

Stop Aquatic Hitchhikers!™ From Theory to Application

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AIS Outreach Challenges

- Outreach materials produced without a distinct purpose:
 - brochures produced “to get the word out”
 - “Just put it on the Web site”
- Messages may be confusing, poorly articulated, or activate behaviors



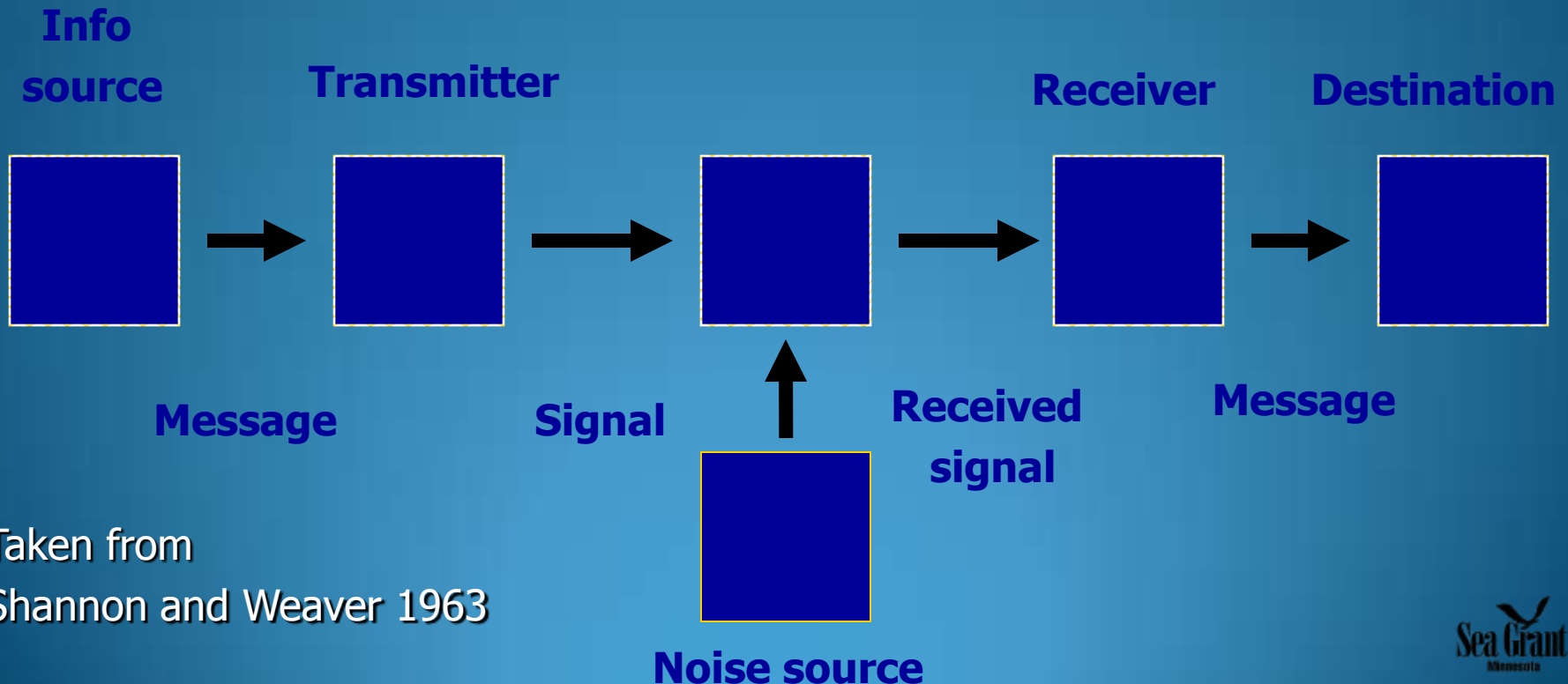
Confusing - What sort of bait?
Minnows? Worms?

