

CONSERVATION MARKETING AND ENGAGEMENT NEWSLETTER

Shaping public behavior to help conservation

JUNE
2025
Issue 1



Campsite Report Card

How well did you do today?

Site # _____ Date _____

Are food, all scented items, cooler, and cooking/serving items stored inside the bear box?

😊 Keep up the good work!

⚠️ Next time, please store:

- | | |
|---|---|
| <input type="checkbox"/> Food, drinks | <input type="checkbox"/> Coolers |
| <input type="checkbox"/> Cookware | <input type="checkbox"/> Cleaners, wipes, soaps |
| <input type="checkbox"/> Stove | <input type="checkbox"/> Toiletries, sunscreen, bug spray |
| <input type="checkbox"/> Plates, cups, utensils | <input type="checkbox"/> Other: _____ |



Are trash & recycling stored inside the bear box or taken to the dumpster?

😊 Keep up the good work!

⚠️ Next time, please:

- | | |
|---|--|
| <input type="checkbox"/> Do not put trash in fire pit | <input type="checkbox"/> Store trash bag |
| <input type="checkbox"/> Pick up litter and food scraps | <input type="checkbox"/> or take to dumpster |



Comments:



Conduct a conservation marketing campaign lately?

Email us at consmarkboard@gmail.com for an opportunity to be next month's from the field spotlight!

FROM THE FIELD

A recent study by Abrams et al. (2025) tested a conservation marketing intervention to encourage campers to responsibly store food and other items that attract wildlife. Over 5,400 observations showed the intervention significantly increased camper compliance in three of four national parks, suggesting that creating compliance opportunities and enhancing visitor motivation effectively reduces human-wildlife conflicts.

Read the full paper at

[doi: 10.1080/17524032.2025.2483280](https://doi.org/10.1080/17524032.2025.2483280)

SAVE THE DATES

June 14: Designing Social Media Imagery Guidelines for Conservation, A forum, University of Queensland, Attendance is open to ICCB attendees. A recording will be available for those that can not make it.

June 19: ICCB Lunch & Speed networking, University of Queensland, 1-2 PM, in great hall 1&2. Attendance is open to ICCB attendees

December 1-5: Conservation Marketing Conference, virtual, more details coming soon!

