

A Comprehensive Regional Outreach Campaign on AIS

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Overview

- MSG leading a GLSGN two-year \$1.55M outreach proposal targets 15 pathways aimed at AIS prevention
- Features *Stop Aquatic Hitchhikers!™*, *Nab the Aquatic Invader*, *Habitattitude™*, and *AIS-HACCP*
- Driven by our survey results and social marketing,
 - 30 new/improved outreach products
 - Reach 40 communities and
 - 4.85 M media exposures





Objectives

(align with GLRI and GLRC RAS)

- **1.1:** An est. 4.7M GL boaters and anglers will be exposed to AIS issues and their responsibility to prevent and slow the spread
- **1.2:** 70%+ of GLs boaters and anglers exposed to *SAH!* will take preventative actions, increasing results in states that have not achieved such levels yet
- **1.3:** Through our outreach, youth and stewardship activities, encourage five recreation user groups to adopt preventative behaviors
- **1.4:** 40 communities (20/yr) will be *SAH!* partners

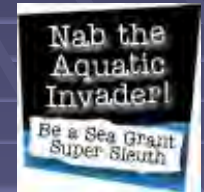




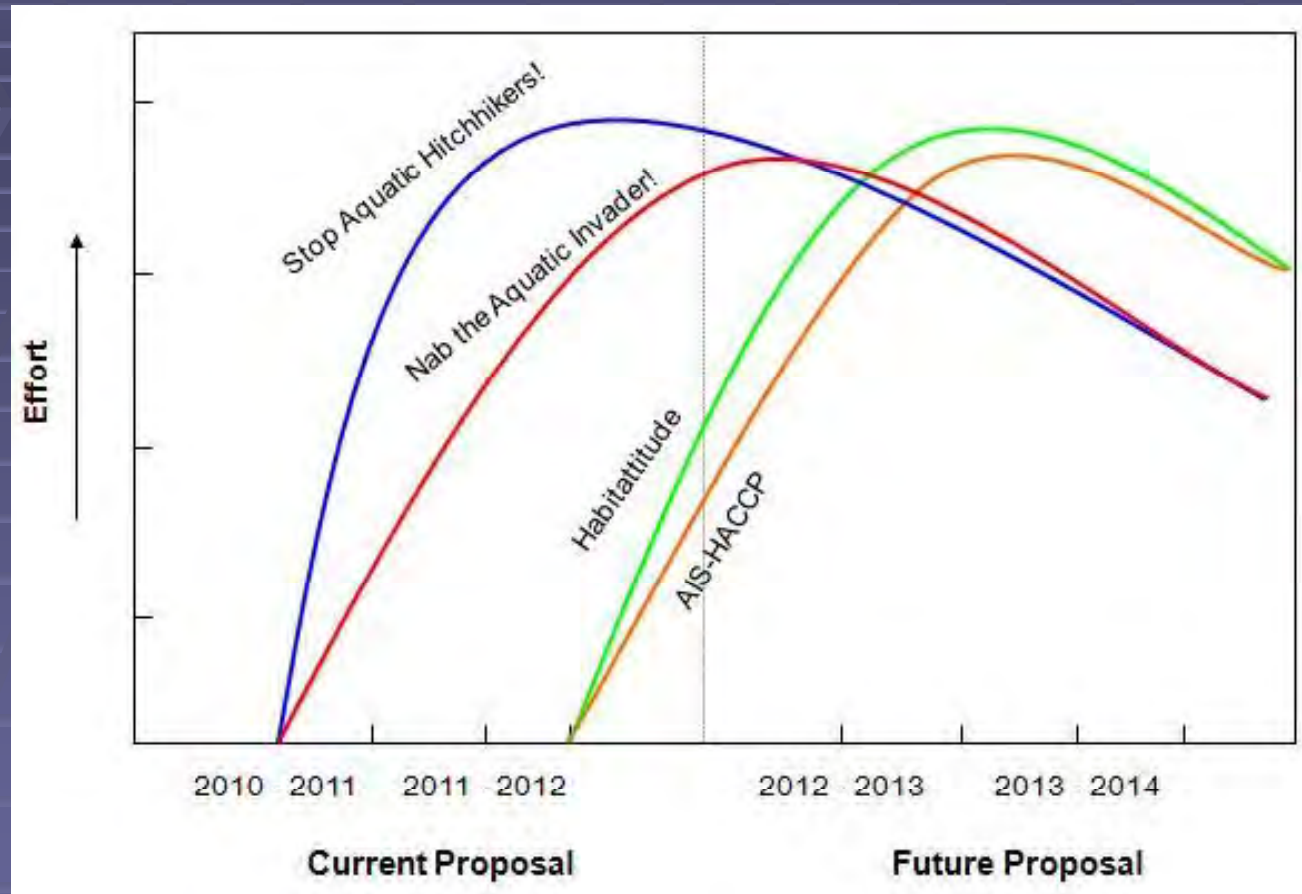
Objectives

(align with GLRI and GLRC RAS)

- **2.1:** Next generation of GL recreation users (66,000 teachers/students) will be aware of AIS problems and prevention strategies by 2012
- **3.1:** Based on previous successes, the *Habitattitude* campaign will be broadened in each GLs state
- **4.1:** Lead an *AIS-HACCP* training and education campaign, including the bait industry
- **5.1:** Evaluate the outcomes and impacts of initiative goals and objectives at multiple levels



Two Year Phased Plan



SAH! Floor Displays and AIS Specimens



STOP AQUATIC HITCHHIKERS! 
Protect Minnesota's Waters

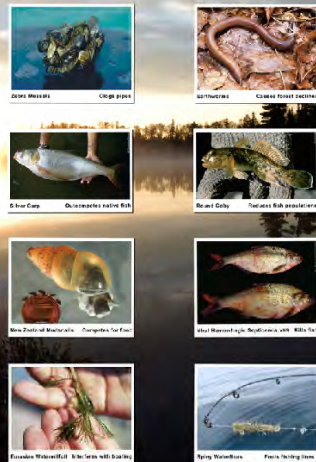
STOP AQUATIC HITCHHIKERS! 
Protect Minnesota's Waters

STOP AQUATIC HITCHHIKERS! 
Protect Minnesota's Waters

- ✓ **Inspect** boats and equipment
- ✓ **Remove** plants, animals, & mud
- ✓ **Drain** water away from landing



You can help prevent their spread.



Aquatic invasive species harm recreation, our environment, and our economy.



You can help prevent their spread.





Lawn Banner
for use by
watercraft and
volunteer
