Laura Van Riper, Terrestrial Invasive Species Coordinator
Ecological and Water Resources Division
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.
- In 2008, with US Forest Service funds, the MN DNR conducted an audience research project and developed a terrestrial invasive species education plan.
- An advisory team (30 people) and scientific team (10 people) assisted in this effort.
Foundation

- Research included 9 focus groups & large phone survey.
- Described range of current knowledge, attitudes and behaviors among MN recreationists.
- Established baseline measurements across:
  - 3 audience groups
    - Campers
    - Motorized trail users
    - Non-motorized trail users
  - 3 regions in Minnesota
    - North, south and central
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 generalizing by audience 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.

• Outreach Brand 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:
- Build on the existing education plan to change public behavior
STOP INVASIVE SPECIES IN YOUR TRACKS.

PlayCleanGo.org
Actions you can take when recreating

- 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
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
Initial Launch: 2012

- Website launched
- Partners integrate the brand into their websites, publications, posters, displays, etc.
- Introduced partner packet including graphic standards, media examples and steps to get started.
- Outreach to agencies, vendors, manufacturers and industry partners.
- Outreach through regional organizations.
Using PlayCleanGo

- Full color poster
- Two color ad
- Rack card with tear-off action steps
- Sign for a boot brush kiosk
Media – Leveraging the Brand Name
Media – Leveraging the Activity

BUY LOCAL OR CERTIFIED WOOD.
Help Prevent The Spread Of Invasive Plants and Animals.

BUY IT WHERE YOU BURN IT.
Don’t Move Firewood

GIVE INVASIVE SPECIES THE BRUSH OFF.
Help Prevent The Spread Of Invasive Plants And Animals.

GIVE INVASIVE SPECIES THE BOOT.
Help Prevent The Spread Of Invasive Plants And Animals.
Media – Addressing Multiple Subjects
Media – System Applications

STOP INVASIVE SPECIES IN YOUR TRACKS.

Help Prevent The Spread Of Invasive Plants And Animals.
- Don't take or remove anything from the recreation site.
- Clean your gear before entering and before leaving the recreation site.
- Remove mud and soil from clothing, pets, boots, gear and vehicles.
- Protect yourself from the danger of vector-borne disease.
- Help stop the spread of invasive species.
- Stop the spread of invasive plants and animals.

PLAY CLEAN GO

STOP INVASIVE SPECIES IN YOUR TRACKS.

Help Prevent The Spread Of Invasive Plants And Animals.
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- Clean your gear before entering and before leaving the recreation site.
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GIVE INVASIVE SPECIES THE BRUSH OFF.

What's the problem?
- Invasive species can make ecosystems unbalanced and unhealthy.
- Invasive species can be very difficult to control.
- Invasive species can take over a habitat and drive out native species.
- Invasive species can cause economic and environmental damage.

PLAY CLEAN GO

STOP INVASIVE SPECIES IN YOUR TRACKS.

STOP THE SPREAD OF INVASIVE PLANTS AND ANIMALS.

PLAY CLEAN GO

STOP INVASIVE SPECIES IN YOUR TRACKS.

STOP THE SPREAD OF INVASIVE PLANTS AND ANIMALS.

PLAY CLEAN GO

STOP INVASIVE SPECIES IN YOUR TRACKS.

STOP THE SPREAD OF INVASIVE PLANTS AND ANIMALS.

- Implementing these principles for natural resources staff and other field workers.
Compatible with Stop Aquatic Hitchhikers

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, certified firewood.
- Drain water-related equipment before leaving a water access.
PlayCleanGo: 2013

- USDA Forest Service grant for launch of PlayCleanGo
- Marketing firm hired
- Implement marketing plan
- Continued outreach to recreationists and partners
First PlayCleanGo Day
State Fair Exhibit

• Experience a day of recreation and prevent the spread of invasive species – all inside the DNR building!

• New exhibits in 2013
Social Media

PlayCleanGo.org

Play Clean Go

GIVE INVASIVE SPECIES THE BOOT.

Play Clean Go Organization

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.
Online advertising

GIVE INVASIVE SPECIES THE BRUSH OFF.

COME CLEAN. LEAVE CLEAN.

GIVE INVASIVE SPECIES THE BRUSH OFF.

GIVE INVASIVE SPECIES THE BOOT.

WIPE ‘EM OFF. WIPE ‘EM OUT.

GIVE INVASIVE SPECIES THE BRUSH OFF.

STOP INVASIVE SPECIES IN YOUR TRACKS.
PlayCleanGo: 2014

- Continued social media interaction
- Hosted PlayCleanGo Day 2014
- Continued developing new materials – such as additional signage
- Materials now available for sale on the website
- North American Invasive Species Management Association adopted PlayCleanGo as their national campaign
STOP INVASIVE SPECIES IN YOUR TRACKS.
National Invasive Species Awareness Week
February 22-28, 2015

Help Prevent The Spread Of Invasive Plants And Animals.
- 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.

*PlayCleanGo is currently sponsored by state of Minnesota and USDA Forest Service, equal opportunity employer.*
Continuing Plans for PlayCleanGo

- Partnerships continue to grow as organizations see how they can use PlayCleanGo in their outreach
- 100 + partners
  - US and Canada
  - Multiple US states
Continuing Plans for PlayCleanGo

• Resources continue to grow and are made available on the website.
• Continuing to work with partners on new initiatives
Continuing Plans for PlayCleanGo

• Explore and obtain outside funding where possible.

• Continue to expand partner involvement and audience exposure.

• Evaluate audience responses over time to evaluate program success (2015).
What You Can Do

• Join us! Become a partner! It’s free!
• Share the program with county agencies, local cooperative weed management areas, and other local partners.
• Incorporate the brand messages into your products and events.
• Consider up-coming events or printed materials where the brand messages could be utilized.
• Explore and act on additional opportunities for audience exposure.
• Consider hosting a PlayCleanGo Day event
  – Saturday, June 13, 2015
What You Can Do

• Sign up for PlayCleanGo news.

• Like PlayCleanGo on Facebook and follow on Twitter – and share with others.

• Link to www.playcleango.org from your webpage.

• 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.
STOP INVASIVE SPECIES IN YOUR TRACKS.

PlayCleanGo.org

PlayCleanGo is sponsored by the State of Minnesota and USDA Forest Service, equal opportunity employers.
Contacts

- PlayCleanGo: easy to sign up
  [http://www.playcleango.org/join](http://www.playcleango.org/join)

- Susan Burks, MN DNR
  - [Susan.Burks@state.mn.us](mailto:Susan.Burks@state.mn.us)
  - 651-259-5251

- Laura Van Riper, MN DNR
  - [Laura.Vanriper@state.mn.us](mailto:Laura.Vanriper@state.mn.us)
  - 651-259-5090