



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

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Minnesota Department of Natural Resources



Foundation



- Link between recreation and pathways of spread for terrestrial invasive species is not well understood by the recreational public.
- 2009, research described current knowledge, attitudes and behaviors among campers, motorized and non-motorized trail users in south, north and central Minnesota.
- An advisory team of stakeholders (30 people) and interagency scientific team (10 people).



Key Points Learned

- Most MN recreationists demonstrated:
 - Knowledge of aquatic invasives, but not those on land
 - Strong desire to do what's right
 - Strong pride in their state
 - Concern about the time it takes to clean their gear.
- Motorized trail users and horseback riders were:
 - Less likely to see their role in the spread of invasive species
 - More likely to take firewood from home
 - More likely to clean their gear, but at home, not before leaving the recreation site
- MN recreationists participate in multiple sports, so generalizations by user groups may not be useful.



Campaign Development

- 2010 Education plan completed by interagency task force with guidance from a large stakeholder group.
- 2011 Branding effort initiated with direction from an interagency task force.
- 2012 Launch, with social web pages, potential partner packet and outreach, and 1st annual PlayCleanGo Day
- Outreach Goal:



To give recreationists a clear call to action - to be informed, attentive and accountable for stopping the spread of invasive species.

Branding Context

- Be fun - encourage recreation
- Positive, action-oriented messaging
- Easy & accessible - speak to their concern about the time involved
- Be flexible – so it can accommodate various audiences and media outlets
- Be compatible with the Stop Aquatic Hitchhikers brand and other partner brands
- Hired the branding firm that created:  **STOP AQUATIC HITCHHIKERS!**
- Build on the existing education plan to change public behavior

Simple Actions to Take

GIVE INVASIVE SPECIES THE BRUSH OFF.

Clean Your Gear Before Entering
And Before Leaving The Recreation Site.



Help Prevent The Spread
Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES
IN YOUR TRACKS.

Play Clean Go

THE STATE OF MINNESOTA

- Arrive with clean gear
- Burn local or certified firewood
- Use local or weed-free hay
- Stay on the trails
- Before leaving, remove mud, seeds and eggmasses

PlayCleanGo Partnerships

In exchange for logo, url and promise to comply with graphic standards, partners:

- Get library of graphics, photos and media
- Get basic graphic services to customize invasive species ads
- Contribute to effort through consistent look and messaging
- Expand opportunities for audience exposure
- Build new social norm in sustainable behavior

Currently 70 public and private partners across US and Canada - Just added North American Invasive Species Management Association (NAIMSA)



Using PlayCleanGo

GIVE INVASIVE SPECIES THE BOOT.

HELP PREVENT THE SPREAD OF INVASIVE PLANTS AND ANIMALS.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn local or certified firewood.
- Use local or certified weed-free hay.
- Stay on designated trails.

STOP INVASIVE SPECIES IN YOUR TRACKS.

Full color poster

GIVE INVASIVE SPECIES THE BRUSH OFF.

Shoes can carry the seeds of invasive plants like wild parsnip (*Pastinaca sativa*). Please brush them off before entering and leaving this area.

What's The Problem?

Warning! Wild parsnip sap can cause burns to your skin. The juice of wild parsnip in contact with skin in the presence of sunlight can cause a rash and blistering of the skin (phytophotodermatitis).

- Non-native seed and plant parts are carried from one place to another on our shoes, vehicle tires, by the wind and flowing water.
- Wild parsnip is a non-native invasive plant—one of many that were accidentally or intentionally introduced to Minnesota.

Other Invasive Plants On The Move...

<p>Spotted Knawweed (<i>Erodium cicutarium</i>)</p> <p>Spotted knawweed releases a toxin into the soil that prevents the growth of neighboring plants.</p>	<p>Common Tansy (<i>Tanacetum vulgare</i>)</p> <p>Tansy thrives in disturbed areas, roadsides and streambanks.</p>	<p>Canada Thistle (<i>Cirsium arvense</i>)</p> <p>Canada thistle produces huge amounts of seed that easily spread in the wind.</p>
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STOP INVASIVE SPECIES IN YOUR TRACKS.

