

The Stop Aquatic Hitchhikers! Partnership Works

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**STOP AQUATIC
HITCHHIKERS!**

Problem and Opportunity for Pathway Intervention

- Lack of leadership, resources, emphasis, and consistency
- Led first comprehensive regional outreach targeting 15 pathways aimed at AIS prevention by the Great Lakes Sea Grant Network, led by MN
- 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

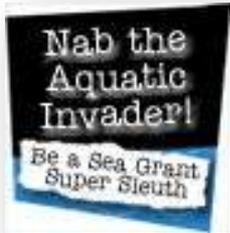


1st Comprehensive Great Lakes Regional AIS Campaign '10-14

Major Accomplishments

<i>Stop Aquatic Hitchhikers!</i> Exposures	14,437,740
288 presentations	22,879
10 billboards	1,803,250
80 new media (30 planned, 50 “extras”)	957,018
185 booths at sport shows, events, etc.	151,088
196 social media	235,311
23 news releases (232 placements)	11,267,282
22 community workshops	359

Major Accomplishments



Nab the Aquatic Invader! Exposures

73,409

92 events (505 teachers & 23,950 students)

24,475

Service learning course

17,054

15 talks @ conferences

5,469

Environmental stewardship network

26,353

*Habitattitude!*TM Exposures

22,288

3 statewide meetings

66

2 talks

981

5 booths at shows and events

22,141

Multiple existing and one new product

4,100

HACCP Exposures

60

4 workshops

60

7 versions of SAH! bait shop poster

(2,245)



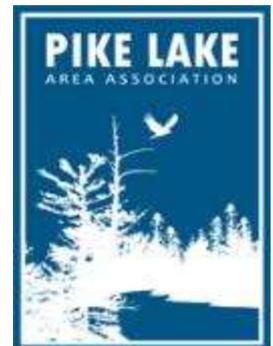
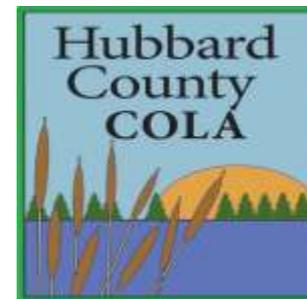


STOP AQUATIC HITCHHIKERS!™

Prevent the transport of aquatic invasive species.
Clean all recreational equipment.

www.ProtectYourWaters.net

>1 Billion Impressions generated since 2006

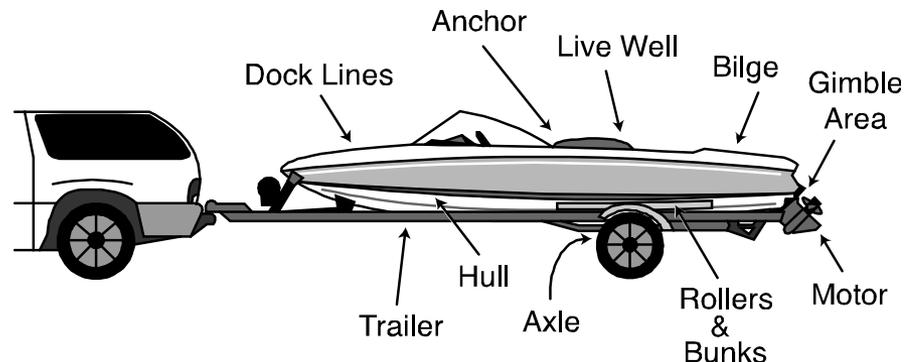




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Motor Boaters

- ✓ **Clean** ✓ *Inspect* and **clean off** plants, animals and mud... *before leaving water access*
 - ✓ **Scrub** hull with stiff brush
- ✓ **Drain** ✓ *Drain* water from boat, motor, bilge, and bladder tanks *away from water access*
 - ✓ **Rinse** watercraft, trailer, and equipment with high pressure hot water
 - ✓ **Flush** motor according to owner's manual
- ✓ **Dry** ✓ *Dry* everything for more than five days* **OR wipe** with a towel *before reuse*





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Past Assessments

- ✓ Minnesota Sea Grant assessments show strategically capitalizing on the brand, word mark and tagline can change behaviors
 - Used best media based on previous surveys
- ✓ Based on exposure to campaign '06-07,
 - 97+% of boaters in MN, WI, and IA would take actions
- ✓ Without exposure to campaign, even
 - 9 of 10 respondents knew what the logo meant



