



Communication, Education and Outreach Committee Update

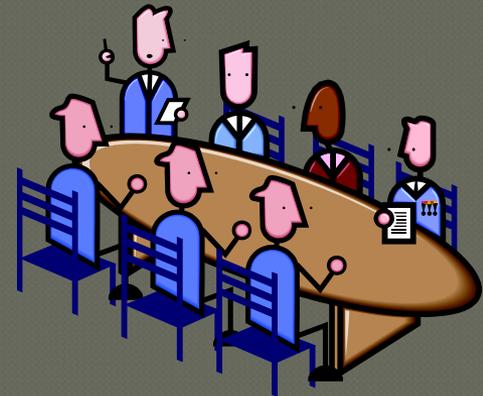
Co-Chairs:

Doug Jensen, Minnesota Sea Grant

Elizabeth Brown, Colorado Parks and Wildlife

Activities to Date

- Steering Committee has been meeting
 - Creation of the Committee Charge Document
 - Largely based on Objective 6 of the ANS Task Force Strategic Plan
- Confirmation of Committee Volunteers
- Solicitation of additional members



Committee Membership

● Steering Committee Members

- Elizabeth Brown
- Doug Jensen
- Don MacLean
- Laura Norcutt

● Committee Members

- 26 volunteers currently
- Soliciting additional members from diverse affiliations



Committee Mission

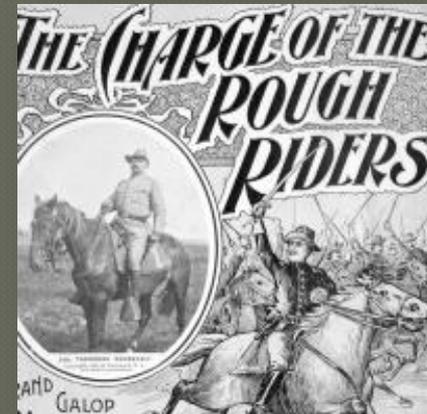
- To **increase awareness** and **change behaviors** to prevent the introduction and spread of ANS, emphasizing impacts, the importance of prevention and containment, and recommendations for appropriate domestic and international actions.
- *Modified version of ANSTF Strategic Plan Objective 6*

Committee Goal

- To **inform** decision makers, stakeholders and the public why managing ANS is a high priority
- To empower recreationists and other sectors to **take action** essential to preventing the introduction and spread of AIS through **collaboration** with partners and key audiences including but not limited to Congressional and State delegates, governmental and industry stakeholders, and members of the public.

ANSTF Strategic Plan Obj 6

- 6.1 Increase understanding of problems and impacts of ANS and what actions can be taken to prevent spread
- 6.2 Disseminate ANS outreach tools
- 6.3 Promote use of guidelines and BMPs
- 6.4 Promote awareness of ANSTF activities and provide education briefings.



ANSTF Strategic Plan Obj. 1

● Objective 1.1 – Strengthen the coordination capacity of the ANSTF

A - Increase **communication** among the members, Regional Panels, and committees of the ANSTF to prioritize issues and activities

E - Identify, increase **communication**, and encourage participation with other interagency organizations dedicated to invasive and nuisance species

F - Identify, increase **communication**, and encourage participation with industry, tribes, and other stakeholders affected by ANSTF and Regional Panel activities

ANSTF Strategic Objectives

- Objective 3.3 – A, B, C
- Objective 4.2 – A, B
- Objective 7.3 – A
- Objective 8 – potentially or partially dependent on the committee's success educating leadership and Congress?
- *How does this committee be of help accomplishing these other objectives?*

Proposed Committee Activities

- Priority 1 – Update the ANSTF and Protect Your Waters **Websites** in Unison with USFWS Aquatic Conservation Program Branch of Communications and Partnerships.



- Seek consensus on ideas to improve and redesign websites including new content, tool development, sharing of campaign assets, brand augmentation, compliance with brand standards and encouraging use of various national campaigns.
- Examining nexus between SAH! and other national campaigns for maximum usefulness.

Proposed Committee Activities

- Priority 2 – Implementation of ANSTF
- Approved Guidelines
 - Recreational Guidelines
 - Water Gardening Guidelines
 - Classroom Guidelines

Quick Facts

Aquatic Invasive Species

Keep Alberta's waters free of aquatic invasive species.

STOP AQUATIC INVASIVES!

What can you do to protect Alberta's waters from aquatic invasive species?

