

Translation of *Endemic Birds of the West Indies Colouring Book* into Spanish



Project Goal

Our goal is to teach children throughout the Caribbean region about the beautiful and fascinating endemic birds that live right in their “backyard” through a fun and engaging colouring book on endemic birds. Our ultimate goal is to instill awareness and appreciation for these special birds and inspire a willingness to care for them and all of nature. We believe that children are the future caretakers of planet earth and we need to do all we can to raise them with a strong conservation ethic. By sparking their interest in birds and nature at a young age, over time, we can change the culture of the islands to one that to one that appreciates the beauty and value of birds and their habitats and will take actions to conserve them.

Specific Action

In April 2020, BirdsCaribbean published a colouring book featuring birds only found in the West Indies¹. With delicate, detailed wildlife drawings by naturalist, educator, and illustrator Christine Elder, and informative text by writer Mark Yokoyama, the book offers children of all ages the opportunity to learn interesting facts while learning the techniques of colouring the birds’ vibrant plumage.



The book includes fifty endemic birds, with a focus on the most vulnerable, widespread, and colorful species. The front cover has an extra page that folds in and provides a key to all 50 birds. There are also colouring tips, and background information on endemic birds, the threats they face, and how kids can help. At the end of the book there are Activity pages and a Glossary.

The Caribbean is home to over **700** species of bird, including **171** species that are endemic to the region and found nowhere else in the world. In fact, there are over **110** bird species in the Caribbean that only live on one island. Overall, half of the resident birds—the ones that don’t migrate—in the region are endemic. The abundance of endemic species is one reason why the region is considered a biodiversity hotspot, and why conservation in the region is so important.

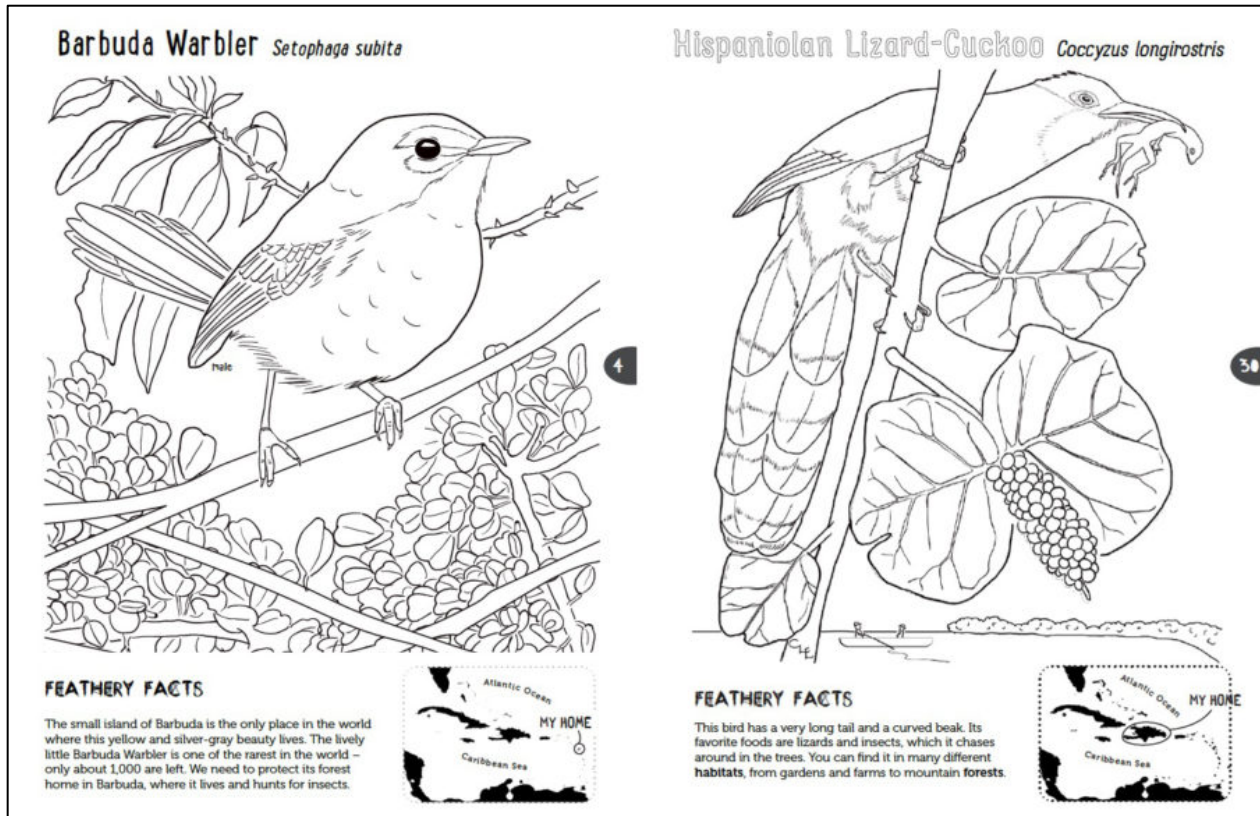
A large portion of the Caribbean population speaks Spanish including those from the islands of Cuba, Dominican Republic, and Puerto Rico. It is critical to translate and transadapt² the book

¹ Hot Off the Press! Our New “Endemic Birds of the West Indies” Colouring Book - <https://bit.ly/WI-Colouring-Book>

² Transadaptation ensures that the overall content is the same but unlike a word for word translation, reading level is preserved and cultural biases are avoided. This results in a text that is more relevant to the linguistic and cultural background of the target audience.

into Spanish so that young children and budding conservationists can have access to this fun and educational resource. Native Spanish speakers from several Caribbean islands will assist with editing and review of the book in order to ensure the language is suitable across islands.

