



Conserving today's birds for tomorrow

100 Years of Migratory Bird Conservation

Migratory Bird Treaty Centennial

1916-2016



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Migratory Bird Treat Centennial: 1916-2016

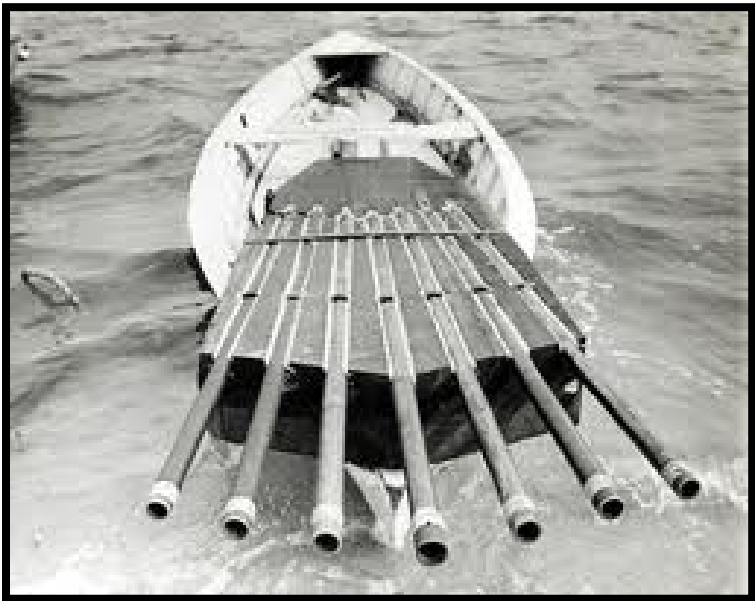


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1

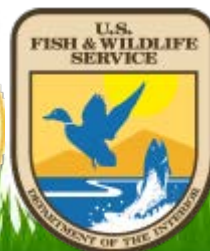
Yesterday...



1

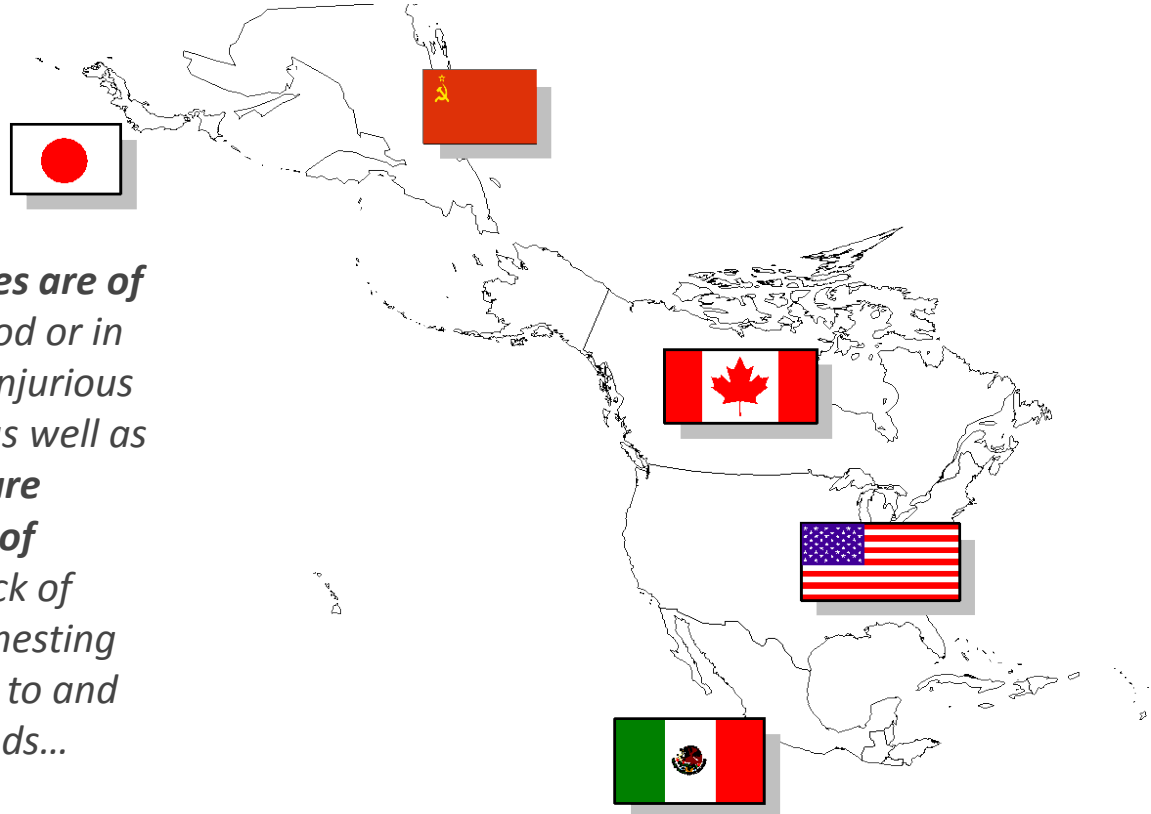
Yesterday...

