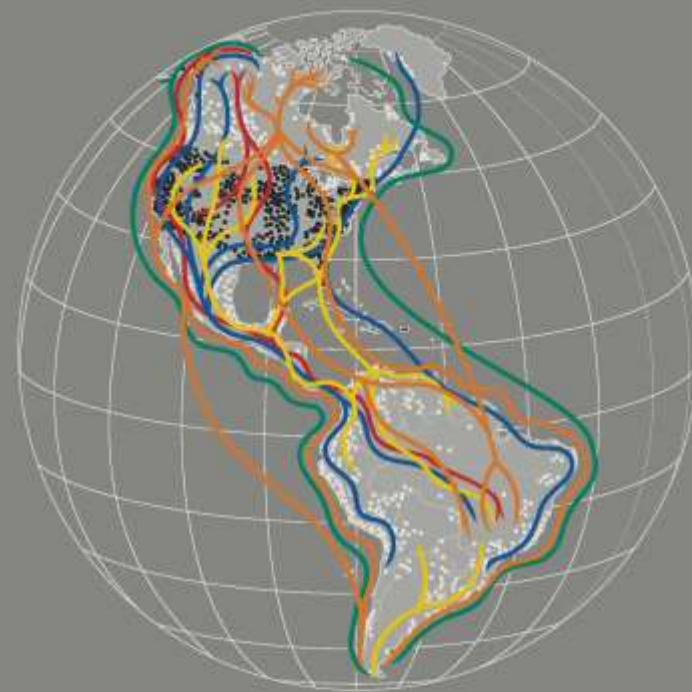




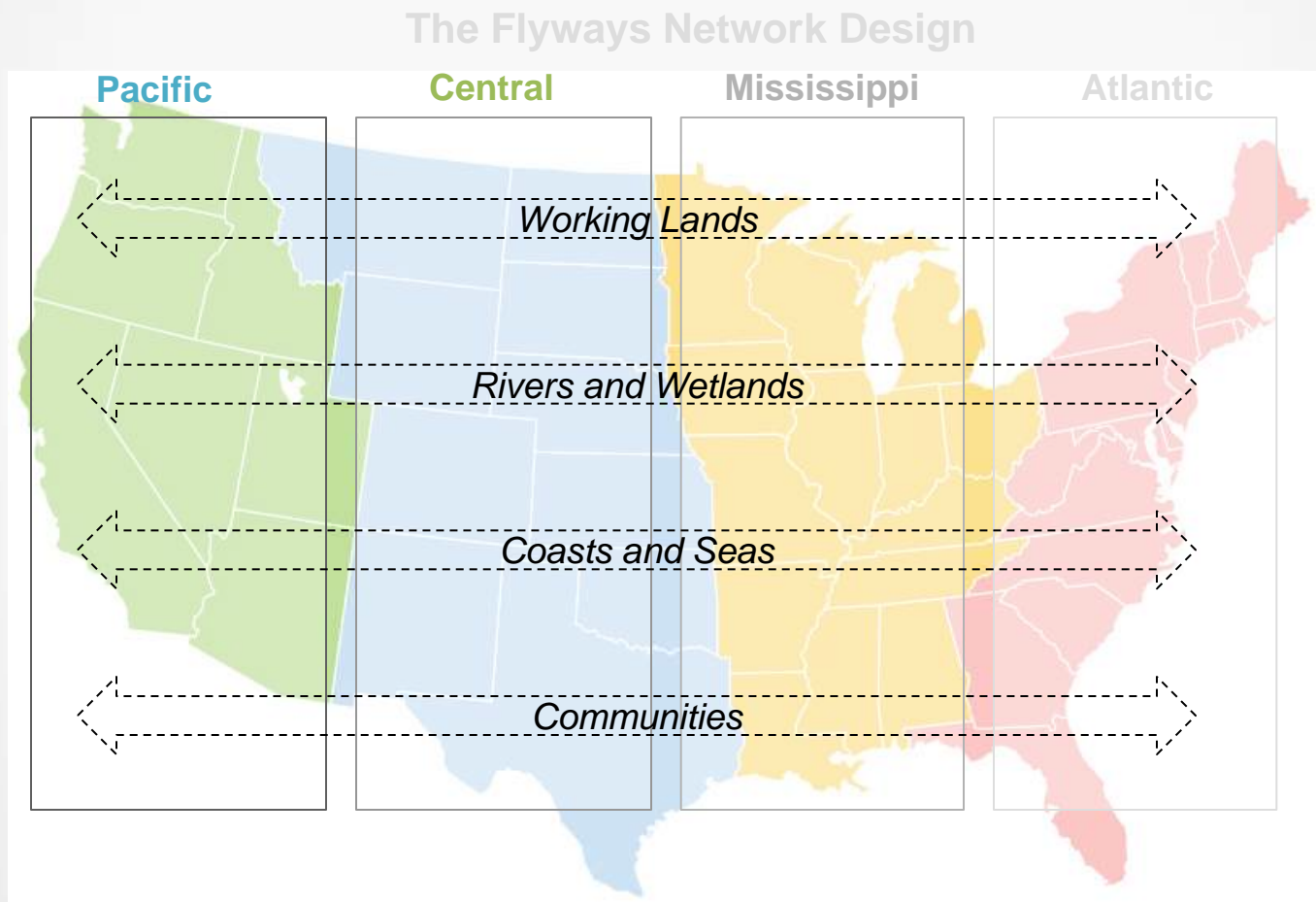
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AUDUBON
STRATEGIC PLAN 2012-2015
A Roadmap for Hemispheric Conservation

