

Cover Letter

1.1 TITLE OF THE PROJECT: Using social network analysis to achieve faster conservation education outcomes

1.2 Date of Report: 8/26/22

1.3 Interim Report

1.4 Investigators

Principle Investigator

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Co-investigators

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1.5 Project Start Date:

March 1st 2022

1.6 Anticipated Completion Date:

Intended: February 28th 2023

2.0 Conservation needs

This project will test whether changing social norms in few key individuals can deliver high impact elephant conservation education speedily and efficiently. There is increasing doubt about the timely efficacy of traditional programs (1) and rapidly escalating loss of endangered and threatened species drives funders to support strategies with more immediate impact. We know that good conservation education leads to increased knowledge and changes in behavior (2) but there is no denying the fact that its impact takes time, potentially generations. This project is based on recent data that highlight the importance of social norms in shaping pro-conservation behavior (3, 4) with targeting influential individuals resulting in changes in group social norms effectively and quickly (11). A combination of conservation education and actions to change social norms appear to give the best outcomes. (5). In this project we identify “key influencers” using social network theory, give them elephant conservation programming, and test the hypothesis that if we give intense conservation education to a few “key” students they can change conservation norms and behavior in their schools and communities, faster than traditional conservation education.

The aftermath of the COVID 19 epidemic that closed Ugandan schools for 2 years has been to delay the start of this project. We were just getting going again when the teachers went on strike for a month and schools closed again for another 3 weeks. Like in most countries, Ugandan government offices are understaffed and there are long waiting lists to process applications for permits etc.

On the plus side this delay in getting going has enabled us to learn from analyses of data from similar projects including a paper on the benefits of conservation education that is about to be submitted for publication. These results have allowed us to rethink and improve our methodology.

3.0 Goals and Objectives

- To obtain research permission and IRB clearance – road blocks in the offices responsible for awarding permits have delayed receiving these permissions. As this project is conceptually similar to others for which we have received clearance, we are in the process of speeding things up by attaching this project by incorporating it as a spin-off of a similar project.
- To identify social norms regarding elephants in students, teachers and communities before and after intervention and to identify key influencers. We have piloted questionnaires to for identifying key individuals using social network analyses and determining social norms around elephants with 30 students from each of 16 schools. We are using preliminary results to designing the best questionnaires for the main project
- To train “key influencers” about elephant behavior, their beneficial effects on economy and environment, the threats to them and how to protect them. We have developed a new elephant education curriculum, tested it in 4 schools and amended it based on feedback we received. The children on whom we tested the curriculum will be excluded from the program
- To compare outcomes in schools with “key influencers” and controls.
- This will be done at the end of the project
- To compare impact of programs with and without family field trips. Field trips are scheduled for February 2023
- To test whether we see behavior change.
- This will be evaluated at the end of the project
- To Share the results of this project through publication
- This will be evaluated at the end of the project

5.0 Conservation Outcomes to date

None yet

6.0 Humans/Animals impacted

About 550 children who took part in testing the pilot initiatives to develop an appropriate curriculum and to identify social norms and key influencers.

7.0 Problems

The COVID-19 epidemic delayed everything as even though children were back in class by February 2022, the school year was slow to start and with teachers focused on helping children catch up any non-critical projects were delayed.

The school teachers then went on strike for a month and the schools closed again.

New analysis of data from a similar project led us to rethink our methodology which delayed the start date as well.

8.0 Success of Project

Below are listed the long and short-term goals we are using to evaluate the success of this project. We will know whether or not we have moved towards achieving them in 2023.

Short Term Goals

- Changes in group social norms that are positive for elephant conservation in schools and communities
- Increasing knowledge of and improved attitudes to elephants in schools and communities
- An increase in behaviors that benefit elephant conservation in schools and communities
- Focusing on a few “key influencers” will produce results as good as, or better than, our traditional methods of targeting large numbers of children.
- That the outcomes will be time saving, economical and effective
- That we will have tested new methods of evaluating the impact of conservation education

We believe that the results from this pilot project can be utilised by programs internationally to provide effective, low cost conservation education that works.

