

# Tackling the 'TOP TWO' Sources: Aquatic Invasive Species Outreach Campaigns in Alberta

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# Behaviour Change: The Best of Intentions, BUT....

- Only way to win this war:  
**BEHAVIOUR FOCUS**
- Understanding the problem  
not enough to effect  
change
- Social marketing
- Targeted messaging and  
mainstream media
- Identify barriers early on;  
how to make 'right thing'  
easier to do?



**CLEAN + DRAIN + DRY  
YOUR BOAT**

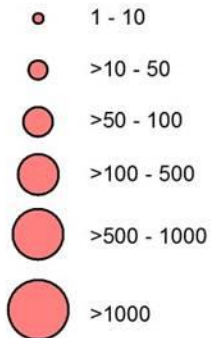


**ALBERTA INVASIVE SPECIES HOTLINE:  
1-855-336-BOAT (2628)**

# 1) Trailered Watercraft!

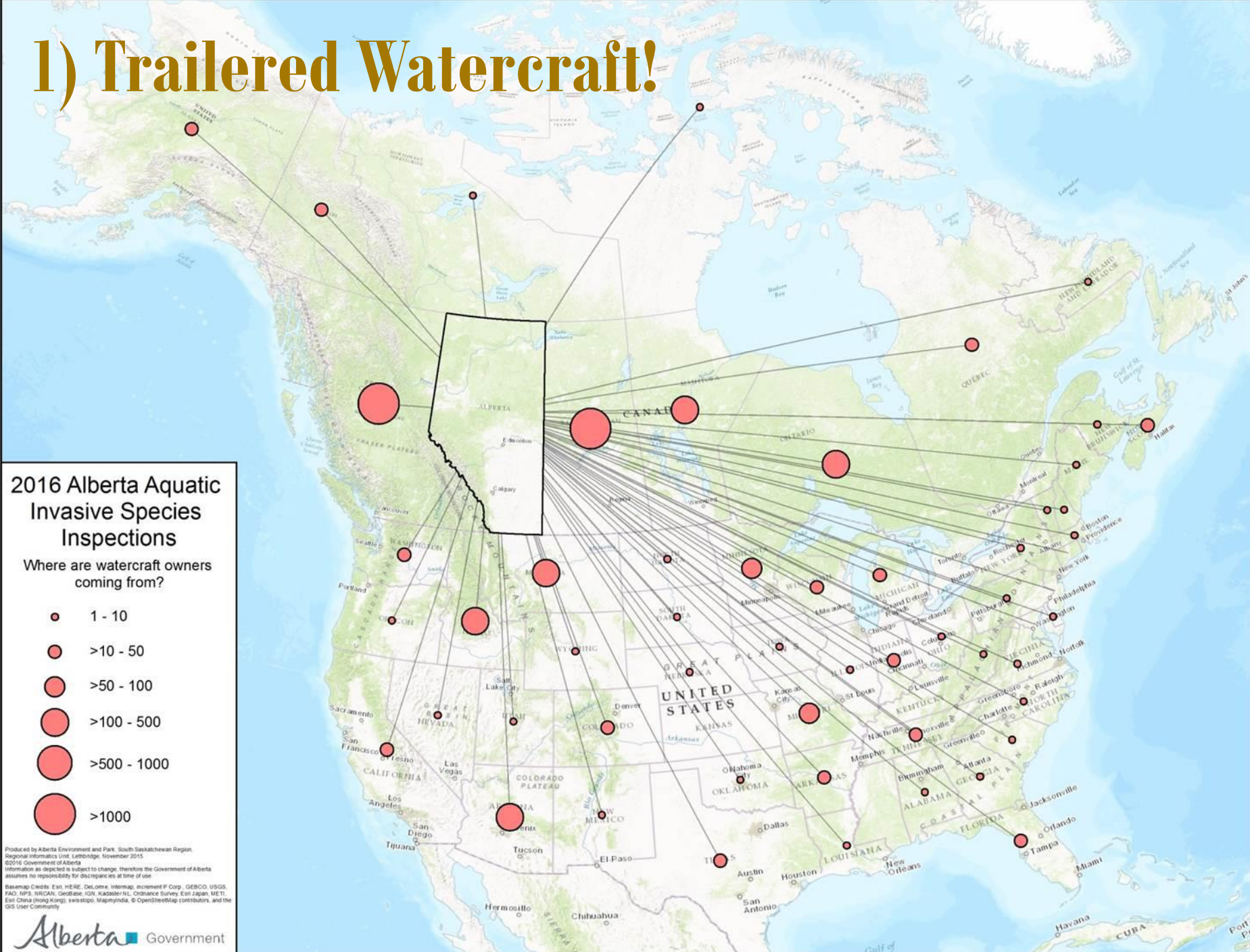
## 2016 Alberta Aquatic Invasive Species Inspections

