

2024-2025 UPDATES



A STRATEGY FOR SOCIAL SCIENCE

Since its inception in 2018, the Human Dimensions Committee has worked to integrate social science into conservation planning and delivery, through the structured examination of people's values, motivations, behaviours, and preferences. The Prairie Habitat Joint Venture 2021-2026 Implementation Plan included dedicated actions to support human dimensions goals and enhance social science capacity within the PHJV and its conservation partnerships - a key milestone for committee direction.

Identifying Critical Partnerships

Private landowners, agricultural communities, government, the public, and outdoor recreation participants have been identified as essential partners. The Human Dimensions Strategy highlights opportunities to strengthen conservation efforts by supporting sustainable land-use decisions and improving policies for these target groups.

Community Engagement

An important driver of strategy success is public engagement. Launching a successful and self-sustaining webinar series, and developing a national directory to map expertise has fostered connections and identified opportunities for growth.



FLYING FORWARD

Ongoing initiatives will strengthen conservation efforts and decision-making across the PHJV and beyond, creating a lasting impact for both people and wildlife.

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Assessing Impacts

The HD Committee has concentrated on strengthening monitoring and baseline data to track progress in trust of NAWMP partners' conservation delivery, the relevancy of the PHJV's conservation approaches, and public attitudes about wetland and waterfowl conservation. Understanding target groups will refine program delivery, policy, and engagement. The committee has also contributed to critical research about socio-economic factors in grassland conservation, and has supported national surveys on hunters and birders, Canadian public preferences, and prairie agricultural producers' perspectives about wetlands.

HUMAN DIMENSIONS STRATEGY: FIVE KEY OUTCOMES

- 1) Building Support for Effective Policies
- 2) Expanding Social Science Capacity
- 3) Enhancing Trust and Relevancy
- 4) Increasing Participation in PHJV Programs
- 5) Creating Pathways for Active Conservation Support



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