



# Be Bear Aware and Wildlife Stewardship Campaign

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*General H. Norman Schwarzkopf, National Spokesman*

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## **BE BEAR AWARE & WILDLIFE STEWARDSHIP MONTH**

Spring is the time when bears and cubs emerge from their winter dens, kids once again start exploring our great outdoors, and families begin making their summer plans to travel to our parks, forests, and refuges. May is the time to remind Americans how to enjoy our wildlife, especially bears, safely and responsibly.

### **ACTIVITY:**

In partnership with the Association of Fish & Wildlife Agencies; the Western, Midwestern, Northeastern, and Southeastern Associations; individual state and federal wildlife and land management agencies; hunting, fishing, outfitters, and guides associations; Boy Scouts of America and Girl Scouts of the USA and other youth groups; local community organizations, the Center for Wildlife Information will conduct press conferences with local and national media. This will include distribution of educational materials, hands-on demonstrations from the Bear Avoidance and Wildlife Stewardship Train-the-Trainer Program, and workshops and educational programs with grade school and high school students and youth groups.

### Safety topics will include:

- The importance of reading trailhead signs;
- Identifying fresh bear signs;
- Special cautionary situations: noisy and low visibility areas;
- What to do when confronted by bears, mountain lions and rattlesnakes;
- Setting up a campsite to minimize bear encounters;
- Food storage to minimize odors and attractants;
- Viewing and photographing wildlife safely and responsibly (binoculars, spotting scope & telephoto lenses);
- Avoiding encounters with wildlife in residential settings;
- Examples of misinformation that causes the problem of tourists & recreationalists believing that it is appropriate to approach, feed, touch and interact with wildlife.
- Hunter and gun safety techniques

### **OBJECTIVES:**

- To remind the public to be stewards of our wildlife by demonstrating how to respect the wild in wildlife.
- To demonstrate the latest safety techniques for avoiding encounters with bears, mountain lions and rattlesnakes when hiking and camping and while viewing and photographing wildlife.
- To show the leadership ability of the young instructors and to instill a sense of pride in the wildlife stewardship program.
- To encourage the television, radio and print medias and the tourist and advertising industries to participate in this wildlife stewardship effort.