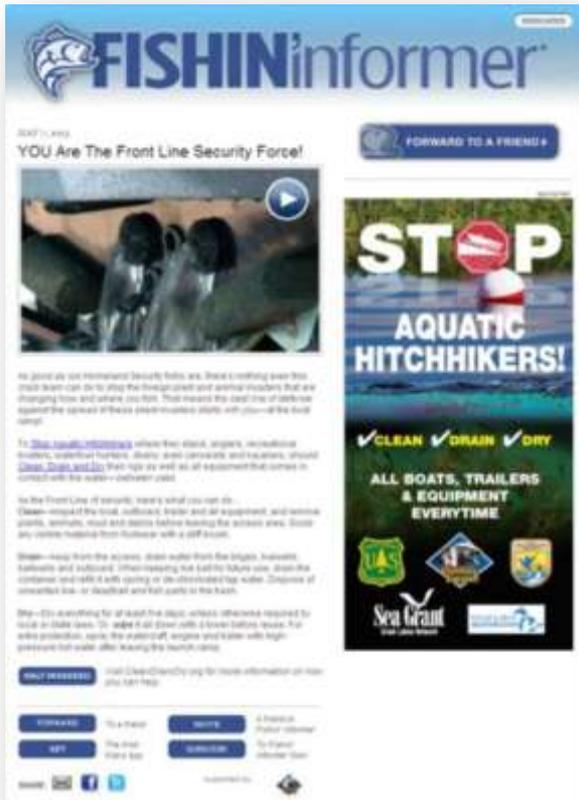
**STOP AQUATIC
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1st Comprehensive Great Lakes AIS Campaign

- ✓ 1st regional survey of North American Fishing Club Members (30,000) by GLSGN, North American Media Group and Wildlife Forever (Pat Conzemius)
- ✓ Objectives to determine if:
 - Strategic messaging using dedicated email newsletters could effectively reach anglers
 - Raise angler awareness
 - Change desired behaviors

5 e-Newsletters, Survey, 2 Follow Ups

Who, What, Where, When, How



April 30
Who



May 7
What



June 4
Survey



Access Sign

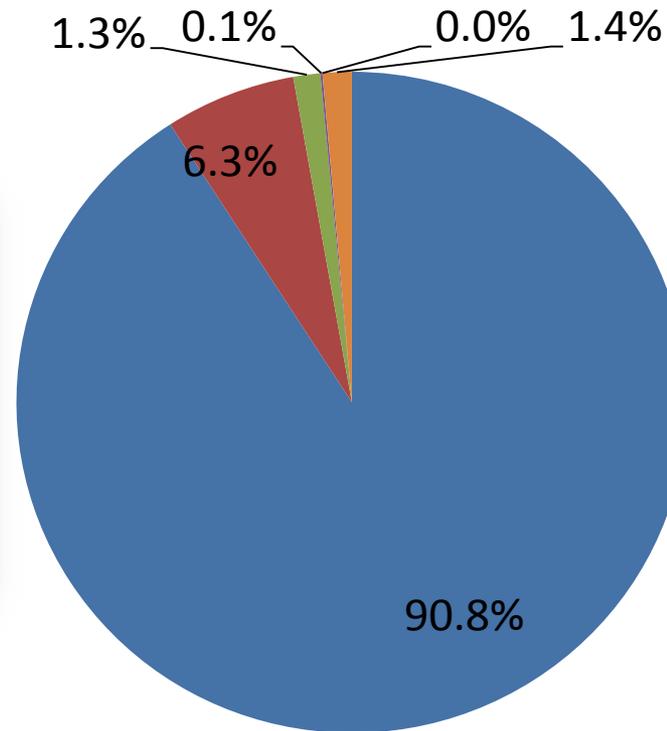
Most Effective AIS Information Sources

Table 3. "Most Effective" AIS Information Sources	# of Responses	% of Responses
Signs at Water Accesses	935	14.1%
Magazine ads or articles	905	13.6%
Television ads, programming or news	708	10.7%
Internet/websites	525	7.9%
Bait shop posters	461	6.9%
E-mail/e-newsletters	440	6.6%
Fishing, boating or environmental organizations	347	5.2%
Newspaper ads or articles	318	4.8%
Regulation cards and pamphlets	263	4.0%
Exhibits or booths at sport shows, fishing tournaments or other events	232	3.5%
Friends, family and/or acquaintances	219	3.3%
Educational brochures, fact sheets or species ID cards	179	2.7%
Online videos	168	2.5%
Radio ads, programming or news	157	2.4%
Watercraft inspectors	140	2.1%
Social media	139	2.1%
Billboards/signs along highway	115	1.7%
Other	102	1.5%
Law enforcement officers	94	1.4%
Kiosk at sporting goods stores	69	1.0%
Displays at rest areas	62	0.9%
Stickers	41	0.6%
Mobile apps	19	0.3%
Windshield flyers	5	0.1%
Highway radio messages	1	0.0%
Grand Total	6644	100.0%

