



ENGAGING CONSERVATION PSYCHOLOGY
FOR EFFECTIVE ACTION WEBINAR SERIES

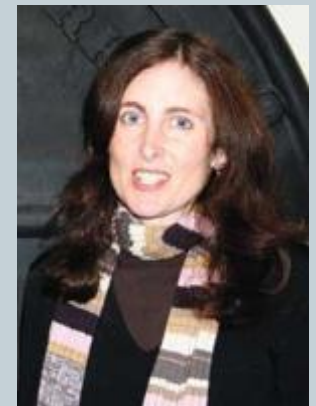


Why Study Conservation Psychology? What it offers for practitioners and researchers

TUESDAY, MARCH 21, 2017 - 12:00-1:00 PM EDT

Conservation psychology can support enhanced understanding of the powerful social and psychological aspects that influence group and individual environmental actions and attitudes.

This interactive webinar will offer an overview of conservation psychology and what practitioners and researchers can gain in terms of strengthening conservation and sustainability outcomes.



Presenter:

Abigail Abrash Walton, PhD
Antioch University New England



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Webinar Logistics

- Everyone should be connected via Audio Broadcast upon entering the webinar – You do not need to call in and you are automatically muted
- The presentation will be recorded and posted to the Antioch web site in a week
- Please write any questions in the Chat section and select to All Panelists so we can see the questions.



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Why Study Conservation Psychology? What it offers for practitioners and researchers

TUESDAY, MARCH 21, 2017 - 12:00-1:00 PM EDT

- Overview & Introductions
 - **Joy Whiteley Ackerman, PhD**
- Presentation
 - **Abigail Abrash Walton, PhD**
- Audience Questions
- Please take the brief exit survey



Moderator:
Dr. Joy Whiteley Ackerman,
Antioch University New England



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Applying Conservation Psychology Theory & Principles

WEDNESDAY, APRIL 26, 2017 - 12:00-1:00 PM EDT

Hear from past Conservation Psychology Institute participants about how they are applying Conservation Psychology theory to practice. Each presenter will discuss specific projects & initiatives that benefitted from their work at the Institute.

Presenter:
Amy Weidensaul,
Director of Community
Conservation and
Education for Audubon
Pennsylvania



Presenter:
Dr. Kim Langmaid,
Founder, Vice President , and
Director of Sustainability &
Stewardship Programs for
Walking Mountains Science
Center.

ANTIOCH
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NEW ENGLAND



CONSERVATION
PSYCHOLOGY
INSTITUTE

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Conservation Psychology Institute

JUNE 18-21, 2017 – ANTIOCH UNIVERSITY NEW ENGLAND, KEENE NH

The **Conservation Psychology Institute** is an interactive learning opportunity with leading researchers in the field. Participants bring their real-world organizational challenges to the Institute for problem-solving, coaching, discussion, and planning.



Register now and get our Early Bird rate of \$925. Team discount rates are also available for groups of 3 or more participants from the same organization. www.antiochne.edu/cpi

