



**Expanding Participation in Conservation**

April 15, 2014

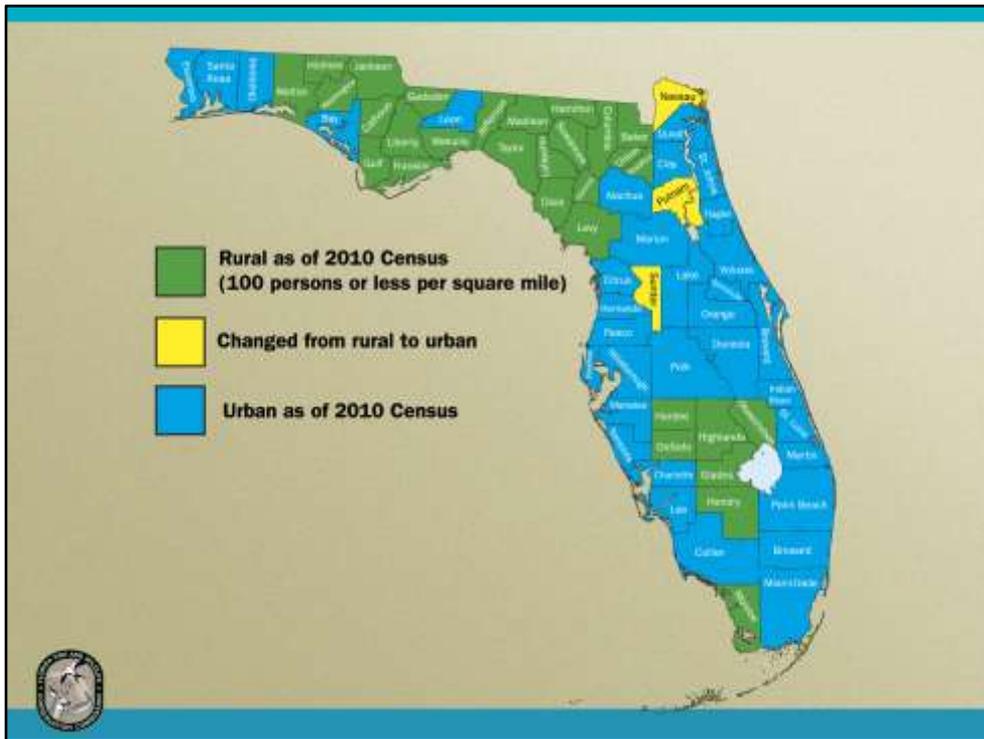
**Florida Fish and Wildlife Conservation Commission**



Expanding participation in fish and wildlife conservation is inextricably linked with wildlife experiences. These experiences can be negative.... Positive.... or more worrisome absent altogether.

Creating these positive connections is component of many of our programs throughout the agency.

These programs take place within a dynamic human landscape that influences our citizen's interests values and recreational choices.



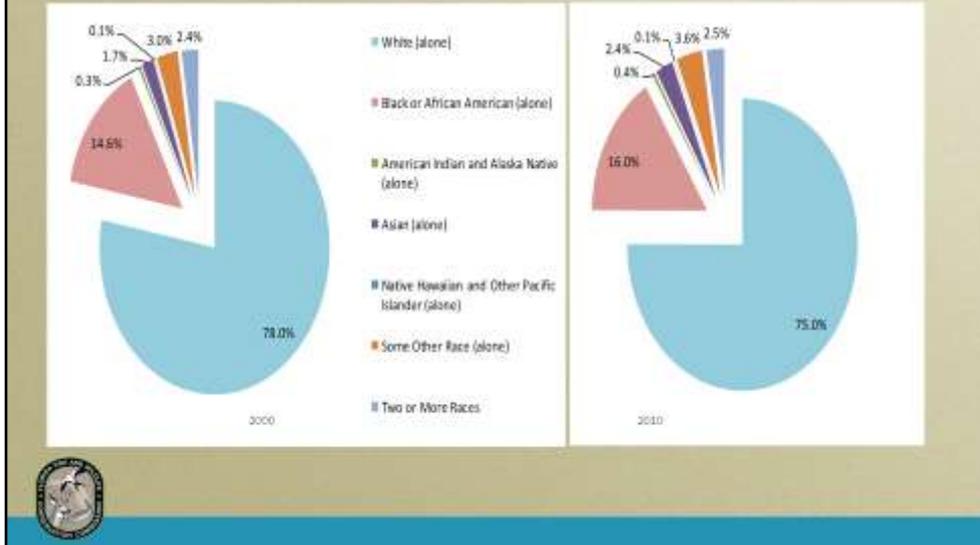
At the Commission’s October strategic planning workshop, Amy Baker chief of Florida’s Office of Demographic and Economic Research presented a range of demographic information. One of the major forces she discussed is the urbanization of our state. Depicted here in blue are those counties classified as primarily urban, yellow are those that changed from rural to urban in the years between the 2000-2010 census and in green those that remain primarily rural.

Increasingly Floridians grow up in urban environments with much less exposure to the natural world. In urban environments, physical access to the outdoors and resulting experience with wildlife is decreased. Not surprisingly urban residents have less outdoor-oriented lifestyles and lower rates of participation in fishing, hunting and wildlife viewing.

Busy urban lifestyles and the lack of time and competing activities create barriers to outdoor participation, more worrisome are growing reports of less interest in outdoor activities.

