

Protecting priority nesting sites for Craveri's Murrelet in Mexico through community engagement

Final Report



Grupo de Ecología y Conservación de Islas, A.C.

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Title page

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Project Partners & Collaborators

National Commission for Protected Areas (CONANP). APFF – Islas del Golfo de California

Logistical support and organization of workshops with stakeholders in both localities. CONANP personnel also participated in training courses.

Kino Bay Center for Cultural and Ecological Studies at Prescott College

Prescott College is one of the main stakeholders in Bahía Kino. Personnel of this center participated in the workshops and at the same time collaborated in the organization of workshops with other stakeholders in Bahía de Kino.

Conservation Leadership Programme

Kindly provided training on conservation and financial support for the development of this work.

We are grateful to all the people working at these institutions, for their trust and all support through the development of this project. It is also important for us to thank everybody at Grupo de Ecología y Conservación de Islas A.C. who supported this endeavor.

Section 1:

Summary

The endangered Craveri's Murrelet is a seabird species that faces a significant threat from the potential introduction of invasive mammals to its main breeding sites in the Gulf of California, largely due to limited stakeholder involvement in island biosecurity. We aimed to engage two key local communities, Bahía de los Ángeles and Bahía de Kino, in the development and implementation of biosecurity protocols. We developed specific biosecurity protocols for each community, validated through workshops with key stakeholders. Also, we conducted training courses for CONANP personnel to strengthen their capacity to implement biosecurity measures effectively. To raise awareness, we developed and launched a communication strategy on social media, focusing on the Craveri's Murrelet, the impacts of alien invasive species, and the biosecurity measures to mitigate this threat. In total, nine workshops were held, engaging 135 participants who showed interest and commitment. We trained 14 CONANP staff members that are now equipped to implement the protocols. We designed and shared seven videos and 17 posts on social media. Pre- and post-activity surveys demonstrated an increase in the stakeholders' awareness. The project successfully promoted biosecurity measures and strengthened community involvement in protecting Craveri's Murrelet breeding sites.

Introduction

The Craveri's Murrelet (CRMU; *Synthliboramphus craveri*) is a seabird that is an endemic breeder to Mexico and is classified as Vulnerable by the IUCN Red List and Endangered by the Mexican Government. Its breeding habitat is restricted to the the Gulf of California and the Mexican Pacific Ocean (Figure 1). One of the biggest threats to this species is the introduction or reintroduction of invasive mammals to its breeding sites. Because of this, implementing island biosecurity measures is a key action to help prevent its extinction. In 2018, we worked with stakeholders to create the Island Biosecurity Protocol for the Midriff Islands, which are important breeding areas for the CRMU in the Gulf of California. However, local communities were not involved in the protocol's implementation because it had not been properly socialized and needed to be more specific, succinct, and understandable. With this project, we focused on two key communities, Bahía de los Ángeles and Bahía de Kino, whose residents frequently visit the islands and nearby areas. To address the issue, we organized workshops with local stakeholders, provided training for island administrators, and launched a social media strategy to raise awareness about the importance of island biosecurity within these communities.

