

Key Messages to Consider

Message	Cultural/Human Connections	Ecology/Life History	Habitat	Issue
Keep common birds common!	X	X	X	X
Conserve and restore endangered, threatened, and rare bird species!	X	X	X	X
Birds are a resource for all of us	X	X	X	X
Amateurs can contribute to our knowledge of birds	X	X		
Backyard habitat is important	X		X	
Bird conservation requires international cooperation	X	X	X	
Birding can be a healthy outdoor activity	X			
Birding can be an intergenerational family activity	X			
Birding is an important social activity	X			
Birds are cool/interesting	X			
Birds are found everywhere	X	X	X	
Birds are part of the ecological web		X		
Birds can affect human health	X			X
Birds can be ecological indicators		X		
Birds can impact human activities	X	X		X
Birds cross borders	X	X	X	X
weather				X
Birds have played an important role in many cultures over time	X			
Birdwatching can boost the economy	X			
Building and maintaining bird houses can help some birds	X		X	
Conserve bird habitat!			X	
Decisions by private landowners can affect birds: agriculture, forest management, backyard habitat	X		X	
Delay roadside mowing until July 15th	X		X	
Drink shade grown coffee!	X			X
Grassland birds have suffered the largest population declines in the Midwest			X	X
Habitat loss is a critical factor in bird conservation			X	
Human decisions about land use affect birds	X		X	X
Human structures affect birds	X		X	X
Illegal pet trade is detrimental to birds	X			X
It takes us all to protect birds	X			
Keep cats indoors!	X			X
locally			X	
Maintain and restore shoreline habitat	X		X	
Migratory birds depend on nesting, stop-over, and overwintering habitat			X	
Non-native birds can detrimentally impact native birds		X		X
People count/study birds	X	X		

Pesticides cause problems for birds			X	X
Prevent window strikes!	X			X
Private landowners control most bird habitat	X		X	
Protect key sites!		X		
Research and monitoring birds helps us understand ecosystems		X		
Save those snags!			X	
Some birds are in trouble			X	X
Some birds live here year round, some migrate		X	X	
Some birds migrate long distances		X		
Some birds thrive in the city, some in the forest, wetlands, grasslands, etc.	X		X	
The more specialized a bird is, the greater its risk for endangerment		X		
There are laws protecting birds	X			
There are priority birds and priority habitats we want to conserve		X	X	
West Nile Virus is a health issue for birds and people	X			X
Wisconsin has 236 species of breeding birds		X	X	
You can help birds!	X			