



NORTHERN BEAR AWARENESS SOCIETY

SUMMER STUDENT 2023 FINAL REPORT

Aisling Moberg & James Eckstein

Introduction

The Northern Bear Awareness Society (NBAS) received funding from the Canada Summer Jobs initiative of the Summer Work Experience program created by the Government of Canada. They were able to hire two summer students to work full time for 8 weeks for a total of 280 hours.

Two Summer students were hired from the period of June 25th to August 19th, Aisling Moberg and James Eckstein. James is enrolled in the Environmental Engineering program at the University of Northern British Columbia. Aisling is enrolled in the Non Profit Management program through Simon Fraser University.

Throughout the summer Aisling and James participated in presentations, events, door to door outreach and garbage tagging. Presentations were given to 192 members of the community, over 885 individuals visited the public display booth at 5 community events, 491 homes received brochures in mailboxes, 289 doors were knocked on for face-to-face conversations, and 30 garbage cans were tagged. Northern Bear Awareness also assisted with apple picking alongside volunteers for individuals who have physical limitations preventing them from managing their fruit trees. A one hour radio segment was conducted with CFIS 93.1 Community Radio to discuss the increase in bear sightings reported within city limits as well as how individuals can manage their attractants. A focus of this summer was updating our display board and educational materials such as brochures and informative inserts. The new website was also outlined.

Presentations

Students provided presentations throughout the summer to schools to multiple different community groups throughout the summer. Presentations were originally planned for classrooms, but summer students were hired late into June which didn't provide adequate time for training prior to schools being dismissed for the summer. Presentations were booked through the NBAS email. James created a new powerpoint to modernize the presentation. This included rearranging slides, adding new slides, adding more pictures, and including an engaging "Guess the bear section" where participants could test their knowledge after learning, in detail, the differences between grizzly bears and black bears. Compelling discussions were had at the end of each presentation with time allotted for questions and open discussions. Many adults in the community expressed concern for the frequency of bear sightings within city limits.

Community Groups

Summer students also offered presentations to the following community groups:

Table 1. Presentation and Attendees

Group Name	# Presentations booked	Number of people	
UNBC Active Minds	2	50	Children ages 6-8

Native Friendship Centre	1	24	Children under 5 & their parents/caregivers
YMCA Forests of the World	1	7	Children under 5 & their parents/caregivers
Le Cercle des Canadiens Français	1	14	Adults
Rotary Club	1	27	Adults
Prince George Library for Homeschooled Children	1	70	Children and Adults

Events

The Northern Bear Awareness Society was involved in a total of five events in the summer of 2023. Our display included a tent, brochures, informative handouts, educational colouring sheets, two bear hides and a display board. Having a display at community events allowed us to have many educational interactions with the public. We tailored our educational materials to the conflicts we were hearing most of from those reaching out to us. For example we had an increase in calls regarding bear sightings involving fruit trees so we created an information sheet consisting of options for excess fruit which we offered to individuals who answered yes, when asked if they had a fruit tree at home. We distributed over 100 of these at the farmers market. Based on our interactions with the public we believe a focus on individuals who have recently immigrated to Canada would be beneficial as oftentimes they have little to no previous knowledge of bears, their behaviour, and managing wildlife attractants depending on where they have arrived from.

Table 3. Summer 2023 Events

Event Name	# Events Booked	Number of individual interactions
Wild about Outdoors	1	80
Hubble Homestead Kids Carnival	1	230
Downtown Summerfest	1	150
Farmer’s Market	2	430

Outreach

Outreach was done by delivering brochures in mailboxes and door to door canvassing. Lower college heights, the Heritage area along 1st avenue, and the neighborhoods surrounding Paddle Wheel Park were prioritized. Shared Google documents allowed the summer students and volunteers to easily update their efforts and ensure areas covered weren't duplicated. Areas to target were based on reports to our phone and email, as well as neighborhoods of our volunteers. The goal was to educate people on how to effectively manage their wildlife attractants to reduce the number of human-bear conflicts, and prevent bears from having reasons to return to these neighborhoods.

Door-Door Outreach

Door-door outreach was conducted throughout July and August (See Appendix A for details). Neighborhoods were targets based on reports to our phone and e-mail address as well as the availability of volunteers. We had a highly motivated volunteer in the Heritage area along 1st avenue and we were able to work alongside them to target 408 households and were able to speak with 41 residents in this neighborhood alone.

Garbage Tagging

Garbage tagging was conducted across four of Prince George's garbage zones. 28 bins that were placed out the night before garbage day were tagged. Garbage tags are an educational piece that is tied to the bins that are placed out early and contain information about managing wildlife attractants. In Prince George there is a bylaw preventing individuals from placing their bins out early. The addresses we gathered from garbage tagging were shared with the city's bylaw team. Note that there has been a drastic decrease in bins placed out early compared to last year's report, this implies the goal of educating the public with our warning tags is progressing.

Media

Aisling took part in a media opportunity with CFIS Community Radio alongside Northern Bear Awareness Society's president, Nicole. This consisted of a one hour radio interview to discuss the more frequent reports of bears within city limits as well as how the public can manage their attractants. The interview was played over their radio station twice and can be found on their website via the link below.

