



CONVERGING WITH CONSERVATION

Public Perceptions of Interconnectedness
Between Environmental Conservation,
Public Health, & Racial Justice

Evaluation Report
2020-2021

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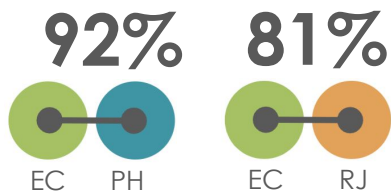


MUSEOLOGY GRADUATE PROGRAM
UNIVERSITY of WASHINGTON



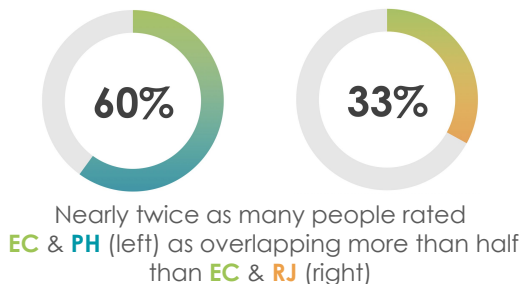
EXECUTIVE SUMMARY

KEY: **EC** Environmental Conservation **PH** Public Health **RJ** Racial Justice



MOST PARTICIPANTS SAW SOME FORM OF CONNECTION BETWEEN THE TOPICS

PH WAS SEEN TO HAVE A STRONGER CONNECTION THAN RJ TO EC

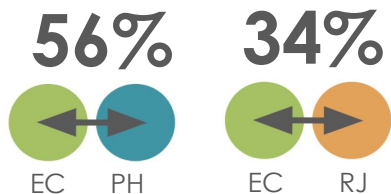


PARTICIPANTS DESCRIBED THE TOPICS AS:

**Recycling | Climate Change
Wildlife/Animals**

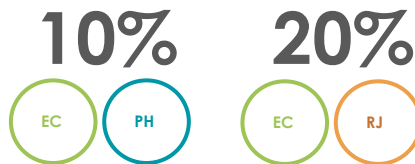
**COVID-19/Coronavirus | Safety
Vaccine/Vaccination**

**Black Lives Matter/BLM | Equity
Equality/Inequality**



THE MOST COMMON TYPE OF CONNECTION WAS CAUSE & EFFECT

PARTICIPANTS SAW EC & RJ AS COMPLETELY SEPARATE TOPICS TWICE AS OFTEN AS THEY DID EC & PH



Participants with different levels of affinity* to WPZ are **generally thinking about these topics similarly**



Interviewees talked about interconnections in terms of **Problems & Solutions**



Interviewees were **generally supportive of incorporating interconnections** into zoo communications

*refer to page 12 for definition

BACKGROUND

The mission of Woodland Park Zoo (WPZ) focuses on communicating and promoting environmental conservation. However, recent social protests, with increasing support for the Black Lives Matter movement, as well as the sweeping effects of the COVID-19 pandemic, make clear the **need for embracing interconnections between environmental conservation, public health, and racial justice.**

WPZ wants to know more about how the public perceives interconnections between these three topics, if at all. To inform future communication frameworks, WPZ is continuing their partnership with UW's Museology Specialization in Museum Evaluation Program to collaborate with graduate students in conducting a front-end evaluation for the year 2020-2021.



Special thanks to Seattle Aquarium's Principal Evaluator, Sarah Brenkert, for helping in the early stages of this evaluation.



PURPOSE STATEMENT & EVALUATION QUESTIONS

The purpose of this study is:

To inform a reassessment of Woodland Park Zoo (WPZ)'s existing conservation communication frameworks by exploring how their low and high affinity audiences intrinsically connect **Environmental Conservation**, **Public Health**, and **Racial Justice**.

1

How do audiences describe Environmental Conservation, Public Health and Racial Justice?

2

a. What connections, if any, do audiences perceive between these three concepts?

b. How strong or weak are these perceived connections?

3

How do these perceptions differ between high and low affinity audiences of WPZ?



METHODOLOGY



ONLINE SURVEY (EQ 1, 2b, & 3) 217 Participants

Developed to explore perceptions of **EC**, **PH**, and **RJ** both in relation **to each other** and **separately**. The survey was conducted using the online platform, *Survey Monkey*, (Appendix A), and participants were recruited through community boards and through the social media of WPZ.



MATCHED, NESTED INTERVIEW (EQ 1 & 2a) 13 Participants

From the survey, participants self-selected to participate in a matched, nested interview. This nested interview was semi-structured, and used survey responses as a prompt to talk more deeply about the dynamic relationships between **EC**, **PH**, and **RJ** (Appendix B).