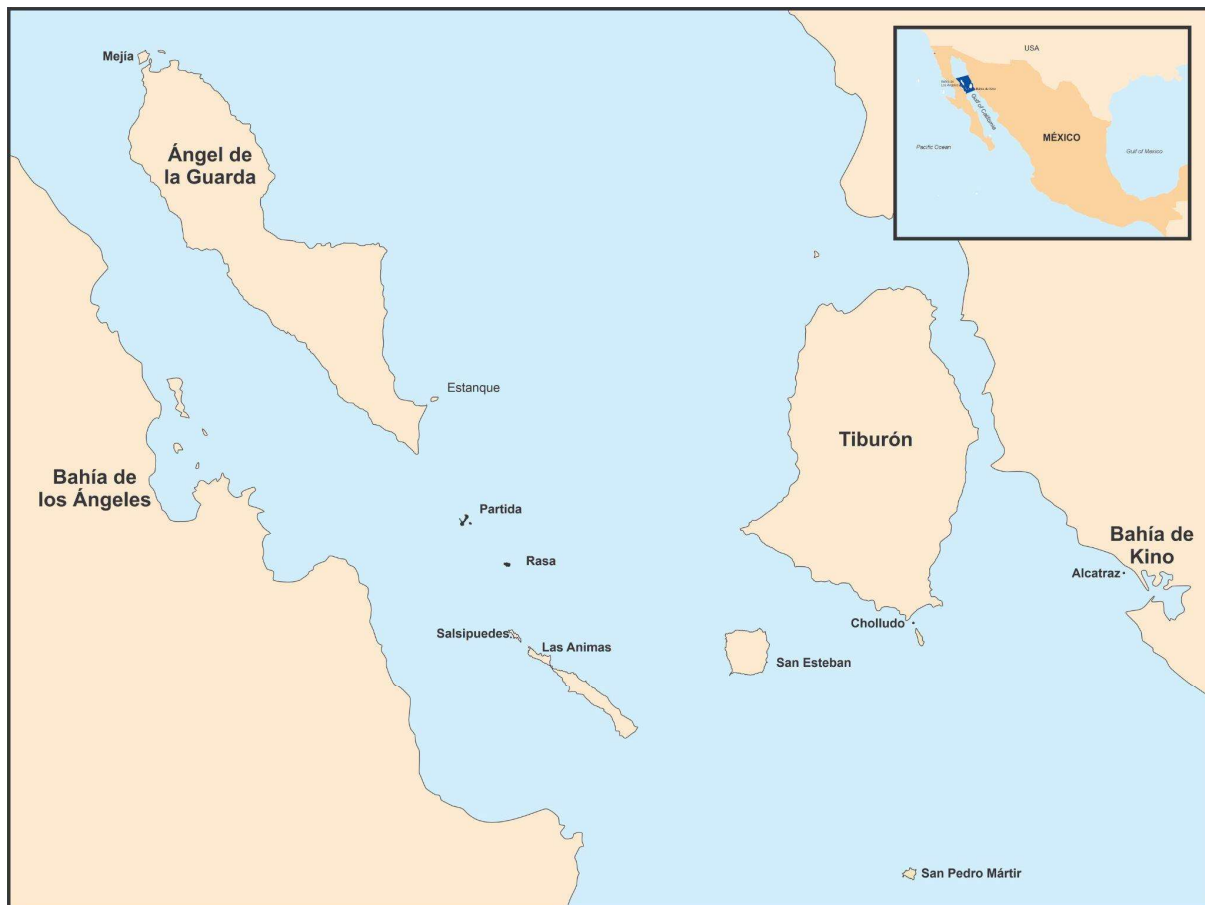


Figure 1. Location of the target communities and the associated islands where the Craveri's Murrelet breeds.

Project members

Yuliana Bedolla Guzmán

Team leader and Seabird Restoration Project Director since 2015. Relevant qualifications: expertise in fauna monitoring techniques and seabird species, fieldwork experience, leadership of field expeditions, collaboration with fisherman, logistics management, data collection and analysis, and proficiency in writing reports, proposals, and scientific papers.

Alejandra Fabila Blanco

Seabird Restoration Project Coordinator since 2015. Expertise in seabird monitoring techniques, and seabird species knowledge, fieldwork, teamwork, and leadership of field expeditions. Skilled in logistics, data analysis, and report writing. Extensive experience on seabird monitoring, including biological sampling, banding, GPS attachment, and invasive mammal detections. Also, experience in educational activities and workshops with fishing communities and students.

Carmen Alicia Aztorga Ornelas

Seabird Conservation Specialist since 2015. Extensive experience working on islands conducting seabird monitoring, including colony counts, biological sampling, social attraction techniques, GPS attachment, mist-netting, and invasive mammal's detections. Skilled in data collection, analysis, and report writing. Strong teamwork, empathy, and work ethic. Experienced in educational activities and workshops for fishermen and students.

Section 2:

Aim and objectives

The main aim of this project was to engage two key local communities for the implementation of biosecurity protocols to protect the priority nesting sites of Craveri's Murrelet from invasive mammals. To build up towards reaching the main goal, particular objectives included:

1. Specific and succinct island biosecurity protocols for Bahía de Kino and Bahía de los Ángeles are jointly developed by stakeholders.
2. CONANP park rangers from Bahía de Kino and Bahía de los Ángeles strengthen their capacities to implement biosecurity measures.
3. Local communities of Bahía de Kino and Bahía de los Ángeles are aware of the impacts of invasive alien species and know the biosecurity measures to mitigate this threat.

Changes to original project plan

Under Objective 2, CONANP park rangers could not participate in the virtual meetings of the National Biosecurity Learning Network because the network was dissolved at the beginning of 2023 due to government budget cuts that eliminated Biosecurity Officer positions in several Natural Protected Areas. However, during the workshops, they were able to virtually interact with park rangers from other protected areas who were former members of the network. Although the network no longer officially exists, its former members have stayed informally connected through a WhatsApp group. Park rangers from

Bahía de los Ángeles and Bahía de Kino can join this group. To support their inclusion, we will work with the Directors of each protected area to ensure their participation.

Methodology

Objective 1. Specific and succinct island biosecurity protocols for Bahía de Kino and Bahía de los Ángeles are jointly developed by stakeholders.

To achieve this objective, team members completed Communication and Facilitation Skills training with Dulce Espelosi from Enjoy the Session. This training helped us design activities for the workshops and identify key stakeholders in both communities who frequently visit the islands where the Craveri's Murrelet nests. After completing the training, we held workshops in both communities to present and discuss the biosecurity measures that would be included in the specific biosecurity protocols. Additionally, at the request of the Bahía Kino community, we organized a workshop for the Comcaác, an Indigenous group in Punta Chueca near Bahía de Kino. The feedback and input gathered during these workshops were essential for designing clear and concise biosecurity protocols using infographics, which were later distributed to stakeholders. To measure the impact of our work, we conducted pre- and post-workshop surveys. These surveys assessed stakeholders' awareness of the Craveri's Murrelet, the threat posed by invasive species, and the importance of biosecurity measures.



Figure 2. A team member participating in the training in Environmental Marketing Strategy and Behavior Change and Communication and Facilitation Skills in Ensenada, Baja California, Mexico.



Figure 3. Conducting pre-activities surveys with stakeholders from Bahía de los Ángeles.

Objective 2. CONANP park rangers from Bahía de Kino and Bahía de los Ángeles strengthen their capacities to implement biosecurity measures.

We provided biosecurity training to park rangers from the National Commission of Protected Natural Areas (CONANP), emphasizing the importance of prevention and early detection, particularly for rodents and cats, as detailed in the biosecurity protocols. The training included both virtual and in-person sessions, combining theoretical knowledge with practical application. The theoretical sessions featured presentations on invasive species, preventive strategies, early detection techniques, and rapid response plans, along with discussions of past experiences (Figure 4). These sessions also included group discussions to identify current practices and explore areas for improvement. To enrich the learning experience, we invited park rangers from other Natural Protected Areas to share their insights and experiences in implementing biosecurity measures. The practical sessions focused on demonstrating how to apply biosecurity measures in real-life scenarios. Participants practiced implementing these methods, reinforcing the knowledge gained during the theoretical sessions. To make the training more engaging, we used a variety of educational tools, including games, infographics, and video clips, ensuring participants could learn effectively while staying motivated.