Where are watercraft owners coming from?



Produced by Alberta Environment and Parks, South Saskatchewan Region, Regional Informatics Unit, Lethbridge, November 2015  
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# ‘Clean Drain Dry’ Campaign

- **Used widely in the west**
  - WA, ID, OR, WY, MT, BC, AB, SK, MB
  - **Can better target travelers (high risk)**
- **Initial focus on BOATERS**
- **Behaviour focus: when leaving the launch/water, take these three simple steps every time**
- **Good boat ‘hygiene’ too**
- **GOAL: Social norm to leave lake with clean boat/equipment**
- **GOAL: Raise awareness of mandatory watercraft inspections**



# ‘CLEAN, DRAIN, DRY’ Approach

- Billboards (traveling boaters, highest risk)
- Print and radio ads
- Videos
  - How to Clean Drain Dry
  - [Pull the Plug](#) (Don't be a Thug!)
  - [TV ads](#)
- Inspection ‘tokens’
- Displays/pop-ups
- Boat launch signs
- NEW! Permanent highway signs

DON'T LET INVASIVE MUSSELS  
**CATCH A RIDE**



CLEAN + DRAIN + DRY  
**YOUR BOAT**



Call Alberta's 24/7 Invasive Species Hotline  
**1-855-336-BOAT(2628)**



Stop Aquatic Invasive Species

**Clean, Drain, Dry  
Your Boat**

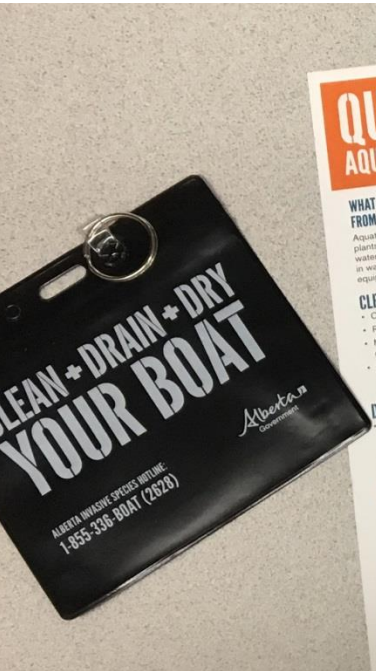
Inspections are Mandatory



'CLEAN,

# CLEAN + DRAIN + DRY YOUR BOAT

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Travelling with your boat this summer? Once you return, visit one of Alberta's watercraft inspection stations located on major highways around the province!

Props, boats and natural ecosystems can be ruined by zebra mussels and other aquatic invasive species. Take a few simple steps to preserve our lakes and fisheries: **CLEAN** off the plants and debris, **DRAIN** bilges and ballast, and **DRY** any wet areas of your boat.