THE POWER OF THE FLYWAYS NETWORK DESIGN



- Our **conservation focal areas** foster knowledge sharing and collaboration across geographies

Full Life Cycle Conservation





A network of protected and properly-managed sites spanning the Atlantic Flyway that protect coastal birds at every point in their life cycle.



Target Species

American Oystercatcher

Red Knot

Piping Plover

Sanderling

Western Sandpiper

Semipalmated Sandpiper

Snowy Plover

Wilson's Plover

Common Tern

Roseate Tern

Least Tern

Black Skimmer





Primary Threats:

Loss of Habitat

Human Disturbance

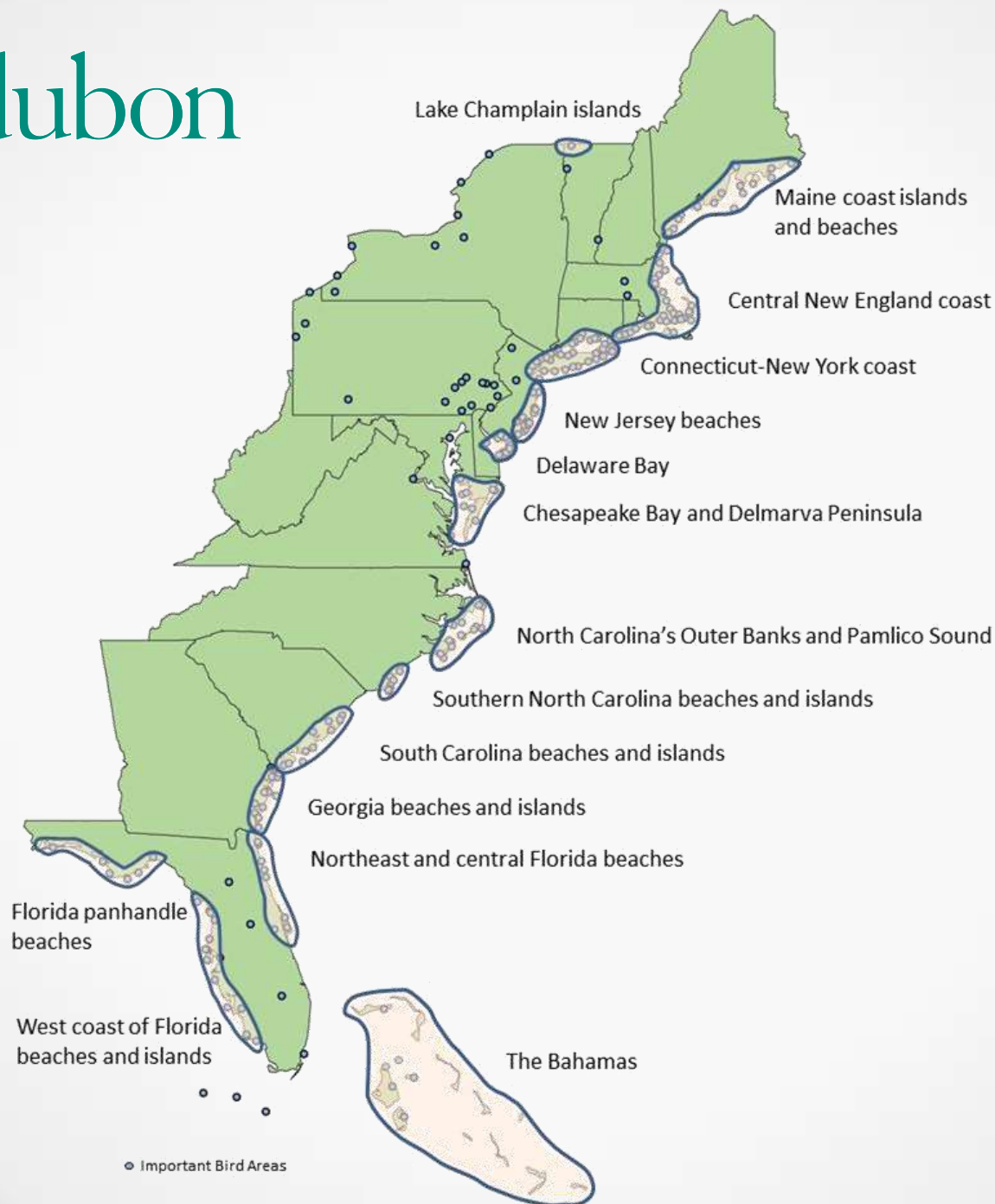
**Introduced & Super-abundant
Predators**

Beach & Inlet Stabilization

Lack of Regulatory Protection

Climate Change

Lack of Knowledge



Goals

- Protect sites that are essential to sustaining coastal bird populations.
- Reduce threats by changing harmful behaviors through social marketing.
- Develop international partnerships for full life cycle conservation.
- Strengthen conservation regulations to achieve no net loss of habitat.
- Advance the knowledge of coastal birds to improve conservation.



Strategies:

- Identify and map the most important sites
- Implement appropriate strategies to protect, conserve, and properly manage priority sites
- Develop flyway and state-specific awareness campaigns aimed at reducing threats by changing public behaviors that threaten coastal birds.
- Develop international partnerships to advance bird conservation and protect IBAs.
- Strengthen regulations and land use policies to protect coastal species and high quality habitats with the goal of achieving no net loss of habitat within 10 years.