Importance of Taking Action to Prevent the Spread of AIS



'08 MN Billboard near I-Falls



97%
perceive
AIS as a
threat in
the Great
Lakes

- Very Important
- Moderately Important
- Somewhat Important
- Not Very Important
- Not At All Important
- Don't Know/Not Sure

Base N = 2,013



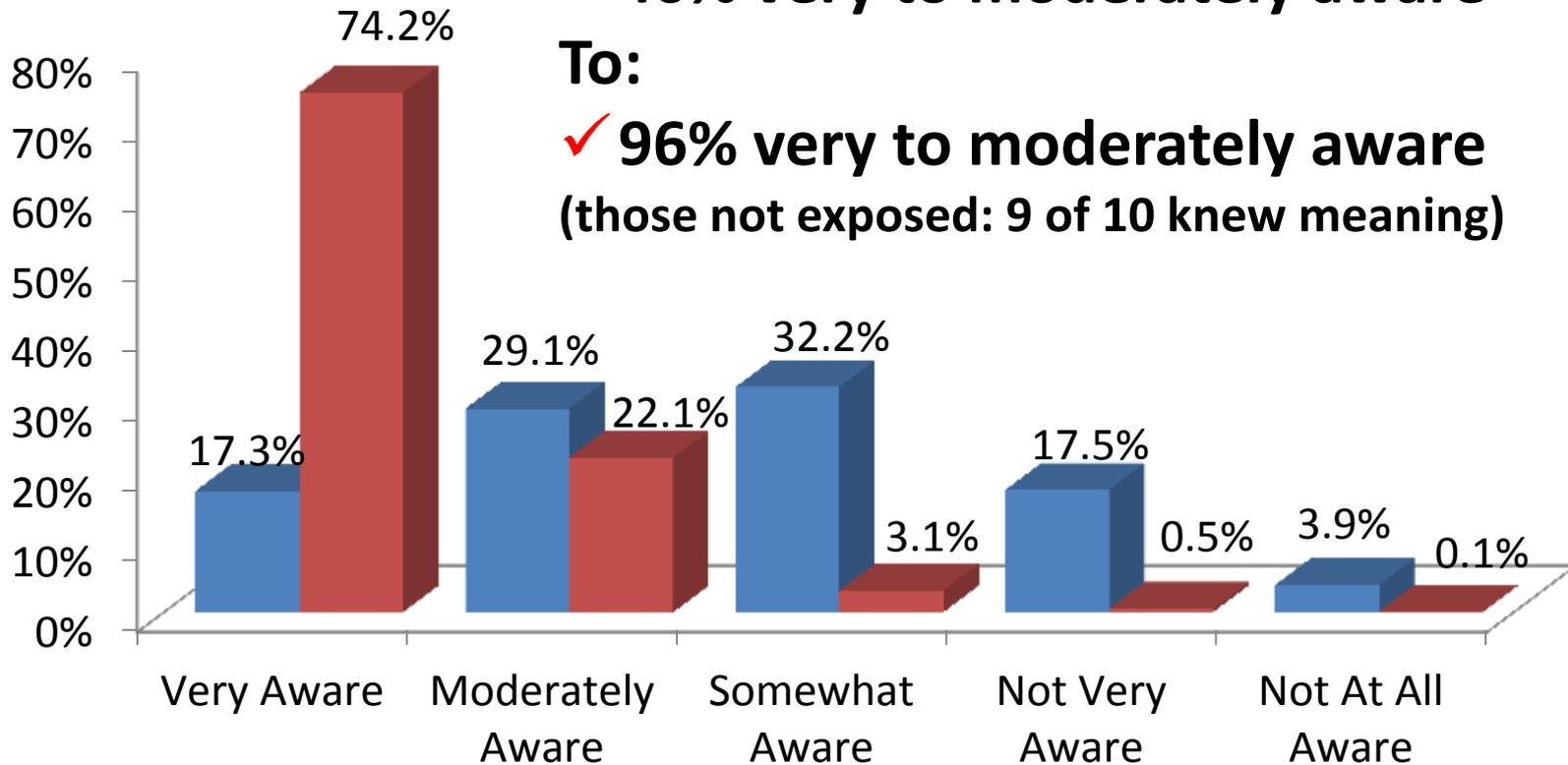
Comparison of Awareness Before & After Exposure to SAH!

