

Black Bear Education Program Recommendations



- Website and Social Media Content
- Bear Safety YouTube Video
- Publications
- News Releases
- Municipal Outreach

DFW will **expand** use of web-based and social media platforms to educate the **maximum number** of residents with bear safety information, including those in **urban areas** and **southern counties**.



Black Bear Education Program Recommendations

Website and Social Media Content

- Expand content on DFW website and increase social media posts (Facebook & Instagram) to educate the public about coexisting with black bears, including visitors and younger residents, since this demographic will use bear inhabited areas most frequently in the future.
- Update content on webpages and in social media posts to contain the latest information on coexisting with black bears. (e.g. current research on non-lethal methods of management)
- The public can view, download and print online items as needed.
- With available funding, bear educational curriculum content may be made available for educators online, including lesson plans and activities from the *Understanding Black Bears K-8 Educational Curriculum*.
- Multilingual website/social media content is available to remove language barriers, educate and better serve the maximum number of residents statewide, including in urban areas and southern counties.



Black Bear Education Program Recommendations

Website and Social Media Content

Expand **web-based** and **social media platforms** to educate the **maximum number** of residents, including those in urban areas and southern counties.



NJ has a growing **diverse**, urban, educated and **technology-dependent** population.



Black Bear Education Program Recommendations

Website and Social Media Content

Expand **web-based** and **social media platforms** to educate the **maximum number** of residents, including those in urban areas and southern counties.

| Description | Distribution 2015-2020 |
|-------------------------------|---|
| Division's Black Bear Website | 257,130 Hits |
| Division's Instagram Account | 7 Posts with 26,418 People Reached |
| Division's Facebook Account | 23 Posts with 960,747 People Reached |
| Presentations and Exhibits | 209 programs/exhibits for 21,565 People |

Reach is the number of unique people who have seen the content.

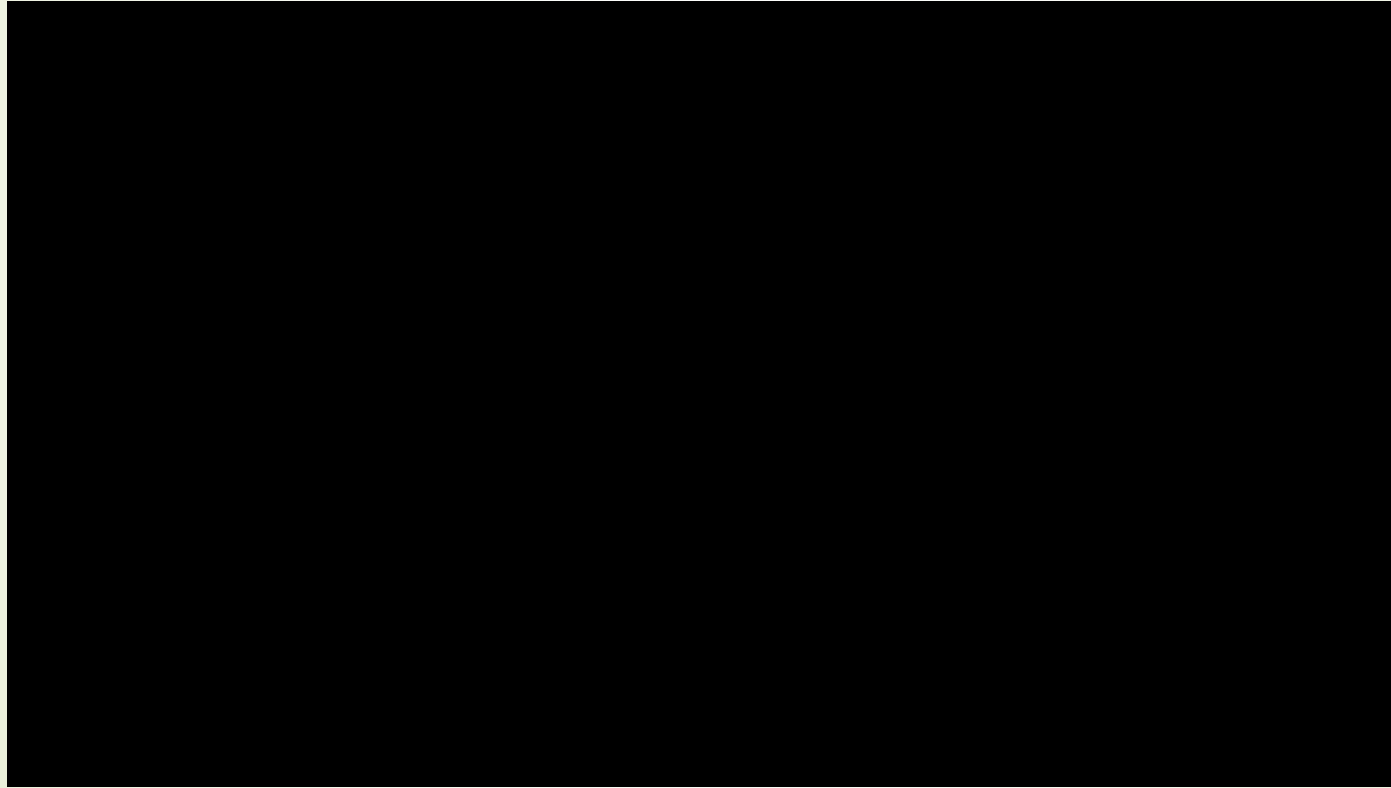
A **YouTube bear education and public safety video** will be placed on the website to increase public awareness about bear safety and **maximize DFW's reach** to residents of all ages.