ZEBRA MUSSELS



2.0cm

QUAGGA MUSSELS



2.5 cm

EURASIAN  
WATERMILFOIL



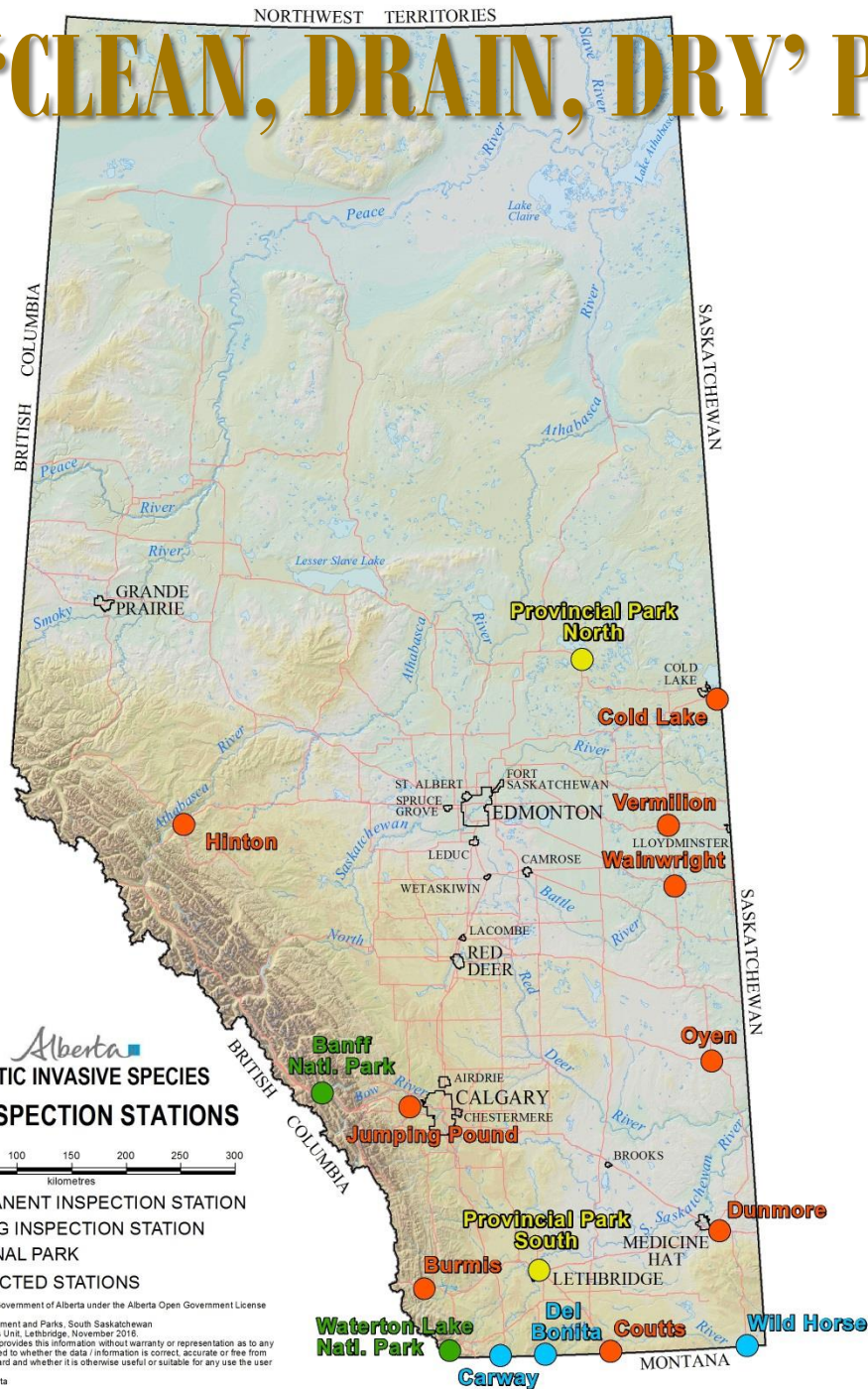
## DON'T LET THEM CATCH A RIDE STOP AQUATIC HITCHHIKERS

CALL FOR A WATERCRAFT INSPECTION:  
**1-855-336-BOAT (2628)**  
[esrd.alberta.ca](http://esrd.alberta.ca)



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# 'CLEAN, DRAIN, DRY' Program Support





# 'CLEAN, DRAIN, DRY:' NOW, WITH WHIRLING DISEASE!

- Many similarities between AIS and fish diseases
  - Same methods of spread
  - Similar audience
- Focus modified to include anglers
  - Fishing gear
  - Waders
  - Equipment
- Same concept applies



## PREVENT THE SPREAD OF WHIRLING DISEASE

### CLEAN + DRAIN + DRY YOUR GEAR

Whirling disease causes mortality in salmonid fish including trout and whitefish. The movement of fish, mud, and water can spread this deadly disease.

