

December 13, 2022

Digital campaign launched to help residents coexist with wildlife

North Vancouver and the Tri-Cities targeted in multi-platform initiative to reduce negative encounters with coyotes and other wildlife

BRITISH COLUMBIA - Residents in the Tri-Cities and North Vancouver will be seeing educational messaging about wildlife and coexistence as a charitable organization launches a digital media campaign.

The Fur-Bearers, a non-partisan, registered charity founded in 1953, has today launched a multi-platform initiative that seeks to spread science-based educational information about coexisting with coyotes and other wildlife.

“Experience in British Columbia and across Canada has shown that feeding of coyotes by individuals precipitates negative encounters, driving the need for this initiative,” explains Lesley Fox, Executive Director at The Fur-Bearers. “By targeting communities where we’ve heard there’s an increase in sighting reports, we believe residents will feel empowered, reduce negative perceptions, and increase reporting of feeding to the BC Conservation Officer Service.”

It is an offense under the Wildlife Act to feed coyotes and feeding causes changes in the behaviour of many wild animals. Reporting feeding and stopping it is a vital step to coexistence in any community.

“Coyotes and other animals learn the same way domestic dogs do: giving a high-value food reward for a behaviour reinforces that behaviour,” explains Fox. “We use food rewards to teach frightened dogs that it’s okay to approach people – and that’s the same lesson wildlife will learn when fed. The best way to help protect local wildlife isn’t by feeding, but by ensuring that habitat is protected and taking steps to coexist and allow wildlife to thrive naturally.”

The Fur-Bearers’ paid placements point users toward a landing page, [TheFurBearers.com/coexist](https://www.TheFurBearers.com/coexist), where they can access multiple tools including free educational door hangers, by-law information, and more.

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The Fur-Bearers is a non-partisan, charitable organization founded in 1953 to protect fur-bearing animals through conservation, advocacy, research, and education. More can be learned at www.TheFurBearers.com.

CONTACT:

Lesley Fox
Executive Director
The Fur-Bearers
604-435-1850
Lesley@TheFurBearers.com