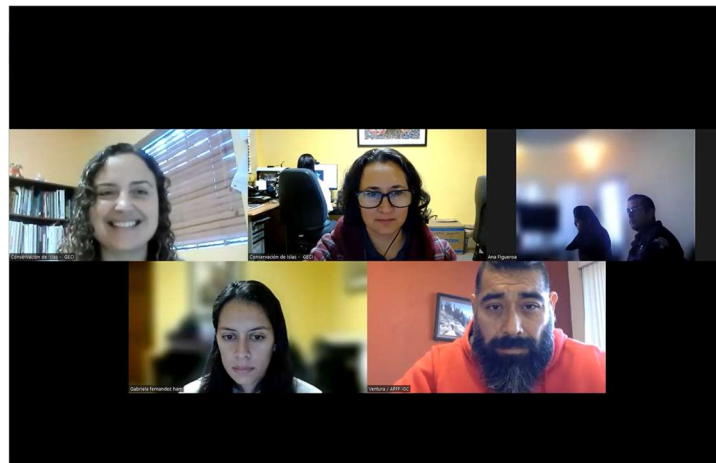


Figure 4. Virtual training about island biosecurity with CONANP personnel from Bahía de Kino.

Objective 3. Local communities of Bahía de Kino and Bahía de los Ángeles are aware of the impacts of invasive alien species and know the biosecurity measures to mitigate this threat.

To strengthen this objective, we participated in a training program on Environmental Marketing Strategy and Behavior Change, facilitated by Dulce Espelós. Through this training, we identified key audiences in each community and developed clear, impactful messages highlighting priority biosecurity measures. By the end of the program, we had created a social media communication strategy (for Facebook, Instagram, and WhatsApp) that included posts about the Craveri's Murrelet, the impacts of invasive alien mammals, and island biosecurity as a critical conservation action (Figure 5). We also designed and produced digital outreach materials, including infographics and video clips, to effectively communicate these messages (Appendix 4.2). To assess knowledge changes among stakeholders, we distributed online questionnaires. In Bahía de los Ángeles, we further engaged the community by participating in an environmental fair celebrating the anniversary of the Natural Protected Area. Additionally, we held an educational talk at the

Vermilion Sea Institute school. During both events, we shared information about the Craveri's Murrelet, the threat posed by invasive species, and the importance of island biosecurity. We also distributed educational materials such as stickers, t-shirts, board games, puzzles, posters, and drawing books from previous projects to reinforce the messaging and ensure a lasting impact.

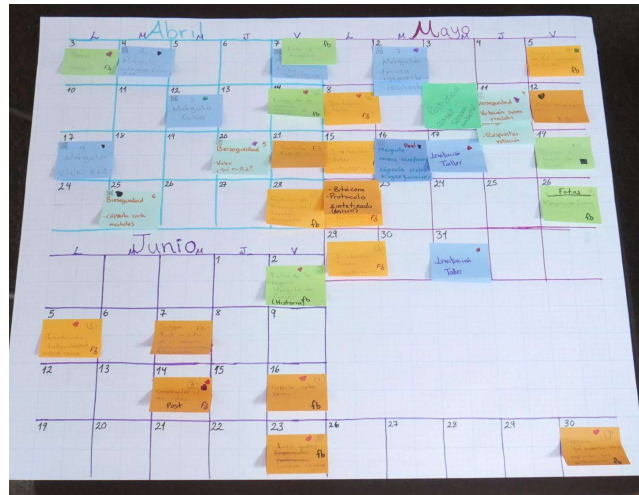


Figure 5. Example of the promotional plan in social media developed during training in Environmental Marketing Strategy and Behavior Change.

Outputs and Results

Objective 1. Specific and succinct island biosecurity protocols for Bahía de Kino and Bahía de los Ángeles are jointly developed by stakeholders.

Applying the knowledge gained during the *Communication and Facilitation Skills* training, we facilitated nine workshops involving 33 stakeholders from Bahía de los Ángeles, 37 from Bahía de Kino, and 13 from the Comcaac community. Participants included tourist operators, fishermen, community monitors, staff from the Kino Bay Center for Cultural and Ecological Studies at Prescott College, a local NGO in Bahía de Kino, and CONANP personnel from both locations (Figure 6).



Figure 6. Island biosecurity workshops with stakeholders in Bahía de los Angeles (left) and Bahía de Kino (right).

Participants recognized biosecurity protocols as a practical guideline and expressed their commitment to implement biosecurity measures. They also identified as a major barrier to biosecurity implementation the lack of knowledge about biosecurity measures and the impact of invasive species on islands. Some participants without realizing it are implementing biosecurity measures in their everyday activities. For example, tourism providers in Bahía de los Ángeles clean their boats after each trip to maintain a good image for tourists. They later understood how these actions contribute to protecting the islands and their species, such as the Craveri's Murrelet, as well as the benefits they bring to their economic activities.

We distributed the succinct and community-specific biosecurity protocols (Figure 7) to CONANP personnel and workshop participants through social media platforms like WhatsApp and in printed form. Participants further shared the protocols with others in their communities. The protocols include graphical elements to enhance comprehension about biosecurity measures (Figure 8).



Figure 7. Covers of the island biosecurity protocols for the islands of Bahía de los Ángeles (left) and Bahía de Kino (right).



