

Anecdotal Observations Outline

Disclaimer

The information you provide may be used to inform our research, be included in presentations about this project, and assist in the evaluation of the campaigns. Direct quotes may be included in publications with identifying information removed.

Purpose

The purpose of documenting anecdotal observations is to better understand how CBSM is impacting the management strategies at your beach and elicit insights from your experience. **We want to hear more about your experience implementing your campaigns and how we can support you through the Community of Practice.**

Throughout the week, we are asking you to observe shorebird disturbance or CBSM through your own lens. While we will only ask you to document one event per week, we encourage you to keep a record of all of the experiences that stood out to you—no matter how big or small. This will help us better understand your role as campaign implementers, lessons learned, and provide us with a list of things folks can look out for to observe sustainable change on their own.

Any and all aspects of your experience while running your CBSM campaign is valuable.

Directions

Please use this form to document at least one observation you had while running your campaign **each week**. If a steward or volunteer had a memorable experience, feel free to share that here as well. Fill out these questions to the best of your ability. **Any staff member that is part of the campaign can fill out this form. It does not have to be the lead!** Below are some prompts to get you started:

- Details of an interaction you or a member of your team had with a dog walker or beach walker on the beach. How did the individual respond to your message? How would you describe the emotions of the individual before and after your conversation? What might you do differently in the future?
- Putting tools and resources you have gained from the community of practice into action. Were you able to refer someone to a resource that another person shared with you? Did you train others based on the knowledge you gained from someone else in the community of practice?
- Observations of people walking on the beach near shorebirds. Did they round their path? Did they disturb the birds? How did the individual(s) respond to the disturbance? How did bystanders react? Or broadly, have you noticed more people rounding their path around shorebirds this week compared to last week?
- Details about an event you hosted. Did people seem engaged with your messages and activities? Did folks want to learn more about the campaign/project?
- A positive or negative quote an individual said that stuck with you. What did they say? How does it relate to or impact your campaign/shorebirds? What was your reaction? What about it stood out to you?

- What about your campaign seems to be working well? What are you struggling with? What are you excelling at?
- How are shorebirds responding to people at your site? Have you noticed a change in bird behavior since starting your campaign?

To access the Google Form, please click [here](#).

Questions

1. Date
2. State or site
3. Category of anecdotal evidence (check all that apply)
 1. Steward / volunteer interaction
 2. Human behavior observation
 3. Shorebird behavior observation
 4. Outreach event
 5. One-on-one interaction
 6. Other
4. Please write a short description of your experience and the setting it took place with all significant details provided.
5. What were your main takeaways from this experience (i.e., what about this experience stood out to you)? Why?
6. What feedback can you provide from this experience (e.g., what did or did not go well; what should others look out for, etc.)?
7. Can the community of practice support you in any way through this experience?

Example

Please write a short description of your experience and the setting it took place with all significant details provided.

- While stuck in Florida and awaiting a flight back to Blacksburg, I stayed with the relatives of a friend until my flight was rescheduled. Knowing that I am studying wildlife conservation, they mentioned that they lived next to a wildlife reserve, and the beach that is accessible through their apartment complex is adjacent to the protected area. They took me to the beach, and their dog joined. Immediately, they let their dog run off leash and enjoy the freedom of chasing birds and splashing in the water. They nervously laughed and assured me that he never catches birds. Well, mostly never. There was that one time he caught a bird—but they were certain the bird was already injured. As I watched the dog run in the sand, they told me just how much they loved and valued wildlife. They love living next to the reserve and having access to pristine nature. I am listening to them reiterate their appreciation of nature and wildlife and the enjoyment

they find in watching the shorebirds while their dog barks and leaps for birds taking flight.

What were your main takeaways from this experience (i.e., what about this experience stood out to you)? Why?

- This experience put things into perspective for me. When I sit behind my computer and plan out and read academic journals of how we can protect shorebirds, it seems like there is such a clear answer. Multiple answers. One thing that seems so obvious is that if you care about wildlife, theoretically, you should want what is best for wildlife. But that couldn't be further from the truth. Hearing about this situation made me realize the massive influence personal and social norms have on people, the role of code switching, the prioritization of pets, and how complex of an issue disturbance is. How can we reach that audience? Can we even do it?

What feedback can you provide from this experience (i.e., what did or did not go well; what should others look out for, etc.)?

- I think this would be a good educational moment for folks and an opportunity for us as managers and practitioners to step aside from our state of thinking and view this situation from the perspective of the average person. If I do this, I might look at this situation and see my dog enjoying the same species that I am. I might see beautiful birds taking flight and admiring their abilities. I may not understand that birds flying away is bad and my dog is causing them distress. I may not even put two and two together, or I may not even consider the birds at all.
- When something seems so aggravating and *obvious* to us as managers, it can be difficult to control our emotions. In these scenarios, it might be valuable to take a step back and see the situation from a different perspective. We do not want to criminalize people who don't even know they are doing wrong; rather, we want to educate them on what they can do right. Even if they *know* they are doing something wrong, it might be best to give them the benefit of the doubt.
- Always look for educational moments.

Can the community of practice support you in any way through this experience?

- Would love to hear insight and expertise from members who have encountered a similar situation in their career. How did you handle it?
- Tools and resources to make an educational moment