Conventional Education Fails

"Increasing knowledge alone will not significantly change attitudes and values" Iozzi 1989

Avoid

"One-way transmission model of communication"

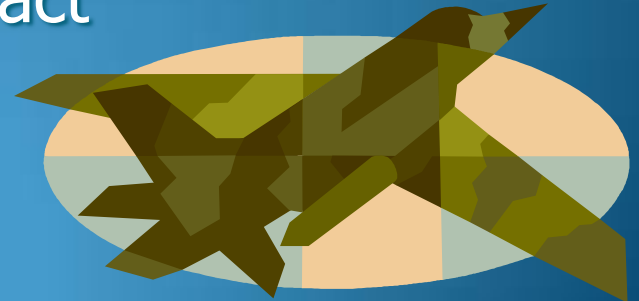


Community Based Social Marketing

- Effective alternative to info-based education for fostering behavior
- Requires a change in our mental models in how to deliver programs or campaigns:
 - Rather than promoting a product, it promotes a socially acceptable message
 - Understand motivations for behavior through the eyes of our audiences as a consumer focused approach

CBSM Approach

- Select behaviors to change
- Uncover barriers/benefits to behavior
 - Internal vs. external barriers
- Strategically design program to target previous behavior barriers
- Pilot the strategies with an audience segment; revise
- Implement and evaluate the impact

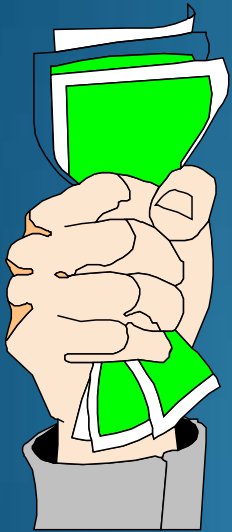


Behavior Change Tools

- “Tools” can be selected aimed at changing behavior
- Overcome internal and external barriers
- Most effective when used in combination in a multimedia campaign or program
- Implement at community level using direct contact
- Direct contact is most likely to change our behavior



CBSM Tools



- Commitment (pledge)
- Prompts (reminders)
- Norms (behaviors of self vs. others)
- Communication (captures attention)
- Incentives (fines, taxes, fees, loans, grants, rebates)
- Evaluation



- National social marketing-based campaign
- Designed to raise awareness and change behavior
- Uses internet marketing strategies, best media and a campaign web site, which provides resources
- Created to be 'stepped down' so business, agency, academic, and NGO partners can adapt or adopt resource materials
- 870+ partners in United States

Help Prevent the Spread of Aquatic Invasive Plants and Animals



BEFORE launching...BEFORE leaving:

- ✓ **Remove** aquatic plants, animals and mud from boat, motor and trailer
- ✓ **Drain** lake or river water from livewell, motor, and bilge
- ✓ **Dispose** of leftover live bait minnows, fish parts and worms in trash
- ✓ **Wash/Rinse** boat and equipment with high pressure, hot water, especially if moored for more than a day
- ✓ **Dry** everything for at least 5 days

Protect Your Property and Our Waters

06'-'07 SAH! Survey Results

- Most Effective Sources for Info -



Gas pump topper ad

We wanted to know what are the most effective sources for information to reach boaters and anglers with SAH! messages:

- For Minnesota, Wisconsin and Iowa, the top five sources for information were quite consistent: signs at water accesses watercraft inspectors, regulation booklets, billboards, and television or radio ads
- Other important methods were also shown

Note: Content for this slide has been modified from original presentation for posting on MNWIISC Website. Data has been omitted since results are not yet published. Contact Doug Jensen for more info.

2000 AIS Boater Survey

- *Why DID They Take Action?* -

	Percent Response					
	CA	KS	MN	OH	VT	AVG
Personal Responsibility	44	38	88 ₍₈₂₎	55 ₍₅₆₎	85	62
Out of "My" Lake	38	38	85 ₍₈₈₎	53 ₍₆₃₎	83	59
Prevent Boat Damage	27	29	55 ₍₃₈₎	46 ₍₅₅₎	64	44
Signs at Accesses	28	19	72 ₍₆₈₎	26 ₍₃₁₎	64	42



Eurasian watermilfoil infestation

Commitment

- Written, verbal or non-verbal
- Actions influence internal meaning of one's self
- Internal desire to act consistently
- External desire to conform



Prompts

- Visual, auditory or other sensory aids
- Situation-based placement can have significant behavior effects
- Serve as valuable reminders to sustain behaviors based on first time exposures or reinforcement



Sign at Access



Lake Association Sign



Billboard near I-Falls



Winch Post Sticker

Social Norms



Promote action using images of people taking action



A watercraft inspector at Bald Eagle Lake, Ramsey County checks a trailered boat.

- Expectation of how an individual will behave based on internal and external cues
- Observing beneficial actions is a powerful tool for promoting sustainable behavior
- Individuals observing such behaviors are more likely to engage in the beneficial behavior

Communications

- Effective behavior modification campaigns have a communications component
- Impacts based on how developed & implemented
- Choose media wisely:
 - Without exposure, persuasion is not possible
 - Without attention, exposure is meaningless



SAH! Newspaper Ad



SAH! Event Display
(see us in exhibit hall)

Incentives



STOP AQUATIC HITCHHIKERS!

