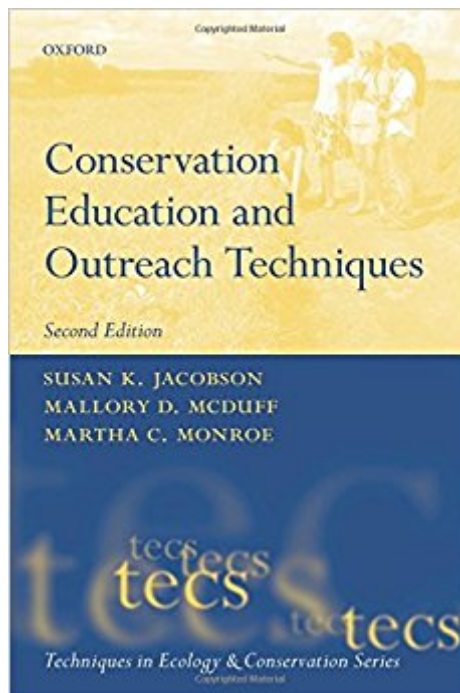




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Conservation Education And Outreach Techniques (Techniques In Ecology & Conservation)



Synopsis

The conservation of biological diversity depends on people's knowledge and actions. This book presents the theory and practice for creating effective education and outreach programmes for conservation. The authors describe an exciting array of techniques for enhancing school resources, marketing environmental messages, using social media, developing partnerships for conservation, and designing on-site programmes for parks and community centres. Vivid case studies from around the world illustrate techniques and describe planning, implementation, and evaluation procedures, enabling readers to implement their own new ideas effectively. Conservation Education and Outreach Techniques, now in its second edition and updated throughout, includes twelve chapters illustrated with numerous photographs showing education and outreach programmes in action, each incorporating an extensive bibliography. Helpful text boxes provide practical tips, guidelines, and recommendations for further exploration of the chapter topics. This book will be particularly relevant to conservation scientists, resource managers, environmental educators, students, and citizen activists. It will also serve as a handy reference and a comprehensive text for a variety of natural resource and environmental professionals.

Book Information

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Customer Reviews

"Conservation Education and Outreach Techniques, now in its second edition, has already become a key reference for conservation professionals hoping to dive into the human dimensions of applied

conservation. This updated version promises to cement this status." --Conservation Biology
"Conservation Education and Outreach Techniques is a valuable inventory of reference"
--Austral Ecology and Ecological Management and Restoration

Susan K. Jacobson is a Distinguished Teaching Scholar and Professor in the Department of Wildlife Ecology and at the University of Florida, Gainesville, Florida. She teaches and conducts research on the human dimensions of natural resource management and environmental communication. She earned her Ph.D. degree in resource ecology from Duke University. She is the author of Communication Skills for Conservation Professionals, and has published well over a hundred journal articles about environmental management education and natural resource conservation in the U.S., Latin America, Africa, and Southeast Asia. She has served on the Board of Governors of the Society for Conservation Biology and the North American Association for Environmental Education. Mallory McDuff teaches environmental education at Warren Wilson College, a unique liberal arts school that combines academics with work and service. She is the author of Natural Saints: How People of Faith are Working to Protect the Earth (OUP, 2010) and Sacred Acts: How Churches are Working to Protect Earth's Climate (New Society Publishers, 2012). Her essays and op-eds have been featured in USA Today, Huffington Post, BuzzFeed, The Rumpus, and Sojourners. She earned her Ph.D. in Wildlife Ecology and Conservation from the University of Florida. Martha Monroe is an international leader in environmental education research and practice. Her research focuses on the motivations for engagement and assessment of outcomes of effective education programs. She has also conducted a number of evaluations of formal and non-formal environmental education programs, led professional development courses on program evaluation Education, and co-authored Evaluating Your Environmental Education Programs. She was recognized for her career achievements with the highest awards given by the Association of Natural Resource Extension Professionals and North American Association for Environmental Education and has mentored over 100 graduate students and authored over 100 book chapters and publications.

The one page I read of of this book was informational, unfortunately by the time I found out this actually wasn't required for a class it was too late to get my full refund. I'm sure it's a great resource

Don't do any Environmental Ed, public outreach or service learning projects without reading this book. It is wordy, but the organization of the book and its step-by-step approach are really helpful. I

was required to get this for grad school, but I will always keep it as part of my professional library.

A really thorough book on humane education and conservation. It's not light reading, but it's everything you would want to know.

Great!

This book is seriously boring. The method of instruction is bland and the reader loses interest in the material very quickly.

This unique text combines much practical advice with three of its 12 chapters devoted to learning theory, theories of behavior change relevant to environmental education, and a good primer on program evaluation which could be combined for a course in environmental education. Unlike some other reviewers, I found that the material was less wordy than it was comprehensive, with many up to date citations. The writing was well defined by sub-topics, and each sub-topic was focused and relatively short but useful. While some chapters, such as those on using art for conservation, marketing programs, and using networking are more specific applications for practicing conservation educators, one could adapt this text, with some supplementation from the published literature, for a nice background in essentials of environmental education.

I have used this as a supplementary for a science outreach service learning group. The book provides a good overview of different techniques needed for informal science education. The sections under each topic concerning planning and implementing are well done. The attention to these activities is often lost in enthusiasm for projects, so it is good to remind readers of the amount of work that goes into a project before it is ready for presentation. It is a good resource.

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