

***“Threat Campaign”***  
**Invasive Species Outreach  
to Hunters and Anglers**  
**Midwest Association of Fish & Wildlife Agencies**

Estes Park, Colorado  
June 30, 2008



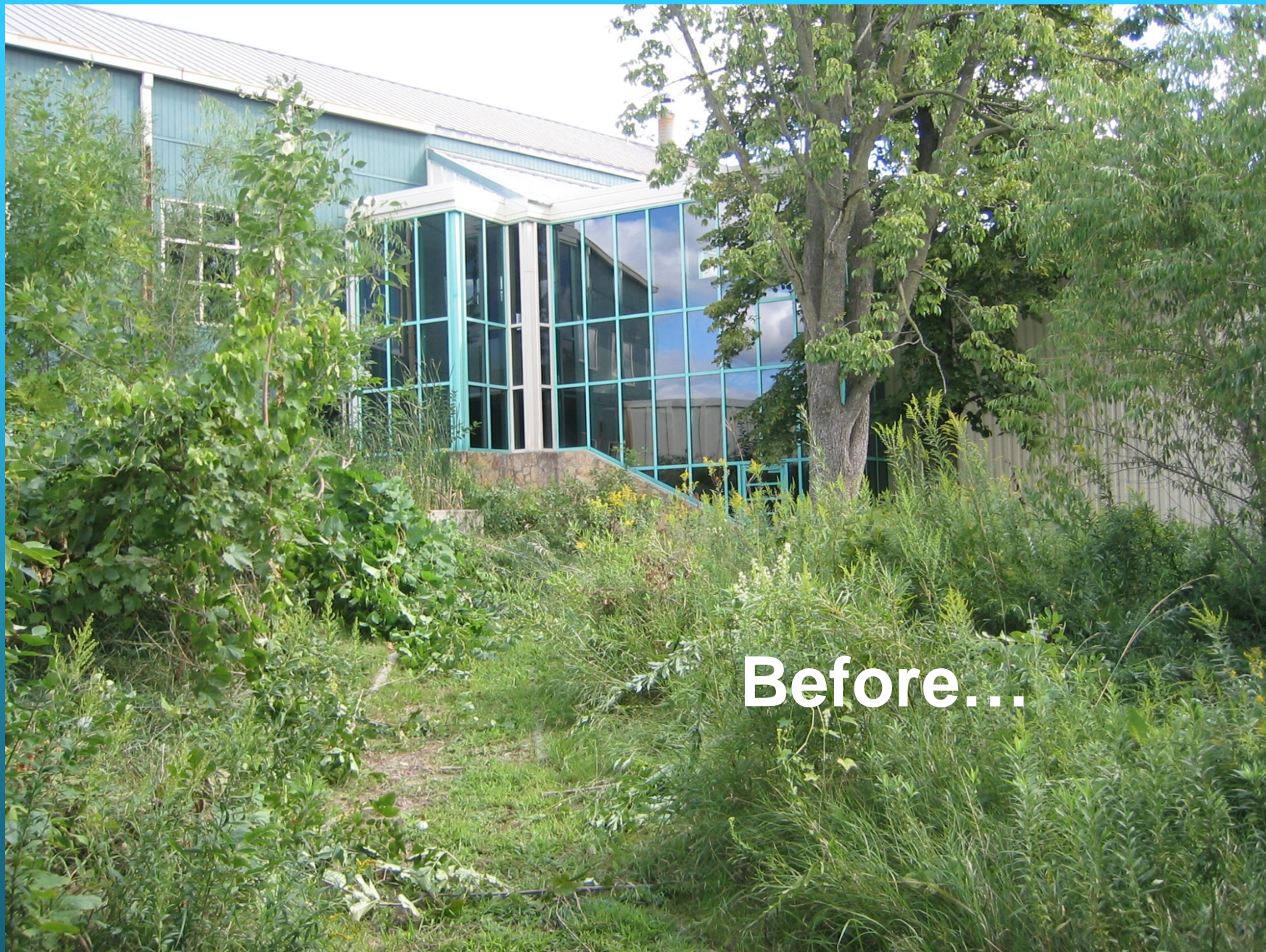
A wide-angle photograph of a serene lake scene. The water is exceptionally still, acting as a perfect mirror for the sky and the forest. The forest, which spans the entire width of the middle ground, is composed of a variety of trees, some with vibrant yellow and orange autumn foliage and others that remain deep green. The sky above is a clear, bright blue, dotted with soft, white cumulus clouds. The overall composition is balanced and peaceful, capturing a moment of natural beauty.