Minnesota waters are threatened by many invasive species of plants and animals. It is illegal to transport any aquatic plants, the ruffe, round goby, zebra mussel, sea lamprey or other prohibited invasive species on public roads, or to launch a boat or trailer with these species attached.



How you can help stop their spread:

✓ **Remove** visible aquatic plants and animals from your boat, trailer, and other boating equipment **before** leaving the water access (*see diagram*).

✓ **Drain** water from your boat, motor, live well, and bait containers **before** leaving the water access.

✓ **Spray, rinse, or dry** boats and recreational equipment to remove or kill species that were not visible when leaving a water body. **Before** transporting to another water body:

★ **spray / rinse** with high pressure and/or hot tap water (above 104°F or 40°C) especially if moored for more than a day; or

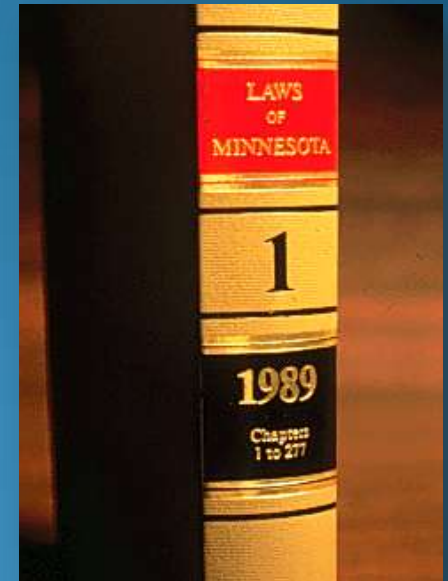
★ **dry** for at least 5 days.

✓ **Dispose** of unwanted bait in the trash.

For more information, contact the DNR Invasive Species Program, Ecological Services, at (651) 296-2835 or (888) 646-6367.

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- Laws and regulations
- Enforcement activities
- Fines



Info in reg booklets

MnDNR Enforcement

Evaluation: The Tools

- Literature review
- Tests
- Observation
- Interviews
- Focus groups
- Questionnaires, checklists and surveys



SAH!-Threats Partnership

Impressions: 528+ M Since 2006



STOP AQUATIC HITCHHIKERS!™

✓ Inspect. ✓ Clean. ✓ Drain.



Billboards rank in top three

University of Minnesota Sea Grant Program
Minnesota, Wisconsin, and Iowa DNRs
Wisconsin Sea Grant Institute
Wisconsin Department of Tourism
MN and IA Departments of Transportation
U.S. Fish and Wildlife Service
U.S. Forest Service
Cabela's
Babe Winkelman Productions
Wildlife Forever
Cabela's
Wildlife Forever
Clear Channel
Lamar Advertising

Steven Pennaz
North American Fishing Club
Minnesota Waters
Brainerd Lakes Chamber of Commerce
Hubbard County COLA
Crystal Pierz Marine
Visit Duluth
Lake Minnetonka Conservation District
Lake Vermilion Sportsman's Club
WAPOA
Big Sandy Lake Association
Pelican Lake Association
White Iron Chain of Lakes Association

2007 SAH! Survey Results

- What extent **WILL SAH!** influence YOU to take action? -

When asked “how likely is it that YOU WILL take special actions in the FUTURE to prevent the spread of AIS?” the survey showed that:

- Over 90% of Minnesota boaters reported that they will *very likely* take action, compared to ~80% in IA, and ~75% in WI
- Across all three states, over 97% reported that they would likely (very/somewhat) be influenced to take action to prevent AIS spread

These results show that awareness can translate into behavior change aimed at protecting water resources from AIS

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Newspaper ad

Is It Helping in MN?

In 2009:

- ~80 MnDNR watercraft inspectors inspected 66k watercraft with over 42k hrs logged
- 97% of boaters surveyed familiar with AIS
- Importantly, 1% (386/42,005) watercraft came to accesses with attached vegetation of AIS
- Evidence that self-inspection has become a social norm



Stop Aquatic Hitchhikers!™

- Compelling evidence that the SAH! is effective as part of a comprehensive approach
 - Prevention
 - Watercraft inspection
 - Policy and enforcement
- SAH! provides a communication platform for partners: business, industries, agencies, academia, NGOs
 - Extend messages
 - Leverage other partners





Thank you! Questions?

Contact: Doug Jensen, djensen1@umn.edu or 218.726.8712