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Clean Your Gear Before Entering And Before Leaving The Recreation Site

THE STATE OF MINNESOTA

Two color ad

STOP INVASIVE SPECIES IN YOUR TRACKS

- Clean your gear before entering and leaving the recreation site.
- Burn local or certified firewood.
- Stay on trails.

STOP INVASIVE SPECIES IN YOUR TRACKS.

PlayCleanGo.org

Educational display at the State Fair

HAZARDS TO YOUR HEALTH.

Some Invasive Plants Pose Health Risks To People.

<p>Giant Hogweed</p> <ul style="list-style-type: none"> • Toxic sap can cause blisters to skin if exposed to sun. • Stay far away from Loose Meadows. • Not known to be in Minnesota. • Found in Europe. • Giant Hogweed grows up to 15 feet tall. • Clear saplings in wooded areas that grow 0-55 feet tall. 	<p>Wild parsnip</p> <ul style="list-style-type: none"> • If you get the sap on your skin, wash the skin to prevent an allergic reaction. • Found in Minnesota. • Found in many Minnesota counties.
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Report It

Early detection is critical to stopping the spread of invasive species, so can help detect and locate new introductions of invasive species, particularly those capable of significant harm.

Use accepted invasive plants:

- Submit the date, time, and location where you took the photograph.
- Contact **ARREST THE PEST** at 1-888-545-6384 or arrest.thepest@state.mn.us.

STOP INVASIVE SPECIES IN YOUR TRACKS.

PlayCleanGo.org

Sign for a boot brush kiosk

Media – Leveraging the Brand Name

HIKE. CLEAN. GO.

Give Invasive Species The Brush Off.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.

THE STATE OF MINNESOTA

RIDE. CLEAN. GO.

Stop Invasive Species In Your Tracks.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.

THE STATE OF MINNESOTA

BIKE. CLEAN. GO.

Give Invasive Species The Brush Off.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
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- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.

THE STATE OF MINNESOTA

WORK. CLEAN. GO.

Give Invasive Species The Brush Off.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.

THE STATE OF MINNESOTA

PlayCleanGo.org

STOP INVASIVE SPECIES IN YOUR TRACKS.



Media – Leveraging the Activity

BUY LOCAL OR CERTIFIED WOOD.



Help Prevent The Spread Of Invasive Plants and Animals.



STOP INVASIVE SPECIES IN YOUR TRACKS.
PlayCleanGo.org

GIVE INVASIVE SPECIES THE BRUSH OFF.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pants, boots, gear and vehicles.
- Remove bait or certified firewood.
- Use only local or certified seed-free hay.
- Stay on designated trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.
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STOP INVASIVE SPECIES IN YOUR TRACKS.
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GIVE INVASIVE SPECIES THE BOOT.



Help Prevent The Spread Of Invasive Plants And Animals.



STOP INVASIVE SPECIES IN YOUR TRACKS.
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Media – Systems Approach

STOP INVASIVE SPECIES IN YOUR TRACKS.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed free hay.
- Stay on designated trails.

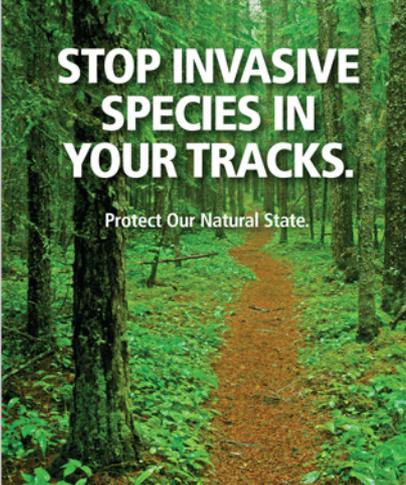


STOP INVASIVE SPECIES IN YOUR TRACKS.
PlayCleanGo.org

THE STATE OF MINNESOTA

STOP INVASIVE SPECIES IN YOUR TRACKS.

Protect Our Natural State.



Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and before leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed free hay.
- Stay on trails.



