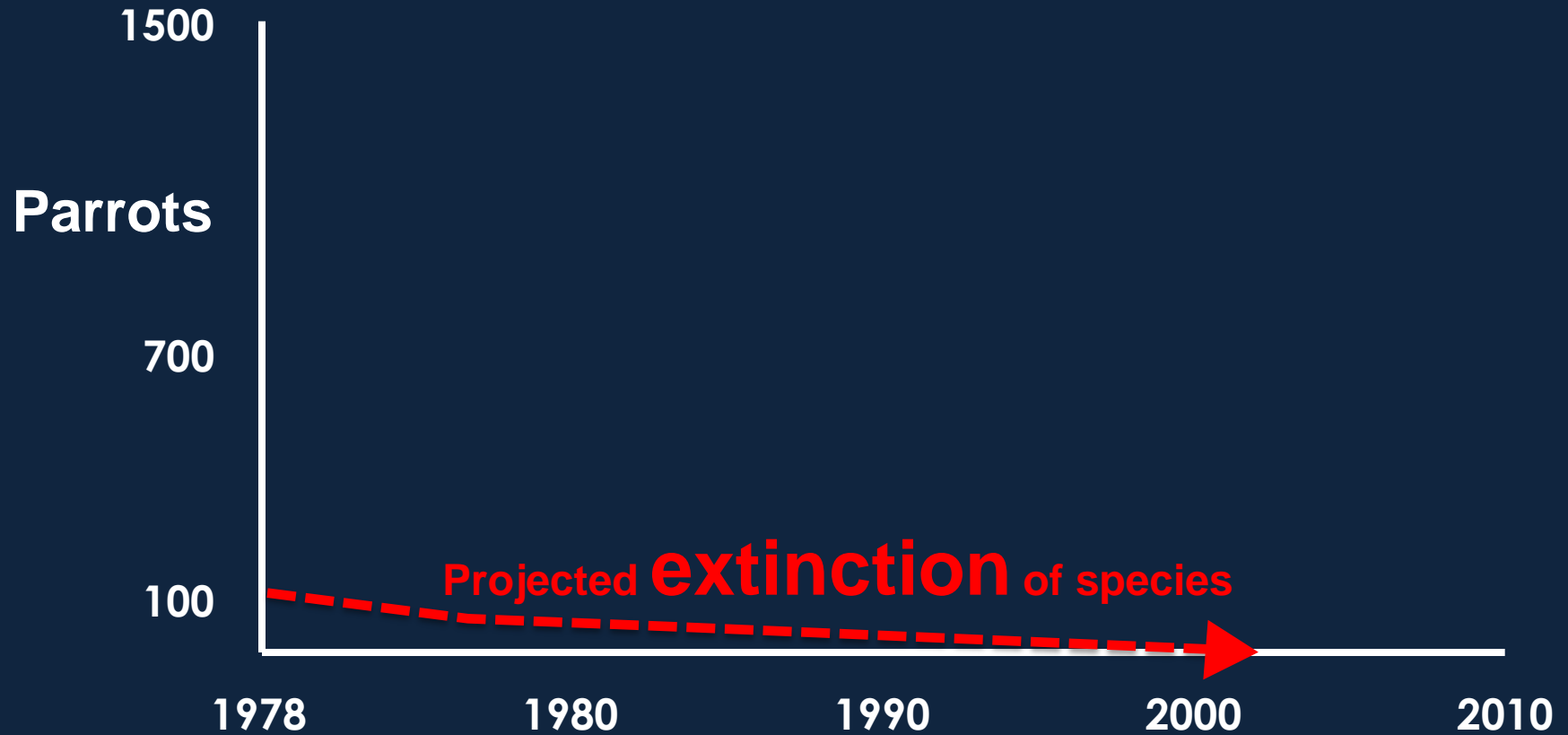


RARE

inspiring conservation



St. Lucia parrot population





SAINT LUCIA

F.P.S.

C.M.N.I.

D.O.W.

DA

PROTECTING OUR PARROTS MEANS PRESERVING OUR PRIDE

ST. LUCIA'S WILDLIFE IS A LIVING PART
OF THIS ISLANDS NATURAL HERITAGE.
WHEN WE DESTROY IT, WE RUIN THE
NATURAL BALANCE THAT IS UNIQUE AND
OURS ALONE! TAKE PRIDE IN ST. LUCIA!
REPORT ILLEGAL HUNTING OF WILDLIFE,
AND CLEARING OF LAND.



