

Understanding Human Dimensions of Conservation Burial

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Background

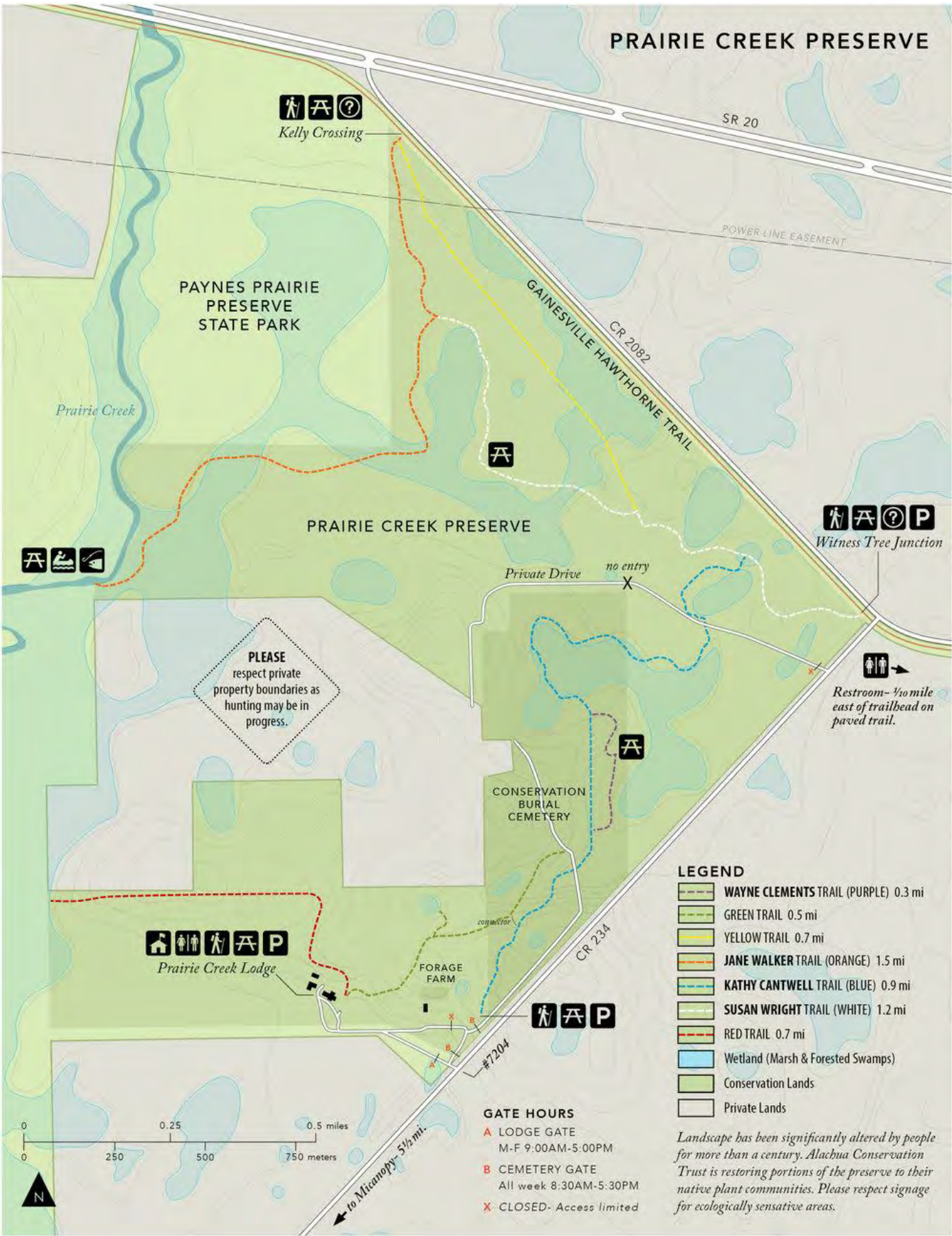
- **Modern burial and cremations** are environmentally and economically destructive
- **Natural burial** is a method where one's body is returned to the Earth without the use of non-biodegradable toxins or materials
- **Conservation burial** combines natural burial with conservation management practices through aquisition of burial fees

General Objective

Identify areas of improvement in the communication and outreach efforts of PCCC to more effectively raise awareness for conservation burials

Study Site

Prairie Creek Conservation Cemetery, Gainesville, FL.



“The mission of Prairie Creek Conservation Cemetery is to provide a natural burial choice that conserves land and reunites people with the Earth.”



Brass disk marking grave site.



Volunteer (me) planting native plants on grave site.