Black Bear Education Program Recommendations

Bear Safety YouTube Video

The YouTube bear education video will **increase public awareness**, be **easily accessible** and **maximize outreach efforts** to residents of all ages, including those in urban areas and southern counties, while building on the increasing **need for virtual platforms** rather than in-person seminars to a **limited audience**.



YouTube
Closed Captions
subtitles available
in different languages
removes barriers.



Black Bear Education Program Recommendations

Bear Safety YouTube Video



**55% of the population
watches videos
online daily.**

**Video will
potentially account for
74% of all web traffic.**

Why a Video?

- Video is a highly engaging medium
- It has great traffic potential.
- Both long- and short-form content
Biology, Research & Management, Safety Tips
- Snippets used on social media posts
- Using “video” in an email subject line can increase open rates by 19% and click-through rates by 65%

Source: Dana Communications Marketing Firm



Black Bear Education Program Recommendations

Bear Safety YouTube Video

- It can be tailored to **all ages** and a **wide range** of audiences.
- It will be **actively promoted** by way of:

Website, social posts, DFW e-mails, news releases, SPS camper registration, messages to counties and municipalities, schools, private campgrounds, nature centers, etc.

- It may be **available for viewing** at:

DEP facilities with lobby monitors, State Parks' visitor centers, SPS website, MET trailer, in municipal buildings, libraries, schools, campgrounds, nature centers, etc.

- DFW will **track views** and website hits.

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Bear Safety YouTube video has the potential to reach **hundreds of thousands** of people annually



Black Bear Education Program Recommendations

Bear Safety Publications

- Actively publicize the availability of publications statewide:

Website, social posts, news releases, municipalities, private campgrounds, etc.

- Continue to distribute statewide upon request:

All State Parks, private/county campgrounds, schools, libraries, municipal buildings, nature centers, etc.

- Mobile Education Trailer at events.
- Distribute bear safety signs to managers of State, federal, county, municipal and private properties.
- Publications will be updated and reprinted as needed, including the Spanish version of the flyer.



Did You Know?

- Black bears are usually solitary animals that are most active at dawn and dusk.
- Black bears have excellent senses of smell and hearing.
- Black bears can run up to 35 miles per hour. They are strong swimmers and excellent climbers. Both adults and cubs will climb trees for food and to escape disturbances.
- Black bears eat both plants and animals. Their diet mostly consists of stink cabbage, berries, wild cherries, acorns and beechnuts. They also eat insects, small mammals and dead animals.
- Black bears are opportunistic feeders and will supplement their diet with food or garbage left out by people.
- Adult females average 185 pounds; adult males average 400 pounds.
- Not all black bears are black. Across North America, they can be brown, cinnamon, blonde, white and even gray blue! Fifteen percent of New Jersey's bears have a white chest blaze.
- Black bears are not true hibernators. In their winter den, they enter a period of dormancy, called torpor, to avoid severe weather and food shortages. Den sites include rock cavities, brush piles, open ground nests and hollow trees. Bears may leave their den if disturbed or in search of food on mild winter days.
- Breeding season runs from late May until August. The average litter size is three cubs weighing about 8 to 16 ounces each. Cubs remain with their mother until she breeds again.

Remember: Immediately notify local police or the DEP's Division of Fish and Wildlife at (877) WARN DEP if you encounter an aggressive bear.

