



Who Cares About BC's Wildlife?

SUBMITTED BY THE GUIDE OUTFITTERS ASSOCIATION OF BC

ON AUG. 9, 2019, The Guide Outfitters Association of BC (GOABC) stepped into a new era with the launch of a social media campaign designed to slowly socialize a different perspective about hunting and its role in wildlife management.

As all in the hunting community are aware, urban dwellers have become increasingly disconnected from the wild places and wild things that make British Columbia one of the most spectacular places on Earth. As hunters, it is our responsibility to do a better job of communicating to non-hunters how, in the big picture, the regulated harvest of wild game does far more for conservation than any other tool humans have in our arsenal. This massive gap in understanding became overwhelmingly apparent with the closure of the grizzly bear hunt in 2017, at which time it was stated that the vast majority of British Columbians were against the hunt. As Michael Sabbeth's A Different Perspective article on page 60 of the fall 2019 issue of GOABC's Mountain Hunter magazine suggests, a good question to ask these folks is, "Would you support hunting grizzly bears if hunting resulted in more healthy grizzly bears?"

GOABC's Who Cares? campaign revolves around three Cs – consumption, conservation and community. In our experience, it takes just a brief conversa-

tion with the average Vancouverite to help them see how not only is hunting a key performance indicator of a healthy wildlife population, it is the primary source of incentive and revenue for conservation. After all, what we appreciate, appreciates.

The Who Cares? campaign is focused on engaging the 70 per cent in the middle – those individuals who are predominantly urban dwellers, largely unaware of the current challenges wildlife are facing in British Columbia, unfamiliar with the important role that hunting plays in conservation – and have the power to determine the outcome of elections and whether or not anyone gets to hunt. We are working to help them see that the meat is consumed, and how the hunting industry injects millions of dollars into the provincial economy every year.

Through the distribution of powerful imagery, compelling story telling and insightful infographics on Facebook and Instagram, we are hoping to prompt individuals to stop and question the assumptions they have made of hunters and hunting. Who cares? Hunters do! And hopefully, they do too.

We invite you show that you care by liking, following along and sharing with your networks. Connect on Facebook at WhoCaresBC2019 and on Instagram @WhoCares.BC. ✘

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