

Highlights of 2016

JODI ROMYN

ISCBC – Highlights of 2016

*Inspire BC
citizens to
take action*

*Organizational
culture of strength
and resiliency!*

*Collaborate with
governments, First
Nations, businesses
and communities*

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



ISCBC – Highlights of 2016



Behaviour Change Through Education & Awareness

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





Clean Drain Dry

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



New online
commitment tool for
the public



More than a dozen garden retailers, growers and landscapers across BC signed ISCBC's **PlantWise Code of Conduct**

Be PlantWise

Inspires an invasive-free BC and horticulture industry and gardeners to "know what you grow."





Play Clean Go

Reminds enthusiasts to pack out what you pack in the outdoors.

- ✓ Encourages responsible actions ie. Clean off your boots and equipment onsite when camping, biking and hiking



Behaviour Change

Don't Let it Loose!

Reminds pet and aquarium owners to be responsible and don't let it loose! into the wild.

- ✓ Making connections with pet owners, schools and industry



New Don't Let it Loose aquarium guide for children!



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.



*Strengthening
Communications
through Dynamic
Resources: 6
webinars in 2016*

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





- 5 Forestry & 3 Weeds and Roads Training Sessions
- Standardized trained professionals: certificate and recognition decal

Pesticide Applicator Training

- 3-4 day course offered twice in Spring 2016
- 5 workshops scheduled for 2017
- Many have gone on to start own company, work as a contractor or for a local business





- Teacher ProD Session – 31 teachers & non-formal educators trained
- BC Parks Online- 27 trained staff in 2016 season!



Invasive Mussels



Communications
and education
related to Aquatic
Invasive Mussel
Defense Program

Job Creation Partnership

Burdock casualties were high

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!



2016

- 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!

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

Cariboo Regional District
Outreach and engagement

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!





CRD Partnership - Delivers education & awareness in the Cariboo region

Growing Partnerships





PNWER

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

Partnering nationally
and internationally



- Met with Minister Thompson, Stone and MLA Barnett
- Met with the Premier Clark
- Discussions on invasive plant program and operations, ISAM, invasive mussel planning, press announcements for invasive species management





CBCtelevision



CBC

radio

THE GLOBE AND MAIL 

- Huge spike in media attention!
- Local radio stations
 - Print media
 - Globe and Mail
 - CBC Radio
 - CBC TV



Published Articles

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



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

The image shows a screenshot of a Facebook post. The post is from the page 'David Suzuki's Queen of Green' and was shared by 'Coralee Lord Holmes' on September 3. The post content includes a quote: 'You don't have to make the whole world better. Start with your family!' and a warning: 'Make sure you never buy this plant.' The post has 11 likes and is dated September 3. The post is highlighted with an orange oval.

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/LZDXMWjmkz



↻ 13 ❤️ 13

Planning for 2017

**Events: National
Forum, Research
Conference**

**Training: industry,
JCP, pesticide
applicators**

**Action through
Communication and
Education**

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