Figure 8. Infographic about biosecurity measures included in the biosecurity protocols.

Objective 2. CONANP park rangers from Bahía de Kino and Bahía de los Ángeles strengthen their capacities to implement biosecurity measures.

Personnel from CONANP in both Bahía de Kino and Bahía de los Ángeles received comprehensive training on implementing island biosecurity measures. The training consisted of two virtual sessions (one for each locality) and two practical workshops in each community, with 14 staff members participating (seven per locality). During the in-person workshops, participants reinforced theoretical concepts, analyzed case studies, and discussed real-life scenarios related to island biosecurity. They also practiced applying their new knowledge to their roles and responsibilities.

To support their efforts, outreach materials created for the project, such as infographics and videos, were shared digitally. As a result, CONANP personnel now possess both theoretical understanding and practical skills necessary to implement effective biosecurity measures (Figure 9).



Figure 9. CONANP staff in the practical training in island biosecurity on Bahía de Kino.

Objective 3. Local communities of Bahía de Kino and Bahía de los Ángeles are aware of the impacts of invasive alien species and know the biosecurity measures to mitigate this threat.

We created 14 outreach materials and videos (Appendix I) that were distributed to stakeholders via social media platforms, including WhatsApp, Facebook, and Instagram. As part of our communication campaign, we also published 17 posts on Facebook and Instagram, reaching 24,551 people on Facebook alone. Workshop attendees also contributed to the dissemination efforts by sharing the digital outreach materials on their social networks (Figure 10).



Figure 10. Comcaác community sharing island biosecurity measures on their social media.

We distributed various outreach materials to stakeholders, including Craveri's Murrelet stickers (170) and infographics on the Craveri's Murrelet (50), invasive alien species (60), and island biosecurity (50). Additionally, we created seven video clips for social media. These materials were shared during the workshops and distributed with the help of Prescott College. Some stakeholders shared photographs of the outreach materials being used on their boats (Figure 11).



Figure 11. Outreach material displayed on a stakeholder boat in Bahía de Kino (Photo: Cosme Becerra).

During the workshops and in-person surveys, we found that most people were unaware of the Craveri's Murrelet and island biosecurity. We collected 47 pre-surveys and 13 post-surveys from both communities. Although the number of post-surveys was low, the results indicate an increase in awareness about these topics (Figure 12).

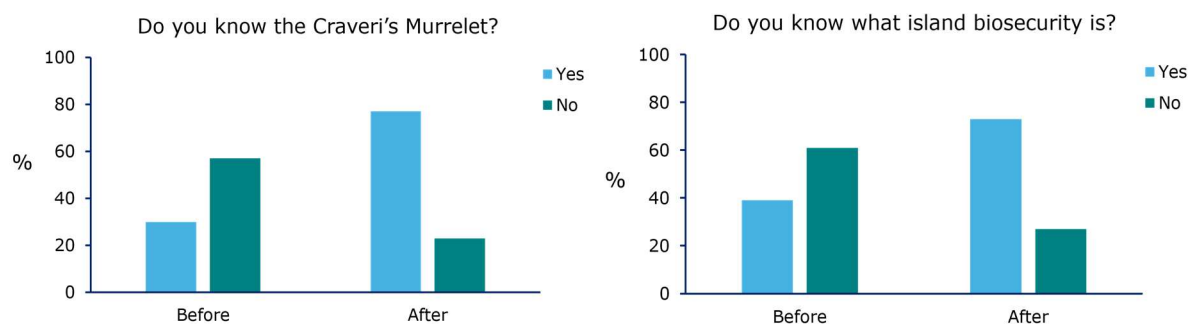


Figure 12. Percentage of people who recognized the Craveri's Murrelet and island biosecurity before (n=47) and after the project activities (n=13) from both communities, Bahía de los Ángeles and Bahía de Kino.

One significant outcome of the project is the ongoing promotion of island biosecurity measures by stakeholders, including community groups and Prescott College members in Bahía de Kino. These stakeholders have actively shared information about the Craveri's Murrelet and the threats posed by invasive species, integrating biosecurity concepts into their own outreach initiatives. For example, they have organized talks that combine biosecurity measures with other conservation topics, broadening awareness and reinforcing the importance of biosecurity among various island users. This sustained effort amplifies the project's impact and strengthens community engagement in conservation (Figure 13).



Figure 13. A member of the turtle group in Bahía de Kino giving a talk to students about marine mammals and island biosecurity (Photo: Paul Camacho).

In Bahía de los Ángeles, 30 children of 7-13 years old participated in the environmental fair and 21 children of 6-15 years old attended the talk in the school Vermilion Sea Institute (Figure 14).



Figure 14. Environmental fair to celebrate the anniversary of the Natural Protected Area in Bahía de los Ángeles.

Communication & Application of results

We presented the project at two conferences: the 10th California Islands Symposium held in Ventura, California, USA, from November 6–10, 2023, and the II Encuentro de Investigación Islas del Golfo de California in Ensenada, Baja California, Mexico, on August 15, 2023. These events provided valuable platforms to share our efforts to protect the Craveri's Murrelet (CRMU) with regional researchers and conservation practitioners. Beyond highlighting the challenges of biodiversity conservation, we raised awareness of this understudied species and stressed the importance of biosecurity measures for island protection. Several attendees recognized that these measures could also benefit other species, including those they study.