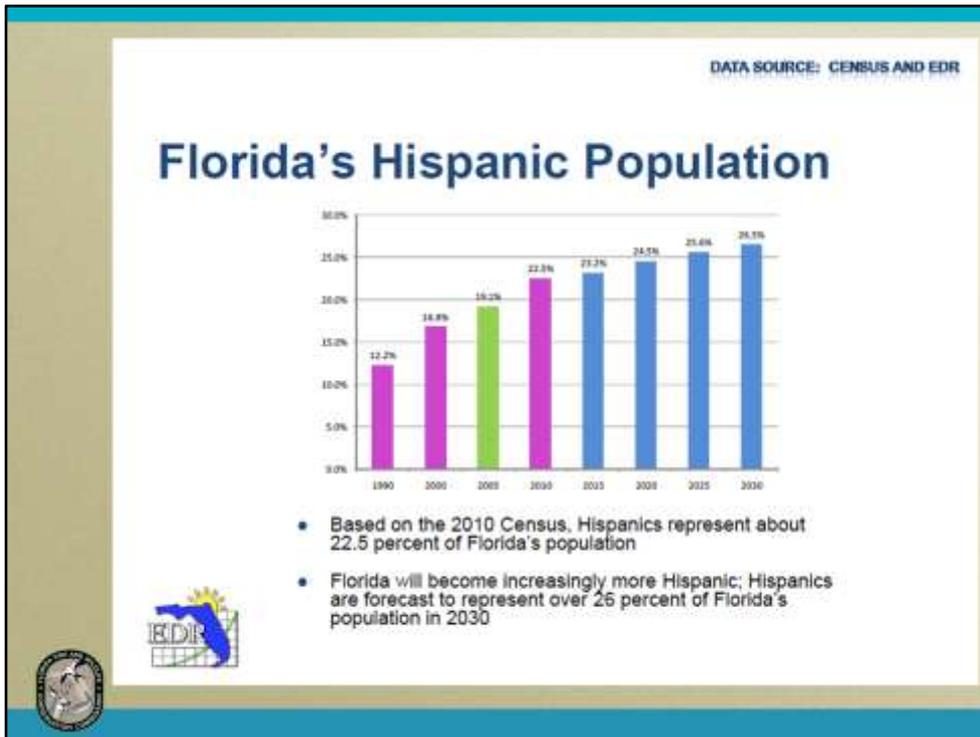
Florida’s Youth Conservation Center Network is one of the many strategies FWC is employing to surmount these barriers.

# Florida's Changing Population



Another dynamic element of the human landscape is the make up of Florida's population. This diversity is especially true of urban areas. Florida's population is rapidly shifting - growing older and more diverse. The state's population under age 18 is now "majority minority" and several counties within the state also hold this distinction. This slide shows the breakdown of Florida's population based on reported racial groups in the 2000 and 2010 census.

Hispanic (an ethnic classification) is not shown on this diagram.



An example of this diversity is especially apparent in Florida's Hispanic population. Residents are expected to increase, comprising 26 percent of our citizenry by 2030.

Reaching out to diverse populations is challenging. Combined with the challenges of urbanization it can seem daunting. However well designed and consistently implemented efforts to interest and involve people in traditional wildlife activities has resulted in an uptick in overall participation, though these activities are still much more common among rural and less diverse segments of the population.

Continued success in broadening the constituency for wildlife and participation in conservation will depend on a solid understanding of the values and interests of those we serve and offering experiences that are relevant and attractive to them.

The agency is working to achieve this through a range of partnerships.

## Expanding our Constituency through Partnerships

- Florida Youth Conservation Centers Network
  - Centers and Partner sites in urban areas
  - West Palm, Apollo Beach, Miami-Dade, Homestead
- Recreational Boating and Fishing Foundation
  - Florida and Texas pilot states
  - Kick off events – May 3-4, 2014
- Volunteers
  - From growing communities



A sample of the partnership projects currently underway to connect with Hispanics and other citizens are shown here. The Youth Conservation Centers Network is actively seeking partners in urban areas and FWC is embarking on a major outreach project to the Hispanic community with the Recreational Boating and Fishing Foundation. The first events that are part of this effort will take place in early May. FWC is also actively working with volunteers around the state who come from diverse backgrounds to ensure the relevance and attractiveness of our programs.

# Captain Diego Toiran

- *Pescando en los Cayos*
- Telemundo and CNN Latino



Captain Diego Toiran is a fireman for the City of Key West, fishing guide, and host of *Pescando en los Cayos*, a bilingual 30 minute show that currently airs on Telemundo and CNN Latino out of Miami on Sunday morning. Capt. Toiran has worked with FWC Officer Jorge Pino producing a variety of videos that he shows on air and are posted on his YouTube Channel. Topics include how to buy a fishing license and how the money helps fund conservation programs, use of circle hooks and proper methods for fish handling, the importance of litter control and keeping our waterways clean, and fishing instruction.

Captain Toiran joins the Commission today to share his perspectives on reaching a wider Hispanic audience to provide information and conservation messages to Hispanic boaters and anglers, and encourage non-participating Hispanics to get on the water and learn how to fish.

# FWC and Wildlife Foundation Ad Campaign



FWC and the Wildlife Foundation of Florida are working with our media and corporate partners to boost license sales within the Hispanic market. This effort in cooperation with the Recreational Boating and Fishing Foundation campaign will help get our conservation messages out in this growing segment of our population.