From:

✓ 46% very to moderately aware

To:

✓ 96% very to moderately aware
(those not exposed: 9 of 10 knew meaning)



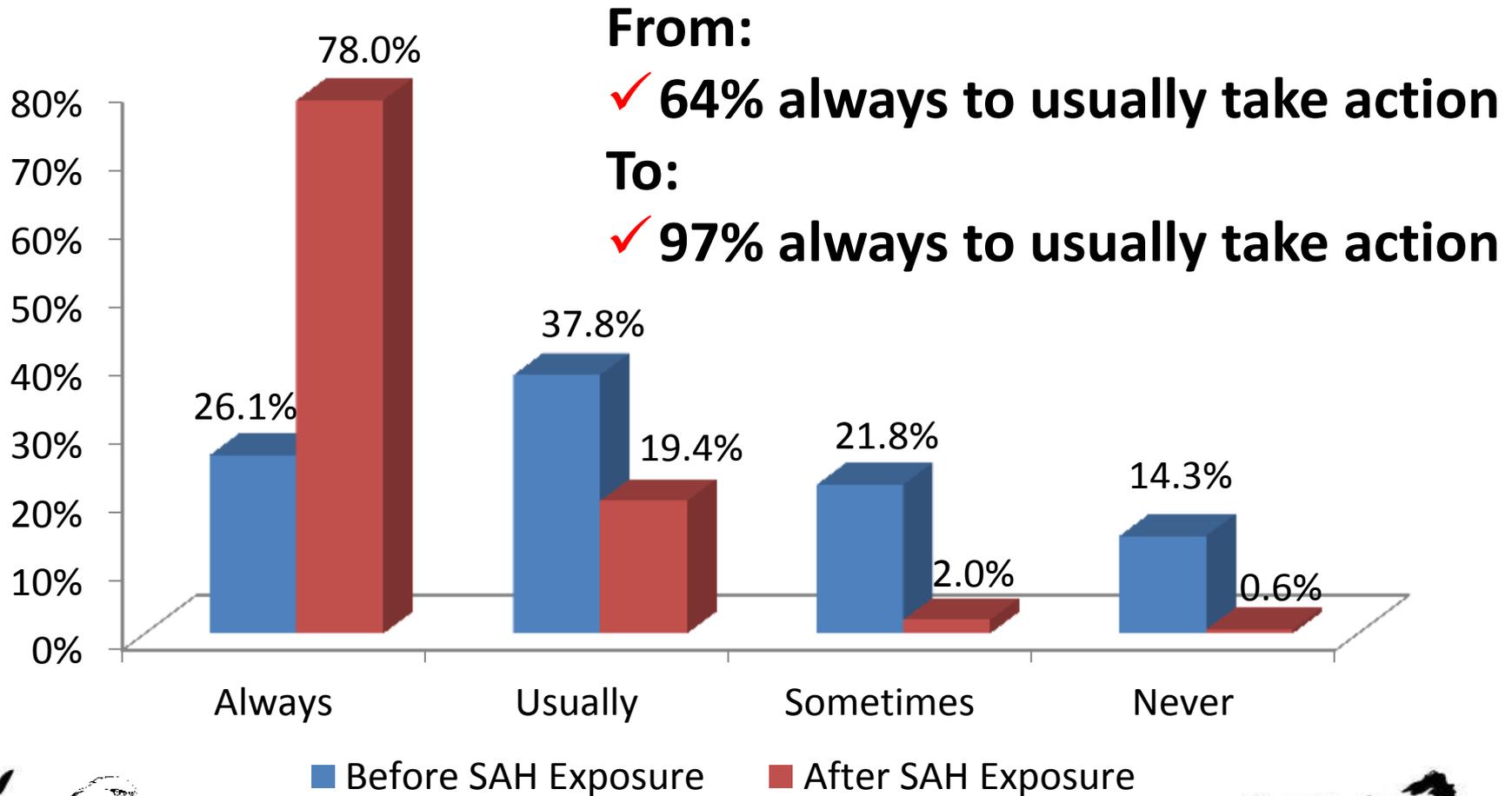
■ Before SAH Exposure ■ After SAH Exposure

Base: Seen SAH messages/logo N = 1,428/Before; N = 1,431/After





Comparison of Actions Taken Before & After Exposure to SAH!