<https://podcasters.spotify.com/pod/show/boomercasts/episodes/Community-Echoes-Monday-August-14th-2023-e286ghl>

Passion Projects

Display Board and Educational Materials

Aisling updated the brochure to be more eye-catching and updated the information presented in it. She also created new brochure inserts featuring solutions for fruit tree owners. The display board was updated to feature local photos of bears interacting with common attractants alongside information on how to manage the attractants better to prevent human/bear conflict. A “thank you to our sponsors” section was added to acknowledge our community supporters.

New Website

James outlined the new website. The new design was intended to appear more simplified and easier to navigate. Special attention was taken to ensure the section for managing attractants was highlighted as that is a key component in Northern Bear Awareness Society’s mission. The new website is running and is easier to navigate and has a modernized look.

<https://www.northernbearawareness.com/>

Merchandise

James prepared a list of merchandise options for future purposes as the original stock was depleted over the summer at events. (See Appendix B)

Appendixes

A – Detailed Summary of Door-Door Outreach

Street Name	Area of Town	Number of doors knocked on and/or handouts delivered	Date	Notes
Crown Drive	Hart	120 pamphlets delivered	July 2023	Pamphlet Delivery
Balsum Road	Hart	x	July 2023	x
Springall Place	Hart	x	July 2023	x
Ball Place	Hart	x	July 2023	x
Montgomery Crescent	Hart	x	July 2023	x

Sunrise Place	College Heights			Pamphlet Delivery
Panderosa Trailor Court	Ferry			Pamphlet Delivery
Hamilton Ave	x	x	Aug 2	Pamphlet Delivery
Hazelton Street	x	x	Aug 2	Pamphlet Delivery
Inlander Street	x	x	Aug 2	Pamphlet Delivery
Bird Ave	x	x	Aug 2	Pamphlet Delivery
Rose Lane	x	x	Aug 2	Pamphlet Delivery
Quadrant Crescent	x	x	Aug 2	Pamphlet Delivery
Royal Cres	x	x	Aug 2	Pamphlet Delivery
Thapage Lane	x	x	Aug 2	Pamphlet Delivery
La Salle Ave (River side)	Paddlewheel Park	82 delivered	Aug 2nd	Pamphlet Delivery
Cedar Street	x	x	x	x
Birch Street	x	x	x	x
Ash Street	x	x	x	x
Taylor Drive	Lheidli Tenneh	75 Pamphlets delivered 3 doors answered	Aug 3rd	Canvassing/Pamphlet Delivery
Zilmer Street	Foothills	13	July 31st - Aug 4th	Pamphlet Delivery
Valley Cres	Foothills	15	July 31st - Aug 4th	Pamphlet Delivery
Vista Ridge	College Heights	x	Aug 3	Pamphlet delivery
St. Laurence	College Heights	x	Aug 3	Pamphlet delivery
Vista Rise	College Heights	x	Aug 3	Pamphlet delivery
Eastview	College Heights	x	Aug 9	Pamphlet delivery

Grayshell	College Heights	x	Aug 9	Pamphlet delivery
Vista View	College Heights	x	Aug 9	Pamphlet delivery
Aleza Crescent	Lakewood	14 pamphlets - 1 conversations	Aug 9	Canvassing and pamphlet delivery
Francois	Lakewood	15 pamphlets 2 convos	Aug 9	Canvassing and pamphlet delivery
Mclean Drive	tabour	49 Pamphlets 3 conversations	Aug 11	Canvassing and pamphlet delivery
Mcintyre cres	tabour	62 pamphlets 4 conversations	Aug 11	Canvassing and pamphlet delivery
Gordon Crescent	tabour	12 pamphlets	Aug11	Canvassing and pamphlet delivery
Regents Crescent	Paddlewheel park	26 pamphlets 1 conversation	Aug 14	canvassing and pamphlet delivery
Rose Lane	Paddlewheel Park	8 pamphlets	Aug 14	canvassing and pamphlet delivery
Alward (2 houses) 633 and 653	Hospital area	Knocked on both doors - no answer - delivered 2 pamphlets with fruit tree inserts	Aug 14	canvassing and pamphlet delivery
Anderson Street	Heritage	32 pamphlets - 9 conversations	Aug 15	Canvassing and pamphlet delivery
Claxton	Heritage	22 pamphlets - 4 conversations	Aug 15	Canvassing and pamphlet delivery
Fisk Ave	Heritage	15 pamphlets - 3 conversations	Aug 15	Canvassing and pamphlet delivery
Graham Street	Heritage	8 pamphlets	Aug 15	Canvassing and pamphlet delivery
1st ave - from Foothills to before Tabour	Heritage	74 Pamphlets - 12 Conversations	Aug 16	Canvassing and pamphlet delivery
Clark Crescent	Heritage	53 pamphlets - 6	Aug 16	Canvassing and

		conversations		pamphlet delivery
Ochakwin Place	Foothills	15 pamphlets - 3 conversations	Aug 21	Pamphlet Delivery - saw two bears on street
Ochakwin Cres	Foothills	6 (going back to do more later this week)	Aug 21	Pamphlet Delivery
1st Ave - Tabor to Osipika	Heritage	52		Pamphlet Delivery

B – Merchandise Options

Merchandise Options:



Round Pencil:

\$0.40 per pencil, only solid colours, print is in solid colours (example print above)



Or Pen:

\$0.49 per pen, full colour wrap (the entire area in white can be designed with whatever)

Stickers:

\$0.52 per sticker, full colour print, 3inch x 4inch (we need a design, old magnets are 2.5x3 but design is not fun)