Downeast Maine

# ***“Threat Campaign”***



Is Any Place Safe?



Before...

A photograph of two young men, likely Boy Scouts, working outdoors to clear a large pile of brush and weeds. They are using long-handled rakes. The person on the left is wearing a black long-sleeved shirt and light-colored pants, while the person on the right is wearing a green t-shirt and grey pants. Both are wearing work gloves. In the background, there is a white building with a window and a large tree. The scene is brightly lit by sunlight.

**Boy Scouts at Work!**

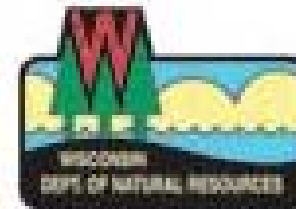


After...

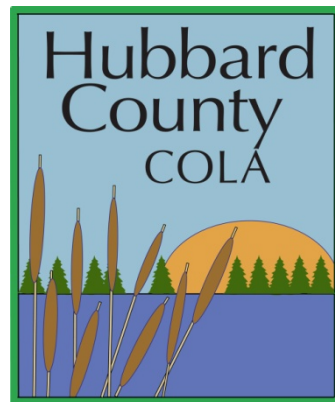


**Eagle Scout Project**

***“Threat Campaign”***

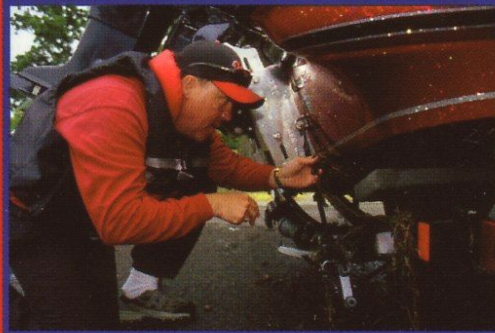
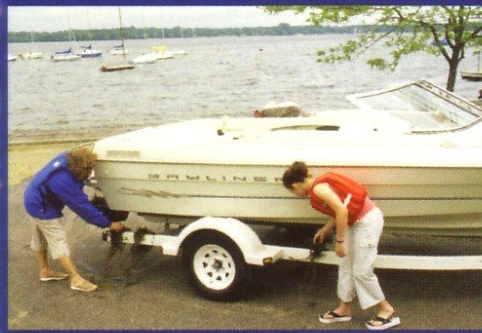


**STOP AQUATIC  
HITCHHIKERS!™**



# ***“INVADERS AMONG US”***

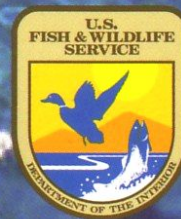
## ***Invasive Species Threat Campaign***



