

Alberta Conservation Association (ACA)

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Project name: Alberta Special Hunting Days

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Ken Kranrod

Primary ACA staff on this project: Budd Erickson

Partnerships: Alberta Environment and Sustainable Resource Development

Key Findings

Alberta Environment and Sustainable Resource Development (ESRD) has developed special hunting initiatives that occur each September in Alberta, intended to help engage youth in hunting activities and encourage mentorship from experienced hunters. For 2014/15, ACA provided online promotion of these initiatives to foster awareness and involvement by the general public.

Introduction

To help engage youth and foster interest and involvement in hunting, ACA helps ESRD promote special hunting initiatives in Alberta each September. As described by ESRD, "These special days allow youth to experience additional hunting opportunities and learn proper hunting, including ethics and responsible hunting practices from experienced hunters. They also provide an opportunity for seasoned hunters to share their love of the outdoors. These initiatives help ensure that Alberta continues the strong tradition of hunting, which provides outdoorsmen and women the opportunity to experience conservation and a connection to the land."

These initiatives include:

- Waterfowler Heritage Days (first Saturday and Sunday in September)
- Provincial Hunting Day (fourth Saturday in September)
- Youth Hunting Initiative (also the fourth Saturday in September)

In general, on these days, resident Alberta youth (ages 12-17) do not require a licence to hunt waterfowl (Waterfowler Heritage Days) or upland gamebirds (Provincial Hunting Day / Youth Hunting Initiative). Certain restrictions and limitations apply with specific details available on www.mywildalberta.com. All hunting regulations apply.

Methods

ACA promotes these initiatives primarily through online media such as our website and e-newsletter as well as social media including Facebook and Twitter.

Results

Over the past year, our promotional activities were providing basic awareness and information to our followers at the time of these initiatives. In the coming years, our intent is to substantially increase the

scope of our promotional activities across a wider variety of media available to us, as well as expand the timeline of our promotion in order to build momentum and provide youth and families with sufficient time to plan activities.

Conclusions

Creating hunting and mentorship opportunities for Albertans is important to ACA and we are committed to helping ESRD promote Alberta's Special Hunting Days in the 2015/16 fiscal year.