Upon completion of the project, BirdsCaribbean will ship boxes of the book, free of charge, to our dedicated partners in the region to use in their educational programs on birds and nature.



Example of two of the pages of the colouring book. Each of the 50 endemic bird colouring pages features a bird illustration with the common and scientific names, life history facts, and a range map.

Anticipated Outcome – We expect to reach thousands of children in the DR, Cuba, and Puerto Rico with this colouring book. We have witnessed first-hand how a resource like this can spark an interest in birds in young children. With a little nurturing and support from parents and teachers (and even without!), young children eagerly soak up new knowledge and become interested in the birds around them. With heightened awareness, they will grow up to be better stewards of their local environment and support conservation efforts of their governments and communities. A few even pursue advanced degrees and jobs in ecology and wildlife conservation. Many Caribbean wildlife professionals attribute their interest in conservation to an early positive experience with birds or spending time outside with a mentor. We seek to encourage and provide as many opportunities as possible for these kinds of experiences through our many educational resources, materials, and training workshops for educators.

The specific actions to achieve our project goal are as follows:

- 1) Translation and transadaptation of all colouring book text and activities in Spanish
- 2) Editing and reviewing text by native Spanish speakers from multiple islands
- 3) Page layout and graphic design adaptations with final text
- 4) Printing 5,000 copies of colouring book
- 5) Ship to partners in the region

Budget

Item	Requested from CCBC	BirdsCaribbean (in-kind, grant funds, or still to be raised)	TOTAL
Translation (20 hrs x \$25/hr)	\$500		\$500
Edit/Review (20 hrs x \$25/hr)		\$500	\$500
Page layout/graphic design (20 hrs x \$25/hr)	\$500		\$500
Printing 5,000 copies		\$6,000	\$6,000
Shipping		\$1,000	\$1,000
Total	\$1,000	\$7,500	\$8,500

Matching Funds/Resources

We have arranged for volunteers in several islands to review the translation. We anticipate that BirdsCaribbean will be able to use some grant funds from the US Forest Service to help fund the printing and shipping costs. We will ask our partners to help cover the shipping costs if they can and we will continue to reach out to our members and donors to ask for their help to cover the printing costs through fundraising page: <https://bit.ly/ColouringBookDonation>.

Timetable

The English version of the colouring book is already complete and printed. Translation of the original text into Spanish is underway at the time of writing this proposal, but not yet complete. With secured funding for the project, we anticipate to finish all aspects of translation, review, and production by August. After these tasks are finished, we will be ready to order and ship the colouring books.

Action	May	June	July	August
Translation	X	X		
Edit/Review		X		
Page layout, printing & shipping			X	X

Continuity

Once the project is complete, the book will be printed and shipped to partners. If there are major taxonomic or range changes to bird species featured in the book, BirdsCaribbean will edit the file and corrections will be incorporated with subsequent printing orders. The coloring book will also be available for free download on our website and we plan to create “Endemic Bird of the Day” pages in Spanish (similar to our outreach activities for our ongoing Caribbean Endemic Bird Festival virtual celebration called *From the Nest*. (Visit: <https://bit.ly/CEBFFromthenest>). This will ensure that the colouring book reaches as many children as possible and that it serves as a resource for conservation NGOs, educators and parents for many years to come.

Implementing Institution

BirdsCaribbean
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BirdsCaribbean is the largest regional organization dedicated to the conservation of wild birds and their habitats in the insular Caribbean (including Bermuda, the Bahamas and all islands within the Caribbean basin). Since 1988, the non-profit has been dedicated to promoting conservation action by increasing human capacity, raising awareness, and promoting sound science. This is achieved by building and maintaining partnerships with local, national and international organizations, developing and supporting regional projects, and engaging people of all ages to understand the value and importance of birds and their habitats

Project Officer

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Lisa Sorenson, Ph.D., Executive Director, BirdsCaribbean, Lisa is an ornithologist and conservation ecologist with 35 years of experience working in the Caribbean, including teaching, research, environmental impact assessment work, project planning, and conservation education and training. She has expertise in waterbird and wetland ecology and conservation, climate change impacts on waterfowl and wetlands, outreach and communication strategies, and surveying and monitoring techniques. Lisa raises funds for and coordinates BirdsCaribbean’s education and capacity building programs, including bird festivals, the West Indian Whistling-Duck and Wetlands Conservation Project, Caribbean Waterbird Census, Caribbean Birding Trail and Caribbean BirdSleuth education program. She travels frequently to the islands to deliver international training workshops for these programs and mentor local partners, students, and young wildlife professionals. Her dream is to build a region where people appreciate, conserve and benefit from thriving bird populations and ecosystems.