A significant barrier to protecting the Craveri's Murrelet is the limited knowledge about island biosecurity and the impacts of invasive species. To address this, we created and distributed a concise biosecurity protocol to make this critical information more accessible. The protocol was shared with CONANP authorities responsible for island management, as well as with tourism providers, researchers, fishermen, and community monitors involved with the islands where CRMU nests. By tailoring the protocol for diverse stakeholders, we expanded awareness and facilitated the implementation of these measures.

Monitoring and Evaluation

To assess the impact of the project's activities, we conducted pre- and post-surveys. However, the post-survey results were limited due to a small sample size. Despite this, qualitative feedback gathered during our time in the communities, especially following workshops, provided valuable insights. We collected participants' impressions, observed behavioral changes, and documented their feedback, enriching our understanding of the impact of our project. Additionally, we have maintained occasional communication with Prescott College personnel and continued contact with workshop attendees. Through these interactions, we have received evidence of the positive impact of the project.

Achievements and Impacts

Dissemination of specific and succinct biosecurity protocols enabled stakeholders to easily understand biosecurity measures to protect the Craveri's Murrelet

Through workshops in local communities, we established contact with key stakeholders associated with the islands where the Craveri's Murrelet nests. Disseminating specific and succinct biosecurity protocols enabled stakeholders to better understand and adopt measures to protect the species.

This achievement is significant as it allows collaboration with individuals directly involved in island activities, ensuring that biosecurity measures reach those most capable of implementing them. During workshops, stakeholders recognized that most biosecurity measures are straightforward to apply but pointed out that the primary barrier is a lack of awareness about island biosecurity. This feedback underscores the importance of our workshops and communication efforts in raising awareness and bridging this knowledge gap.

The creation and dissemination of accessible biosecurity protocols specific to each community ensured better understanding and broader outreach. This directly supports the project's goal by equipping stakeholders with practical tools to adopt biosecurity measures, ultimately contributing to the conservation of the Craveri's Murrelet.

Strengthening the capacities of local authorities in the implementation of biosecurity measures

We provided ongoing training to CONANP park rangers, reinforcing their knowledge of island biosecurity and extending this training to other personnel, including administrators. This effort ensures the consistent application of biosecurity measures and strengthens our long-standing collaboration with CONANP, a vital partner in protecting island ecosystems.

The project increased awareness of the Craveri's Murrelet and the importance of biosecurity measures to conserve island biodiversity.

The project significantly increased awareness about the Craveri's Murrelet in both communities, highlighting its ecological importance as an endemic breeder to Mexico, its near exclusivity to the Gulf of California, and its vulnerable conservation status. Workshop participants were particularly impressed by the high risk of accidental introductions of invasive alien species and their devastating effects on island biodiversity.

We were able to reach more people thanks to collaboration with key allies, such as CONANP and Prescott College, who have been important in maintaining ongoing communication and engaging local community groups. These groups have further promoted and disseminated the information, amplifying the project's impact.

Capacity Development and Leadership Capabilities

Training and certification in Environmental Marketing Strategy, Behavior Change, and Communication and Facilitation Skills helped our team develop the ability to plan activities effectively and communicate with local communities. In particular, the training on Communication and Facilitation Skills greatly enhanced how we shared information, leading to dynamic workshops where participants were enthusiastic and highly engaged, even during long sessions. These improved methods have been expanded and applied to other projects.

We also learned to adapt our strategies to meet the unique learning styles and dynamics of each community, which helped us build stronger connections and foster more meaningful engagement.

Section 3:

Conclusion

The project has made significant progress in advancing the conservation of the Craveri's Murrelet and enhancing biosecurity measures on the islands where this species nests. By building strong collaborations with key stakeholders, including local communities, CONANP, and educational institutions like Prescott College, we have successfully increased awareness of island biosecurity and the species' critical conservation status. Through targeted workshops and the distribution of customized biosecurity protocols, we have equipped stakeholders with the knowledge and tools necessary to implement protective measures effectively.

Despite some challenges, such as the complexity of explaining technical concepts like "island biosecurity" and the limited response to digital surveys, we have adjusted our strategies to ensure greater engagement and learning outcomes. The positive feedback

and continued promotion of biosecurity measures by local stakeholders, especially in Bahía de Kino, are clear indicators of the project's lasting impact.

Moving forward, sustaining these efforts will require ongoing collaboration with local communities and authorities to ensure the integration of biosecurity practices into daily activities. Expanding outreach and monitoring efforts will be essential for the continued protection of the Craveri's Murrelet and the broader ecosystem.

Problems encountered and lessons learnt

Which project activities and outcomes went well and why? Which project activities and outcomes have been problematic and in what way, and how has this been overcome?

We found that the term "island biosecurity" was quite technical and not easy for community members to remember. However, they understood the concept and the protective measures required for the islands, even if they didn't consistently recall the term. This underscores the need to use simpler language in outreach efforts without losing the essence of the message.

Conducting surveys remotely proved to be a challenge, as participation and response rates were low. In-person surveys were much more effective, leading to richer information and greater commitment from stakeholders. Despite the support from CONANP and Prescott College in sharing the surveys digitally, the overall response remained limited. Designing surveys also has its own challenges, and throughout the project, we gained valuable insights into how to improve this process, though there's still much to learn.

Please state important lessons which have been learnt through the course of the project so far.

Creating strong partnerships with local communities is key to making conservation projects work in the long run. When communities take the lead in promoting these efforts, the results are more lasting and meaningful.

Using the Theory of Change and really understanding the needs of each community makes it easier to plan activities that are effective and relevant.

Communities don't all show the same interest in conservation. In Bahía de Kino, more people are involved in environmental topics, thanks to established community groups. In Bahía de los Ángeles, where community groups are still developing, there's more work to do to get people interested.