To help protect our fisheries, take these easy steps:

- ✓ Never move live or dead fish, or fish parts from one waterbody to another.
- ✓ Use fish-cleaning stations where available or put fish parts in the trash.
- ✓ Dry all gear thoroughly prior to next use.
- ✓ Avoid using felt-soled waders.

**CLEAN, DRAIN, DRY** all equipment that has been in contact with the water.

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FOR MORE INFORMATION OR TO REPORT INVASIVE SPECIES, CALL:

**1-855-336-BOAT (2628)**

Alberta  
Government

[aep.alberta.ca](http://aep.alberta.ca)

**DON'T**  
**LET IT**  
**LOOSE**



**DON'T**  
**LET IT**  
**LOOSE**

# Intentional Release



Alberta

# 'DON'T LET IT LOOSE' Campaign



**Intentional Release**

**DON'T LET IT LOOSE**

**DON'T LET IT LOOSE**

**DON'T LET IT LOOSE**

FOR A 1-8

It is illegal to release fish into waterbodies! Species that are not native to Alberta can become invasive when released into the wild, increasing competition for resources and spreading diseases to native species. Don't Let It Loose!

FOR MORE INFORMATION ON INVASIVE SPECIES, CALL: 1-855-336-BOAT (2628)

**DON'T LET IT LOOSE**

Alberta Government

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**DON'T LET IT LOOSE**

Alberta Government



# Target Audiences

- Aquarium/pet stores and hobbyists
  - Unwanted pets
  - Believe that release is humane
- Horticulture stores and water gardeners
- Anglers
  - Prussian carp example
- Cultures that practice release
  - Celebration and special events
  - Merit release
- Youth
  - Aquariums at home
  - Hatchery programs in school

**HAVE YOU SEEN  
THIS FISH?  
CATCH IT. KILL IT.**



**PRUSSIAN CARP A.K.A WILD GOLDFISH**

Prussian Carp is a harmful invasive species that are known to devastate aquatic ecosystems and pose severe threats to native fish.

**If you catch a Prussian Carp, DON'T LET IT LOOSE. Please kill it and take it home to eat or properly dispose of the carcass (away from any water bodies).**