STOP INVASIVE SPECIES IN YOUR TRACKS.
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THE STATE OF MINNESOTA



STOP INVASIVE SPECIES IN YOUR TRACKS.

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Clean Your Gear Before Entering And Before Leaving The Recreation Site.



GIVE INVASIVE SPECIES THE BRUSH OFF.

Shoes carry the seeds of invasive plants like Garlic Mustard (*Alliaria petiolata*). Please brush them off before entering and leaving this area.



What's the problem?

- Garlic mustard outcompetes many native species for sunlight and nutrients.
- Non-native seed and plant parts are carried from one place to another on our shoes, vehicle tires, by the wind and flowing water.
- Garlic mustard is a non-native invasive plant – one of many that were accidentally or intentionally introduced to Minnesota.



Other Invasive Plants on the Menu:

Spotted Knapweed (Ranunculus repens)	Common Tansy (Tanacetum officinale)	Canada Thistle (Cirsium arvense)
Spotted knapweed is a hardy perennial that can spread the growth of neighboring plants.	Tansy thrives in disturbed areas, meadows and woodlands.	Canada thistle produces large clusters of white and purple flowers.




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Clean Your Gear Before Entering And Before Leaving The Recreation Site.

THE STATE OF MINNESOTA

STOP INVASIVE SPECIES IN YOUR TRACKS.

STOP THE SPREAD OF INVASIVE PLANTS AND ANIMALS.



STOP INVASIVE SPECIES IN YOUR TRACKS.
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STOP INVASIVE SPECIES IN YOUR TRACKS.
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Work.Clean.Go.

- Implementing these principles for DNR staff and other field workers

A poster for the "Work.Clean.Go." campaign. The top half has a green background with the text "WORK. CLEAN. GO." in white, and "Give Invasive Species The Brush Off." below it. The middle section shows a tractor in a field. The bottom section has a white background with the text "Help Prevent The Spread Of Invasive Plants And Animals." and a list of five bullet points. To the right is a diamond-shaped logo with the text "Play Clean Go" and "STOP INVASIVE SPECIES IN YOUR TRACKS." at the bottom. The logo also includes the "CleanGo" logo.

WORK. CLEAN. GO.

Give Invasive Species The Brush Off.

Help Prevent The Spread
Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pants, boots, gear and vehicles.
- Burn only local or MDA certified firewood.
- Use only local or certified weed free hay.
- Stay on trails.

**Play
Clean
Go**

STOP INVASIVE SPECIES
IN YOUR TRACKS.

THE STATE OF MARYLAND

Working With Other Partners

**WIPE 'EM OFF.
WIPE 'EM OUT!**



Help Prevent
The Spread Of
Invasive Plants
And Animals.

- Clean your gear before entering and leaving the recreation site.
- Burn only local or certified firewood.
- Drain water-related equipment before leaving a water access.



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org



**STOP AQUATIC
HITCHHIKERS!™**

Social Media

PlayCleanGo.org ABOUT | CONTACT | JOIN | HOME
STOP INVASIVE SPECIES IN YOUR TRACKS

INVASIVES 101 | TAKE ACTION | RESOURCES | PARTNERS

STOP INVASIVE SPECIES IN YOUR TRACKS.



- Arrive with clean gear
- Burn local or certified firewood
- Use local or weed-free hay
- Stay on the trails
- Before leaving, remove mud and seeds

facebook

Email or Phone Password
Keep me logged in Can't log in?

GIVE INVASIVE SPECIES THE BOOT.



Help Prevent The Spread Of Invasive Plants and Animals.



STOP INVASIVE SPECIES IN YOUR TRACKS
PlayCleanGo.org

Play Clean Go
Organization

Timeline About Photos Likes

PEOPLE **9,669** likes

ABOUT
Play Clean Go shared a link via Minnesota State Parks and Trails. 21 minutes ago

Fall is a wonderful time to head to trails, parks and recreation sites to see the changing colors. When visiting, remember to brush off before and upon leaving trails to help prevent the spread of terrestrial invasive species.

PlayCleanGo is an education and outreach campaign for outdoor recreationalists. The goal is to encourage outdoor recreation like off-road vehicle use,...