PHONE: FORESTRY DEPT. 23231 / 23078 / 30086





THE WEST

LESS

CHORUS
Amazonian Versicolour
Is National Bird of St. Lucia
Amazonian Versicolour
A Jacquot found only in St. Lucia
Verse 1
With colours of red, blue yellow
and green
Deep in the forest they can be seen
CHORUS
These numbers were here and are
and are
All they're making a comeback
although rather slow
Verse 2
The National Bird belongs to you
and me
It's illegal to be kept in captivity

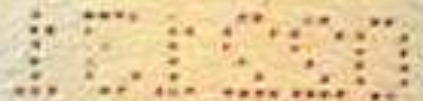
CHORUS
Amazonian Versicolour
Is National Bird of St. Lucia
Amazonian Versicolour
A Jacquot found only in St. Lucia
Verse 3
Proudly displayed in our
Jacquot is a symbol of
Verse 4
We would like to see
Lucy
For breeding day
Verse 5
We should not
see
For setting a home
for you

CHORUS
Amazonian Versicolour
Is National Bird of St. Lucia
Amazonian Versicolour
A Jacquot found only in St. Lucia
Verse 6
Stop illegal clearing of forest land
Protect wildlife and conservation



Lamarque
Lamarque
Lamarque





FOREIGN EXCHANGE FACILITIES



NOTES



1. The Government of Saint Lucia is committed to the development of the country and to the well-being of its people. It is committed to the promotion of the economic growth and development of the country and to the improvement of the living standards of its people. It is committed to the promotion of the social and cultural development of the country and to the improvement of the quality of life of its people. It is committed to the promotion of the environmental development of the country and to the protection of the natural resources of the country. It is committed to the promotion of the international relations of the country and to the cooperation with other countries in the Caribbean region and in the world.

2. The Government of Saint Lucia is committed to the promotion of the economic growth and development of the country and to the improvement of the living standards of its people. It is committed to the promotion of the social and cultural development of the country and to the improvement of the quality of life of its people. It is committed to the promotion of the environmental development of the country and to the protection of the natural resources of the country. It is committed to the promotion of the international relations of the country and to the cooperation with other countries in the Caribbean region and in the world.

3. The Government of Saint Lucia is committed to the promotion of the economic growth and development of the country and to the improvement of the living standards of its people. It is committed to the promotion of the social and cultural development of the country and to the improvement of the quality of life of its people. It is committed to the promotion of the environmental development of the country and to the protection of the natural resources of the country. It is committed to the promotion of the international relations of the country and to the cooperation with other countries in the Caribbean region and in the world.

4. The Government of Saint Lucia is committed to the promotion of the economic growth and development of the country and to the improvement of the living standards of its people. It is committed to the promotion of the social and cultural development of the country and to the improvement of the quality of life of its people. It is committed to the promotion of the environmental development of the country and to the protection of the natural resources of the country. It is committed to the promotion of the international relations of the country and to the cooperation with other countries in the Caribbean region and in the world.

Warning

This document is the property of the Government of Saint Lucia. It is to be used for the purpose of the exchange rate only. It is not to be used for any other purpose. It is to be kept safe and secure. It is to be returned to the Government of Saint Lucia when it is no longer needed.

SAINT LUCIA IS ALL MY WORLD



Ten years ago, the Saint Lucia Parrot flickered on the edge of extinction. Now, as a result of your concerns and actions, its numbers are increasing and the pride of this nation can once again be seen flying free in our skies. Its forest home, however, still remains at risk . . .

Saint Lucia Parrot
Amazona versicolor
OUR NATIONAL BIRD



Today, not only the parrot but also our own survival is at risk. For as we continue to destroy the forest, we are drying up our rivers.

You can help:

- Plant trees on your land.
- Respect Forest Reserves and obey the law.
- Seek advice before clearing forest lands. (Tel: 23231/23078)

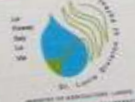
A DECADE AGO IT WAS OUR NATIONAL BIRD (JACQUOT) THAT NEEDED SAVING, NOW IT IS OURSELVES.

Painting Courtesy of Don R. Eckelberg

ALL MY WORLD
SAINT LUCIA



BRITISH ASSISTING NATURE
AWARDS CONSERVATION



DESIGN & PRINT SERVICES BY STON TONER

The production of this poster was sponsored by The World Parrot Trust, Hayles, Cornwall, UK.

