



2016 CHANGING BEHAVIOUR AMBASSADOR PROGRAMS

ISCBC's Changing Behaviour programs (including *PlantWise*, *Clean Drain Dry* and *Don't Let It Loose*) are voluntary, cost-effective and environmentally conscious programs that work collaboratively to support audiences to adopt and commit to behaviours that prevent the spread of invasive species. Specifically, programs support:

- a) the sale and purchase of non-invasive, climate-appropriate plants for BC's gardens and landscapes;
- b) boaters to 'clean drain dry' all boats and equipment to help reduce the spread of invasive plants and organisms to BC waters; and
- c) responsible and ethical pet ownership by not releasing unwanted pets into the environment.

The Invasive Species Council of BC is pleased to have such enthusiastic and knowledgeable Ambassador partners that are delivering these important programs throughout the province. Based on Ambassador feedback and program delivery over the last two years, the Council has updated these programs to reflect the needs of all partners. Please note the important changes below for both ISCBC and Ambassador program obligations.

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INVASIVE SPECIES COUNCIL OF BC

As a provincial organization and lead for this program, the ISCBC commits to:

- Conduct background literature reviews, research and surveys to inform program design;
- Develop, design and pilot new resources with a range of partners;
- Develop and design appropriate resources and outreach materials;
- Make program materials available for free download by partners via the bcinvasives.ca and/or the beplantwise.ca website, and/or available for order at a reduced bulk-printing cost
- Link regional and provincial partners to convey overall program goals and objectives at a provincial level, ensure wide provincial coverage and message consistency, review strategies, program outcomes, and compile/share final data annually;
- ISCBC will display partner logos on bcinvasives.ca website and/or beplantwise.ca website.
- ISCBC will develop an online link button for public 'Commitments' to being *PlantWise*, *Clean Drain Dry* and/or *Don't Let It Loose*. This will be used as a Community-Based Social Marketing tool to encourage and confirm positive actions to prevent the spread and introduction of invasive species throughout BC and beyond.

AMBASSADORS

As regional *PlantWise*, *Clean Drain Dry* and/or *Don't Let It Loose* partners, Ambassadors will commit to:

- Purchase or download program resources from the beplantwise.ca and/or bcinvasives.ca websites;
- Communicate consistent program messaging to the public at outreach events and presentations;
- Display ISCBC partner logo on own website;
- Display external Changing Behaviour ‘commitment’ graphic on own website that when clicked, displays a commitment form linked to ISCBC’s website.

Changing Behaviour Commitments

The collection of verbal and written commitments is an important part of affecting behaviour change amongst the public in British Columbia. This will continue to be a key component in the Changing Behaviour programs; however, the emphasis will be on gathering electronic commitments via websites, as well as the continued use of “informal” posters that the public can sign at events.

The collection of ‘public commitments’ are no longer Ambassador program requirements; however, would be provided as a courtesy to the ISCBC to help strengthen Changing Behaviour programs and enable annual program data summation and evaluations. Suggested means of acquiring commitments could include the use of adult and youth ‘commitment posters’ (accessed via bcinvasives.ca and beplantwise.ca) during events, a ‘sign-up/commitment sheet’ passed out at presentations as well as displaying the online commitment button on Ambassador websites.

Reporting

The evaluation of program effectiveness is a critical component of successful program planning for any organization. Effectiveness data can be used to identify program efficiencies, challenges and areas of improvement. It is anticipated that by October 15 of each year, participating program Ambassadors will share reporting and data information with the ISCBC that will enable us all to assess and communicate province-wide successes and challenges. Key reporting deliverables will include:

- # people directly reached with each program message (interactions)
- # people indirectly reached with each program message (estimate)
- # education/outreach events each program message/resources were shared at
- # communities each message/resources were shared in
- summary of program’s strengths
- summary of program’s challenges
- sharing of program success stories

Training

Online webinar program training is provided for anyone who wishes to partake in program delivery; however, it is not considered an annual Ambassador requirement, provided the training has already been completed. For any new staff (seasonal or otherwise) that will be delivering any of the Changing Behaviour messaging, it is expected that they will complete webinar training prior to delivery.

PROGRAM RESOURCES

PlantWise Resources

PlantWise resources available on the ISCBC's website and free for downloadable printing are:

- Grow Me Instead Booklet 2013 (\$2.00 each)
- Grow Me Instead Snapshot Brochure 2013 (\$0.25 each)
- Grow Me Instead Wallet Cards (\$0.25 each)
- PlantWise Factsheet (\$0.50 each)

These resources can be accessed at: <http://bcinvasives.ca/resources/publications/> and at <http://beplantwise.ca/resources/>



Clean Drain Dry Resources

Clean Drain Dry resources available on the ISCBC's website and/or free for downloadable printing are:

- AIS Rack Card (\$0.20 each)
- AIS Wallet Card (\$0.25 each)
- Wallet Pouches (\$2.00 each)

These resources can be accessed at: <http://bcinvasives.ca/resources/publications/>



Don't Let It Loose

Don't Let It Loose resources are still under development and currently include:

- Don't Let It Loose Decal (\$0.45 each)
- Don't Let It Loose Factsheet (\$0.50)
- Don't Let It Loose Rack Card (\$0.20)

These resources can be accessed at: <http://bcinvasives.ca/resources/publications/>



*All pricing is subject to change based on printer costs and will be provided at bulk rates

If you have any questions or feedback, please don't hesitate to contact Danielle Toperczer at dtoperczer@bcinvasives.ca / (250) 503-1588 or Sue Staniforth at education@bcinvasives.ca / (250) 655-6300.