- September 1, 1914



1

Yesterday...Today



*Whereas **many of these species are of great value** as a source of food or in destroying insects which are injurious to forests and forage plants...as well as agricultural crops...**but are nevertheless in danger of extermination** through lack of adequate protection during nesting season or while on their way to and from their breeding grounds...*



2

Today...



Photo by Gerrit Vyn



Photo by USFWS



Photo by Sonoran Joint Venture



Photo by USFWS



Tomorrow: Centennial Vision

- A world where birds and people thrive



Photo by Lee Karney/USFWS



Photo by Jennie Duberstein



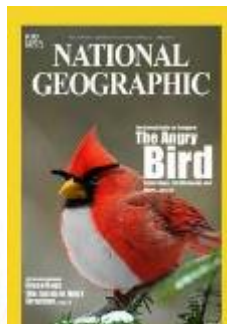
- Awareness
- Action
- Support
- Engagement



3

Tomorrow: Centennial Goals

- Create awareness of the importance of migratory bird conservation
 - Encourage news media stories
 - Connect people to migratory bird conservation via social media
 - Celebrate the importance of migratory bird treaties and migratory birds



Tomorrow: Centennial Goals

- Promote key actions to help migratory birds.
 - Increase participation in citizen science programs
 - Expand homeowner use of best practices



3

Tomorrow: Centennial Goals

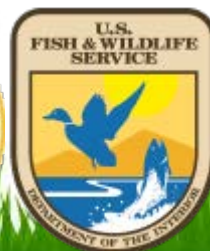
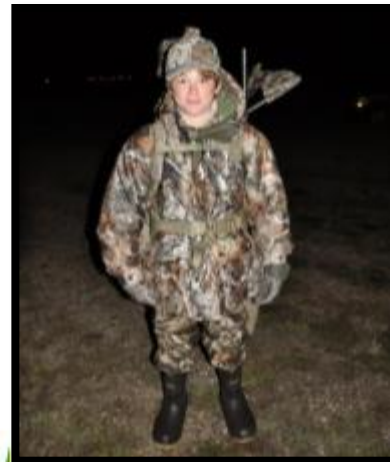
- Increase support for migratory bird conservation programs and initiatives
 - Strengthen international partnerships
 - Increase knowledge during reauthorization of key legislation



3

Tomorrow: Centennial Goals

- Expand opportunities for engagement in birdwatching, hunting, and conservation
 - Support bird-focused programs and festivals
 - Increase participation in Duck/Jr. Duck Stamp
 - Promote youth birding and hunting events



- Strategic Framework
 - Background
 - Goals and tactics
 - Key messages
 - Specific objectives and activities
- Communications Plan
 - Guidelines for how FWS will communicate about the Centennial
- Online Toolkit
 - Detailed information, tips, and tools to support the Centennial celebration



Tomorrow: Celebrate!

- International Migratory Bird Day
- North American Ornithological Congress
- Urban Bird Treaty connections
- NPS Centennial
- State of the Birds 2016





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GET INVOLVED:

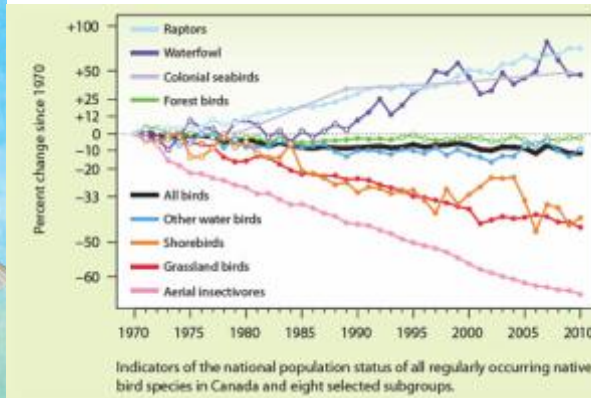
Email: MBTreaty100@fws.gov

Web: <http://fws.gov/birds/MBTreaty100>



State of North America's Birds 2016

- Joint Canada, Mexico, USA report
- High level concise report aimed at building support for bird conservation
- Build on previous reports



Key Messages

- Birds have a strong societal value, and are also indicators of healthy ecosystems
- Birds link our countries
- Several bird groups need conservation action
- Addressing conservation at the continental scale is the best way to protect in-country investments
- The three countries of North America are working collaboratively for bird conservation