Fishermen and tour operators in Bahía de los Ángeles had less time to join workshops. This shows the need to plan activities that fit their schedules to encourage more participation.

In the future

To ensure the long-term sustainability of conservation efforts for the Craveri's Murrelet and its breeding habitats, we will continue to engage with local communities through ongoing education and awareness campaigns. The collaboration with community groups, CONANP, and local partners will be vital for maintaining momentum in the implementation of biosecurity measures. We plan to build on the relationships established during the

project, fostering a sense of local ownership and responsibility for the conservation of island ecosystems.

The biosecurity protocol developed during the project provides a strong foundation for continued efforts, offering a formalized approach to protect these ecosystems. In the future, we will focus on integrating biosecurity practices into daily activities and continue providing training to local stakeholders.

Section 4:

Appendices

Appendix 4.1 CLP M&E measures

Output	Number	Additional Information
Number of CLP Partner Staff involved in mentoring the Project	3	
Number of species assessments contributed to (E.g. IUCN assessments)		
Number of site assessments contributed to (e.g. IBA assessments)		
Number of NGOs established		
Amount of extra funding leveraged (\$)		
Number of species discovered/rediscovered		
Number of sites designated as important for biodiversity (e.g. IBA/Ramsar designation)		
Number of species/sites legally protected for biodiversity		
Number of stakeholders actively engaged in species/site conservation management	3	- CONANP personnel both from Bahía de los Ángeles y Bahía de Kino. - Kino Bay Center for Cultural and Ecological Studies at Prescott College staff

		- Community monitors at Bahía de Kino.
Number of species/site management plans/strategies developed	2	2 specific and succinct island biosecurity protocols
Number of stakeholders reached	135	Community monitors, park rangers, NGO (Prescott college), fishermen, tourist providers.
Examples of stakeholder behavior change brought about by the project.	1	Prescott College adopted and is disseminating the biosecurity protocol during their activities in the Bahía de Kino community.
Examples of policy change brought about by the project		
Number of jobs created		
Number of academic papers published		
Number of conferences where project results have been presented	2	10th California Islands Symposium in Ventura, California, USA, on November 6-10, 2023. II Gulf of California-BC Islands Research Meeting

Appendix 4.2. Outreach materials and videos developed during the project.

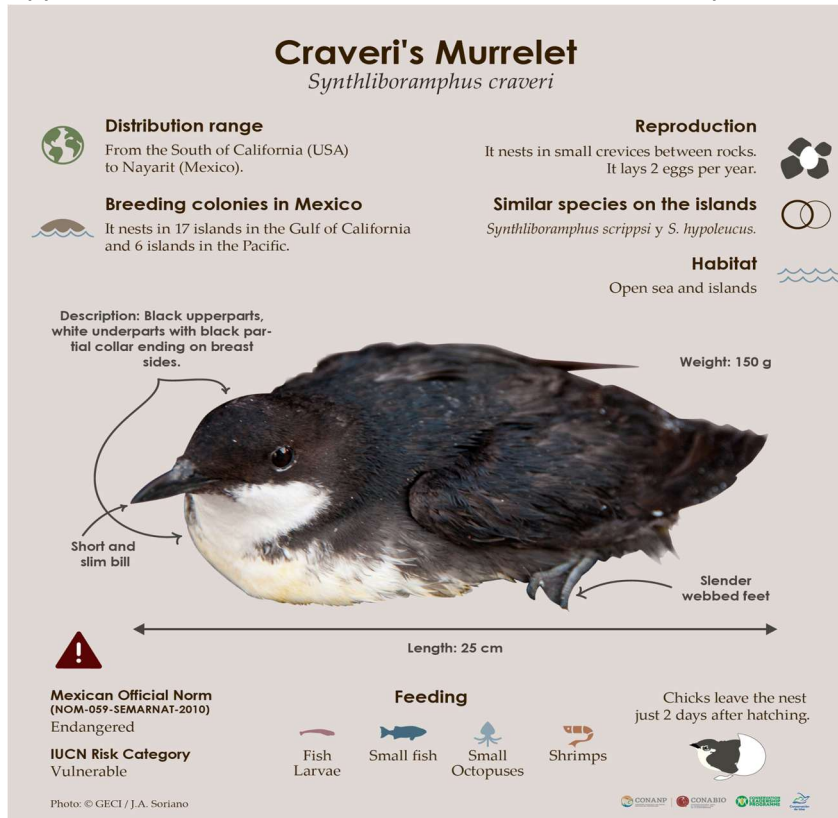


Figure 15. Infographic of the Craveri's Murrelet in English.



Figure 16. Infographic about Craveri's Murrelet in English.