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PlayCleanGo
@PlayCleanGo

Our goal is to slow or stop the spread of terrestrial invasive species and encourage outdoor recreation like ATV, OHV, hiking, biking, and horseback riding.

PlayCleanGo.org

4 Photos and videos



TWEETS PHOTOS/VIDEOS FOLLOWING FOLLOWERS
551 4 288 125 More Follow

Tweets Tweets & replies

PlayCleanGo @PlayCleanGo · 22m
Fall is a wonderful time to head to trails, parks and recreation sites to see the changing colors. When visiting,... fb.me/1mDJD8ulk

PlayCleanGo @PlayCleanGo · 23m
See the different between American Bittersweet (the native vine), versus

Online Successes

January – July 2014

Venue	Results
PlayCleanGo website	66,256 page views
You Tube PlayCleanGo videos	25,396 views
Google ads	6,032,356 impressions
You Tube ads	208,516 impressions
Facebook ads	1,164,615 impressions

* Note that ads are only displayed within Minnesota



Continuing Plans for PlayCleanGo

- Post on-line order form for PCG supplies
- Grow resources and make available on PCG website.
- Grow partnerships and audience exposure (currently 70 partners across U.S. and Canada)
- Create coordinator position
- Secure continuing funding

The screenshot shows the PlayCleanGo.org website. At the top, the logo 'PlayCleanGo.org' is displayed with the tagline 'STOP INVASIVE SPECIES IN YOUR TRACKS.' To the right are navigation links: 'ABOUT | CONTACT | JOIN | HOME' and social media icons for email, Facebook, Twitter, YouTube, and Pinterest. Below this is a purple navigation bar with links: 'INVASIVES 101 | TAKE ACTION | RESOURCES | PARTNERS'. The main content area features a yellow banner with the text 'DON'T PICK UP STRANGERS.' and a photo of three people in orange safety vests and hats in a field. To the left of the banner is a diamond-shaped logo with 'Play Clean Go' text. Below the banner, the 'PARTNERS' section includes a 'JOIN' button and a 'CURRENT PARTNERS' section. A 'GRAPHICS LIBRARY' section is highlighted with a grey arrow pointing to a list of resources: Posters, Ads, Brochures, Species-Specific Examples, Trail Signs, Tatoos, and Videos. Text to the right of the graphics library encourages sharing materials and provides an email contact: info@playdeango.org.



What You Can Do

- Follow PlayCleanGo on Facebook, Twitter, YouTube and Pinterest, and share with others.
- Become a PCG partner. It's free!
- Link to www.playcleango.org from your webpage.
- Incorporate PCG brand messaging into your outreach materials.
- Sign up for PlayCleanGo news.
- Let us know of grant or other funding opportunities to expand our collective outreach efforts.
- **Let us know what we can do for you!**
 - i.e. specific products, graphics, articles, etc.



Participate in Local Events

- Create a display or borrow ours (if in MN)
- Utilize PCG handouts
- Invite volunteers & partners to join you



Organize a PlayCleanGo/Natl Get Outdoors Day Celebration



2nd Saturday every June

Contact Us

- PlayCleanGo: easy to sign up
<http://www.playcleango.org/join>
- Susan Burks, MN DNR
 - Susan.Burks@state.mn.us
 - 651-259-5251
- Laura Van Riper, MN DNR
 - Laura.Vanriper@state.mn.us
 - 651-259-5090

A vertical poster with a green header and a white footer. The header contains the text 'STOP INVASIVE SPECIES IN YOUR TRACKS.' and 'Give Invasive Species The Brush Off.' Below the header is a photograph of a person's legs in blue jeans and black boots stepping on a forest floor covered in leaves. A dog's head is visible in the background. The footer contains a list of instructions to prevent the spread of invasive species, a logo for Play Clean Go, and the website URL PlayCleanGo.org.

STOP INVASIVE SPECIES IN YOUR TRACKS.

Give Invasive Species The Brush Off.

Help Prevent The Spread Of Invasive Plants And Animals.

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles.
- Burn only local or certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.

Play Clean Go

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