Kawishiwi Watershed Protection Project

- White Iron Chain of Lakes Association (WICOLA) joined SAH! in 2009
- Little AIS outreach in NE Minnesota
- Concerned over spread of AIS
- Partnered with MN Sea Grant, MN Pollution Control Agency, Lake County SWCD, Forest Service, others
- WICOLA embarked on 30 month project to extend SAH! at meetings, booths, and hosted a symposium
- Conducted survey of 2,200 households re: AIS issues (38% response)





Actions Taken



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		KWPP (GLAS)
Ranking	Action Taken	Percent “Always” or “Usually”
VH	Drain water from motor, bilge and live well	92.9% (94.2%)
VH	Inspect and remove aquatic plants, animals and mud from watercraft, motor and trailer before leaving access	92.6% (90.1%)
M	Dispose of unwanted live bait, worms and fish parts in the trash	81.9% (88.4%)
M	Dry everything for at least 5 days before use	62.2% (68.8%)
L	Rinse watercraft and equipment with garden hose	33.0% (70.2%)
L	Wash watercraft with high pressure or hot water	11.4% (45.0%)

For comparison: Numbers in parentheses from 2013 GL AIS Angler Survey



Motivations for Taking Actions



STOP AQUATIC HITCHHIKERS!

KWPP (GLAS)

Ranking	Reason/"Influencer"	Very to Somewhat Effective %
VH	A desire to keep AIS out of our lakes and rivers	92.7 (98.6)
VH	The feeling of personal responsibility; my actions make a difference	91.1 (97.9)
VH	Seeing other people taking action	90.1 (89.7)
VH	Friends, relative or acquaintances advising me to take action	89.5 (81.8) MN Regs 00/'94
H	Threats of fines that would cost me money	88.4 (78.4) 57/57
H	Laws or regulation that require actions to prevent transport of AIS	85.6 (87.0) 61/53
H	Threat of enforcement by conservation or other law enforcement officers	85.5 (78.8) 59/48
M	The desire to prevent damage to my boat, equipment or personal property	66.0 (92.9)
M	Embarrassment of being found in violation	65.9 (67.2)

For comparison: Numbers in parentheses from 2013 GL AIS Angler Survey

Reasons for “Not” Taking Actions

		KWPP (GLAS)
Ranking	Reason	% Response*
No Risk	I did not transport the boat to another body of water	61.0 (66.9)
Low	No boat washing equipment was available	15.3 (22.0)
Low	I was not in waters that had AIS	7.2 (12.3)
Very Low	I did not know what I was supposed to do	2.9 (6.4)
	I believed that the current regulations were ineffective	2.2 (2.1)
	It is inconvenient, I did not have the time	1.7 (5.6)
	I did not realize the importance of my actions	1.3 (7.2)
	Spread of AIS is only a matter of time; my actions won't help	1.3 (1.4)
	I forgot	1.1 (6.0)
	I was physically unable	0.8 (2.4)
	AIS are everywhere anyway; my actions won't help	0.8 (0.7)
	I believed it only takes one to cause an infestation; my actions won't help	0.5 (2.1)
	I did not want anyone telling me what to do	0.3 (0.5)
	I did not believe that AIS was a problem; I did not care	0.3 (0.5)
	Jerk	I was willing to pay the fine

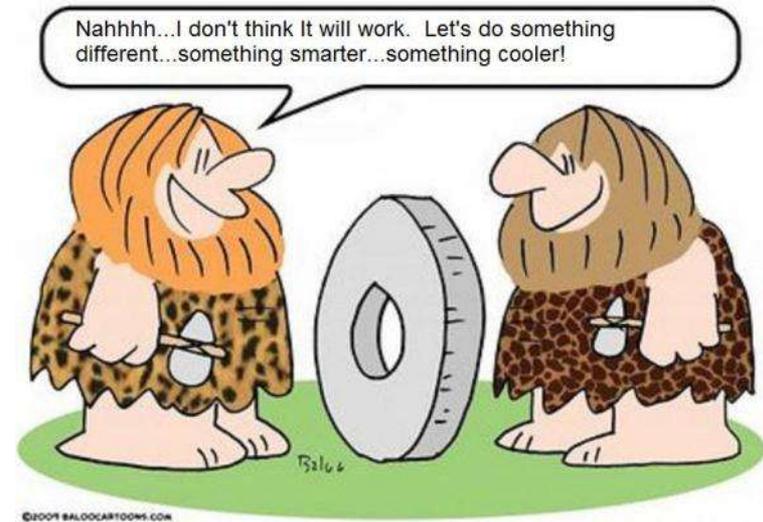
Base: Recreated during the last 12 months. Percents adjusted to exclude those who “did not use watercraft or live bait in last 12 mo N = 1,222
 For comparison: Numbers in parentheses from 2013 GL AIS Angler Survey



Stop Aquatic Hitchhikers Works!

Needs are:

- Funding, communication, and coordination
- Broaden partnership to leverage resources and expertise
- Use campaign brand at **every** opportunity
- Use best communication and direct outreach tools
- Adapt or adopt tools – no need to reinvent wheel



Don't reinvent the wheel