Conservation Psychology is



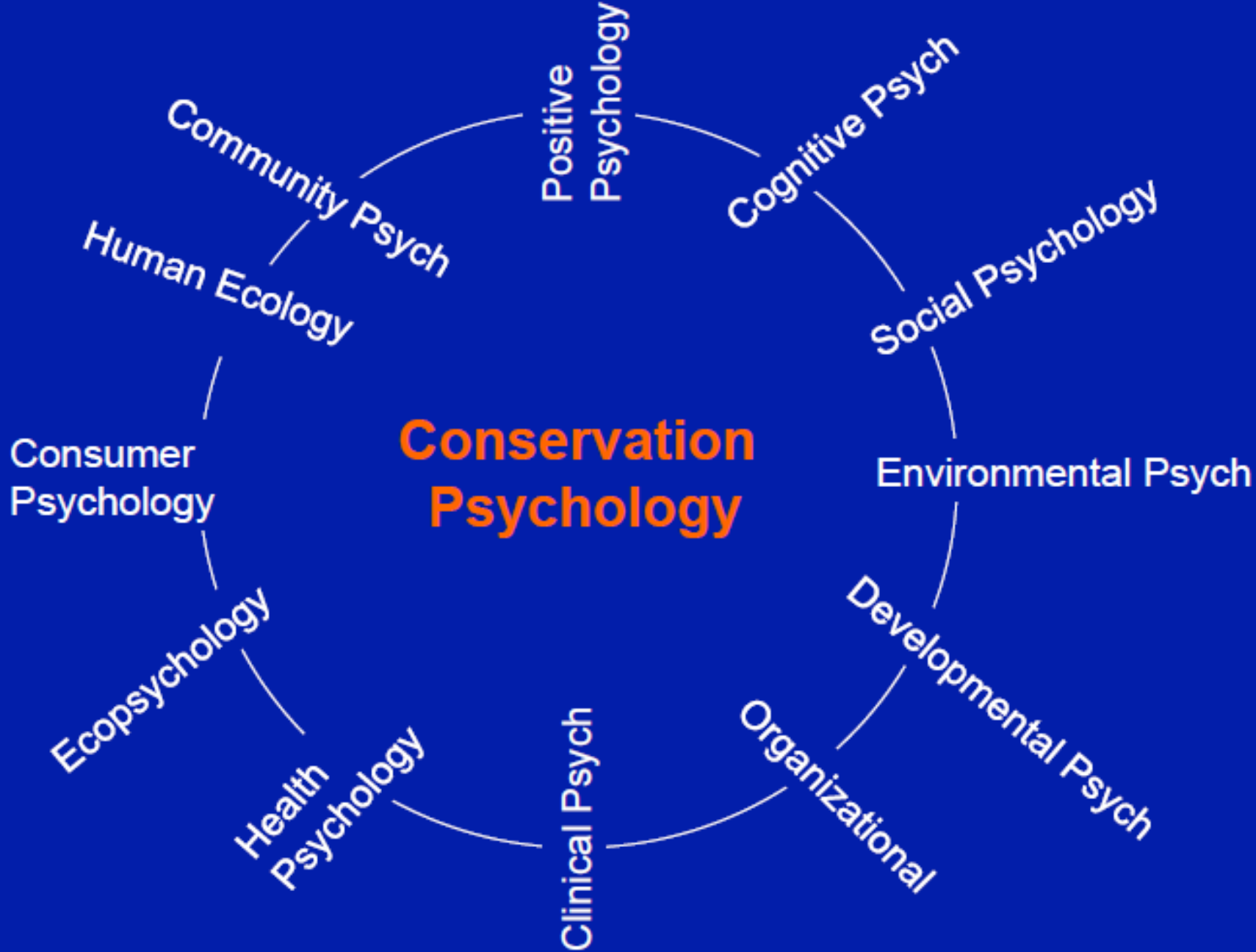
Image source:

<http://www.publicdomainpictures.net/hledej.php?hleda=crystal+ball>

“the scientific study of **the reciprocal relationships** between humans and the rest of nature, with a particular focus on **how to encourage conservation** of the natural world.”

(Saunders, 2003, p. 138)

