

## **NSSF'S ROLE IN PROMOTING HUNTER ETHICS**

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The National Shooting Sports Foundation has been interested in and actively involved in promoting more ethical behavior afield for more than a decade.

Among our first major ethics booklets was the extremely popular Hunters Pocket Guide. Originally conceived as a totally ethics-oriented booklet, the Hunters Pocket Guide was expanded to include practical information on the skills of hunting and shooting sportsmanship. To-date, this booklet has been distributed to more than 6.5 million sportsmen and has hopefully had a beneficial effect in prompting these individuals to behave in a more ethical and responsible manner afield.

The NSSF became extremely active in the business of promoting hunter ethics following research on public attitudes toward hunting conducted in 1975 and released in 1976. This study revealed very clearly that large numbers of Americans are not anti-hunting but rather are anti-hunter. They were very much troubled by the way in which the hunter goes about his sport. For example, listed below are the top 10 problems which the general public has with hunting and hunters. Most are ethics related.

1. Hunters kill other hunters accidentally.
2. Wounded animals die a slow death.
3. Wounded animals die a painful death.
4. Hunters don't have to know anything to buy a rifle.
5. Leaving a wounded animal to die is sadistic.
6. Wounded animals die a horrible death.
7. Hunters cripple animals that are wounded but not tracked down.
8. Hunters hunt in areas that are off-limits.
9. People get hurt when hunting.
10. Hunters shoot animals they're not allowed to shoot.

In an effort to respond to these problems and urge all sportsmen to behave in a more ethical fashion, the NSSF began an on-going program of booklets, brochures, press releases, posters, radio and television announcements and magazine advertising. This program is still in affect and it now includes some 10 ads in addition to printed materials that have been distributed by the millions.

As NSSF has become a leader in the field of ethics education, several state agencies and other groups have purchased NSSF's literature and had it imprinted with their own logo and address in an effort to standardize ethic materials being distributed nationally.

The NSSF is proud of its role in promoting a greater awareness among sportsmen of the need to behave in an ethical fashion afield and offers it's assistance to any national, state or local organization. For further information, individuals and organizations should write to the NSSF, 1075 Post Road, Riverside, CT 06878.