New Jersey Division of Fish and Wildlife
Protection's Division of Fish and Wildlife at (877) WARN DEP (1-877-927-6337)
For more information on New Jersey's black bears, visit www.NJFishandWildlife.com

Know the Bear Facts

Native to New Jersey, black bears are the largest land mammal in the Garden State. Their prime habitat consists of mixed hardwood forests, dense swamps and forested wetlands. Nearly wiped out a century ago by habitat destruction and indiscriminate killing, black bears today are thriving, particularly in the northwestern area of the state. Their range is expanding south and east and black bears have been sighted in all of New Jersey's 21 counties.

The mere presence of a black bear is not considered a problem. Generally, bears tend to be wary of humans. Residents may observe bears near their homes. It is important not to leave out any food that may encourage bears to linger in residential areas.

Black bears learn very quickly. Bears that are fed intentionally – or unintentionally by carelessly leaving out food or garbage – will associate food with people. These bears can become a nuisance or aggressive and may have to be destroyed.


You can help to prevent problems with black bears by following some simple tips when at home, camping, hunting, fishing, hiking or whenever outdoors in areas with large black bear populations.

When Hiking and Fishing... (For more information see "If You Encounter a Bear...")

- Normal noise made walking on a trail should alert a bear to your presence, prompting it to leave before you see it.
- Use caution in areas where bears are likely to venture, such as berry patches.
- Never leave fish entrails on shorelines of lakes or streams. Sink entrails in deep water.
- If you see a bear, use common sense. Never approach the animal; observe it only from a distance.
- If you see a bear, make it aware of your presence by clapping, talking, singing or making other noise.
- If you encounter a bear at close range, remain standing, avoid direct eye contact, back up slowly and speak in a calm, assertive voice.

Remember: Never feed bears! It's illegal in New Jersey, and it's dangerous.

Report black bear damage or nuisance behavior to local police or to the New Jersey Department of Environmental Protection's Division of Fish and Wildlife at (877) WARN DEP (1-877-927-6337).
For more information on New Jersey's black bears, visit www.NJFishandWildlife.com



If You Encounter A Bear:

- Do not feed or approach a bear!
- Remain calm and do not run.
- Keep your distance and avoid direct eye contact.
- Scare the bear away by making noise.
- Make yourself look big by waving your arms. Stay together as a group.
- If the bear does not leave, slowly back away and move to a secure location.
- If a black bear attacks, fight back! Do not play dead.
- Report bear damage and nuisance behavior to your camp office, police or the Division of Fish and Wildlife at (877) WARN DEP.

www.NJFishandWildlife.com

Photo by JGF/Orion



**Know the Bear Facts
Never Feed Black Bears**

- Secure Garbage
- Remove Birdfeeders
- Clean Outdoor Grills
- Do Not Feed Pets Outdoors

www.njfishandwildlife.com



Sepa Sobre El PELIGRO DE LOS OSOS
Los Osos Negros en New Jersey

Los Osos negros son los mamíferos más grandes que se encuentran en este estado. Vienen principalmente de los bosques y parques densos.

La presencia de un Oso negro, en sí, no se considera un problema. Generalmente, los osos tienden a tenerle miedo a los seres humanos. Es posible que gente pueda observar y ver osos cerca de sus hogares. Es sumamente importante no dejar afuera ninguna comida o alimento que pueda causar que los osos se sienten o trasladan a vivir en áreas cercanas a residencias.

Los Osos negros aprenden muy rápido del desecho de los humanos. Ellos aprenden a asociar a los alimentos y basura con la gente. Los osos negros pueden llegar a acercarse mucho a los humanos porque creen que son fuente de comida y por eso se trasladan cerca de residencias. Lamentablemente como resultado pueden ser destruidos porque son peligrosos a los humanos.

Recuerde: ¡Nunca alimente a los Osos! Es ilegal en New Jersey y es peligroso.

