

ACHIEVEMENTS REPORT

NATURAL RESOURCE CONSERVATION EDUCATION PROGRAM

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Conservation Education provides technical and financial assistance to state forestry agencies and other partners to promote the development of an environmentally literate citizenry that can make informed decisions affecting forests and other natural resources.

In FY 1998, an implementation team was established to determine how to carry out the recommendations, approved by Chief Dombeck, for the direction of conservation education. These recommendations included focusing on the sustainability of natural and cultural resources and developing an awareness of the interrelationships in natural systems and between people and the land. Target audiences of these recommendations include youth, urban communities, and National Forest visitors.

Woodsy Owl

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The Conservation Education program uses the Forest Service symbol, Woodsy Owl, to convey the importance of natural resources in every community. The revitalized Woodsy continues to “give a hoot,” and he sends the message “Lend a Hand, Care for the Land.” During 1998, he spread his message at Major League Baseball games; Eastman Kodak sponsored the distribution of thousands of colorful posters of Woodsy Owl and Bill Nye, The Science Guy. In addition, public service announcements in English and Spanish brought an animated Woodsy Owl to children on 1,200 television stations. A Woodsy Owl Activity guide for children ages 5-8 teaches children about the natural world and the fundamentals of conservation.

Project Learning Tree

Contact:

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Envirothon

Contact:

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Through an interagency agreement with the Environmental Protection Agency (EPA), the Northeastern Area helped to sponsor workshops for urban youth and educators focusing on the new Project Learning Tree high school modules and the Envirothon program. Workshops were held in California, Illinois (Chicago), and Massachusetts.