

# Information and Education Committee

## April 14-15, 2005

- Information and Education Priorities Document
- Great Lakes Regional Collaboration (GLRC)
- *ANS Update*
- *Habitattitude*
- Aquatic Invasive Species Brochure

# I/E Priorities Document

- Draft will be sent out electronically with the Operational Guidance document (week of April 18) a comment period of three weeks will be given to Panel members.
- Marketing section needs some work – Committee members will work on, Panel welcome to provide comments.
- HACCP training – effective method for getting message of prevention across to combined audiences.
  - Audiences which still need to be addressed:
    - Horticulture
    - Live food fish industry
    - Aquatic plants

# I/E Priorities Document (cont.)

- Combine similar bullets (commercial users, natural resource managers).
- Mention need for AIS as a scientific discipline, higher training of scientists and researchers:
  - *Invasion Biologist*
- Need to mention “community” under Collaboration and Partnerships section.

# Great Lakes Regional Collaboration

- Great Lakes Panel and individual members should be fully knowledgeable on AIS Strategy team work.
- Panel endorsement of GLRC should be sent to national ANSTF.
- Need to look for I/E elements in AIS Strategy team Action Plans.
- Look for opportunities of cross pollination and reinforcement between work of Panel and GLRC.
- GLRC should utilize the Great Lakes Panel as a mechanism to convene stakeholders on AIS issues.
- Identify the top five I/E activities common to both the GLRC and the Great Lakes Panel and incorporate these into a work plan.

# *ANS Update*

- Develop a set of guidelines for Authors:
  - Cover a certain number of topics in article
  - Word limit
  - Reading level
  - Develop a hard-hitting first sentence, problem statement
- Provide the author with information on:
  - The audience
  - Previous articles

# *ANS Update (cont.)*

- Other points discussed:
  - Evaluate how *ANS Update* is being used
  - Have 2 articles prepared for each *Update*
  - Future ideas for *ANS Update* feature articles:
    - Great Lakes Regional Collaboration – AIS Strategy Team
    - ANS-HACCP
    - *Habitattitude*
    - Water gardening
    - Database Summit Conference
    - Dam removal

# *Habitattitude*

- How can the Panel support the program?
  - Sign on as a partner.
  - Offer a link from the Great Lakes Panel website and relevant member websites.
  - Integrate logo into prevention messages of the Great Lakes Panel and amenable agencies.
  - Promote existing campaign materials to target audiences and potential partners.
  - Link release of aquarium plants and animals to aquatic invasive species introductions and natural resource protection.
  - Assist in staffing booths at trade and consumer shows.

# Aquatic Invasive Species Brochure

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Great Lakes Commission

A stylized graphic of blue waves, rendered in a lighter shade of blue than the background, located in the bottom right corner of the page.