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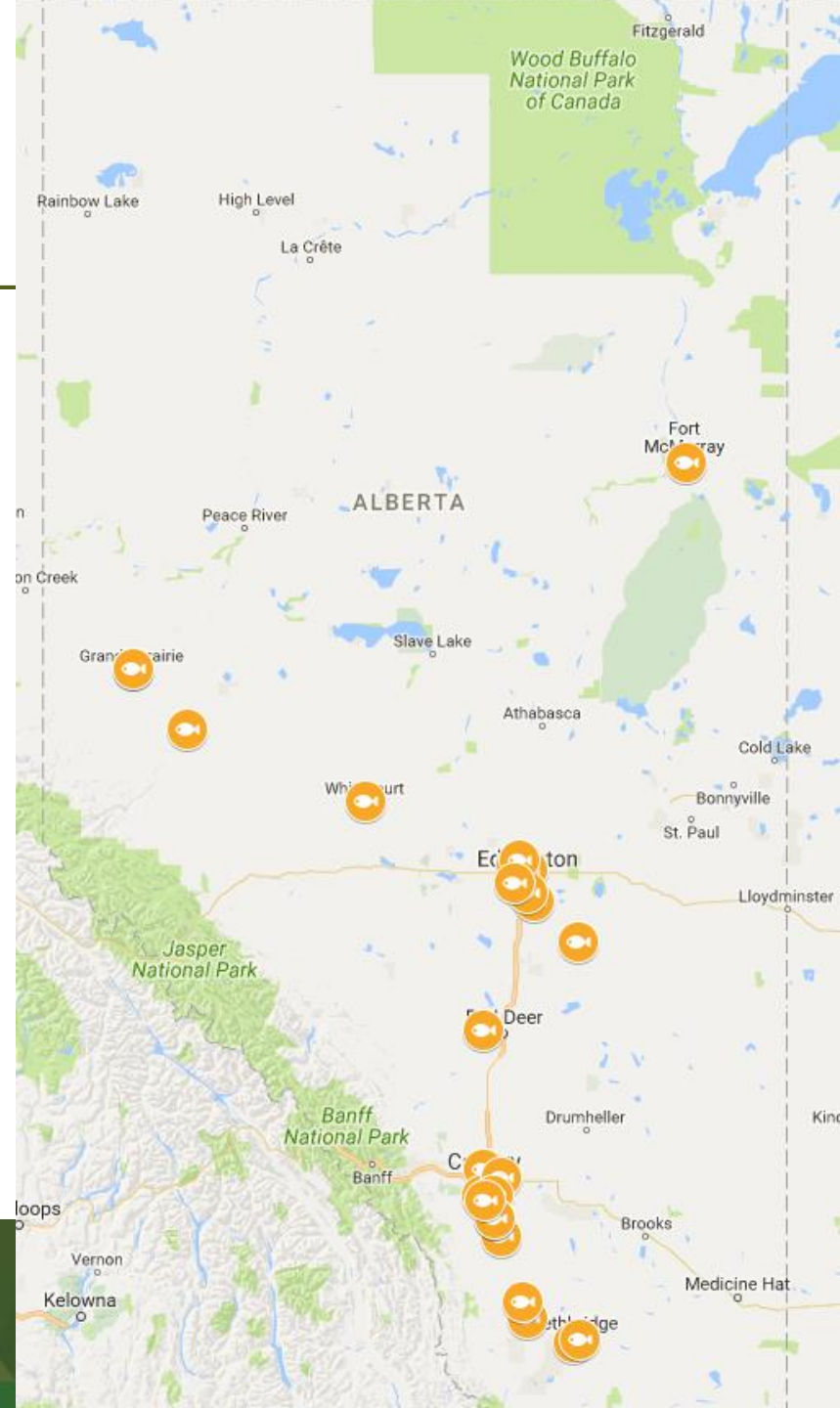
# WHAT is going on with these GOLDFISH?

- Urban stormwater ponds, recreational lakes
- Tolerant of high levels of turbidity, temperature fluctuations, and low levels of dissolved oxygen
- Multiple spawning events in a season
- Competition with native species
- Predate on native fish eggs and fry, invertebrates, and plants
- Disease & pathogen introductions



# Alberta Locations

1. Fort McMurray
2. Grande Prairie
3. M.D. Greenview
4. Whitecourt
5. St. Albert
6. Edmonton
7. Deer
8. Calgary
9. Lethbridge
10. Medicine Hat
11. Brooks
12. Drumheller
13. Banff
14. Jasper
15. Okotoks



# ‘DON’T LET IT LOOSE’ Program Support

## Legislation

- Fisheries (Alberta) Act: 52 prohibited species; no release of ‘subject water’
- Federal Aquatic Invasive Species Regulations: Release of non-indigenous species prohibited

## Response Activities

- Training for municipalities and consultants
- Phragmites, flowering rush, goldfish control projects in 2016
- ‘Arm’ more partners to address introductions





# Exploring New Territory...



# Challenges and Next Steps

- **Lack of research/testing on AIS campaigns**
  - **Focus groups**
  - **Surveys**
- **Mainstream media**
  - **Expensive, hard to measure**
- **How best to target audiences**
- **Evaluating efficacy**
- **Cultural differences/barriers**
  - **Way to incorporate stocking activities?**
- **Youth/schools and hatchery programs**
- **Targeting travelers**
- **Non-motorized boaters and anglers**



**Coming together is a beginning; keeping together is a process; working together is success.**

**- Henry Ford**

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