Conservation Psychology

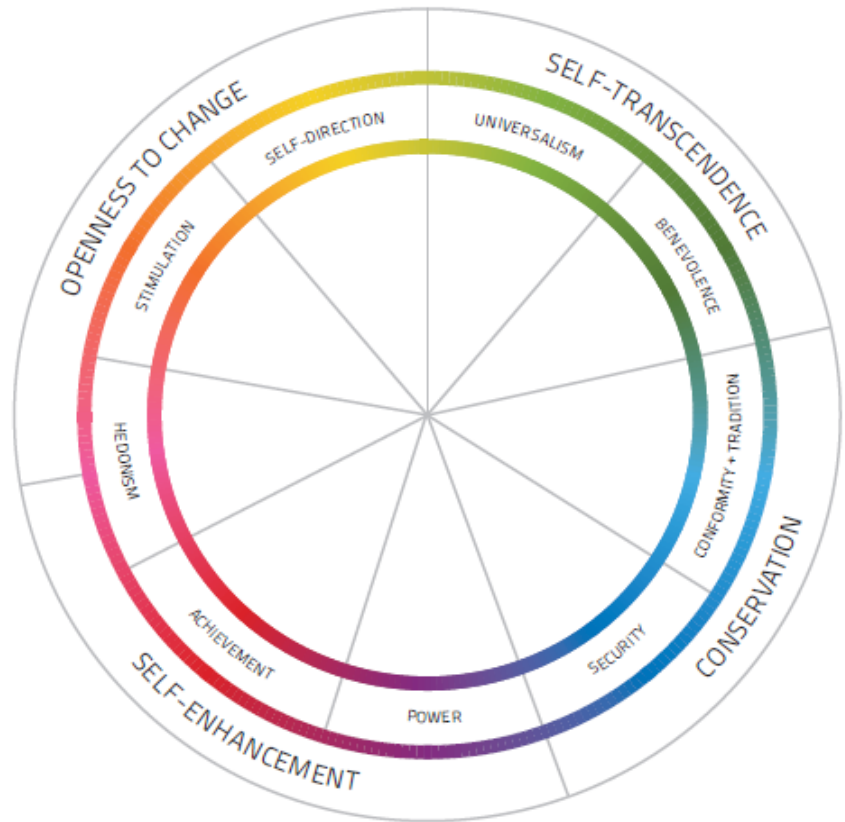




**Conservation Psychology Institute
Keene, NH
June 2015**

Why study people?

- Because **human behavior is at the root** of our most pressing environmental challenges
- Because your work - no matter where or what it is - **will involve you with people** and society
- Because you want to engage and **communicate effectively** with your stakeholders, visitors, clients, and students
- Because improving conservation and sustainability outcomes means **leveraging social and individual change**