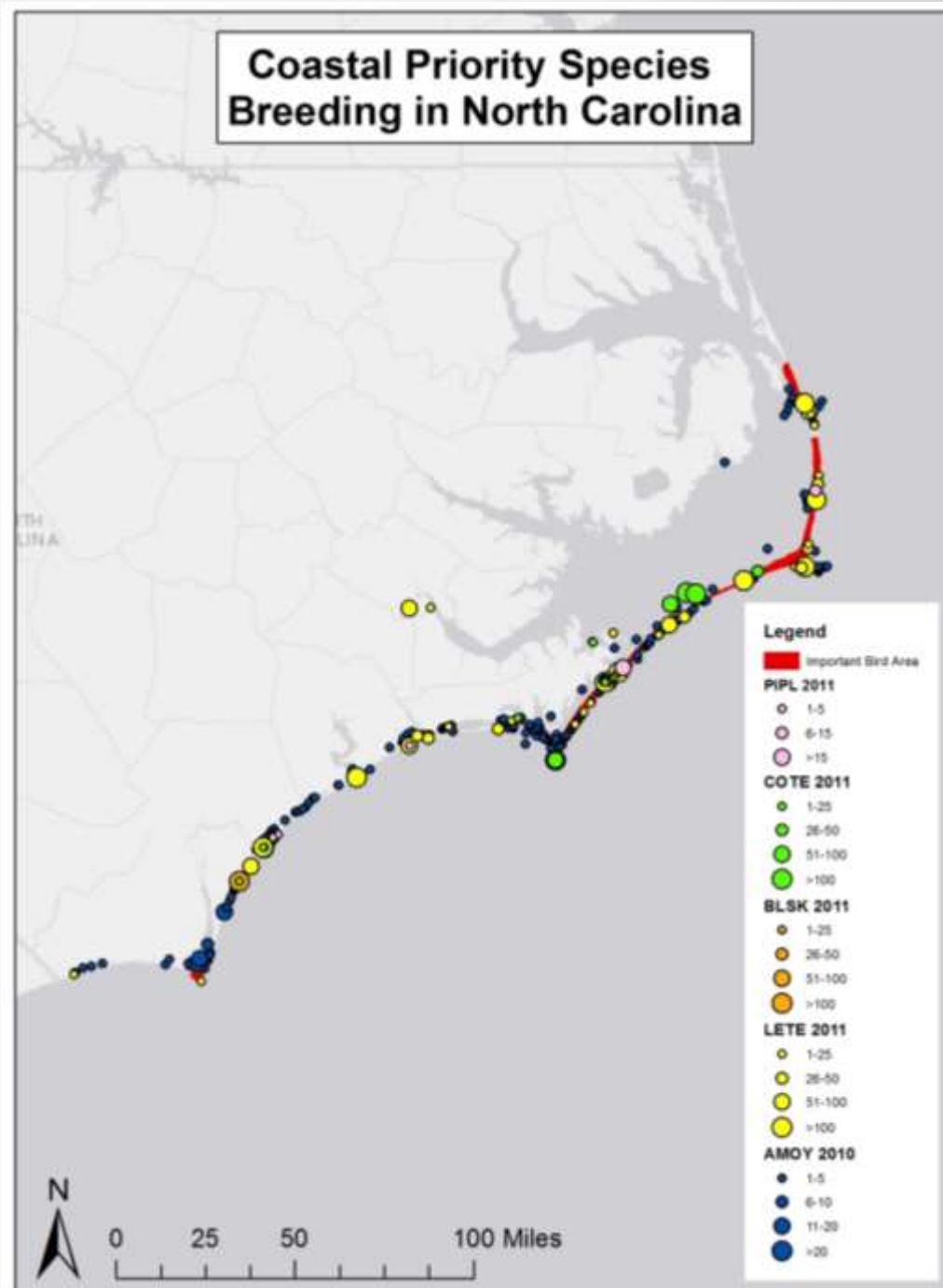


Identify and map
the most important
sites





Assess threats and
conservation needs



NCRWC Waterbird-Shorebird Database



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- Implement appropriate strategies to protect, conserve, and properly manage priority sites.



*“Results showed that when stewards were present, beachgoers were **nine times less likely to enter the posted area.***

Dr. Beth Forys, Eckerd College





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Develop flyway and state-specific awareness campaigns aimed at reducing threats by changing public behaviors that threaten coastal birds.





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- Develop international partnerships to advance bird conservation and protect IBAs.

Proposed Joulter Cays National Park





Strengthen regulations and land use policies to protect coastal species and high quality habitats with the goal of achieving no net loss of habitat within 10 years.



Advance knowledge to improve coastal bird conservation

Identify and map the most important sites.

Implement appropriate strategies to protect, conserve, and properly manage priority sites.

Develop flyway and state-specific awareness campaigns aimed at reducing threats by changing public behaviors that threaten coastal birds.

Develop international partnerships to advance bird conservation and protect IBAs.

Strengthen regulations and land use policies to protect coastal species and high quality habitats with the goal of achieving no net loss of habitat within 10 years.



Current Programs

- 7 States and The Bahamas
- 42 Staff
- 61 Chapters
- 209 Sites and 16,235 Acres
- 500+ Beach Stewards and volunteers

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