



## Evaluating long-term effects of the Golden Lion Tamarin Environmental Education Program in Brazil

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Program Profile	
<b>Program Description:</b>	The Golden Lion Tamarin Association (AMLD) is an international conservation initiative established to develop and implement an integrated strategy for the preservation of the critically endangered golden lion tamarin ( <i>Leontopithecus rosalia</i> ) and its habitat, the Atlantic Coastal Rainforests of Southeastern Brazil.
<b>Program Goals:</b>	The mission of the Golden Lion Tamarin Association is to: <ul style="list-style-type: none"> <li>• maximize the probability of survival of a naturally evolving population of golden lion tamarins.</li> <li>• expand and apply leading-edge science in biology and conservation.</li> <li>• increase public awareness and involvement in conservation of golden lion tamarins and their habitat.</li> <li>• enhance professional training in biology and conservation, with preference for Brazilians.</li> <li>• multiply conservation impact and increase effectiveness and efficiency through integration with other conservation programs with similar methods and goals, particularly those working with <i>Leontopithecus</i>.</li> </ul>
<b>Program Funding:</b>	A combination of local, national and international funding sources. The majority of funding comes from zoos and The Disney Corporation.
<b>Program Links:</b>	<a href="http://www.micoleao.org.br/">http://www.micoleao.org.br/</a>
Evaluation Profile	
<b>Evaluation Goals &amp; Questions:</b>	This evaluation focused solely on the environmental education portion of the AMLD and was designed to assess the extent to which the program was reaching its goal of increasing public awareness and involvement in the conservation of golden lion tamarins and their habitat. The primary goal of the evaluation was to measure changes in attitudes and knowledge among community residents around the tamarin reserve. The evaluation also examined what sources of information individuals relied on to learn about the tamarins.
<b>Evaluation Methods:</b>	The evaluators sought to answer to what extent there has been a substantial change in behaviors toward tamarins since 1986. 314 face-to-face surveys had been conducted in 1986. This evaluation conducted 352 face-to-face surveys and four focus groups in 2001. Survey results from 1986 and 2001 were compared. Focus group results provided further supported findings from the surveys.
<b>Evaluation</b>	The evaluation is based solely on the education component of the AMLD. A complete list

<b>Instruments:</b>	of survey and focus group questions are included in the first author's thesis.
<b>How were results used?</b>	Quantitative and qualitative results were used to offer recommendations for specific activities that could improve the AMLD. These recommendations were to 1) develop information for the public that addresses the gaps identified by the survey in specific knowledge about golden lion tamarins and the importance of their rainforest habitat, 2) target activities and materials to specific audiences, such as women, and use delivery systems that reach them, 3) create opportunities for the local public to have greater participation and involvement in program activities, 4) provide greater opportunities for residents to visit the education center, and 5) conduct periodic monitoring and evaluation.
<b>Evaluation Cost:</b>	The evaluator lived inside the biological reserve Poço das Antas and the cost of room, board, transportation, and incentives for study participation was \$3000. Airfare was an additional \$1000. Total time spent in Brazil was 3 months.
<b>Evaluation Insights:</b>	<p><b>What worked well?</b> Face to face surveys worked well. People were very approachable and the process was enjoyable. This area is not over-researched so people are willing to talk and wanted to talk. It was a good opportunity to learn more about the region and people in Brazil.</p> <p><b>What were the important evaluation "lessons learned"?</b></p> <ol style="list-style-type: none"> <li>1) The initial plan for obtaining an adequate sample of participants was unsuccessful so more time spent on planning for participant recruitment would have been appropriate.</li> <li>2) The statistical analysis should have been designed along with the survey to make the analysis easier.</li> <li>3) More time was needed in the research site in Brazil so that the evaluator could have devoted more energy to developing her research plan and techniques for acquiring respondents.</li> </ol> <p><b>What could have been done differently?</b> More incentives for focus group participants may have helped induce people to participate. People came for the most part on a voluntary basis, which was a problem because there ended up being a low number of respondents. The incentives for the local residents for participating in the focus group were small gifts of stickers, booklets, and buttons, which were all donated from AMLD. Evaluation participants may have greater appreciation for monetary or food incentives.</p>
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