

Bringing Modern Trapping to Life: New Video Series Available for Agencies and Partners

Through a Multistate Conservation Grant, the Association of Fish and Wildlife Agencies, in collaboration with key conservation partners, has developed an exceptional new suite of **12 high-quality videos** designed to inform, engage, and inspire. These videos represent a significant step forward in how we communicate about modern regulated trapping—offering compelling, accessible content that resonates with both the public and the broader conservation community. You can find all the videos at [Videos: Education and R3 Efforts on Trapping – Furbearer Management](#)

This professionally produced series highlights the **critical role trapping plays in wildlife management**, while thoughtfully addressing common questions and concerns. Viewers are introduced to the science, regulation, and purpose behind trapping today, including how wildlife agencies rely on it as a vital tool for managing populations, reducing human–wildlife conflicts, and supporting conservation outcomes across North America.

Importantly, the videos also showcase the **continuous advancements in animal welfare**, driven by the Best Management Practices (BMP) for Trapping program. By emphasizing the rigorous science and ethical standards behind modern trapping, the series helps build understanding and trust among diverse audiences.

The collection spans a wide range of topics—from the many benefits of regulated trapping and its role in conserving species like wild sheep and waterfowl, to the shared motivations of hunters and trappers, the uses of fur, and the importance of safety and professionalism in the field. Whether used in outreach, education, or professional training settings, these videos provide clear, consistent messaging that agencies and partners can confidently share.

To maximize accessibility and impact, each video is available in both **16:9 and 9:16 formats**, making them ideal for presentations, websites, and social media platforms alike. This flexibility ensures that the content can be seamlessly integrated into your existing communication efforts—whether you are engaging stakeholders in a meeting room or reaching new audiences online.

We strongly encourage agencies and NGO partners to **actively incorporate these videos into their outreach and education efforts**. They are powerful tools for telling the story of modern trapping—one grounded in science, responsibility, and conservation success. Just as importantly, we ask that you **share these videos widely** across your networks. Expanding their reach will

help ensure that accurate, balanced information about trapping is available to the audiences who need it most.

In addition to this new series, a wide array of trapper education resources can be found on the AFWA [Best Management Practices for Trapping website](#), providing even more opportunities to support informed, science-based communication.

Together, these videos represent more than just a collection of content—they are a **strategic investment in the future of conservation communication**. By using and sharing them, you play a direct role in strengthening public understanding and support for one of wildlife management's most important tools.