DoD Partners in Flight

The Department of Defense (DoD) Partners in Flight (PIF) Program identifies strategies, goals, and priorities for eight key areas that support and enhance the military mission: stewardship, partnerships/cooperation, communications, habitat and species management, bird/animal aircraft strike hazard, monitoring, research, and information and education. These goals and priorities outline the DoD PIF Program vision for developing and implementing conservation actions that support the mission while minimizing impacts to bird species and their habitats. One of these key focus areas is **information and education**, which enables DoD to better integrate programs for migratory and resident birds into existing natural resources and land management programs.

### Goal

Develop and disseminate education and outreach materials to promote bird conservation, and increase awareness of DoD's bird conservation efforts both within DoD and among other agencies, conservation organizations, and the general public.

### 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, including the greatest threat of all: 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. Yet, until recently, little emphasis had been placed on education and outreach as a means of achieving successful bird conservation. As the number of people dedicated to conservation grows, mechanisms for partnerships also increase. Linking educators and communicators with ecologists and conservationists can increase and improve 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, facilities/public works departments, environmental planners, 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 PIF developed the following priorities to help DoD achieve its information and education goals:

- Inform military and installation civilians about migratory bird compliance and conservation on DoD lands.
- Promote and distribute existing outreach materials, such as the *Don't Let Your Cat Go AWOL* brochure and the *Bird Conservation on DoD Lands* map.
- Develop and distribute educational posters and fact sheets on key issues, such as human structure impacts on birds (power lines, communication towers, wind turbines, building lights/windows) and other emerging conservation issues.
- Facilitate migratory bird conservation efforts with the U.S. Fish and Wildlife Service, states, and other stakeholders.
- Develop, distribute, and post good news stories.
- Maintain the DoD PIF website to ensure it contains accurate and current information on DoD bird conservation issues.
- Support and participate in educational outreach events to installation personnel, the public, and international partners.

### Contact Information:

Chris Eberly  
DoD Partners in Flight  
Program Coordinator  
540-349-9662  
ceberly@dodpif.org  
www.dodpif.org



**Enabling the Mission, Defending the Resources**  
Department of Defense Natural Resources Program