inspectors, at
accesses, and by
campaign
partners at events





Silver and Bighead Carp Mounts

for use at sport
shows and
other events





Temporary Tattoos

Zebra Mussel

Eurasian

Watermilfoil

Silver Carp

Spiny Waterflea



DRAIN water from your boat, motor, bilge, live wells, and bait containers before leaving the water access.

Many types of invasive species are very small and easily overlooked. For example, zebra mussel larvae are invisible to the naked eye. Seeds or small fragments of invasive plants, spiny waterfleas, eggs of fish and small aquatic animals, and fish diseases can be carried in water. Draining water before you leave the access area will effectively reduce the chance that any remaining plants and animals survive.

Spiny waterfleas Spiny waterfleas are tiny animals that can be a problem for engines because they form gelatinous globes in cooling lines, hoses, and downrigger cables. Their eggs can remain viable out of water for a long time, so it is important to inspect and remove them from equipment.

REPORT new sightings. If you suspect a new infestation of an invasive plant or animal, save a specimen and report it to a local natural resource or Sea Grant office. Many agencies have "ID" cards, Web sites, and volunteer monitoring networks to help you identify and report invasive species.

DISPOSE of unwanted bait and other animals or aquatic plants in the trash. Releasing live animals and plants in a lake, river, or along the shore often causes invasive species to become established. Identifying fish when they are small is difficult and it is hard to be absolutely sure there are no invasive fish in your bait bucket. Even earthworms that you collect in northern states or buy for bait are not native and should not be dumped on the ground. Likewise, other aquatic plants or animals that you collect, or buy in a pet store, should never be released into the wild.

Round goby Round gobies are bottom-dwelling fish from Europe. They're aggressive, attacking both and eating the eggs of other fish such as smallmouth bass. This aggressive behavior contributes to the decline of vulnerable sport fish populations.

