

# Fraser Salmon & Watersheds Program



Fraser Basin Council



## **Enabling Behaviour Change Strategies that Address Threats to Fraser Salmon & Watersheds**

Fraser Assembly break out session

June 25, 2008

*Inspiring changes in human behaviour for the benefit of salmonids and the watersheds on which we all depend*

# Regional workshops

- To develop regional strategies for who, what behaviours to address
- How to implement strategies
- Wanted: Partners
- 3? throughout the basin
- September / October time frame
- Toward 2009 projects



# Prior to workshops

- Inventory of behaviour change recommendations
- Use inventory to shape attitude and awareness research



# Think Salmon



- Unify separate regional efforts to change behaviour
- Can support basin wide messages

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# ThinkSalmon.com

- “Think Learn Act” supports behaviour change efforts
- Accepts content from many contributors