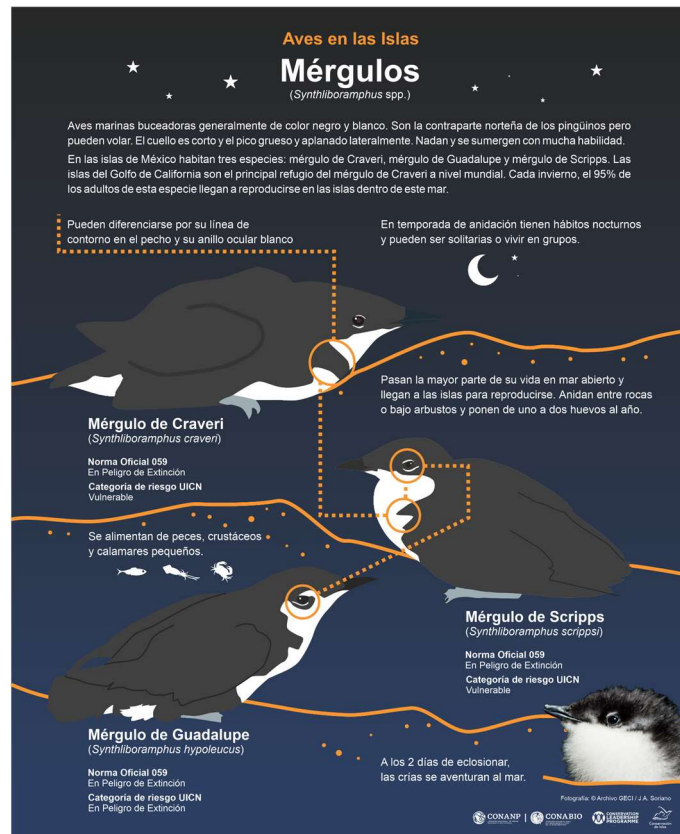


Figure 17. Infographic of the three murrelet species breeding on Mexican islands: Craveri's Murrelet, Scripps Murrelet, and Guadalupe Murrelet.

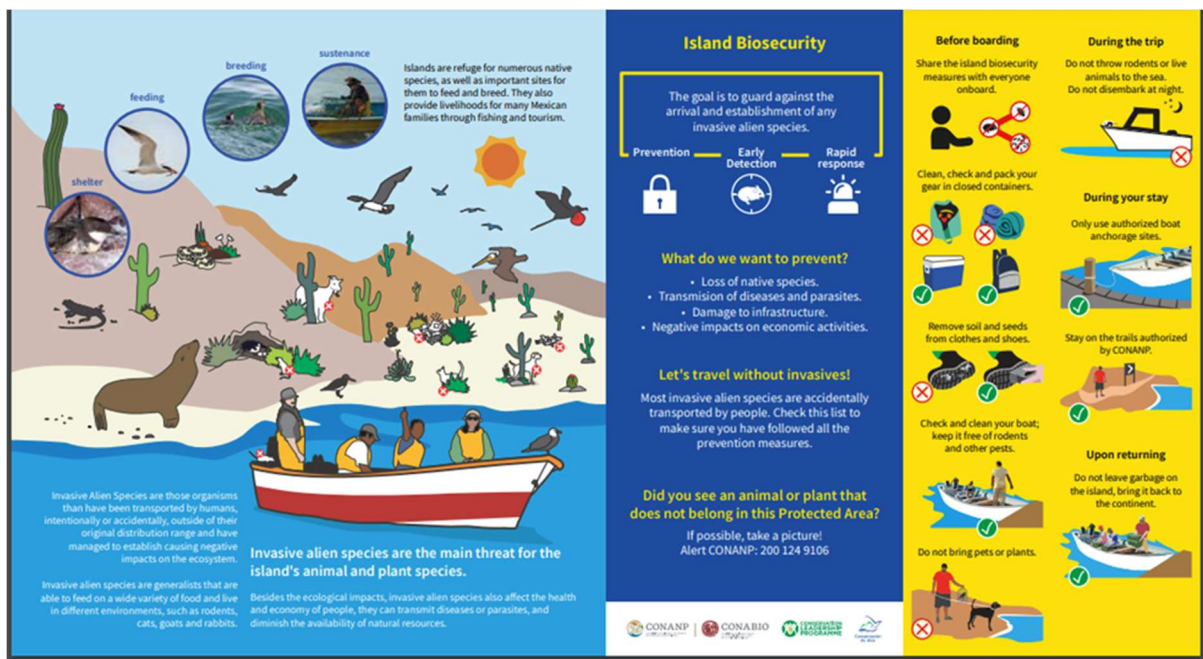


Figure 18. Infographic about alien invasive species and island biosecurity in English.



Figure 19. Infographic about island biosecurity for tourists that visit Bahía de los Ángeles in English.

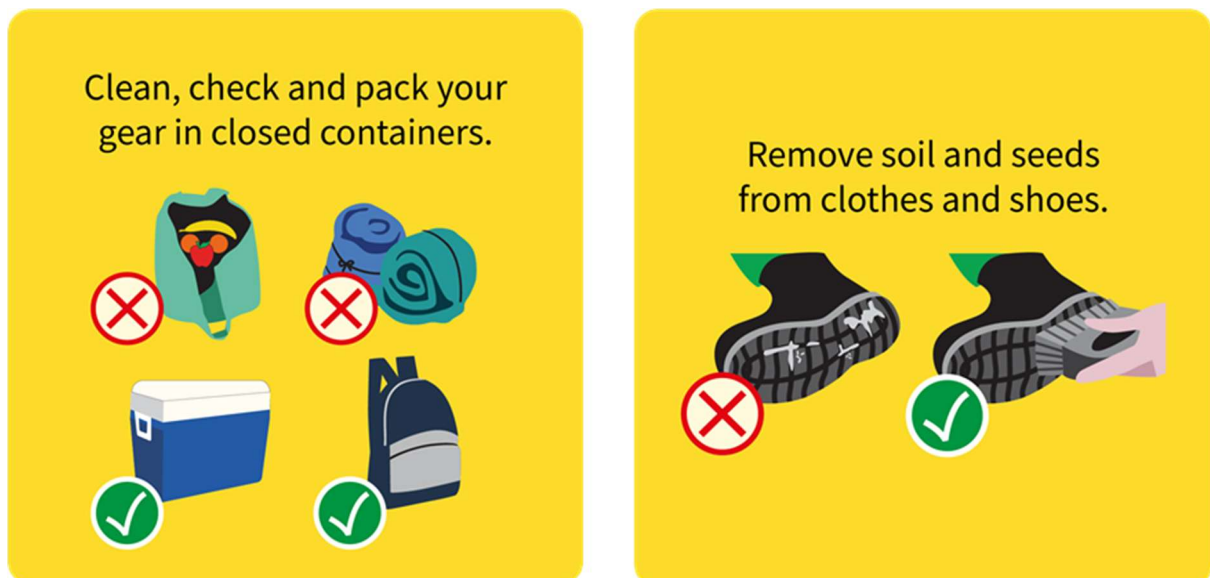


Figure 20. Material shared with tourist service providers for distribution to tourists in English.