Featuring

***:30 Babe Winkelman Television  
Public Service Announcement***

***Thank You From***



**TV**

**PSA's**

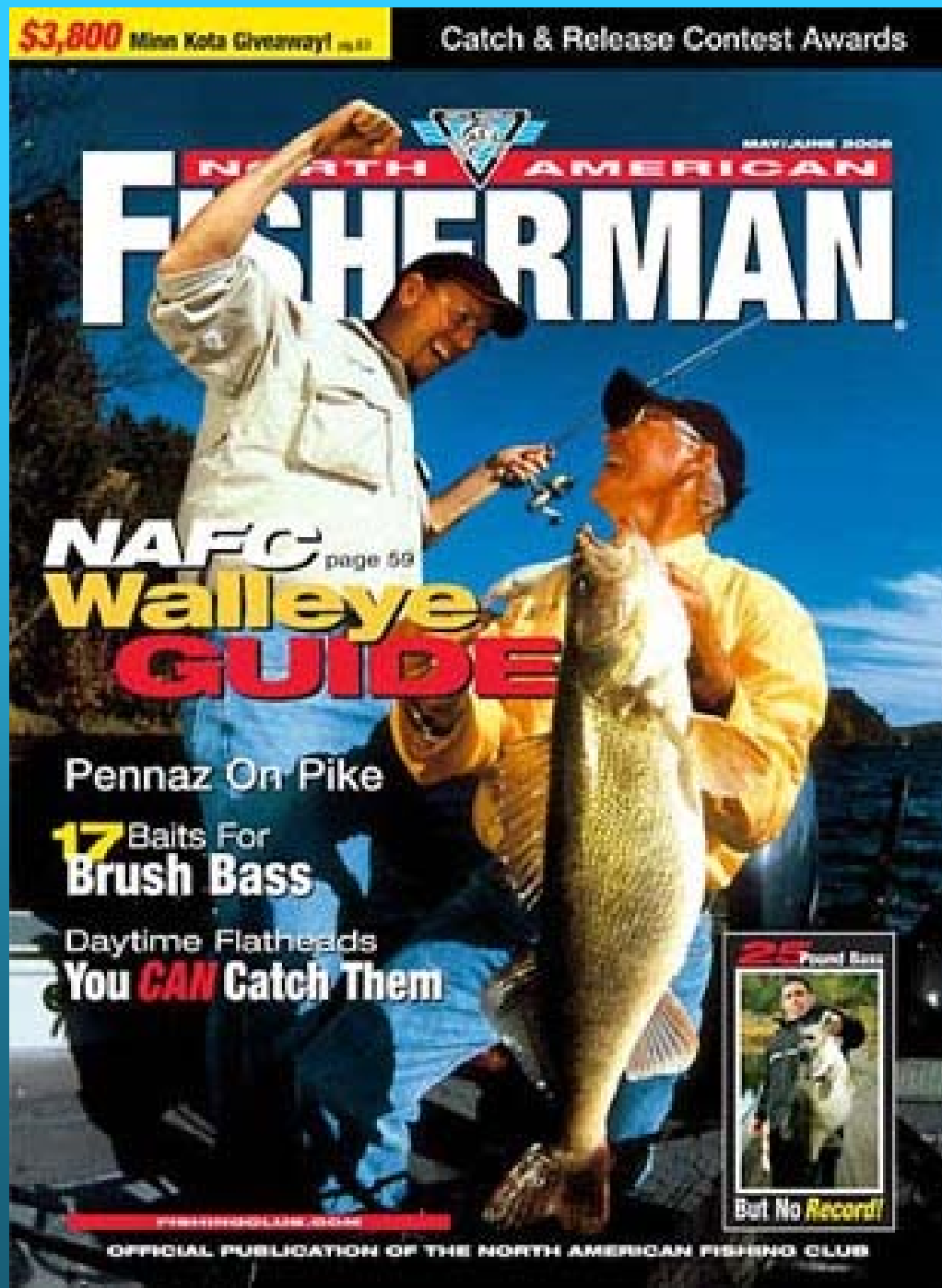
**87**

**Million**

**Viewers**

**\$3,800** Miss Kota Giveaway! pg. 83

Catch & Release Contest Awards



**Print**

**Magazine**

**Newspaper**

**34.5**

**Million**

**Impressions**

# America's Most WANTED



PHOTO: LADD JOHNSON

18.5  
Million  
Impressions



## Only You Can Stop Invasive Species

- ☒ **INSPECT** your boat, trailer, and equipment and **REMOVE** visible aquatic plants, zebra mussels, and other animals before leaving a water access.
- ☒ **DRAIN** water from the bait container, livewell, bilge, and transom wells before leaving a water access.
- ☒ **DISPOSE** of unwanted bait in the trash.
- ☒ **SPRAY** boat, trailer, and equipment or **DRY** for 5 days before going to another water body.



These institutions are equal opportunity providers.

# Billboards

- Targeting the message to means of delivery.



**74 Million Impressions**

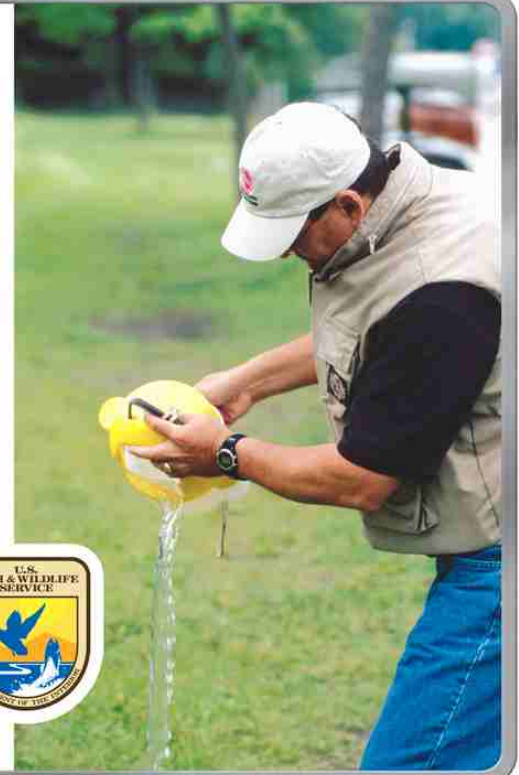
Targeting  
Lake Bound  
Traffic!