Long Term Goals

- This approach will become an important part of our wider project
- Our programs are locally valued
- We will have engaged local education and protected area authorities
- We will work closely with the Uganda Wildlife Authority to align conservation priorities and ensure sustainability of our program
- This project will lead to a long-term postdoctoral research program
- We will have developed an approach that can be used by conservation organization all over the world.

9.0 Next Step

To complete the project

10.0 Human Interest Story

None yet

11.0 Organizations associated with the project

Kibale Chimpanzee Project – Elephant snare and pit trap data

Kibale Snare Removal Project – Elephant snare and pit trap data

The Kasiisi Project – Financial support and advice

Tuft University Depts. of Biology and Anthropology – Experimental Design

Boston College Dept of Psychology – Experimental design

12.0 Financial Report

BUDGET ITEM	AMOUNT REQUESTED FROM IEF	AMOUNT SPENT	AMOUNT REMAINING
<u>PROJECT PERSONNEL</u>			
Program Director 0.1 FTE x 12 months @\$250	\$0	0	\$0
Program Field Director 0.25 FTE x 12 months @ \$150	\$270	\$135	\$135
Project Director. 0.5 FTE x 12 months @ \$200	\$2000	\$1000	\$1000
Project Assistant 1.0 FTE x12 months. @\$150	\$1800	\$900	\$900
Program Accountant 0.1FTE x12 months @ \$50	\$0	0	\$0
Sub Total	\$4070	\$2035	\$2035
TRANSPORT			
Included in Activities			
ACTIVITIES			
<u>Traditional Conservation Education</u>			
Elephant Conservation Community Flyers	\$0	0	\$0
Stationary 10 Schools @ \$30	\$150	60	\$90
Activities, games, supplies 5 Schools @ \$50	\$250	193	\$57
Pencils and crayons 5 schools @ \$20	\$100	46	\$64

<u>Conservation Education</u>			
<u>Training Workshop</u>			
20 Students @ \$30 per person	\$600	0	\$600
4 Staff Members @ \$30 per person	\$120	0	\$120
Materials – Flip Charts, notebooks, pens etc.	\$80	0	\$80
<u>2-day Family Field Trip to Queen Elizabeth National Park</u>			
10 Families of 3 @ \$80 per person	\$2400	0	\$2400
10 Students @ \$80 each	\$800	0	\$800
2 KFSP Staff Members @ \$80 each	\$160	0	\$160
40 Wildlife Recording Notebooks @ \$2 each	\$60	0	\$60
Pens – 1 box	\$10	0	\$10
Sub Total	\$4730	0	\$4730
SERVICES			
Printing/ Photocopying. 16 Schools @ \$9 each	\$110	47	\$63
Communication 12 months @ \$20	\$240	13	\$227
Generator Fuel 5 Schools @ \$10	\$100	40	\$60
Sub Total	\$450	\$100	\$350
MISCELLANEOUS			
Ugandan IRB Clearance	\$450	\$100	\$350
Ugandan Research Permission	\$300	\$100	\$200
Evaluation data entry and analyses. 20 hours @ \$10/hour	\$0	0	\$0
Elephant Pride Day 2020	\$0	0	\$0

Sub Total	\$750	\$200	\$550
PROJECT TOTAL	\$10,000	2335	\$7665
PROGRAM OVERHEADS @ 10%	\$0	0	\$0
GRAND TOTAL	\$10,000	2335	\$7665

13.0 Photographs

Sent by dropbox

14.0 Videos

Still in production

15.0 Publication

Yes, we intend to publish. Manuscript submitted December 2023

16.0 Media Coverage

None so far

17.0 Social Media Accounts

<https://www.facebook.com/KasiisiProject>

https://twitter.com/KFSP_Uganda/ @KFSP_Uganda