Aquatic invasive species (AIS) are non-native animals or plants that have been brought from other places into Alberta's waterways. If you are transferring a boat or equipment used in water (i.e. hip waders, life jackets, kayaks, construction equipment, etc.) between waterbodies, make sure to:

- CLEAN**
 - Clean and inspect watercraft, trailer and gear.
 - Remove all plants, animals and mud at the access area or dock.
 - Mix 20 millilitres of bleach with one litre of water and soak your gear for at least one minute.
 - Rinse, scrub or pressure wash your boat away from storm drains, ditches or waterways.
- DRAIN**
 - On land before leaving the waterbody, drain all water from boat buckets, ballasts, bilges, coolers, internal compartments, livewells, etc.
 - For paddle boats, drain by inverting or tilting the watercraft opening compartments and removing seats if necessary.
- DRY**
 - Dry the watercraft and gear completely between trips and allow the wet areas of your boat to air dry.
 - Leave compartments open and sponge out standing water.

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Habitattitude™

PROTECT OUR ENVIRONMENT
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MINNESOTA DEPARTMENT OF NATURAL RESOURCES
MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

Alternatives to Releasing Unwanted Pets or Plants

- Contact a retailer for proper handling or for possible returns
- Give or trade with another aquarist, pond owner, or water gardener
- Donate to a local aquarium society, school, or aquatic business
- Seal aquatic plants in plastic bags and dispose in the trash
- Contact a veterinarian or pet retailer for humane disposal guidance

For more information, visit:
www.seagrants.minn.edu/ais

www.dnr.state.mn.us/Habitattitude/

Biology 101:

Get Habitattitude!

If it has fins, a shell, claws, or leaves – study it, but never let it go.

Live study specimens like mosquito fish, rusty crayfish, and hydrilla can become harmful invaders if released into our lakes, rivers, ponds and wetlands.

Habitattitude™
PROTECT OUR ENVIRONMENT
DO NOT RELEASE FISH AND AQUATIC PLANTS

How can you help?

- ✓ Check aquatic plant orders for seeds, plant fragments, snails, and fish.
- ✓ Give or trade unwanted live study specimens with another school, environmental learning center, aquarium, or zoo.
- ✓ Seal aquatic plants in a plastic bag and dispose in the trash.
- ✓ Contact a veterinarian or pet retailer for guidance on humane disposal of animals.

For more information, visit:
www.seagrants.minn.edu/ais

Stone Soup by Jan Eliot

ALIX, WHERE'S THAT CRITTER YOU BROUGHT HOME FROM CAMPING?

WHAT CRITTER? I DON'T SEE A CRITTER.

I DID?

YOU HAD SOMETHING IN A JAR ...

YOU PUT IT IN THE TUB, DIDN'T YOU?

JUST UNTIL I CAN DIG A POND FOR IT!

YES BUT HE CAN'T BE HAPPY IN OUR TUB. HE LOOKS KIND OF AGITATED.

HE WAS FINE UNTIL HOLLY STARTED SCREECHING.

GET IT OUT NOW!

ALIX, THIS CRAYDAD NEEDS TO GO BACK TO ITS NATURAL HABITAT.

BUT I WANNA KEEP HIM!!

I'M SURE YOU DO. BUT HE'LL JUST DIE.

HOW DO YOU KNOW??

I WAS 9 ONCE ...

TINA TURTLE

BABY JAY RAY

SALLY GANAKE

FLUFFY

I THINK YOUR CRAYDAD WILL LIKE THE CREEK IN THIS PARK.

ARE YOU SURE?

WELL, WE CAN'T DRIVE HIM ALL THE WAY BACK TO THE LAKE WHERE YOU FOUND HIM, SO THIS'LL HAVE TO DO.

HE'S PRETTY BIG. I BET HE CAN HOLD HIS OWN.

LOOK OUT BELOW!! INVASIVE SPECIES IN THE HOUSE!

Proposed Committee Activities

- Establish process for feedback on various national campaigns to guide operations.
- Evaluate effectiveness of national campaigns.
 - Awareness vs. Behavior Change
- Seek partners, funding and resources for implementation.
- Arranging project site visits for ANSTF members, key leaders, delegates and partners to gain support.
- Participate in education efforts of partner entities (e.g. AFWA, NISC, ISAC, Building Consensus...)
- Provide regional specific resources to Panels
- Encourage new activities and initiatives by Panels.

Three Main Audiences

- ◉ **End Users: The Public**
- ◉ **Decision Makers:** High level government officials, State delegates, Congressional delegates...
- ◉ **Stakeholder Involvement:** industry, NGO's, local, state and federal governments, teachers...

Committee Ground Rules

- The committee was active previously in 2000-2001.
- SAH! launched in 2002 and Habitattitude in 2004.
 - The current committee will seek to learn from the previous activities and build on them.
- Committee will examine existing materials in hopes of building on the best of the best!
- Committee will meet every two months via conference call and/or webinar.
- Workgroups may be formed to make progress on specific elements.
- Work commitments expected at 10 days per yr.

Questions?

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