# STOP Hitchhiking ZEBRA MUSSELS!

- ✓ **Drain bait** and boat before leaving Mille Lacs
- ✓ **Bring water** to refill bait buckets



LAMAR

Targeting the  
Message ...To the  
Problem Area!

# Support from local Lake Associations



## STOP AQUATIC HITCHHIKERS!™

- ✓ Inspect
- ✓ Clean
- ✓ Drain



# Dioramas

51.4

Million

People

Annually



# Invaders

Only You Can Stop Invasive Species



**WANTED**  
DO NOT RELEASE

*European Watermilfoil*  
aka. *Wolff*

For Damaging Lakes  
Destroying Fish Habitat  
Impeding Navigation  
Reducing Oxygen

**WANTED**  
DO NOT RELEASE

*Zebra Mussels*

For Damaging Lakes  
Destroying Fish Habitat  
Impeding Navigation

**WANTED**  
DO NOT RELEASE

*Spiny Waterfleas*

For Damaging Lakes  
Destroying Fish Habitat  
Impeding Navigation

- ✓ Inspect
- ✓ Clean
- ✓ Drain



# Fugitives

ONLY YOU CAN STOP INVASIVE SPECIES

**WANTED**  
DEAD NOT ALIVE



**Spiny Waterflea**

For damaging fishing;  
Harming the food chain

**WANTED**  
DEAD NOT ALIVE



**Eurasian Watermilfoil;  
AKA Milfoil**

For damaging fishing;  
Destroying fish habitat;  
Impeding navigation;  
Reducing oxygen