Silver carp Silver (pearlhead) and highhead carp from Asia are threats to aquatic ecosystems and water recreation. Silver carp can jump into boats and the dockers and swimmers. Because young silver carp look similar to native minnows they could accidentally be spread via live bait.

Zebra mussel Zebra mussels attach to native mussels, plants, and boats. They filter beaches, cut swimmers' and dogs' lives, interfere with boat engines, and clog water intakes.

SPRAY, RINSE, or DRY boats and recreational equipment to remove or kill species that were not visible when leaving a waterbody. Before transporting to another water:

- Spray/rinse with high pressure, and/or hot tap water (above 104° F or 40° C), especially if mooned for more than a day
- Or –
- Dry for at least five days.

CONSULT your natural resource agency. Do-it-yourself control treatments could be illegal and can make matters worse by harming native fish, wildlife, and plants. It is best to contact your natural resource agency before you try to control an invasive species or add new plants along your shoreline. These agencies can provide recommendations and notify you what permits are required.

Purple loosestrife Purple loosestrife creates wetlands, degrades wildlife habitat, its seeds can be present in large amounts in mud that might be incidentally moved on waders, boots, and equipment.

ADDITIONAL STEPS are recommended for the following activities.

Shore and fly-fishing Remove aquatic plants, animals, and mud from waders and hip boots. Drain water from bait containers.

Personal watercraft Avoid running engine through aquatic plants. Run engine for 5-10 seconds on the trailer to blow out excess water and vegetation from internal drive, then turn off engine. Remove aquatic plants and animals from water intake grate, steering nozzle, watercraft hull, and trailer.

Soiling Remove aquatic plants and animals from hull, centerboard or bilgeboard wells, rudderpost area, and trailer.

Scuba diving Remove aquatic plants, animals, and mud from equipment. Drain water from buoyancy compensator (bc), regulator, tank boot, and other containers. Rinse suit and inside of bc with hot water.

Waterfowl hunting Remove aquatic plants, animals, and mud from boat, motor, trailer, waders or hip boots, decoy lines, and anchors (elliptical and bulb-shaped anchors can help reduce snagging aquatic plants). Cut cattails or other plants above the waterline when they are used for camouflage or blinds.

HELP STOP Aquatic Hitchhikers

STOP AQUATIC HITCHHIKERS!

Front

Inside
(note guidelines)

SAH! Brochures Customized for Each GL State

Back

State Regulations
Many states have regulations that prohibit the transportation of some or all species of aquatic plants as well as the possession and transport of prohibited species such as the zebra mussel.

For More Information
If you would like more information about aquatic invasive species, the problems they cause, regulations to prevent their spread, or methods and permits for their control, contact your state natural resource or conservation agency. Additional information on invasive species issues and problems and how to prevent their spread is available at the following:

MRBP
MISSISSIPPI RIVER BASIN PARTNERSHIP
www.mrbp.org
A membership directory for the Mississippi River Basin (MRBP) which includes state contacts is available on the above Web site.

STOP AQUATIC HITCHHIKERS!
www.PreventionWaters.net

You may also contact:

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STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.

www.ProtectYourWaters.net

When you leave a body of water:

- **Inspect** your boat, trailer, and equipment and **remove** visible aquatic plants, fish or animals, and mud.
- **Drain** water from bait buckets, livewell, bilge, transom, and motor.
- **Dispose** of unwanted live bait and worms in the trash.
- **Spray/wash** your boat, trailer, and equipment with high pressure or hot water before going to other waters, OR
- **Dry** everything for at least five days.



SAH! Boat/Trailer Sticker
Customized for Each GL State*





SAH! Key Float

Workshop Training Announcement Join the *Stop Aquatic Hitchhikers™* Education Development Team!



Location
City, State

Month/Date, 2011
Time from/to

For Geography and Environmental Science Educators (grades 4–10)

- ✦ Earn a stipend for creating an activity and facilitating student stewardship projects. You will receive \$200 upon completion.
- ✦ Obtain CPDUs by attending this FREE workshop.
- ✦ Receive loads of classroom resources featuring aquatic invader lessons, games, and posters.
- ✦ Best project developed will qualify one teacher to win free registration at the National Geographic Council for Education 2011 Conference in Portland, OR.

