

Highlights of 2016

JODI ROMYN



ISCBC - Highlights of 2016

Inspire BC citizens to take action

2016 was a great year as we worked together to build collaboration and stimulate action to stop the spread of invasive species.

Organizational culture of strength and resiliency!

Collaborate with governments, First Nations, businesses and communities





ISCBC – Highlights of 2016







Behaviour Change Through Education & Awareness

- Working with partners across the province
 - Developing provincial messaging
 - Implemented new online commitment tools











Behaviour Change



New online commitment tool for the public

Encourages boaters to 'clean, drain, dry' all boats and equipment before entering other waters.





Behaviour Change





Behaviour Change











Expert-Driven Webinars

ISCBC hosted a range of webinars by experts that provided a venue for sharing current invasive species information, research, new ideas, and action opportunities.



Communications
through Dynamic
Resources: 6
webinars in 2016



Invasive Species Action Month

BC INVASIVE SPECIES MONTH

HOME ABOUT ISAM INVASIVE SPECIES TAKE ACTION RESOURCES CALENDAR MEDIA CONTACT

Special Events and Workshops:

- Themed weeks with special focus
- Weed pulls, field tours, garden tours, resources for youth, signage, webinars, presentations, booths

2016 Invasive Species Action Month

Communities across BC held special events, took action and shared key messages about invasive species

Adopt a watershed Workshop

2 Adopt-A-Watershed Workshops: Victoria and Kamloops

- Action Plan for each region
- 2017: 1-2 on-the-ground actions in each region
 - Adopt-A-Watershed Website





Industry Training









Pesticide Applicator Training









Invasive Mussels



Communications
and education
related to Aquatic
Invasive Mussel
Defense Program



Job Creation Partnership



5 JCP teams received
work experience and skills
in field inventory,
surveying, data
management, plant ID
and community
engagement

Job Creation Partnership

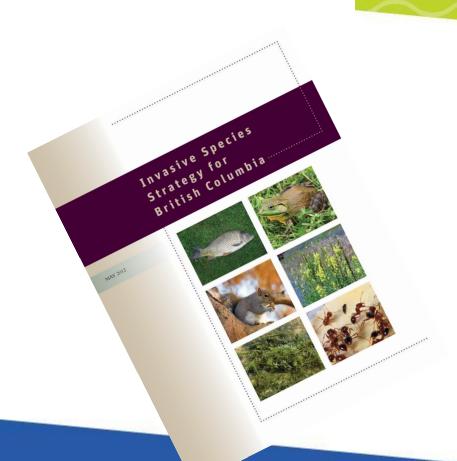
The Job Creation Partnership (JCP) program provides employment and skills training for managing and controlling invasive species while reducing their spread to areas of concern—a win for both communities and employees!



- Treated 28 priority species
- 399 site visits!
- 1150 bags (11,300kg)
 - 69.69 HA
 - Engaged with over 4000 people
 - 35 gravel pits



Invasive Species Strategy of BC



1. Provincial survey to monitor for success of the Strategy over the past five years

2. Input on the revised Strategy

We want to hear from you!



Partnerships

Cariboo Regional District Outreach and engagement

CDD and Freshwater Fisheries Society of BC's Learn to Fish Program – 3 years in a row!

Youth Leadership and Education Program

ISCBC partners with school districts in BC to educate students and teachers about healthy habitats. We provide educators with state-of-the-art action learning resources, including, web-based and direct classroom support

Building Strong Partnerships!





Across Borders







As co-chair of the Canadian Council on Invasive Species (CCIS) | Conseil Canadien des Espéces Exotiques Envahissantes, ISCBC works collaboratively with all provinces and territories to support actions and information that can help reduce the impacts of invasive species.

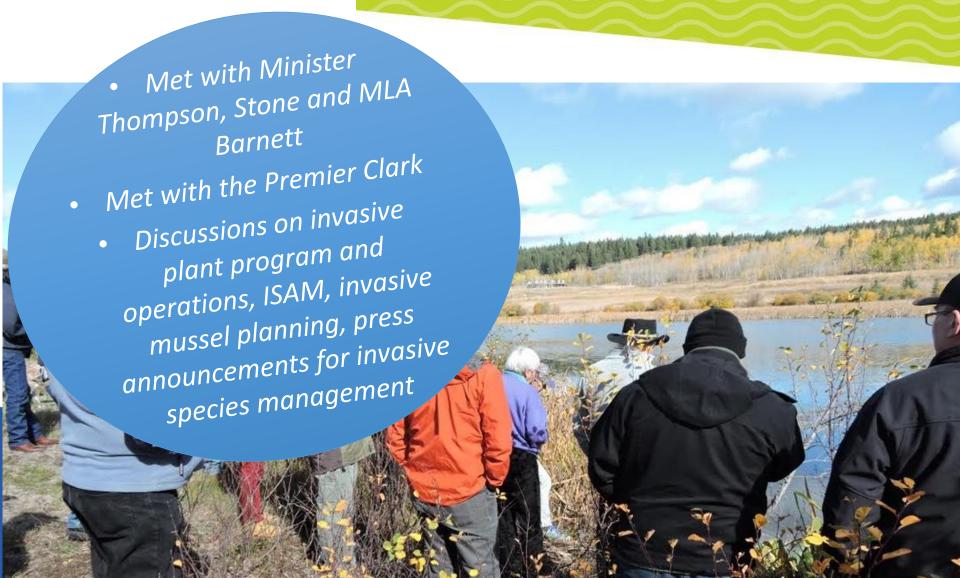
PNWER

Partnering nationally and internationally





Engaging Conversations





Media - Invasives Make **New Headlines**





THE GLOBE AND MAIL

Huge spike in media attention!

Local radio stations





Media

Published Articles

We have published over a dozen uniquely targeted articles in regional, provincial and national magazines and newsletters this year.





Online Media

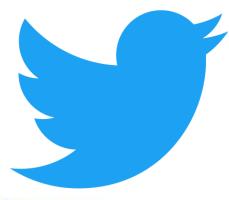
bcinvasives.ca website page views up 66% and users up 77% to 113,038

Launched events.bcinvasives.ca

Facebook page likes up 71%

Twitter followers up 30%







Social Media Influence

 Social media post reach increased e.g. David Suzuki helped us positively spread ISCBC's word to 28,457 followers - by sharing our knotweed post!





Top Tweet of 2016

- One tweet in Sep achieved 3,136 impressions
- 13 retweets
- 13 likes
- Exposure for ISCBC

Sep 2016 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,138 impressions

It's #NationalForestWeek. Find out how to participate bit.ly/1uZ5ABw

- @CanadianForests @ubcforestry
- @NRCan pic.twitter.com/LZDXMWjmzk





Planning for 2017

Training: industry,

JCP, pesticide

applicators

Events: National Forum, Research Conference

Action through
Communication and
Education



New for ISCBC

VISION

Healthy landscapes and communities free of invasive species.

MISSION

Taking action to build healthy landscapes, including habitats and communities, through education and responsible practices, to prevent the spread of invasive species.

New ISCBC Business Plan!



We look forward to the rest of 2017

THANK YOU