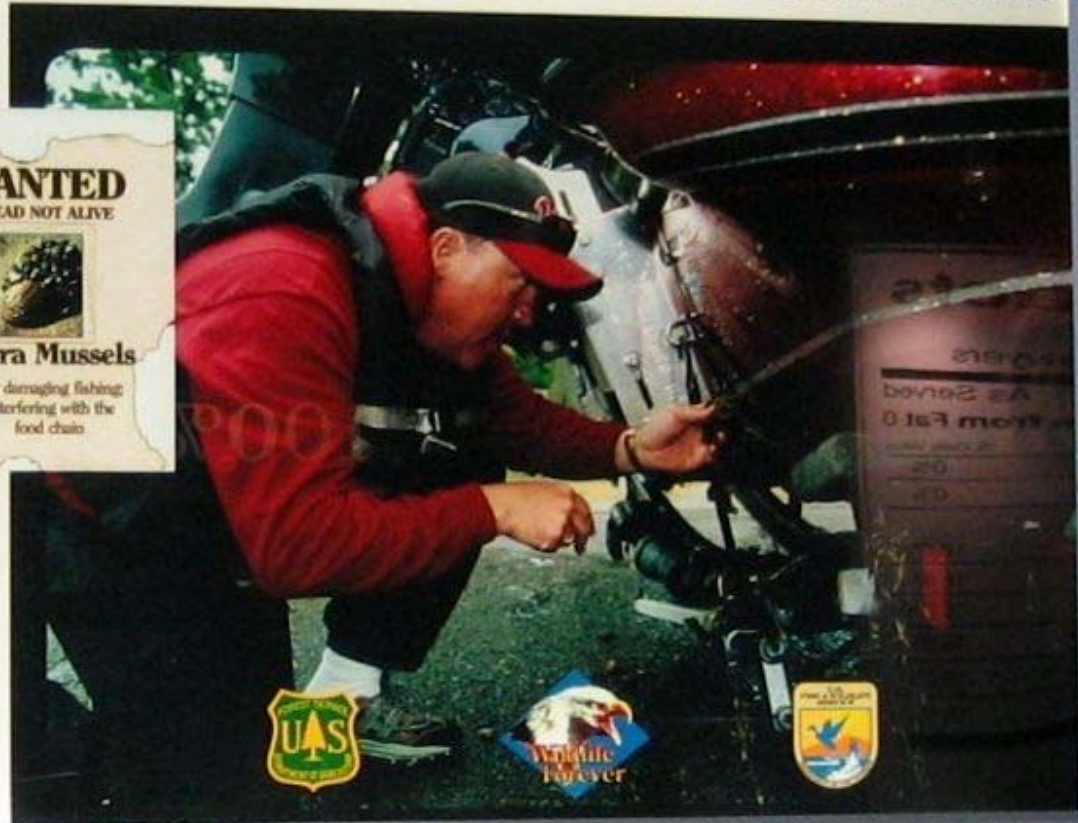
**WANTED**  
DEAD NOT ALIVE



**Zebra Mussels**

For damaging fishing;  
Interfering with the  
food chain

- ✓ **Inspect**
- ✓ **Clean**
- ✓ **Drain**





Tip  
Segment  
PSA's



Dangerous Travelers DVD





# ***“Threat Campaign”***

- **262 Million Americans**  
(in only two years)
  - Tailored Message
    - BMP's
  - Targeted Audience
    - Hunters & Anglers
  - **1,000 people per \$1**

# ***“Threat Campaign”***

\$Million Dollar Question

Does the  
Threat Campaign work?

# Boat Ramp Surveys



# Special Initiative

## - Objectives -

- Extend along key invasion corridors targeting resident and non-resident boaters and anglers in three states\*
- Develop and implement a strategic multi-media effort in collaboration with the MN, WI, and IA DNRs, WI Sea Grant, USFWS, USFS, and Wildlife Forever
- Evaluate outcomes to determine effectiveness



\* Two year initiative funded by NOAA/Sea Grant

# 2006 Results

## - Most Effective Sources for Info -

MN	IA	WI
<ol style="list-style-type: none"> <li><b>Signs at water accesses (172)</b></li> <li>Watercraft inspectors (126)</li> <li>Regulation booklets (104)</li> <li><b>Television ads (102)</b></li> <li><b>Billboards (77)</b></li> <li>Radio ads (54)</li> <li>Stickers (50)</li> <li>Newspaper ads (39)</li> <li>Signs along roadways (20)</li> <li>Gas pump ads (17)</li> <li>Displays at rest areas (3)</li> <li>Invasive species ID cards (2)</li> <li>Windshield flyers (2)</li> </ol>	<ol style="list-style-type: none"> <li><b>Signs at water accesses (31)</b></li> <li><b>Billboards (9)</b></li> <li>AIS ID cards (6)</li> <li>Watercraft inspectors (6)</li> <li>Radio ads (6)</li> <li>Stickers (5)</li> <li>Television ads (5)</li> <li>Windshield flyers (3)</li> <li>Newspaper ads (3)</li> <li>Highway radio ads (3)</li> </ol>	<ol style="list-style-type: none"> <li><b>Signs at water accesses (38)</b></li> <li>Watercraft inspectors (20)</li> <li><b>Billboards (15)</b></li> <li><b>Television ads (12)</b></li> <li>Regulation booklets (10)</li> <li>Newspaper ads (8)</li> <li>Radio ads (7)</li> <li>Other (6)</li> <li>Stickers (3)</li> <li>Kiosk at Cabela's (3)</li> <li>Signs along roadways (3)</li> </ol>

# 2006 Results

## - To what extent raise awareness? -

Awareness	MN (n=219)	IA (n=48)	WI (n=47)	Overall (n=314)
Large amount	62% (n=136)	42% (n=20)	28% (n=13)	54% (n=169)
Moderate amount	30% (n=66)	40% (n=19)	34% (n=16)	32% (n=101)
Sub-total:	92%	82%	82%	86%
Small amount	6% (n=14)	17% (n=8)	34% (n=16)	12% (n=38)
None	1% (n=3)	2% (n=1)	4% (n=2)	2% (n=6)



Add your  
logo here

# 2006 Results

- What extent **WILL SAH!** influence **YOU** to take action? -

Level <b>WILL</b> Influence	MN (n=219)	IA (n=48)	WI (n=47)	Over all (n=314)
Large amount	90% (n=198)	38% (n=18)	55% (n=26)	77% (n=242)
Moderate amount	9% (n=20)	46% (n=22)	43% (n=20)	20% (n=62)
Sub-total	99%	84%	98%	99%
Small amount	1% (n=1)	15% (n=7)	2% (n=1)	3% (n=9)
None	0%	2%	0%	1%



**STOP AQUATIC HITCHHIKERS!**  
Prevent the transport of nuisance species.  
Clean all recreational equipment.

When you leave a body of water:

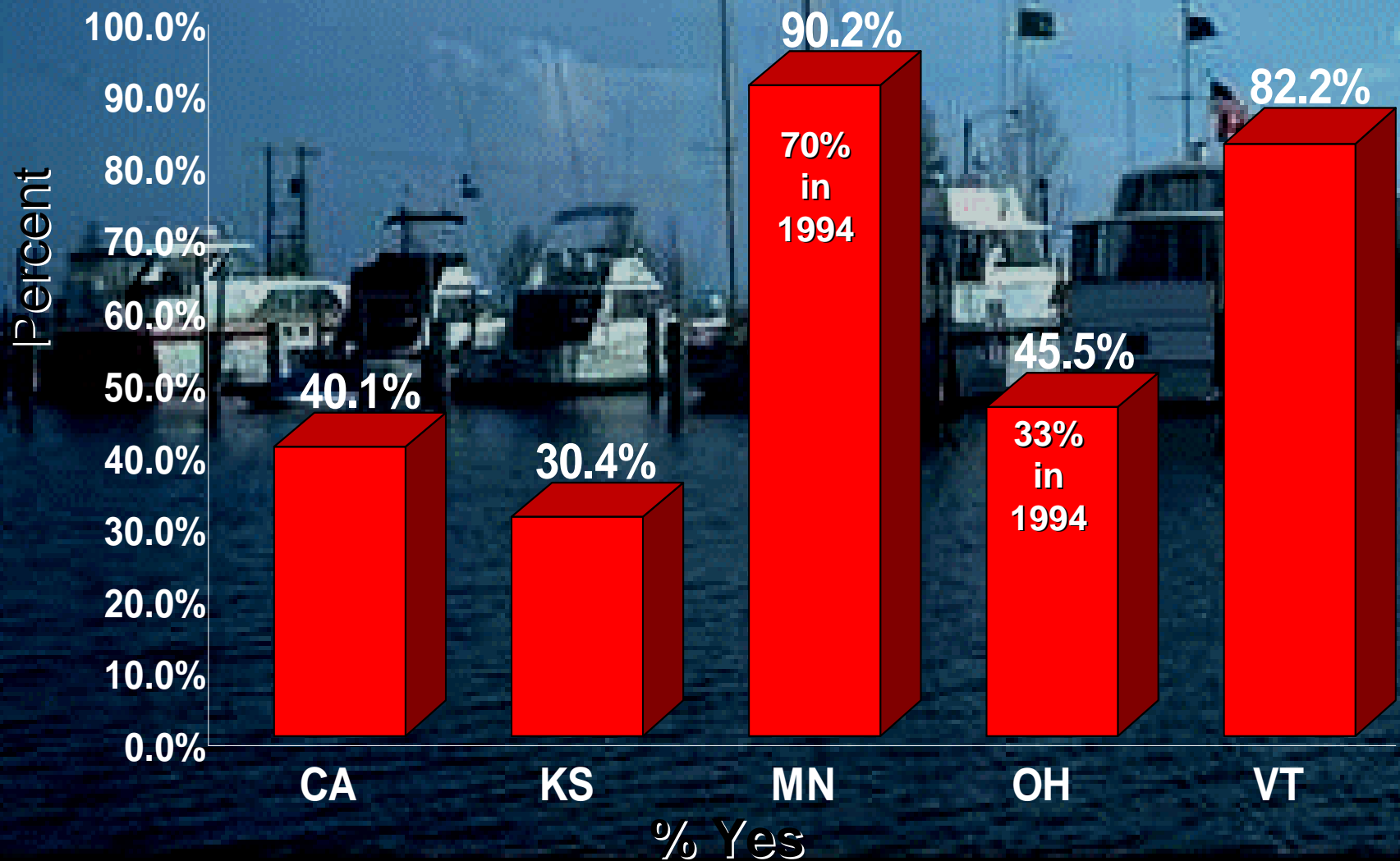
- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.



**STOP AQUATIC HITCHHIKERS!**  
Prevent the transport of aquatic species.  
Clean all recreational equipment.  
[www.PreventTheHitchhikers.org](http://www.PreventTheHitchhikers.org)

Newspaper ad

# Comparisons to Previous MN Sea Grant Surveys 1994/2000: Percent Taking Precautions to Prevent Spread of AIS



# Conclusions

 ***Stop Aquatic Hitchhikers!*** provides an effective platform to convey simple consistent messages:

- Business, industry, association, agency or NGO can extend prevention messages into their communities

 ***Stop Aquatic Hitchhikers!*** exposure changed boater/angler awareness and behavior:

- Results provide further evidence that effective public education needs to be made a priority

 **Conclusions justify expending ... resources on outreach because of return on this investment**



Looking Through the Glass Ceiling...

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