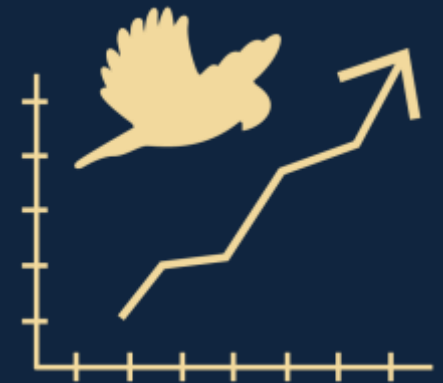
© RARE Centre 1990



Pride

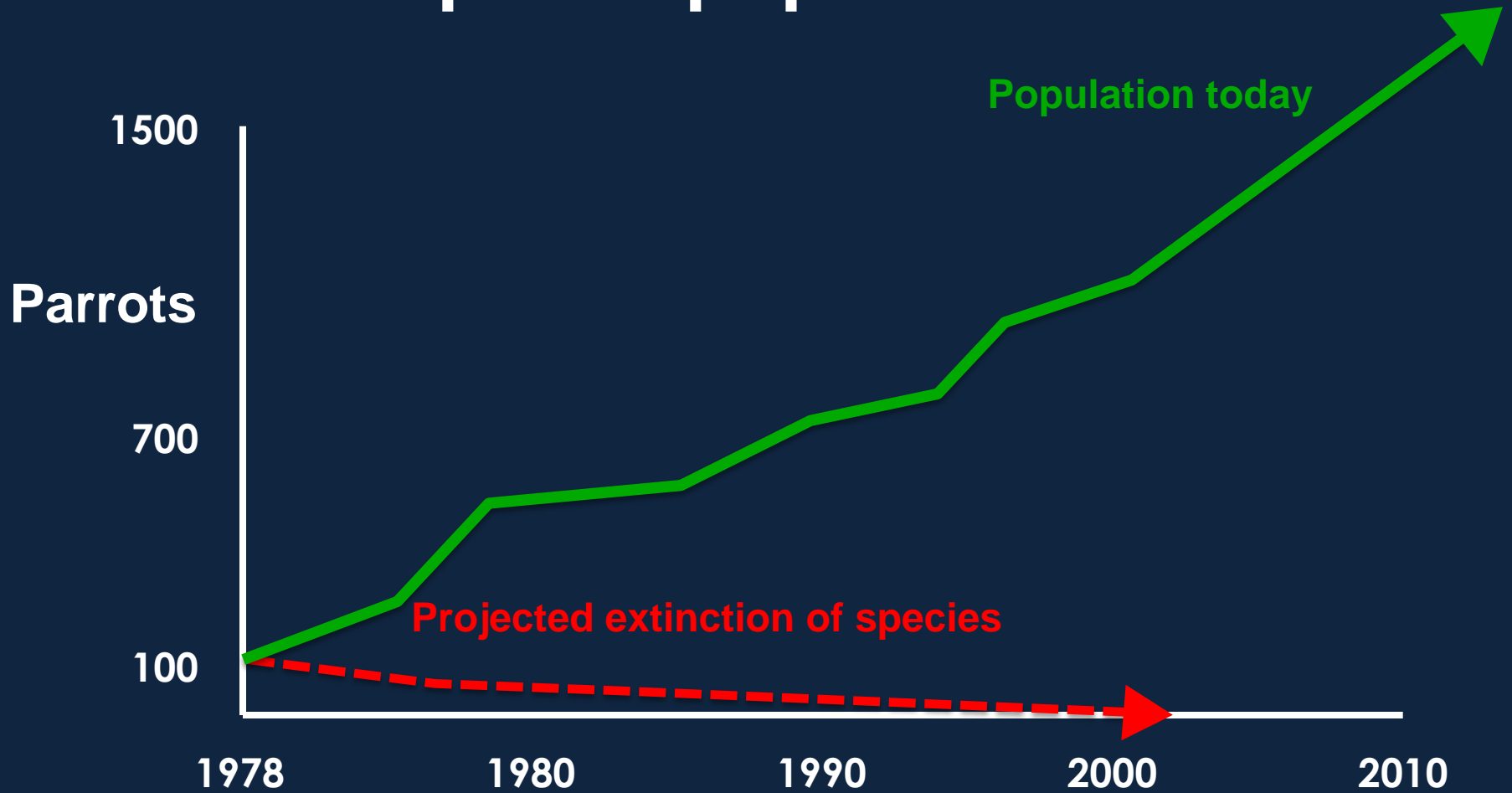


**Public
support**



Change

St. Lucia parrot population





More than 200 Pride campaigns launched to date



Rare's Theory of Change is customized for each cohort and each site, but all follow the same general formula for success:



Knowledge

Increase people's awareness of the nature around them and how their behavior affects it.

Attitude

Speak to people on an emotional level about the personal, cultural, and economic benefits of protecting nature.

Interpersonal Communications

Get people talking to each other about the issues. Research correlates community dialogue with increased likelihood of change.

Barrier Removal

Identify barriers — social, economic, political, or technological — that are prohibiting behavior change. Provide alternatives or solutions.

Behavior Change

Promote sustainable alternatives or solutions to key target audiences through the Pride campaign.

Threat Reduction

Measure the reduction in human-created threats to biodiversity, such as overfishing or illegal logging.

Conservation Result

Track changes in the health/population of the species or habitat being targeted for protection.



Salvador Garcia

Guadalajara, Mexico

78% reduction in forest fires by changing the way farmers use prescribed burns.



Lang Jiamin

Hunchun, China

Reduced consumption of wild game as part of an effort to safeguard local populations of Siberian tigers.

Ninety-five percent of Rare alumni are still working in the conservation field.

Fifty-two percent of alumni have run second and third campaigns – funding these campaigns on their own.

Seventy-three percent of alumni have sustained their campaigns after their formal relationship with Rare ended.

Thank you!

