



The Insect Effect: Insect Decline and the Future of Our Planet

An educational awareness campaign that runs from **Sept. 1 to Dec. 1, 2020**. Our goal is for 1,000 Floridians to learn more about the importance of insects and take our pledge to help curb their decline. Learn more below!

#ProtectTheInsects

The Problem

With an estimated **5.5 million species**, insects are the **most diverse group of animals on the planet**. More than one million have been named by scientists — and many more have yet to be discovered. In fact, insects account for **80% of animal life on Earth**.

Along with plants, insects are at the **foundation of the food web**, and most of the plants and animals we eat rely on insects for pollination or food.

If a dollar value was put on the services insects provide, this would equal roughly **\$70 billion in the U.S. alone**.

But, **both the number and diversity of insects are declining around the globe** due to habitat loss, pollution and climate change.

Without widespread action, many of these important creatures that are critical to the survival of life on Earth **could face extinction within the next few decades**. Here's what you can do.



What Can I Do to Help?



Cultivate Insect-Friendly Outdoor Spaces

This is one of the number one ways you can help curb global insect decline.



Take Our Pledge to Protect the Insects

By signing this pledge, you commit to taking small actions that help protect insects near you.



Raise Awareness About the Importance of Insects

Download our free digital resources to help spread the word and curb insect decline.

Learn how: www.bit.ly/insecteffect

This project is possible thanks, in part, to a grant provided by the League of Environmental Educators in Florida (LEEF) to select qualified members.



LEEF provides support for community-based environmental education programs

This campaign is brought to you by the UF Thompson Earth Systems Institute and the Florida Museum of Natural History, with funding support from the League of Environmental Educators in Florida. Participating partners also include the Florida Native Plant Society and the Florida Association of Native Nurseries.