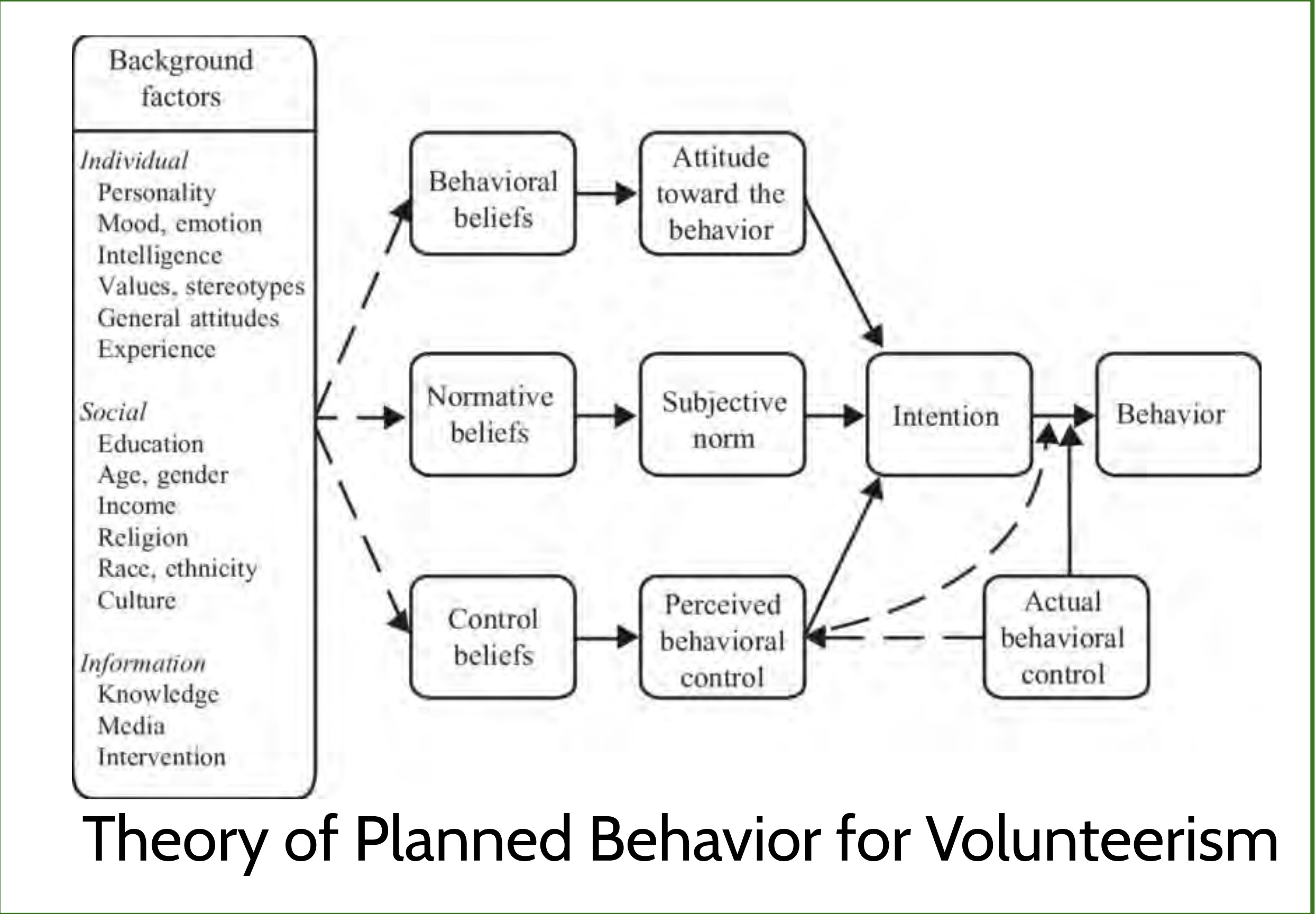


Volunteer transporting natural casket to grave site.

Methodology

Data Collection	Data Analysis
Semi-structured interviews	SWOT
Participant Observation	
Literature Review	
Social Media Insight	SWOT/Social Media Analysis

Theoretical Framework



Recommendations

1. Target older people and religious groups in outreach efforts
2. Showcase positive environmental benefits of conservation burials
3. Utilize current volunteers in social media postings via photos showcasing them at work in the cemetery
4. Provide audience with volunteer testimonials that reflect emotional appeal of burials.
5. Encourage followers to like, share and comment on posts to reach a further audience

Conclusion

By understanding the backgrounds and beliefs of those currently involved in conservation burial practices, cemeteries can identify their target audience and the attractive aspects that will draw others in to conservation burial and away from the environmentally and economically destructive practices of cremations and modern burials.

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Results - SWOT

S Strengths	W Weaknesses	O Opportunity	T Threats
<ul style="list-style-type: none">• Unique experience• Emotional connection• Environmental impact• Benefits from being in nature• Coming to terms with one's mortality• Fulfill personal values	<ul style="list-style-type: none">• Social media content• Social media reactions, comments, and shares• Physical requirements• Lack of diversity of volunteers	<ul style="list-style-type: none">• Social media content• Social media reach• Connecting with various religious groups and churches• Diversify volunteer opportunities	<ul style="list-style-type: none">• Taboo of death and funerals• Social norms relating to burials and funerals• Views of funeral homes and funeral directors