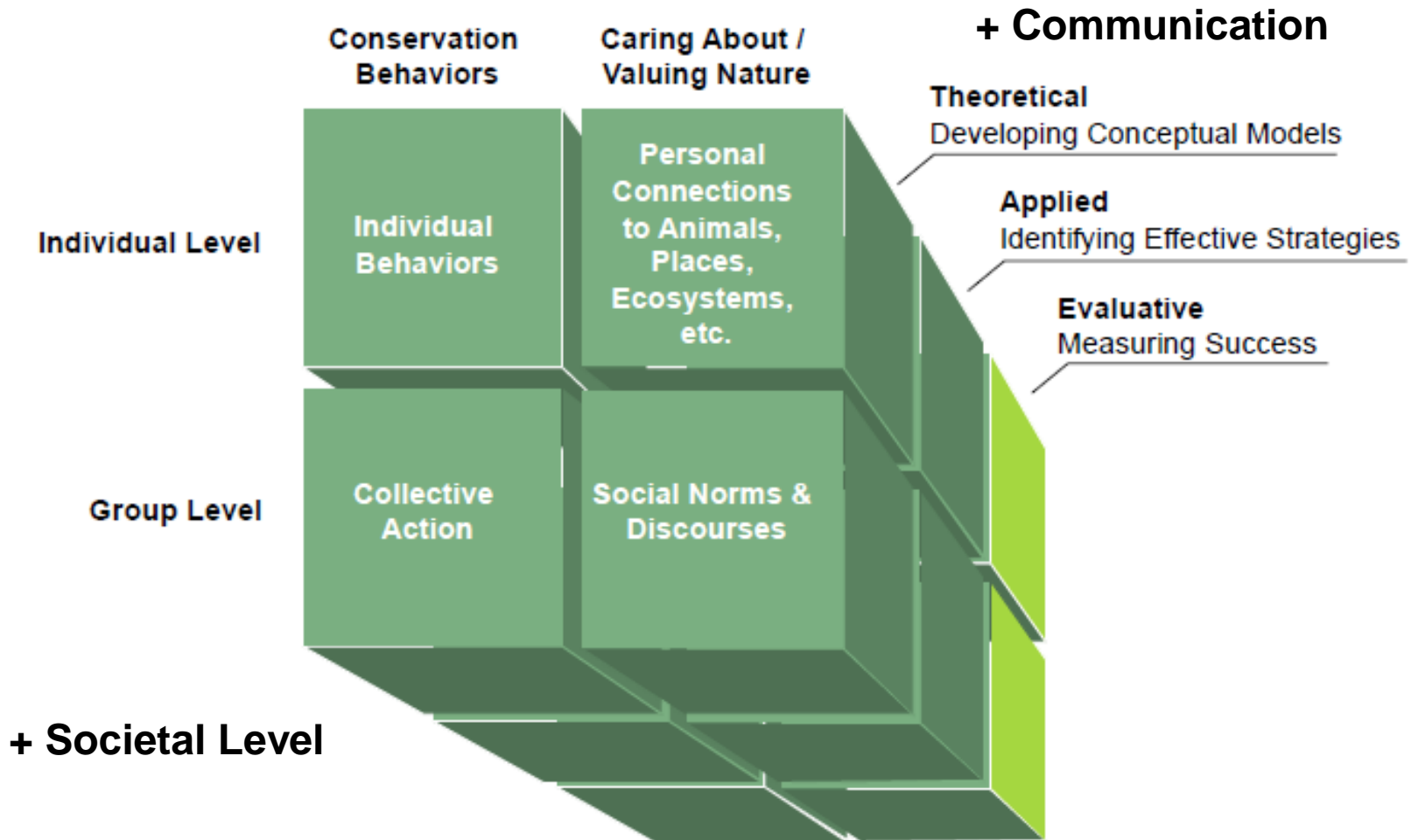
↑ Figure 3. Schwartz's value circumplex.^[34]

Image source: <http://valuesandframes.org/handbook/2-how-values-work/>

Conservation Psychology Content and Skill Areas

- ❖ nature care and ***connection***
- ❖ conservation ***behavior***
- ❖ effective messaging and ***communication***

Areas of Conservation Psychology Research





What [conservation practitioners] need are trained people, useful methods, and tested knowledge that they can use to improve their day-to-day work.

(Salafsky, 2003, p. 176)

Why Study Conservation Psychology?



SOCIAL NORMS

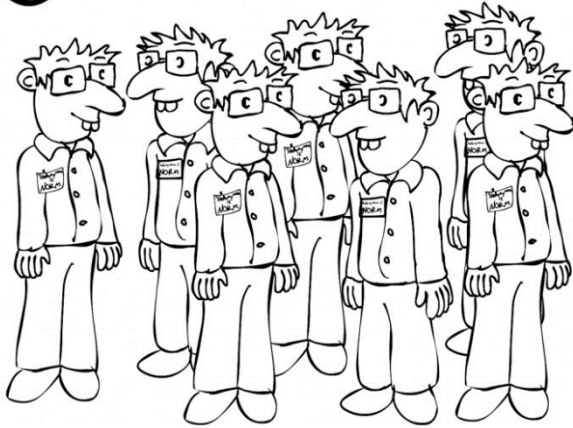


Image source:

<http://www.shareyouressays.com/86465/sort-essay-on-social-norms>



Photo credit: David McHugh <http://www.rspb.org.uk/community/>

References



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What it offers for practitioners and researchers



Moderator:
Dr. Joy Whiteley Ackerman,
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Q & A and Discussion



Presenter:
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Thanks for joining this webinar.

Please do offer us your feedback via the brief
exit survey.