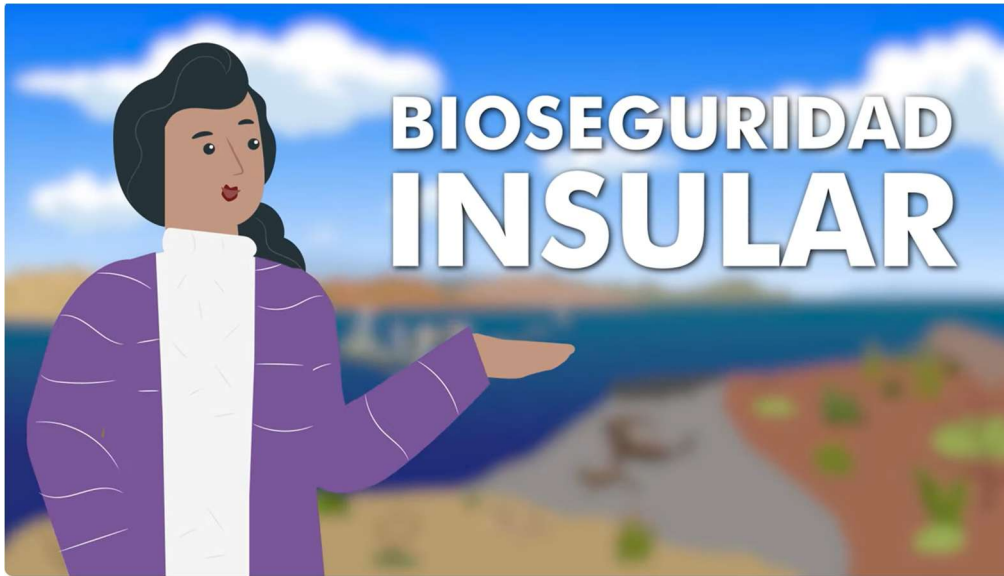


Figure 23. Video clip that explains island biosecurity definition. YouTube link: https://youtu.be/gG_JX9OEo-s?si=bo_zTvNKDwvXg6jF



Figure 24. Video clip that explains why it is important to avoid introducing pets to islands. YouTube link: <https://youtu.be/CLJFySz6grI?si=s8nXiN8RIHdz6qOA>



Figure 25. Video clip which explains why it is important to maintain warehouses clean and organized to avoid introducing alien invasive species to the islands. YouTube link: <https://www.youtube.com/watch?v=VHuC5tIsiCY>



Figure 26. Video clip that explains what could happen if we do not clean our boat before visiting an island. YouTube link: <https://youtu.be/FLU5MT3NLOI?si=JV9TII1YZXY88U-k>

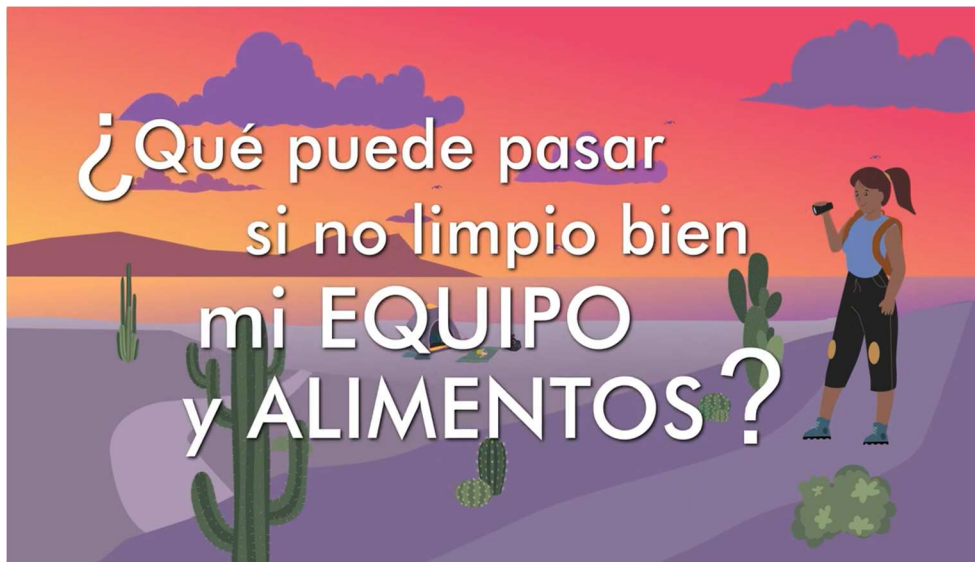


Figure 27. Video clip that explains what could happen if we do not clean our belongings and food before visiting an island. YouTube link:

<https://youtu.be/uRa8iUriXzE?si=6okMUBF56fBkP9oT>



Figure 28. Video clip that explains what I have to do if I found an alien invasive species on an island. YouTube link: <https://youtu.be/2NoiQpZMHwg?si=CCKN4Uh8J5mF-JQE>