At this workshop, you will learn how to:

- ✦ Incorporate problem-based learning about aquatic invasive species.
- ✦ Integrate content about aquatic invasive species in your geography and environmental science units through the *Nab the Aquatic Invader!* Web site, www.iisgcp.org/NabInvader.
- ✦ Involve your students in geography-based community stewardship project that will be shared globally.

To register, contact [person], [email address], [ph: xxx-xxx-xxxx].



For more information on aquatic invasive species education, please visit this site:

www.iisgcp.org/education/ais_educ.html

Sponsored by Minnesota Sea Grant Program in collaboration with the Minnesota Alliance for Geographic Education. A regional education project funded by the Great Lakes Restoration Initiative. [Place any other acknowledgements here.]

Promo Flier for 2011 Geography Teacher Workshops

Requested funds will allow the Great Lakes Sea Grant Network to reach an estimated 4.85 million exposures (impressions) across seven Great Lakes states.

Activity	Description	Estimated Exposures
SAH-Threats		Total: 4,747,600
Action 1.1.1	80 presentations at meetings and other events	20,000
Action 1.1.2	Support Wildlife Forever's AIS communications	1,000,000 (conservative est.)
Action 1.2.3	Exposure via new SAH! Web site	700,000
Action 1.2.5-6	Coordinate and distribute 30 new and existing AIS products (e.g. displays, lawn banners, bait shop posters, stickers, key floats, state AIS booklets, water access signs, brochures, WATCH cards, fact sheets, fliers, preserved AIS specimens, etc.)	1,000,000
Action 1.2.7	Water access signs (#1 source for info based on surveys)	n/a
Action 1.2.8	Co-host SAH! booth at shows/events 3/yr/state	12,000
Action 1.4.3	Support community partner events 2/yr/state	4,000+
Action 1.4.4	Social media: Twitter, RSS feeds, and radio (MN)	10,000
Action 1.4.5	Issue news releases that will generate 40+ story placements on TV, radio, newspapers, and e-news	2,000,000
Action 1.4.6-7	Community-based AIS workshops for lake associations, recreation groups, etc. (2/state/yr)	1,600
Nab the Invader - Youth Education		Total: 66,005
Action 2.1.1	Teacher professional development workshops (4) who will teach students	90 (teachers) 12,000 (students)
Action 2.1.3	AIS service learning course – community groups will extend messages; scientists will teach undergrads and middle school students	50,000 25 (undergrads) 200 (students grades 4-8)
Action 2.1.4	Mentor teachers of state Geographic Alliances on 50 new AIS community stewardship projects	90 (teachers)
Action 2.1.6	Outreach via conference presentations	3,000 (teachers)
Action 2.1.7	Extend AIS Education Stewardship Network to geography and environmental teachers/educators	600 (teachers)
Habitattitude		Total: 18,960
Action 3.1.1	Statewide <i>Habitattitude</i> campaign meetings(8)	160 (business, industry, association, agency, NGO reps)
Action 3.1.3	Guest talks at local or statewide clubs, societies, or nursery and landscape association meetings(40)	800
Action 3.1.4	Co-host <i>Habitattitude</i> booths at shows	8,000
Action 3.1.5	Produce and distribute new and existing products to consumers (e.g., fact sheets, magnets, etc.)	10,000
AIS-HACCP		Total: 8,200
Action 4.1.1	Lead AIS-HACCP workshops (4) for groups	200
Action 4.1.2	Produce new bait shop poster	8,000
Evaluation		Total: 10,000
Action 5.1.4	Online survey of hunters and anglers	10,000
TOTAL:		4,850,765



Summary

- Exciting opportunity to strongly enhance AIS outreach, build consistency, and avoid duplication of efforts across the Great Lakes
- Does not “reinvent the wheel”
 - Creates 30 new/improved outreach products
 - Reaches 40 communities and
 - 4.85 M media exposures
- Maximizes funding by providing cost-effective products and extending the campaign’s reach
- Panel members are invited to join production runs