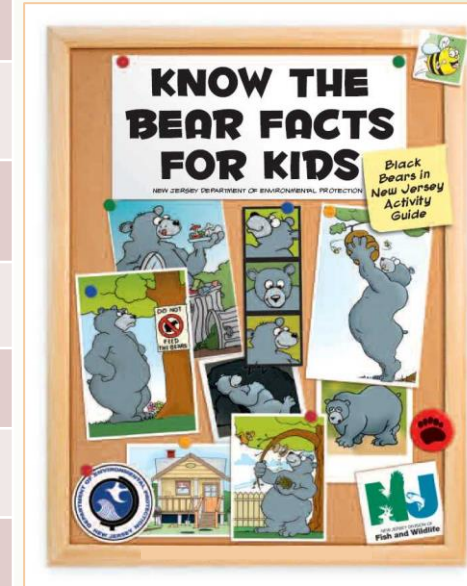
Comunique cualquier daño causado por los Osos a su departamento local del policía o al departamento de New Jersey de la División de la Protección del Medio Ambiente de Pesca y Vida Silvestre llamando a 1 (877) WARN DEP (1-877-927-6337).
Para más información sobre los osos negros de New Jersey, visite a la página: www.NJFishandWildlife.com



Black Bear Education Program Recommendations

Bear Safety Publications

| Description | Distribution 2015-2020 |
|---|------------------------|
| Know The Bear Facts Brochure (English) | 89,660 |
| Know The Bear Facts Camper Cards | 54,150 |
| Know The Bear Facts Brochure (Spanish) | 39,750 |
| Know The Bear Facts Kids Activity Guide | 31,822 |
| Tyvek Bear Safety Sign for Parks | 3,650 |
| Living With NJ Black Bears Documentary | 557 Copies |
| Understanding Black Bears Curriculum | On Website until 2020 |



- Proactive and expanded distribution will continue (municipal outreach, campgrounds, social posts, etc.)



Black Bear Education Program Recommendations

News Releases

News releases with bear incident prevention information will be distributed statewide through various avenues.

- Social Media Posts (Facebook/Instagram)
- DFW E-mail Lists (Listserve/GovDelivery messages)
- DEP Press Office
- DEP Office of Local Government Assistance



Black Bear Education Program Recommendations

Municipal Outreach

DEP's Office of Local Government Assistance will expand outreach efforts by contacting County and Municipal leaders statewide about safety steps residents can take to foster coexistence with black bears.

- Link to DFW bear webpages and YouTube video
- Promote garbage management ordinances and use of certified bear-resistant containers
- Promote bear safety publications

TOWNSHIP OF ANYTOWN
STATE OF NEW JERSEY



ORDINANCE NO. __

AN ORDINANCE OF THE TOWNSHIP OF ANYTOWN PROHIBITING THE FEEDING OF BLACK BEARS AND REGARDING WASTE DISPOSAL

WHEREAS, the Township of Anytown is concerned with the significant impact of the growth of the black bear population inhabiting the Anytown community,

WHEREAS, the Township Council and the Township of Anytown find that the feeding of black bears, inadvertent or otherwise, in addition to being illegal under L.2002,c.97 (23:2A-14), also constitutes a nuisance and a menace to property and the health, safety, and welfare of the citizens of Anytown; and

WHEREAS, the Township Council and the Township of Anytown find that regulations and standards requiring the utilization of certified bear-resistant containers, certified bear-resistant refuse containers, certified bear-resistant dumpster enclosures and the proper storage of food or refuse edible by bears, are necessary to enhance public safety and protect the health and welfare of bears and other wildlife; and

WHEREAS, the Township Council and the Township of Anytown find that human refuse provides an abundant yet unhealthy supply of food for bears and other wildlife, in conjunction with an already sufficient supply of naturally occurring foods.

NOW, THEREFORE, BE IT ORDAINED by the Township Council of the Township of Anytown, as follows:

1. Basis/Purpose



Black Bear Education Program Recommendations

Municipal Outreach

DEP's Office of Local Government Assistance will contact Municipal & County leaders statewide about steps they can take to promote coexistence with black bears.

- Direct contact with Mayors, Clerks, County Commissioners
- Weekly E-mail updates (Spring/Fall activity periods)
- Press Releases
- Specialized Webinars and Meetings
- Annual Mayor Meet-and-Greet to relay program messages
- Articles for League of Municipalities' magazine



Black Bear Education Program Recommendations

Municipal Outreach

Municipal Outreach Potential

Municipal Outreach Potential Reach to
565 municipalities

565 municipalities contacted **biannually**
will potentially reach
hundreds of thousands of people

DFW will annually track:

- **Municipal Messages**
- **Website Hits**
- **YouTube Views**
- **Publication Requests**

Compare with Bear Seminars over Five Years

Presentations and Exhibits 2015-2020

209 programs/exhibits for **21,565** People



Black Bear Education Program Recommendations



DFW's Bureau of Information and Education will expand the black bear education program's outreach efforts and remove language barriers in order to reach more residents statewide, including those in urban and southern counties, with bear safety information in order to benefit public health and safety and foster coexistence with black bears.

THANK YOU

